



Joint 12th AOHUPO, 8th AOAPO, 3rd π-HuB Global Summit in conjunction with 13th CNHUPO Congress

Oct 11-14, 2025

Guangzhou, China

**Navigating The Protein Universe:
Toward New Biology and Precision Medicine**

Sponsorship & Exhibition Manual

2025.2



Website:
www.aohupo2025.com
www.cnhupo.org.cn

Conference Organizing Committee
National Center for Protein Science (Beijing)

Add: No.38, Life Science Park Road, Changping District,
Beijing, 102206, China

Tel: 010-61777004 (Academic)
010-61777010 (Exhibition)
010-84351699 (Conference)

Email: aohupo2025@163.com

Conference Topics



■ Satellite Meeting



Career development, writing papers and grants



Meet the editors



Rising star symposium

Conference Information

Organizing Institutions

Organizers

π -HuB (Proteomic Navigator of the Human Body) Project
Asia Oceania Human Proteome Organization (AOHUPO))
Asia Oceania Agricultural Proteomics Organization (AOAPO)
Chinese Human Proteome Organization (CNHUPO)

Co-Organizers

Southern Medical University
National Center for Protein Science (Beijing)
State Key Laboratory of Medical Proteomics
International Academy of Phronesis Medicine (Guangdong)

Honorary Chairpersons

Fuchu He Ruedi Aebersold

Conference Chairs

Terence Poon Ping Xu Mengfeng Li

Secretary-Generals

Tiannan Guo Low Teck Yew

Deputy Secretary-Generals

Qingfeng Du Pingfang Yang Liujun Tang Xiaobo Yu Jing Yang

Conference Website

www.aohupo2025.com

Conference Theme

Exploring the Proteome Universe: Toward New Biology and Precision Medicine

Key Dates

Abstract submission deadline: 31 July 2025
Early registration deadline: 31 July 2025
Onsite registration: 10–12 October 2025

Conference Languages

Chinese / English

Exhibition Information

Registration Categories

Category	Early (before 31 July)		Late (after 31 July)	
	RMB	USD	RMB	USD
Student	¥900	\$120	¥1200	\$160
Postdoctoral Fellow	¥1500	\$200	¥1800	\$250
Academic Researcher	¥1800	\$250	¥2100	\$300
Corporate Attendee	¥3000	\$410	¥4000	\$550

※Groups of 10 or more from the same organization are eligible for a 20% discount.

Marketing & Exhibition Opportunities

A. Corporate Exhibitors

There are three levels of corporate participation available. Throughout the event, your company name and logo will be widely promoted. Marketing activities before and after the event will maximize your return on investment.

- Platinum Exhibitor: ¥500,000
- Gold Exhibitor: ¥400,000
- Silver Exhibitor: ¥300,000

B. Individual Sponsorship Items

A wide variety of individual sponsorship options will allow your company to stand out and reach professionals and researchers who are interested in proteomics. and convert them into clients for your products or services.

C. Advertising Opportunities

Targeted exposure in printed materials and online platforms ensures your investment has an impact, whether through print ads or email marketing.

D. Exhibition Opportunities

The exhibition is an essential part of the conference, providing face-to-face access to attendees and showcasing your leadership in the field.

Main Conference Schedule

Time	Saturday (11 Oct)	Sunday (12 Oct)	Monday (13 Oct)	Tuesday (14 Oct)
Morning	Registration / Check-in	Registration / Check-in	Tea Break	Tea Break
Noon			Lunch	Lunch
Afternoon		Opening Ceremony / Tea Break	Tea Break	Tea Break
Evening		Welcome Banquet	Expert Banquet	

Exhibition Information

Tiered Sponsorship Packages

Sponsorship Levels	Platinum	Gold	Silver
(RMB)			
Fee	¥ 500,000	¥ 400,000	¥ 300,000
Free Raw Booth Space (36 m ²)	1	1	1
Free Registration Passes	4	2	1
Logo Display			
Opening/Closing Ceremony Backdrops	√	√	√
Main Stage Backdrop	√	√	√
Sub-venue Backdrops	√	√	√
Conference Program Book	√	√	√
Delegate Badges	√	×	×
Advertising			
Recognition as a Premier Partner and listing in the Exhibitor Directory	√	√	√
Company Website Linked on Main Conference Homepage	√	√	√
Promo Video on Registration Area Digital Screens	√	√	×
Color Insert in Program Book	2	2	1
Flyer Insertion in Conference Material Bags	2	1	1
VIP Privileges			
Opening Ceremony Seats	1	1	1
Closing Ceremony Seats	1	1	1
Welcome Banquet Invitation	4	2	2

※Tiered sponsors are given priority to select additional individual sponsorship items.

