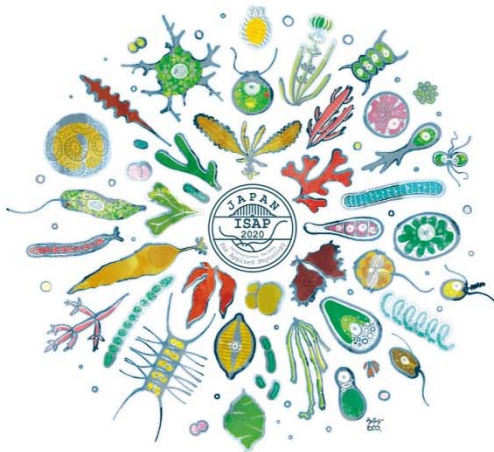




The 7<sup>th</sup> Conference of the International Society for Applied Phycology  
(ISAP2020)

# Sponsorship & Exhibit Opportunities



Illustrated by Hiroko Uchida

# ISAP 2020

The 7<sup>th</sup> Conference of the International Society For Applied Phycology

April 19 (Sun.) – 24 (Fri.), 2020  
Makuhari Messe, Chiba, Japan

<https://isap2020-phycology.org/>

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# Welcome to ISAP 2020

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Warm welcome to the 7th Conference of the International Society for Applied Phycology (7th ISAP = ISAP 2020) from the Local Organizing Committee Chair, M.M. Watanabe.

On behalf of the Local Organizing Committee of ISAP 2020 and the Supporting Organizations such as Algae Biomass and Energy System R&D Center, University of Tsukuba (ABES), Algae Industry Incubation Consortium Japan (AIIC) and eugrena Co., Ltd., it is my great pleasure that I welcome all of you to ISAP 2020 to be held between 19<sup>th</sup> and 24<sup>th</sup> of April 2020 in Makuhari, Chiba, Japan, inside of the Tokyo Metropolitan Area (Tokyo MA).

In July 2013, The International Olympic Committee awarded the Games of the XXXII Olympiad in 2020 to Tokyo MA. In order to achieve the "Best games in the history of the world", the Tokyo MA governments are engaged in numerous efforts to improve the functionality and safety of the area. The measures include the construction of new and permanent facilities as competition venues, the development of the existing transport infrastructure. In this perspective, Tokyo MA will create an attractive environment for the delegates.

Makuhari Messe is one of the most prestigious convention complexes integrating the International Exhibition Halls, International Conference Hall, and Event Hall, that spreads over 210,000 m<sup>2</sup> of land. Conveniently located between the heart of Tokyo and Narita International Airport, the Messe is an ideal site to welcome ISAP 2020 delegates, as there are many accommodation facilities as well as numerous tourist attractions which ensure that you will find optimal conditions during, before and after the conference.

The last ISAP Conference held in Nantes, France appreciated the huge phycological diversity and the diversity of its biotechnological applications through the prism of a new and promising industrial sector in full development. It was surely a successful conference to have received more than 500 delegates from more than 30 countries. Following the scope of the last ISAP, the 7th ISAP highlights traditional algae industrial uses in Japan and international joint projects including B to B.

We hope that all of you will enjoy the exhilarating weather, safe environment and beautiful outlook our perfected-formed city offers.

Prof. Dr. Makoto M. Watanabe  
Chair of ISAP2020 Local Organizing Committee  
Director of ABES, University of Tsukuba  
President of AIIC Japan



*M. M. Watanabe*



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## About ISAP 2020

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After Almería-Spain in 2002, Kunming-China in 2005, Galway-Ireland in 2008, Halifax-Canada in 2011, Sydney-Australia in 2014 and Nantes-France in 2017, the committee presiding the International Society of Applied Phycology decided to trust a scientific team of ABES, University of Tsukuba, Euglena Co., Ltd. and AIIC, Japan to organize the 7th ISAP in Chiba, Japan between 19<sup>th</sup> and 24<sup>th</sup> of April 2020.

Previous ISAP Conferences had achieved the role of gathering the people with knowledge & skills in the field of applied algal biotechnology and their potential in a commercial, remedial or regulatory context for a further development. The last 2017 Conference was to appreciate the huge phycological biodiversity and the diversity of its biotechnological applications through the prism of a new and promising industrial sector in full development.

Tribute to the past ISAP Conferences, the ISAP 2020 succeed to taking a role in bringing back the people who is working on applied algal biotechnology can gather in one place. The 6 days conference will include oral and poster presentations, exhibitions, mid-congress tours, and B to B networking sessions, as well as young algae scientist /entrepreneur sessions.

