

AsCA'13 Hong Kong: Prospectus and Information for Exhibitors



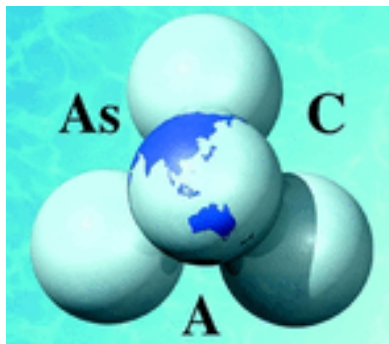
1. Background

AsCA'13 is the 12th meeting of the Asian Crystallographic Association, which is a regional affiliate of the International Union of Crystallography. Approximately 300 - 400 delegates are expected (around 280 currently registered at 22 October). The field of crystallography is exceptionally broad, but approximately half of delegates are in the field of Structural Biology (protein structure and function) and the rest fairly evenly divided between the fields of Chemical Crystallography, Diffraction Physics and Materials Science.

The geographic balance of delegates at AsCA meeting changes with the venue but this time about 100 delegates from China, 50 from Japan and 20-30 from each of Korea, India and Australia. Leading scientists from other smaller countries such as Hong Kong, Singapore, New Zealand, Thailand and Malaysia will also attend, as well as a number of delegates from the U.S.A. and Europe.



The AsCA conferences are now held two times in every three year cycle, with no meeting in years in which there is an International Union of Crystallography (IUCr) congress. Next year 2014 the IUCr will hold its XXIII congress in Montreal, Canada (5-12 August 2014) and so the next AsCA meeting will not be until 2015 in Calcutta, India. The Hong Kong meeting is an ideal opportunity to meet with regional academics working in the crystallographic sciences.



2. Conference Dates

The conference will be held from 7-10 December (Saturday through Tuesday). The weather in Hong Kong in early December should be dry and pleasant. Days should be sunny and moderately warm 15-20°C though evenings may be cool. The typhoon season is usually finished by end of October.

The Saturday will be given over to several workshops and a structural biology symposium and most delegates will arrive and conduct conference registration. In the evening there will be a Welcome Mixer (sponsored by Agilent Technologies) starting at 18.00 and the conference will commence with a Plenary Lecture by former IUCr President Prof Sine Larsen (U. Copenhagen) at 19.30.

It is anticipated that most Exhibitors will set up their stands during Saturday between 10.00 to 18.00. Some student helper assistance may be provided upon request.

The conference will then run Plenary/ Keynote talks and three parallel Oral sessions for three days (Sun 8th, Mon 9th and Tues 10th December). We expect that exhibitors will continue their display through to Tuesday lunch-time and then dismantle exhibits sometime on Tuesday afternoon.

Other important dates:

Oral abstract deadline	15 October 2013
Poster abstract deadline	15 November 2013
Exhibition Booths	15 November 2013
Inserts to Conference Bags	1 December 2013

3. Conference Venue

The conference will take place on the campus of Hong Kong University of Science and Technology, after the original venue Dhaka, Bangladesh was deemed unsuitable due to the civil unrest there earlier in 2013. The university campus is located in the eastern part of Kowloon in Clear Water Bay.



The campus is well-known for its attractive situation on the shore line and was also the location for successful previous AsCA conference held in June 2004.

Location in Hong Kong:

The HKUST university campus is located on the opposite side of Hong Kong to Chek Lap Kok Airport (about 30 km / 1 hour away) Location is indicated on Google map as A.

