

The Innovation Zone at ELRIG Drug Discovery 2015



What is the Innovation Zone ?

The Innovation Zone is principally designed to give up-and-coming companies, who can't necessarily afford a full stand, access to a major event and exposure to the market.

We get a more diverse, more interesting show, and we fulfil part of our mission to encourage new business and new technology.

We are happy to consider research and non-commercial groups, and even those hoping to start a business ! (*it's a great way to test the market / customer reaction at very low risk*)

How much does it cost ?

The ELRIG subsidise this extensively, and ask you for a contribution of around 10% of the price of a full stand ... for DD 2015 it's £275 +vat

What do you get ?

For this you get a 'table-top' display area, nominally 1.0x2.0m (with a table approx. 1x1m.) The table and upto 2 chairs are included (if you want them), plus a single 220V 500W power socket.

You can display pretty much whatever you can fit on the table, plus maybe a couple of pop-up banners or posters. *If you have anything bigger than that, please discuss it with us before the event, thanks ☺*

The zone will be 'constructed' of free-standing shell scheme, which will provide you with a full height back and half height side 'walls', which you can use for display. Please see the drawing attached.

After the event, you are supplied with the registration details of all the delegates.

You can bring along as many staff as you wish at no additional charge : please remember that there's limited space for more than 1 or 2 at a time around the booth itself.

We offer FREE access for delegates, so invite everyone you know : just register via our website, www.elrig.org

PRIME LOCATION : The Zone is on prime real-estate, right at heart of the exhibition area. A copy of the floor-plan is attached.

Companies featured Innovation Zone are listed in our printed Delegate programme, and in our on-line + mobile app guide to exhibitors,

– with a brief profile and a link to your own site.

... so you get some free advertising courtesy of us.

We may also feature this on our website : www.elrig.org



It's not uncommon for our Media Partners to pick up on some of this for wider circulation.

Review and Acceptance :

Acceptance is subject to review by our committee, and there are a couple of broad conditions :

- 1/ The technology / service should be new, interesting and relevant to the theme of the conference
- 2/ You should have an annual turnover of less than €1M
- 3/ You may participate in an ELRIG Innovation Zone at any one ELRIG event no more that twice in 3 a year period. (*Each separate event is counted independently, so appearances in the Innovation Zone at Drug Discovery, for example, are counted separately to appearances at another event*).

Application of these rules is at the discretion of the committee : the focus is on innovation, so if you have something very exciting, we may stretch a point !

Application :

To apply formally please e-mail Dermot Boylan : Dermot.boylan@elrig.org

And include ...

- your company name, address, phone number,
- a website link or somewhere we can look for more background info.
- the company's age and rough turnover
- a contact person + e-mail
- a brief description (really only a paragraph or 2 , please) of what your innovative product / service is ?

... and we will let you know as quickly as we can !

Dermot Boylan Innovation Zone Co-ordinator, ELRIG

- Floorplan : p3
- Shell scheme drawing : p4