### Organizer: ISAP 2020 Local Organizing Committee

Chair: Prof. Dr. **Makoto M. Watanabe** | Director of ABES, U of T | President of AIIC Japan  
Vice-Chair: **Mitsuru Izumo** | President of euglena Co., Ltd

### Supporting Organizations:



筑波大学  
University of Tsukuba

Algae Biomass and Energy System R&D Center (ABES),  
University of Tsukuba

The ABES was as founded in 2015 as the first R&D center in the University of Tsukuba, with three distinctive natures; 1) Robust interdisciplinary research, 2) Expanded collaborations with Industry, and 3) Cultivation of industry-academia bridge making human resource, to commercializing new algae biomass technologies and inventions from discoveries made and developed at the University of Tsukuba.



euglena Co., Ltd.

Based on outdoor mass culture technology of *Euglena gracilis*, euglena Co., Ltd. was founded in 2005 as a venture company from the University of Tokyo.

In addition to developing and selling health foods and cosmetics, we are conducting research towards the production of biofuels, carbon dioxide immobilization and water purification.



Algae Industry Incubation Consortium (AIIC), Japan

AIIC started with 7 researchers and 15 companies as prime movers in 2010 to contribute to the incubation of algae industry and actualization of low-carbon society, and shifted to general incorporated association in 2013. Now we have become the largest group in this field in Japan. We work for the early establishment of algae industry.



## General Information

Dates	Sunday 19 <sup>th</sup> to Friday 24 <sup>th</sup> April 2020
Venue	Makuhari Messe, Chiba
Expected number of participants	500 (Overseas 400, Domestic 100)
Official language	English
Web	<a href="https://isap2020-phycology.org/">https://isap2020-phycology.org/</a>



## Location

Makuhari Messe is conveniently located between center of Tokyo and the Narita International Airport, it takes only 30-minute drive by car or ride on bus or train. A number of international conferences and exhibitions are having been organized at the Makuhari Messe.



Watch "Chiba City Promotion Video"





## Congress Theme

### Organisms

Macroalgae	Gelidiaceae (Tengusa), Laminariaceae (Konbu), Pyropia spp.(Nori), Other
Microalgae	Arthrospira (Spirulina), Chlorell, Euglena, Nannochloropsis, Thraustochytrids (Aurantiochytrium, Schizochytrium s.l., etc.), other

### Research fields

Biology	Biochemistry, Biodiversity, Screening, selection & breeding, Cell biology, Development, Ecology, Environment, Omics, Microbial interactions, Molecular biology, Morphology & structure, Photosynthesis, Phylogeny & taxonomy, Physiology
Process	Cultivation, Enzymatic treatment, Extraction, Harvesting, LCA, Subcritical process & HTL, Modeling & in silico approach, Methodology & devices
Applications	Antioxidant, Biopolymers & bioplastics, Biorefinery, Bioremediation, CO <sub>2</sub> capture & utilization, Methane & hydrogen generation, Rare metals recovery, Substance production, Wastewater treatment
Industry	Agriculture, Animal industry, Aquaculture, Cosmetics, Food science, Human health, Medical use, Platform
Others	Corporate introduction, Culture collection, Project report, Policy

# Provisional Program

	Sunday 19th April	Monday 20th April	Tuesday 21st April	Wednesday 22nd April	Thursday 23th April	Friday 24th April	
8:30-10:30	-	Opening ceremony	Keynote	Mid Congress Tour -Chiba -Yokohama -Tsukuba	B2B meeting	Keynote	
	-	Opening lecture	Keynote			Keynote	
10:30-11:00	-	Coffee break	Coffee break			Coffee break	
11:00-12:30	-		Pannel Discussion			Writing Seminar by Springer	
12:30-13:30	-	Lunch	Lunch			Lunch	Closing ceremony / Student award
13:30-15:00							
15:00-16:00	-	Poster presentation by authors with coffee break				Poster presentation by authors with coffee break	
16:00-16:30	-		Coffee break				
16:30-18:30	-			Writing Seminar by Springer			
19:00-	Welcome dinner	Student Night	ISAP General Assembly		Farewell party / Award		

To be announced

- Young scientist event
- Oral presentations
- Other activities

## Contacts

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### Conference Secretariat

Masaki Yoshida

ISAP2020 Local Organizing Committee

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1-1-1 Tennodai, Tsukuba, Ibaraki, 305-8572, Japan

TEL : +81-29-853-8812

E-mail : [yoshida.masaki.gb@u.tsukuba.ac.jp](mailto:yoshida.masaki.gb@u.tsukuba.ac.jp)

### Administrative Secretariat

c/o Convention Linkage, inc.