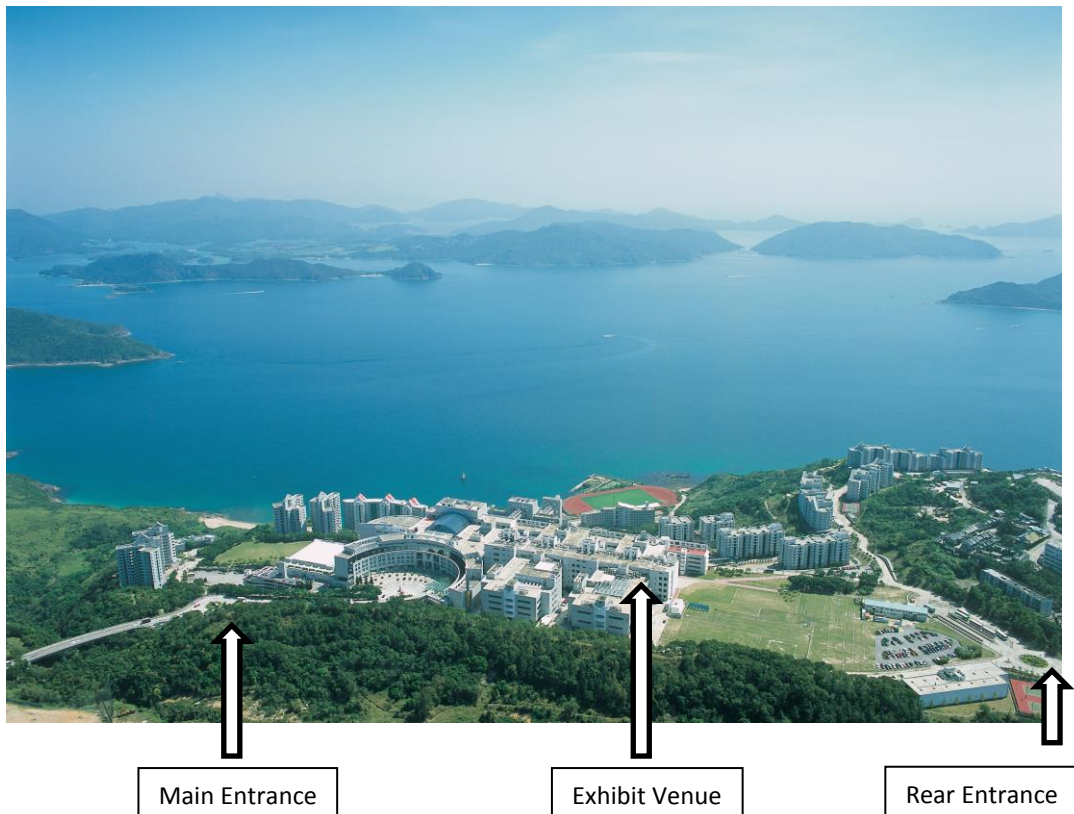


Transportation to HKUST

In Hong Kong taxis are quite reasonable price and from airport will cost around HK\$300 (US\$40) which is not bad for a 30 km 1 hr journey. Hong Kong has an excellent public transport system. See http://ihome.ust.hk/~meyklee/HKUST_direction.jpg



Below: Aerial view of University campus looking East with Entrances and Venue marked

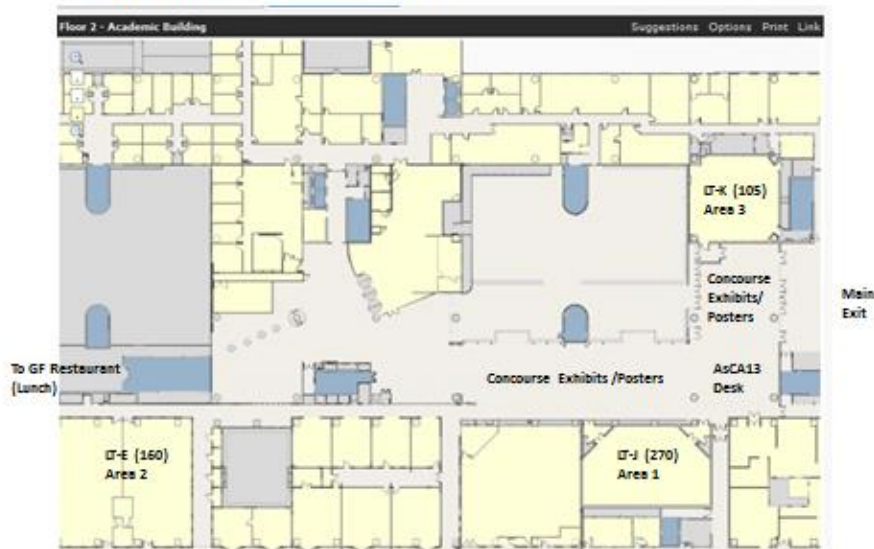


Arrival to university from airport is through main entrance with drop off in the piazza. From TKO hotels arrival is easiest via rear entrance. Exhibit venue is at end of main concourse. Note the large green area is now under construction as site of a new science laboratory building.