Exhibition Information

Platinum Sponsorship

Welcome Banquet Title Sponsorship

Gain maximum visibility as the host of the high-profile Welcome Banquet, attended by approximately 1,000 domestic and international guests.

- Your company name included as the title sponsor of the Welcome Banquet
- 5-minute keynote speech by your representative
- Company logo displayed on the banquet backdrop
- Company logo included in banquet invitations

Themed Luncheon (Priority Slot Selection)

Create exceptional branding and lead-generation opportunities.

- 45-minute session for technical/product presentation
- Provision of equipment: projector, screen, sound system and technical support
- Agenda board at luncheon entrance provided by the organizer
- One roll-up banner may be placed at the entrance (produced and removed by sponsor within 30 minutes post-event)
- Registration desk and brochure display are provided

※ Priority selection of 1,000/350/100-seat luncheon sessions; meal costs borne by sponsor.

Gold Sponsorship

Expert Dinner Title Sponsorship

An ideal setting for high-level engagement with approx. 80 leading experts.

- Your company name included as the title sponsor of the Expert Dinner
- 5-minute keynote speech
- Company logo on dinner backdrop
- Company logo included in invitations

Themed Luncheon (Priority Slot Selection))

Create exceptional branding and lead-generation opportunities, including.

- 45-minute session for technical/product presentation
- Provision of equipment: projector, screen, sound system and technical support
- Agenda board at luncheon entrance provided by the organizer
- One roll-up banner may be placed at entrance (produced and removed by sponsor within 30 minutes post-event)
- Registration desk and brochure display area provided

※ Priority selection of 1,000/350/100-seat luncheon sessions; meal costs borne by sponsor.

Exhibition Information

Silver Sponsorship

Expert Luncheon or Tea Break (Choose One)

Maximize your visibility in an informal yet influential setting with around 80 attending experts.

- Expert Luncheon titled by your company
- 5-minute keynote speech
- Up to 2 roll-up banners permitted at the venue (provided and removed by sponsor within 30 minutes post-event)
- Company logo included on luncheon invitations

Tea Break (Single Session, Choose Instead of Expert Luncheon)

A chance to engage with participants during coffee breaks and elevate brand awareness.

- Company logo displayed on tea break area backdrop
- Promotional materials can be placed in the tea break area
- Sponsor-provided cups, napkins, etc., may feature company logo
- Up to 2 roll-up banners permitted (sponsor-provided and removed post-event)

Themed Luncheon

Create unparalleled opportunities for showcasing your product and boosting sales.

- 45-minute session for technical/product presentation
- Equipment provided: projector, screen, audio and technical support
- Agenda board at luncheon entrance arranged by organizer
- One roll-up banner allowed at the entrance (sponsor-provided and removed post-event)
- Registration desk and brochure table included

※ Choice of session size: 1,000 / 350 / 100 people; meal costs borne by sponsor.

