

A network diagram consisting of numerous blue circular nodes of varying sizes connected by thin blue lines. Some nodes are highlighted with a bright cyan glow, while others are a darker blue. The connections form a complex, interconnected web across the entire page.

# Physics of Life 2025

24–27 MARCH 2025  
HARROGATE CONVENTION CENTRE,  
HARROGATE, UK

# Physics of Life 2025 – EXPO

## “Building Collaborations at the Physics of Life Interface”

Physics of Life 2025 is a large-scale conference representing the wide diversity of the UK biological physics community, continuing the biennial series which started with Physics of Life in 2023. Organised jointly by PoLNet3, Institute of Physics and the British Biophysical Society, this in-person meeting will project the excitement of science at the interface between physics and biology.

This conference features exciting keynote lectures, parallel sessions covering a full breadth of topics, contributed talks ensuring a wide focus and inclusion of the most exciting science, and posters. A trade exhibition will be held alongside the conference providing an opportunity for you to showcase your latest products, instrumentation, and software. We also offer a range of sponsorship opportunities which allows you to maximise your exposure at the event. We invite companies and organisation working in all areas of biophysics to support and attend this not-to-be-missed event.

We hope you will consider supporting this event and in return promise to offer you a warm welcome to Harrogate in North Yorkshire and a rewarding experience scientifically!

### Organising Committee:

- **Jamie Hobbs (Conference Chair)**, University of Sheffield, UK
- **Karis Baker**, University of York/Durham University, UK
- **Yoselin Benitez-Alfonso**, University of Leeds, UK
- **Pietro Cicuta**, University of Cambridge, UK
- **Rivka Isaacson**, King's College London, UK
- **Mark Leake**, University of York, UK
- **James Locke**, University of Cambridge, UK
- **Marco Mazza**, Loughborough University, UK
- **Ehmke Pohl**, Durham University, UK
- **Alice Pyne**, University of Sheffield, UK
- **Austin Smith**, University of Exeter, UK
- **Margarita Staykova**, Durham University, UK

# Exhibition

A trade exhibition will take place alongside the conference opening on Monday 24 March, with a drinks reception and closing after lunch on Thursday 27 March. Exhibitors will be located alongside refreshments, lunch, and two evening poster sessions. The exhibitor package also includes the conference dinner, providing you with an opportunity to interact with the attendees in a relaxed and informal environment.

The exhibition is an integral part of the event programme and delegate experience, with time allocated for exhibitors to meet and interact with attendees as well as other vendors. We expect between 400–500 attendees based on the previous event.

## Who should exhibit?

- Manufacturers or agents providing equipment, instruments or components associated with any area of biophysics (including microscopy and other forms of imaging, single-molecule methods, structural biology and physiology tools, advanced sequencing technologies, sample preparation and manipulation, microfluidics, computation and numerical analysis, spectroscopy, method development, bioengineering, biomedicine, biochemistry, chemical biology bio-nanotechnology and multiple-omics techniques), and those working in lab consumables
- Publishers working in the scientific community
- Employers of science graduates.

## Why exhibit?

- Meet with existing customers and strengthen brand loyalty
- Attract new customers
- Take advantage of face-to-face marketing
- Generate leads in a relaxed and informal environment
- Create lasting business relationships with other vendors and industry professionals
- Research your industry and competition
- Reinforce your company's standing within the scientific community
- Raise awareness of emerging trends.

### Exhibition package one:

- Octanorm system (shell scheme), Foamex panels in aluminium frames with a Quad façade and nameboard panel, to each side, with company name
- 4ft table and two chairs
- Content on the conference website which includes:
  - 100–150-word profile
  - Video content (max 2 minutes)
  - Web and social media links
- Catering package for one exhibitor (to include refreshments, lunch, the evening receptions, and the conference dinner). Additional representatives will be chargeable
- Access to the talks.

### Exhibition package two:

A limited number of tabletop stands are available for SMEs\*.