4. Exhibition Area

Since 2004 the university has continued to develop and expand and we will hold the exhibits in the new part of the main concourse. The exhibition area will be adjacent to majority of conference posters and two of the three main lecture theatres (LT-E, LT-J and LT-K) where the academic sessions will be held. The overall layout for the conference is shown on the scheme below.

Layout for AsCA'13 Conference

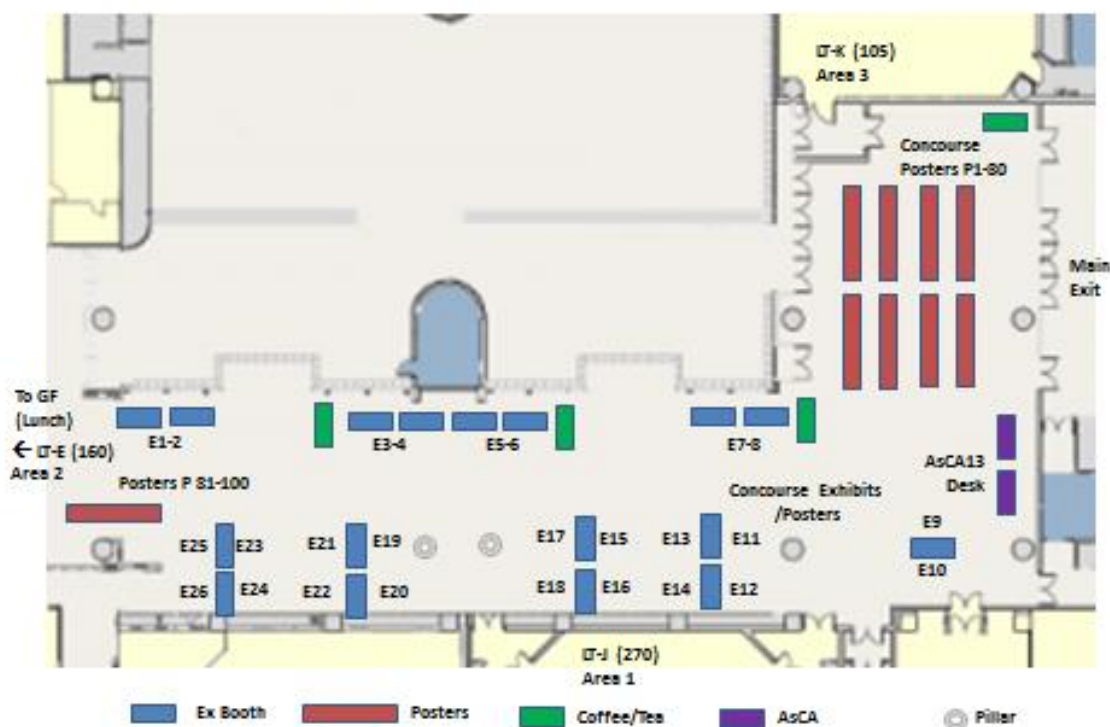




Main Concourse outside LT-J and LT-K

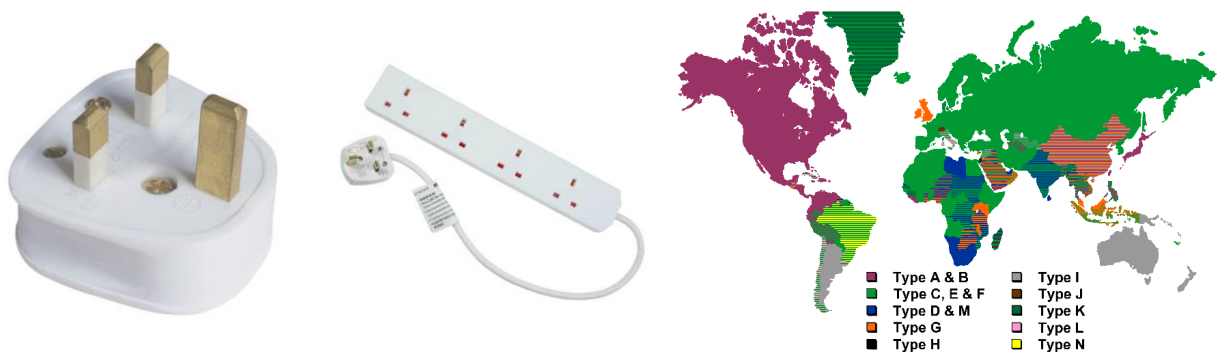
The exact layout of booths may be subject to the final number of exhibits and posters, but the initial plan is shown below. Twenty six exhibitor stalls have been provisionally designated as E1- E26.