Exhibition Information

Individual Sponsorship Opportunities

No.	Sponsorship Item	Limit	Description	Price (RMB)
1	Themed Luncheon (Single day/ session)	6	<ul style="list-style-type: none"> • 45-min presentation • Equipment & venue support • Agenda board • 1 roll-up banner 	¥ 50,000
2	Tea Break (Single session)	4	<ul style="list-style-type: none"> • Promo materials • Logo on backdrop • Sponsor-branded cups/napkins • 2 roll-up banners 	¥ 50,000
3	Promo Video on Registration Area Screen	10	• Video (submitted per guidelines) displayed on electronic screens	¥ 20,000
4	Poster Area Name Board	1	• Sponsor name & logo displayed	¥ 50,000
5	Abstract USB Drive (2GB)	1	• Logo printed on USBs	¥ 60,000
6	Notebook & Pen Set	1	<ul style="list-style-type: none"> • Logo on notebook cover and pen ※ Sponsor-supplied, subject to approval 	¥ 30,000
7	Bottled Water (Conference Supply)	1	<ul style="list-style-type: none"> • 4,000 bottles • Logo stickers 	¥ 50,000
8	Gifts	1	<ul style="list-style-type: none"> • 500 units with sponsor • Logo on packaging 	¥ 100,000
9	Delegate Hotel Luggage Tags	1	• Tags with logo, produced and distributed by organizers	¥ 30,000
10	Hotel Room Welcome Cards	1	• Logo & name featured on cards	¥ 20,000
11	VIP Hotel Room Fruit Basket/ Flowers	1	40 units, logo displayed, provided by organizers	¥ 20,000
12	Material Bag Inserts	5	A4 single-page color flyer, sponsor-supplied	¥ 20,000
13	Program Book Ads (210×285mm)		<ul style="list-style-type: none"> • Back Cover • Inside Front Cover • Inside Back Cover • Insert 	¥ 20,000 ¥ 15,000 ¥ 15,000 ¥ 10,000

Bonus Packages Based on Total Sponsorship Spend

If your total amount exceeds ¥ 250000, ¥ 200000, or ¥ 150000, according to different standards, you will receive additional rewards from the organizers:

Spending Threshold (RMB)		¥ 250,000	¥ 200,000	¥ 150,000
Extra Benefits	Free Registration	1	1	0
	Exhibitor Listing	✓	✓	✓
	Homepage Logo/Link	✓	✓	✓
	Gala Dinner Invite	1	1	1

Exhibition Booth Information

Exhibition Booth

Standard Booth Pricing & Specifications:

Area Size (L x W)	Base Price (RMB)
A (3mx2m)	¥ 50,000

✳ Due to venue limitations, reservations are not currently being accepted.

Each standard booth includes:

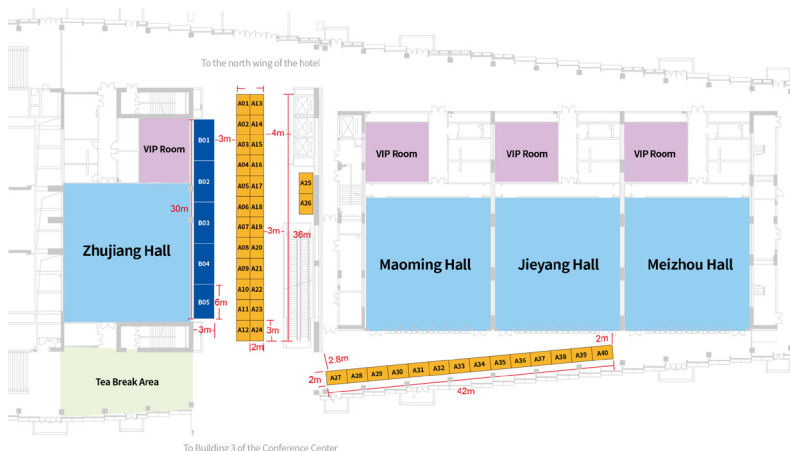
- Chinese and English company name fascia (300mm high)
- Aluminum frame structure
- Enclosed panels (white polyboard, 2500mm high)
- Full carpet flooring
- 1 information counter (1000mm × 450mm × 760mm)
- 1 folding chair
- 1 power outlet (5A/220V, international standard), 2 fluorescent lights
- Free registration for 1 attendee per 3m² (up to a max of 10 people)

★Regarding the implementation of booth construction:



Floor Plan

Once the booth has been confirmed, the official service contractor will send the Exhibitor Manual, which includes details on, Exhibit transport, Booth design and construction, Travel and accommodation, Equipment rental and staffing, Advertising options. Exhibitors must complete and return all forms before the deadline.



Floor plan of the first floor of Building 2

★Optional Paid Services

- Company Profile and Logo in Exhibition Catalog
- Ads in Exhibition Catalog
- Indoor and Outdoor Ads
- Technical Seminars
- Audio/Video Equipment Rental
- Raw Space Construction Management Fees
- Extra Furniture, Power Supply
- Exhibit Transport and Setup
- Photography, Souvenir Design/Production
- Promotional Material Printing
- Long-distance Communication (Phone/Fax)
- Staffing Services (e.g., Booth Assistants, Hostesses)

Venue Introduction

Joint 12th AOHUPO, 8th AOAPPO, 3rd π -HuB Global Summit in conjunction with 13th CNHUPO Congress

Venue: Guangzhou Baiyun International Conference Center

The Guangzhou Baiyun International Convention Center has a total construction area of 316,000 square meters. Its main buildings include three conference and exhibition halls (B, C and D) and two five-star hotels (A and E).

