

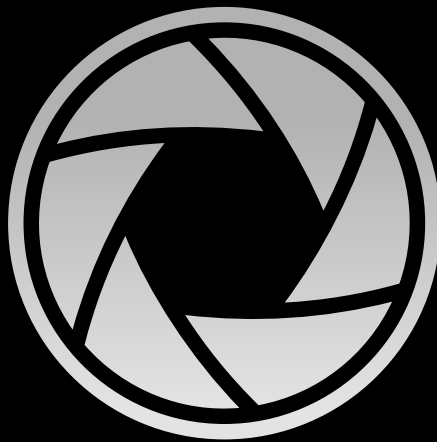


FocalPlane

Where biology meets microscopy

Sponsorship opportunities

Align your brand with our new microscopy community site



The Company of
Biologists

Hosted by

Journal of
Cell Science



About FocalPlane

FocalPlane is the new microscopy community site, hosted by Journal of Cell Science. The site encompasses all fields in the biological sciences where they meet microscopy.

From conversations with the microscopy community, it was clear there was the need for a trusted, curated and centralised online meeting place to connect people, products, resources and information relating to microscopy. The idea for FocalPlane was born.

The ability to tackle ever-more-refined biological questions is improving as microscopy and image analysis become increasingly more complex and sophisticated. However, this has made it more and more difficult for non-experts to access user-friendly resources or tools tailored to their questions. Thus, there is a need for a platform for both microscope/software developers and researchers to exchange ideas and information to help the field develop and progress. To encourage these interactions, FocalPlane provides the opportunity for you to contribute primers on new techniques, interviews and case studies, validate a technique and share it with the community or even post your own short video tutorials.

Featuring news, interviews, blog series, tools, job listings, events and a regular journal club, the community site is free to access and users can register for a free account to post their own contributions. FocalPlane is run by a dedicated Community Manager, Esperanza Agullo-Pascual, who is supported by a distinguished Scientific Advisory Board.

Scientific Advisory Board



Lucy Collinson



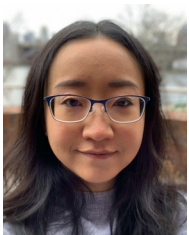
Ricardo Henriques



Florian Jug



Christophe Leterrier



Jennifer Li



Jennifer Lippincott
-Schwartz



Kota Miura



Sponsorship opportunities

Industry partner – £8000

As one of a select number of industry partners, enjoy continued and repeated exposure and association with FocalPlane on our website, emails and social media. Package runs for 24 months.

- Company logo and hyperlink featured on FocalPlane homepage and company write up on Industry Partner page
- Year-round use of your logo
- Eight complimentary advertorials/case studies
- One email partnership announcement
- Logo in weekly email alerts
- Four complimentary online banner adverts
- Two banner adverts on JCS electronic Table of Contents (eToc)
- Four social media posts (Twitter & Linked In)
- Complimentary exhibition stand at the 2023 Journal of Cell Science meeting on imaging to include:
 - Company logo and hyperlink on meeting homepage
 - Complimentary full colour A5 ad in printed programme
 - One complimentary scientific registration

2022 image competition sponsor – £1000

A fantastic opportunity to be the named sponsor of our annual image competition. Company name and logo on all marketing collateral and promotion. Winning image to be used in Journal of Cell Science 2022 calendar.

We are flexible and open to suggestions. If you don't see a package that suits your specific needs, please contact us and we will be happy to help sponsorship@biologists.com

Advertorial/case study – £500

A great opportunity for you to promote an interview, new product, technique or video demo. We also offer the option to feature your advertorial on WeChat, our Chinese social media channel.

Banner advertising – £30 CPM

An online advertisement is a great way to build awareness of your products or services through eye-catching animation and graphics. Your advertisement will appear throughout the FocalPlane site and will lead potential customers directly to your homepage or specially designed website. Minimum order of 5,000 impressions (£150).

Weekly email alert – £400

Sent weekly to registered users of FocalPlane, advertisements placed at the footer of these alerts target an audience receptive to new products and services.

Your details

Title	
First name	
Surname	
Job title	
Organisation	
Address	
Country	Post/Zip code
Telephone	Email

Sponsorship opportunities

<input type="checkbox"/> Industry partner	£8000	<input type="checkbox"/> Banner advertising	£30 CPM
<input type="checkbox"/> 2022 image competition sponsor	£1000	<input type="checkbox"/> Weekly email alert	£400
<input type="checkbox"/> Advertorial/case study	£500		

All prices above are in pounds sterling and exclude VAT

How to pay

Payment via bank transfer Payment via credit card

Contact

Please return the form to: sponsorship@biologists.com

Terms and conditions of booking

- Acceptance of applications for sponsorship and content of advertising is down to the discretion of The Company of Biologists.
- Exhibitors are responsible for their own insurance for the 2023 meeting. A copy of your public liability insurance will be required.