Layout for AsCA'13 Conference



Sponsors and exhibitors will be contacted to arrange the specific booth location. In the event that this number of booths is insufficient, some non-commercial booths (such as IUCr etc) or late applications for exhibition space may be moved to the outside of the Lecture Theatre E, which will house the Area 2 (Chemical Crystallography) Oral sessions. Please note the booth size will be a standard 10 foot width (ca 3m) and nominally 6 feet deep. We will undertake to supply draped tables and sufficient chairs for exhibitors and their customers. Optionally we can also supply two white backboards per 10 foot booth and spot lighting for these if required. For special requirements please contact us.

The electricity supply and sockets are based on UK standard, but with slightly lower voltage. (220V, 50 Hz and UK style type-G large three pin plug) If you will require electrical adaptors, extension cables and multi-socket adaptors, please notify us ahead of time.



It is not recommended that exhibitors bring large electrical items for display purposes. Please be aware the exhibit area is a main concourse of the university and although ideal from the standpoint of location and proximity to the lectures, it is not a secure, isolated venue. Security personnel will be based next to the exhibits both during the day and overnight, as was the policy in 2004. However laptops and personal valuables should not be left unattended, student and conference helpers will be on-hand to assist if exhibitors need to leave their booths for relatively short periods.

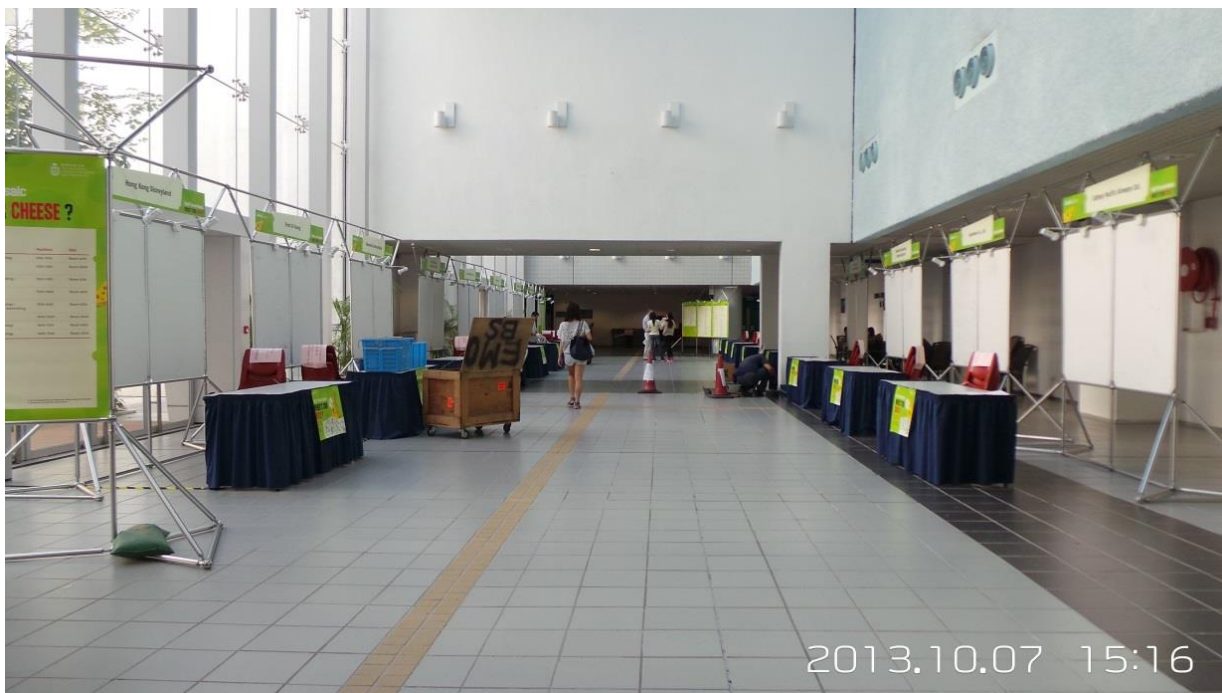
In general Exhibitors need to arrange for transport and set up of the Exhibit materials. Arrangements can be made to send these on ahead of time, but note we are not able to undertake airport pick-up or customs clearance for such items. Storage space for items such as packing crates and boxes throughout the conference period can be arranged, though please notify us ahead of time of your likely needs in this regard.