Key Features:

- 170,000+ sqm of conference space, including 60,000 sqm of exhibition space.
- 65 meeting rooms of various sizes, including:
 - A 2,500-seat Century Grand Hall
 - A 250-seat Presidium Meeting Room
 - A 1,200-seat Lingnan Conference Hall
 - Two 500-seat International Conference Halls
 - 21 mid-sized conference rooms named after Chinese cities
- Advanced facilities:
 - Simultaneous interpretation systems
 - Electronic voting systems
 - Central control systems
 - High-definition audiovisual recording systems

Hotel Accommodation:

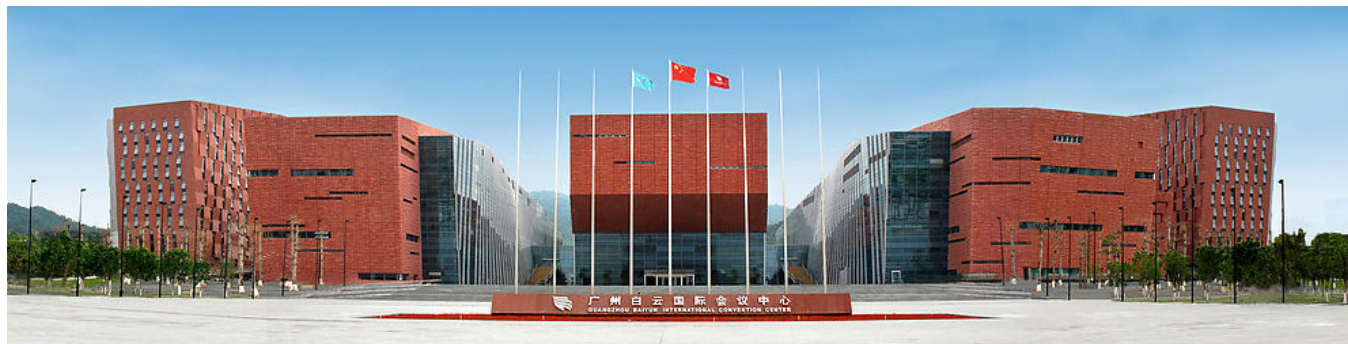
- The adjacent Oriental International Convention Hotel (A & E buildings) offers 1,112 guest rooms with comprehensive amenities.

Location & Capacity:

- Site area: 250,000 sqm
- Total meeting space: 100,000+ sqm
- Exhibition space: 10,000+ sqm
- Guest rooms: 1,100+



This venue is fully equipped to host large-scale international conferences, exhibitions, and high-level meetings.



Exhibitor Terms and Conditions

1. Contracting Parties

The organizers of the 13th China Human Proteome Congress (CNHUPO).

2. Exhibitor Application

201. Exhibitors must submit the completed application form to the organizing committee before the deadline. The application is legally binding, and no additional conditions from the applicant will be considered.

202. The application deadline is specified on the form.

203. Confirmation of participation is subject to written receipt. Acceptance does not guarantee specific booth size or location, especially if demand exceeds availability. The organizers reserve the right to adjust booth size.

204. The organizers determine exhibitor eligibility. Applicants have no automatic right to participate unless legally mandated. Approval depends on available space, compliance with terms, and relevance of products/services to the event.

205. Applicants with outstanding financial obligations from previous events will be excluded.

206. The Organizers reserve the right to modify the type, size or location of booths, except for pre-approved exhibits.

207. If space is underutilized, the organizers may reassign booths to ensure comprehensive event coverage.

208. The organizers may alter layouts due to unforeseen circumstances (e.g., government orders, venue requirements). Exhibitors cannot claim compensation for such changes.

209. The contract takes effect upon approval. Exhibitors must pay fees even if import/export delays, shipping issues, or visa problems occur.