Included within the package:

- A 6ft table and two chairs
- A single 13amp socket
- Content on the conference website which includes: –
  - 100–150-word profile
  - Logo on the website
  - Web and social media links
- Refreshments and lunch for one representative throughout the conference (to include refreshments, lunch, the evening receptions, and the conference dinner). Additional representatives will be chargeable.

\* An SME is defined as an organisation that has fewer than 250 employees and a turnover of less than €50 million or a balance sheet total less than €43 million).

VAT is charged at the prevailing rate of 20%.

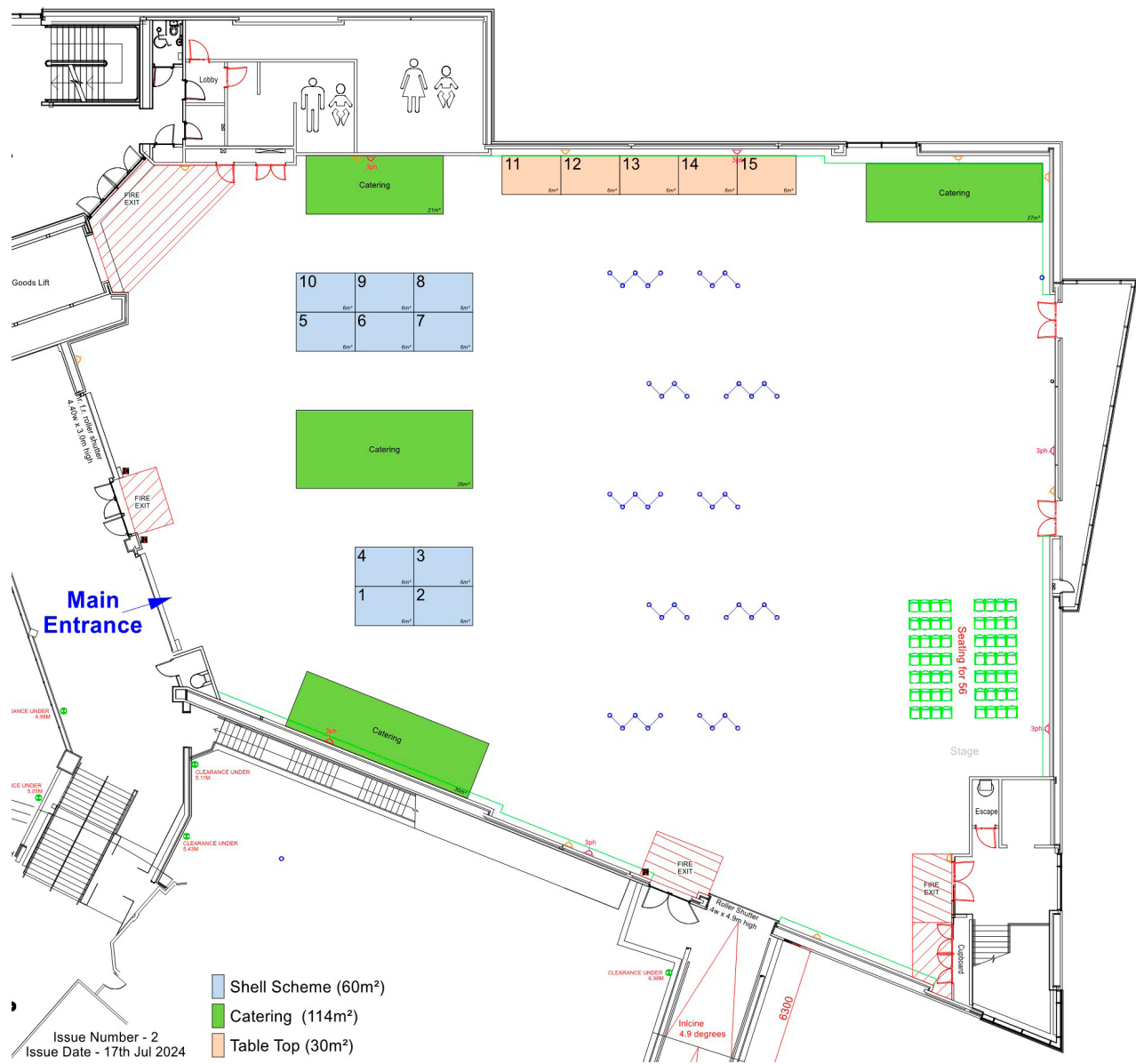
### Rates

	Booked before 18 November 2024	Booked from 19 November 2024
Exhibition package one	£1750 + VAT	£2500 + VAT
Exhibition package two	£1000 + VAT	£1500 + VAT

### Booking a stand

Book your stand online via the exhibitor portal at [iop.eventsair.com/pol2025](http://iop.eventsair.com/pol2025)

# Floor plan



## Image Exhibition Package 1



# Sponsorship

## Why Sponsor?

In addition to what is highlighted in the exhibition package, sponsors also benefit from the following:

- Increased promotional opportunities
- Enhanced visibility at the event
- Stand out from your competitors
- Recruitment opportunities.

### Platinum Sponsor: £5000 + VAT

(Each package is exclusive to a single sponsor)

- Product placement on the event website – highlight equipment and services
- Access to discounted local hotels
- Showcase video content on the conference website (maximum 5 minutes)
- 250-word profile on a dedicated sponsor's page on the event website
- Logo and Social Media links
- A 20-minute elevator pitch in the exhibition hall (scheduled during the lunch break)
- A 3m x 2m Stand in the exhibition area (including catering for one representative)
- One additional registration (to include refreshments, lunch, welcome reception, poster receptions) and the Conference Dinner
- A4 full colour advert in the book of abstracts
- Opportunity to promote job adverts during the conference.

#### Plus, one of the following:

- **Option A:** Eco-Friendly Welcome Packs (include your logo on the front of the delegate bags)
- **Option B:** Eco Friendly Badges (include your logo on the front of the badge)