2 Sanbancho, Chiyodaku Tokyo, 102-0075

TEL: +81-3-3263-8686 / FAX: +81-3-3263-8693

E-mail: [isap2020\\_makuhari@c-linkage.co.jp](mailto:isap2020_makuhari@c-linkage.co.jp)

# Registration

On-line registration starts from August, 2019.

To register, please go to ISAP 2020 Website; <https://isap2020-phycology.org/>

All fees are quoted in Japanese Yen.

To be eligible for the ISAP member rate, you must be a member of ISAP. All members will be crossed checked for eligibility.

<b>Corporates</b>		<b>Early Bird</b> before <del>17 January, 2020</del> <b>14 February, 2020</b>	<b>Standard</b> before 16 March, 2020	<b>On-site</b> 19-24 April, 2020
Full Delegate	ISAP Member AIIIC Member	<b>JPY 90,000-</b>	<b>JPY 120,000-</b>	<b>JPY 150,000-</b>
	Non-ISAP member	<b>JPY 110,000-</b>	<b>JPY 140,000-</b>	<b>JPY 170,000-</b>

<b>Academics/ Government</b>		<b>Early Bird</b> before <del>17 January, 2020</del> <b>14 February, 2020</b>	<b>Standard</b> before 16 March, 2020	<b>On-site</b> 19-24 April, 2020
Full Delegate	ISAP Member AIIIC Member	<b>JPY 70,000-</b>	<b>JPY 100,000-</b>	<b>JPY 130,000-</b>
	Non-ISAP member	<b>JPY 85,000-</b>	<b>JPY 115,000-</b>	<b>JPY 145,000-</b>
	ISAP Member (Student)	<b>JPY 30,000-</b>	<b>JPY 40,000-</b>	<b>JPY 50,000-</b>
	Non-ISAP member (Student)	<b>JPY 35,000-</b>	<b>JPY 45,000-</b>	<b>JPY 55,000-</b>

[Included in Registration fee]

- ✓ Access to all conference sessions and exhibition
- ✓ A congress bag including a congress program & an USB key with data about the conference etc.
- ✓ Welcome dinner party ticket on 19th April
- ✓ Lunch tickets for 3 days (20<sup>th</sup>, 21<sup>st</sup>, 23<sup>rd</sup> April)
- ✓ Morning and afternoon coffee breaks

\*The cost for dinner parties (VIP, farewell 23<sup>rd</sup> April) and Mid-Congress Tour (22<sup>nd</sup> April) are not included. Further details will be provided later.

\*\* Non-ISAP member/ fees include ISAP membership for the next three years.



## Sponsorship & Exhibit offers

ISAP2020 offers sponsorship and exhibit opportunities as follows.

### Sponsorship

ISAP 2020 offers your company/organization great opportunities to conduct public relation activities. We are pleased to announce that there are a wide variety of the sponsorship options which shall meet your interest as shown in the table below.

Rank	Platinum JPY 1,000,000-	Gold JPY 500,000-	Silver JPY 200,000-
Logo on ✓ Website ✓ Pocket program ✓ Conference signage	Logo Top on the list	Large Logo	Logo
Company introductory in ✓ Congress USB key	Freely	2 full pages or 7 slides maximum	Half page or 3 slides maximum
Company introductory on ✓ Website ✓ Pocket program ✓ Main venue screen	1 slide  ○	1 slide  ○	-
Full delegate	3	2	1
Farewell party ticket	3	2	1
Speech at Farewell party	○	-	-
B2B meeting access	1	1	-
Exhibit booth *with extra fee of JPY 65,000- per booth.	8 m <sup>2</sup> (H4m×D2m)	4 m <sup>2</sup> (H2m×D2m)	-

Each Option is limited for only one sponsor.

 <p style="text-align: center;"><b>Congress Lanyard</b> <b>JPY 380,000-</b></p>	 <p style="text-align: center;"><b>Congress Bag</b> <b>JPY 380,000-</b></p>
<ul style="list-style-type: none"> <li>✓ Your exclusive logo on the congress lanyard</li> <li>✓ Logo on website and pocket program</li> <li>✓ Half page company introductory in congress USB key</li> </ul>	<ul style="list-style-type: none"> <li>✓ Your exclusive logo on the congress bag</li> <li>✓ Logo on website and pocket program</li> <li>✓ Half page company introductory in congress USB key</li> </ul>

# Exhibit

Exhibiting at the ISAP 2020 allows you to expose your company/organization to the most influential audience of the world macro/micro-algae market. Showcase your product, service, and/or project and draw attention from new customers and/or collaborators.