210. The organizers may reassign booths if exhibitors fail to occupy them 24 hours before the event. No cancellations or claims are permitted.

211. False or incomplete applications may result in disqualification.

3. Joint Exhibitors

301. Booths are generally allocated to single entities. Joint exhibitors require written approval and must comply with all terms.

302. The primary exhibitor is liable for joint exhibitors' obligations, including financial and legal responsibilities.

4. Payment Terms

401. Full payment is due upon application. Refunds apply if participation is denied.

402. Outstanding balances must be paid per invoice terms. Full payment grants booth access.

403. Non-payment may lead to contract termination and booth reallocation.

5. Contract Cancellation

501. The organizers may cancel contracts if exhibitors declare bankruptcy.

502. Cancellations before approval are subject to fees (see 'Special

terms').

503. Exhibitors cannot unilaterally cancel or reduce booth size.

Violations incur penalties.

6. Booth Setup & Design

Exhibitors are responsible for booth design beyond standard provisions. Designs must comply with venue guidelines. Non-compliant setups may be modified by the organizers.

7. Complaints

Booth-related complaints must be submitted in writing by the setup deadline. Late claims are invalid.

8. Exhibits & Personnel

All exhibits must be listed accurately in the application. Flammable, odorous, or noisy items require prior approval. Exhibits must remain in place during the event.

9. Logistics

Exhibitors handle transportation, setup, and dismantling. The organizers may recommend local agents.

10. Liabilities & Insurance

1001. The organizers are liable only for intentional/gross negligence. Liability for other damages is capped at 3x the net exhibitor fee.

1002. The organizers are not liable for equipment loss/damage.

1003. Exhibitors are liable for damages caused by their staff, exhibits, or equipment.

1004. Exhibitors are responsible for booth security during the event.

11. Notices

Exhibitors must monitor official communications and are responsible for omissions.

12. Force Majeure

1201. Government regulations take precedence. The organizers are not liable for resulting losses.

1202. The organizers may alter/cancel the event due to unforeseen circumstances (e.g., natural disasters, strikes). No refunds or claims are permitted.

13. Final Clauses

1301. Service descriptions are in 'Special Terms'.

1302. Additional services are invoiced separately.

1303. Oral agreements require written confirmation.

1304. Contracts are governed by Chinese law.

1305. Disputes are resolved in Beijing courts.

1306. Contract modifications must be in writing. Invalid clauses do not void the agreement.

1307. Claims expire 6 months post-event. Chinese text prevails in discrepancies.

Additional Information

Exhibitor Travel & Accommodation

1. Travel and lodging are self-arranged. You can book through designated hotels or independently.
2. Each booth includes 2 exhibitor passes and 2 lunch vouchers.

Exhibition Procedure

1. Submit the completed form with company seal, Chinese/English name, and logo (vector file) to the secretariat. Negotiate and sign the agreement.
2. Pay fees within 10 working days of signing.

Contact

CNHUPO Secretariat
Exhibition Contact: Ms. Dong
Tel: +86-10 61777010
Mobile: +86 13811003026
Email: aohupo2025@163.com

Bank Details:

Account Name: Beijing Proteome Research Center
Account No.: 0200 0049 0920 0041 055
Bank: ICBC Yongding Road Branch, Beijing
(Note: "13th Proteome Congress" in remarks)

(Please make a phone call before remitting, and fax the remittance receipt to me after remitting to ensure the safe arrival of the remittance)

Application Form

Joint 12th AOHUPO, 8th AOAPPO, 3rd π -HuB Global Summit in conjunction with 13th CNHUPO Congress

Exhibitors and Exhibitor Receipts

Company (Seal):

Sponsor ☐ Sponsor ☐

Contact: _____ Tel: _____ Fax: _____

Address: _____ Postal Code: _____

E-mail: _____

Exhibition Options

Level Sponsorship:

Platinum ☐ Gold ☐ Silver ☐

Individual Sponsorship Options:

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10 ☐ 11 ☐ 12 ☐

13 (Back Cover ☐ Inside Front ☐ Inside Back ☐ Insert ☐)

Booth Options:

Booth ☐ _____ No.: _____

Other: _____

Total Amount: _____

CNHUPO Secretariat

Secretariat Contact:

Ms. Dong

Tel: +86-10 61777010

Email: aohupo2025@163.com