Above: Lecture theatres for AsCA'13 and Below: Rear of Main Academic Building



Exhibitor Concourse View 1 : Booth areas E 1-6 would be on left.



Exhibitor Concourse View 2 : Booth areas E 1-6 would be on right by glass windows.

Standard booths will be supplied with draped tables, chairs and backboards with spot-lighting as shown for indicative purposes.



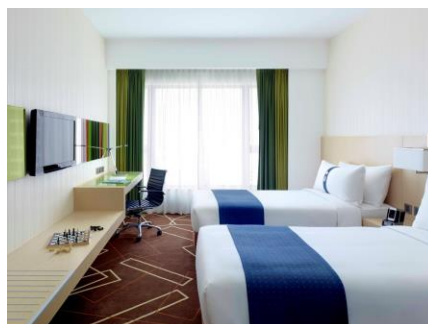
5. Suggested Accommodations

The timing of the conference is between the main university semester and the end-of-term examination period. Unfortunately no campus accommodations are available to delegates this time, which was dictated by approximately following the original dates set by the organizers in Bangladesh.

Rates have been negotiated with several hotels nearby and it is recommended that delegates stay at Crowne Plaza (5*) or Holiday Inn Express (3*) hotels in Tseung Kwan O (TKO) which have the advantage of being located above a MTR (subway) station. Transport to/from these hotels to university campus will be laid on throughout the conference.



Crowne Plaza



Holiday Inn Express

Rates for the hotels are shown elsewhere in the conference website, but are around US\$160 per night for 5* and US\$120 per night for the 3* hotel. Rooms can be double occupancy and include free wi-fi and breakfast.

6. Exhibitor Rates

The rate for standard 10 ' commercial booth will be set at US\$1,200 including two free conference registrations, or US\$1,000 for just one registrant. For non-commercial organizations the cost will be US\$500 per booth, including one registrant. The conference registrations will allow complete access to exhibits, academic sessions, workshops and all meals, snacks and social events, as for other Full registrants.

Exhibitors are also welcome to submit abstracts for Oral or poster presentation, but the decision to accept these will reside with the Program Committee and be based on scientific merit and interest. Sponsors will be able to include a number of complementary exhibit booths and conference registrations, along with other promotional advantages, as negotiated and agreed with each organization.

Fees:	Standard Booth (commercial)	US\$1,000
	including 2 registrants	US\$1,200
	Booth (non-commercial)	US\$500

7. Other Information

Exhibitors may send advertising and promotional materials such as flyers to the conference ahead of time. Please allow at least 350-400 items for distribution. In general these will not be added to delegates bags unless by prior arrangement. Conference abstracts will be provided on USB chips and exhibitors may send promotional information as pdf files which will be included. This should reach us by 15 November 2013.

There is some limited space for color advertising in the conference booklets, which will be produced at B5 size with printed page area of around 8 x 5 inches; for 600dpi quality any images submitted for printing should be ca. 5000 x 3000 pixels. Such advertising can be arranged with the AsCA13 Secretariat and images sent as soon as possible, since printing must be arranged before mid-November.

Sponsorship of the main social events has been taken, with exception of the AsCA'13 Farewell Party planned for Tuesday evening. You are welcome to contact the Secretariat if interested in this sponsorship opportunity.



View of HKUST campus taken from the sea.

Address for shipping and contact details:

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