The exhibitors receive exposure to every sector of the industry: algae crop growers, product developers, IT specialists, municipal leaders, technology providers, research scientists, equipment manufacturers, constructors, investors and policy makers. Every product class will be represented; food and food ingredients, fish and animal feeds, fertilizers, supplements, biofuels, bioplastics and more.

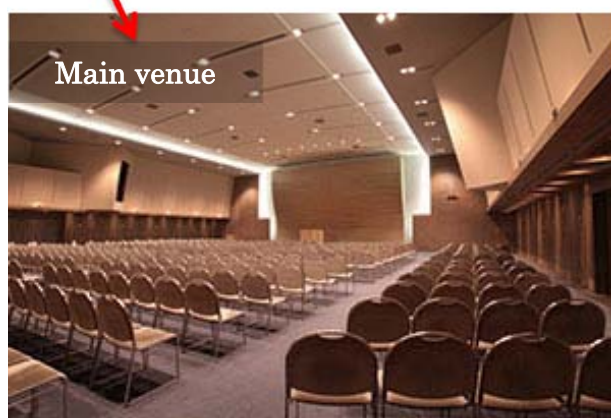
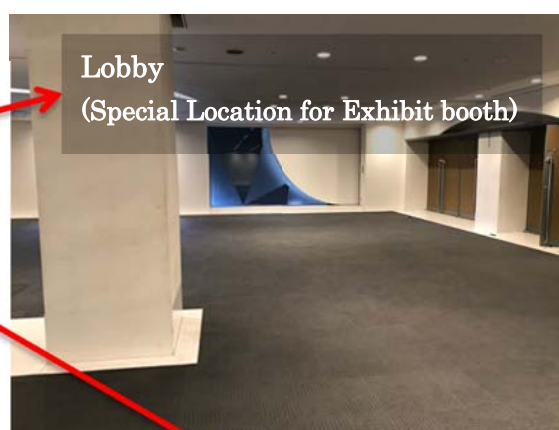
Take advantage of a beautiful opportunity to promote your company/organizational in ISAP 2020.

Exhibit booth 4m <sup>2</sup> (H2mxD2m)	Early Bird before <del>17 January, 2020</del> 14 February, 2020	Standard before 16 March, 2020
Special Location(Lobby) *Only 6 booths	JPY 200,000-	JPY 230,000-
Conventional hall	JPY 170,000-	JPY 200,000-

[Included in Exhibit Booth Package ]

- ✓ Exhibit booth space 4m<sup>2</sup> (H2mxD2m) and a back panel
- ✓ A namebord printed in black letters on a plain background
- ✓ One table and two chairs
- ✓ A full delegate entry for one exhibitor

\*Electric supply, cleaning the booth, or disposal of waste are available at additional cost. Information for the additional equipment rent will be provided after the application.





## Sponsorship & Exhibit Application Form

Please fill out the Application Form and submit it by E-mail or FAX to [isap2020\\_makuhari@c-linkage.co.jp](mailto:isap2020_makuhari@c-linkage.co.jp) or fax+81-3-3263-8693.

The application deadline is **14<sup>th</sup> February 2020**.

If there is any inquiry, please feel free to contact us.

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E-mail: [isap2020\\_makuhari@c-linkage.co.jp](mailto:isap2020_makuhari@c-linkage.co.jp)

Date			
Name of Company/Organization	*Your company/organization name provided here will appear in the sponsor list.		
Address			
City		State	
Country		Postcode	
Contact Person			
Division/Department			
E-mail			
TEL		FAX	
Please place a check mark on your selected items.	items	Number of items	Total
	Platinum		JPY
	Gold		JPY
	Silver		JPY
	Option: Congress Lanyard		JPY
	Option: Congress Bag		JPY
	Exhibit booth (Conventional hall)*1		JPY
	Exhibit booth (Lobby)*2		JPY

\*1 A exhibit booth is available at JPY 65,000 for the sponsorship. But the second booth is usual booth price if you need more than two booths.

\*2 A exhibit booth on Lobby is not included in JPY 65,000 as the fringe benefit of the sponsorships, and sold at usual booth price.