Annual Conference 2018

10–13 APRIL
ICC, BIRMINGHAM, UK

INVITATION TO EXHIBIT

Telephone
+44 (0)20 7685 2694

Email
exhibitions@microbiologysociety.org

Website
www.microbiologysociety.org/annualconference

Join over 1,400 delegates for three and a half days of presentations, posters and networking.
Invitation to exhibit

“On behalf of the Microbiology Society, I am delighted to invite you to exhibit at our Annual Conference 2018. Our conference is set to welcome over 1,400 delegates and will be taking place in Birmingham at the International Convention Centre (ICC).

Our conference programme offers you and your organisation the perfect opportunity to meet influential researchers and scientists from all areas of microbiology and provides you with a chance to showcase your products, to build leads and to demonstrate your support for the field.

We have developed our exhibition package to ensure we can incorporate all budgets and give you a range of valuable opportunities to engage with the conference delegates.

Don’t miss out on the chance to engage with individuals involved at the cutting edge of microbiology:”

Peter Cotgreave
Microbiology Society Chief Executive

About the Microbiology Society

The Microbiology Society is a membership organisation for scientists who work in all areas of microbiology.

It is the largest learned microbiological society in Europe, with a worldwide membership based in universities, industry, hospitals, research institutes and schools.

The Society publishes key academic journals, organises international scientific conferences and provides an international forum for communication among microbiologists and supports their professional development.

The Society promotes the understanding of microbiology to a diverse range of stakeholders, including policymakers, students, teachers, journalists and the wider public, through a comprehensive framework of communication activities and resources.

Conference data

Delegate footfall (2017 attendance)

<table>
<thead>
<tr>
<th>DAY 1</th>
<th>DAY 2</th>
<th>DAY 3</th>
<th>DAY 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,360</td>
<td>1,355</td>
<td>1,572</td>
<td>1,534</td>
</tr>
</tbody>
</table>

Delegates’ scientific expertise

- Clinical & Medical Microbiology 27%
- Education 8%
- Environmental Microbiology 13%
- Food Microbiology 6%
- Fundamental Microbiology 13%
- Industry/ Biotechnology 15%
- Microbial Diversity & Evolution 18%
- Algae 5%
- Archaea 6%
- Bacteria 41%
- Fungi 10%
- Prions 2%
- Protozoa 5%
- Viruses 31%

Geographic breakdown of delegates

- Europe 4%
- UK 88%
- Republic of Ireland 3%
- Rest of the World 4%
- North America 1%
### Conference features

- **Over 20 hours of trade time and networking opportunities**
- **Delegates from over 33 countries worldwide**
- **28 scientific sessions**
- **Over 600 posters**
- **Over 150 invited speakers from around the world who are leaders in their field of research**
- **Over 300 talks/presentations**

### Conference features

**PLUS**

- Inclusive drinks reception and poster sessions within the Exhibition Hall
- Exhibitor Passport to Prizes Competition*
- Inclusive lunch and refreshments for all exhibitors and delegates

<table>
<thead>
<tr>
<th>Conference hours*</th>
<th>Tuesday</th>
<th>07:00 – 20:00</th>
<th>Wednesday</th>
<th>07:30 – 20:00</th>
<th>Thursday</th>
<th>07:30 – 20:00</th>
<th>Friday</th>
<th>08:15 – 14:00</th>
</tr>
</thead>
</table>

*Conference hours are subject to change

For a full overview of our conference programme visit our website [www.microbiologysociety.org/annualconference](http://www.microbiologysociety.org/annualconference)

“Booking a stand also allowed us to market particular products for people who have a strong affiliation in the field”

- MP Biomedicals

“Booking a stand for the last few years has yielded a good level of leads for us to launch new initiatives”

- Bioline
Exhibitor packages

<table>
<thead>
<tr>
<th>GOLD PACKAGE</th>
<th>SILVER PACKAGE</th>
<th>BRONZE PACKAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Price:</strong> £4,000.00 (excluding VAT)</td>
<td><strong>Price:</strong> £3,000.00 (excluding VAT)</td>
<td><strong>Price:</strong> £2,500.00 (excluding VAT)</td>
</tr>
<tr>
<td>Exhibition stand including:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• 3 x 2 m exhibition space for three and a half days</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>• Power socket</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>• Shell scheme build</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>• Panel for name</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>• One table</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>• Two chairs</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>• Two spotlights</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>• Conference delegate pack</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>✔ Feature in our ‘Passport to Prizes’ competition*</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Listing on the Society’s website, with a link to the exhibitor’s homepage</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>100-word entry and logo in printed conference guide</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>List of delegates, with names and contact details (post event)</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Full-page colour advert in printed conference guide</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Half-page colour advert in printed conference guide</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Display table literature</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Full-colour advert on rotating holding screens around the venue for the duration of the event</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Full conference passes, including lunch, refreshments, evening drinks and access to scientific sessions</td>
<td>4</td>
<td>3</td>
</tr>
</tbody>
</table>