- **Option C:** Conference Dinner hosted at the Pavilions of Harrogate ([pavilionsofharrogate.co.uk](http://pavilionsofharrogate.co.uk)) (include your logo on the menus. You will also feature as sponsoring the dinner in the programme).

### Gold Sponsor: £3500 + VAT

- Product placement on the event website – highlight equipment and services
- Access to discounted local hotels
- Showcase video content on the conference website (maximum 3 minutes)
- 200-word profile on the conference website
- Logo and Social Media links on the website
- A 3m x 2m stand in the exhibition area.
- A4 full colour advert in the book of abstracts
- Opportunity to promote job adverts during the conference.

#### Plus, one of the following:

(Options D and E are exclusive to a single sponsor)

- **Option D:** Sponsor the welcome reception on Monday 24 March (include your logo on strut cards which will be displayed alongside the catering during the reception)
- **Option E:** Sponsor the Exhibitor reception on Tuesday 25 March (include your logo on strut cards which will be displayed alongside the catering during the reception)
- **Option F:** Sponsor a session (this includes funding for invited speakers)
- **Option G:** Sponsor a lunch break (there will be a vegan day on Monday 24 March, which is being organised as part of our sustainability efforts).

### Silver Sponsor: £1500 + VAT

(only available to SME's)

- Product placement on the event website – highlight equipment and services
- Access to discounted local hotels
- 150-word profile on your organisation and the services offered
- Logo and Social Media links on the website
- Exhibition Package 2
- A4 full colour advert in the book of abstracts.

#### Plus, one of the following:

- **Option H:** Sponsor the coffee breaks
- **Option I:** Sponsor an attendee from a Low-middle-income country.

### Virtual Sponsor: £1000 + VAT

- 100-word profile on your organisation and the services offered
- Logo and Social Media links on the website
- A4 full colour advert in the book of abstracts.

### Booking a sponsorship package

To book a sponsorship package, please contact [claire.garland@iop.org](mailto:claire.garland@iop.org)

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**IOP** Institute of Physics