Saving £1,400 compared to the equivalent pick and mix option

Saving £850 compared to the equivalent pick and mix option

Saving £400 compared to the equivalent pick and mix option

*Passport to Prizes Competition

To maximise the opportunity for delegates to meet our exhibitors, we will be promoting a ‘Passport to Prizes’ competition. Exhibitors take part by providing a prize in the competition and a question. The prize offered is at your discretion, but examples have included a box of chocolates, Amazon vouchers and a coffee machine.

Conference attendees will be given a passport card in their delegate pack that will contain your exhibition stand name and number, and your question.

Delegates are then required to visit your stand to find out the answer.

Pick and mix and sponsorship options

At our Annual Conference, we can also provide a tailored package to meet your requirements. You can select from the options below and pay per choice.

### PICK AND MIX OPTIONS

<table>
<thead>
<tr>
<th></th>
<th>PRICE (excluding VAT)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibition stand and package including:</td>
<td>£2,000</td>
</tr>
<tr>
<td>• 3 x 2 m exhibition space for three and a half days</td>
<td></td>
</tr>
<tr>
<td>• Power socket</td>
<td></td>
</tr>
<tr>
<td>• Shell scheme and panel for exhibitor name</td>
<td></td>
</tr>
<tr>
<td>• Feature in our ‘Passport to Prizes’ competition*</td>
<td></td>
</tr>
<tr>
<td>• 100-word entry and logo in the printed conference programme</td>
<td></td>
</tr>
<tr>
<td>• Listing on the Society’s website, with a link to the exhibitor’s homepage</td>
<td></td>
</tr>
<tr>
<td>• One full conference pass, including lunch, refreshments, evening drinks, access to the scientific sessions and a conference delegate pack with all literature</td>
<td></td>
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</tbody>
</table>

Additional full conference passes, including lunch, refreshments, evening drinks, access to the scientific sessions and a conference delegate pack |

<table>
<thead>
<tr>
<th></th>
<th>PRICE</th>
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</thead>
<tbody>
<tr>
<td>Full-page A4 portrait colour advert in printed conference guide</td>
<td>£600</td>
</tr>
<tr>
<td>Half-page A5 landscape colour advert in printed conference guide</td>
<td>£400</td>
</tr>
<tr>
<td>List of delegates with names and contact details (post event)</td>
<td>£550</td>
</tr>
<tr>
<td>Display table literature</td>
<td>£350</td>
</tr>
<tr>
<td>Full-colour advert on rotating holding screens around the venue for the duration of the event</td>
<td>£250</td>
</tr>
<tr>
<td>Full-colour advert on rotating holding screens before each Prize Lecture in the main auditorium</td>
<td>£200</td>
</tr>
</tbody>
</table>

### SPONSORSHIP OPTIONS

<table>
<thead>
<tr>
<th></th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social programme - acknowledgment in the conference guide next to event listing, branding on tickets and in event area on date of event</td>
<td>£1,000</td>
</tr>
<tr>
<td>Drinks receptions - acknowledgment in the conference guide next to event listing, branding on tickets and in event area on date of event</td>
<td>£1,500</td>
</tr>
<tr>
<td>Scientific sessions - acknowledgment in the conference guide next to event listing and branding in event area on date of event</td>
<td>£500</td>
</tr>
<tr>
<td>Co-branded mints - inserted into delegate bags (up to 1,500 items)**</td>
<td>£1,400</td>
</tr>
<tr>
<td>Post-its - inserted into delegate bags (up to 1,500 items)**</td>
<td>£1,400</td>
</tr>
<tr>
<td>Co-branded pens - inserted into delegate bags (up to 1,500 items)**</td>
<td>£1,000</td>
</tr>
<tr>
<td>Co-branded notepads - inserted into delegate bags (up to 1,500 items, 1/3 A4)**</td>
<td>£800</td>
</tr>
</tbody>
</table>

**Including cost of production and materials.
**Important dates**

3 April 2017  
Advance exhibition sales begin

12 January 2018  
Deadline to submit 100-word entry and logo for printed conference guide

31 January 2018  
Balance due on exhibit space – applications submitted after this date will require immediate payment in full

16 February 2018  
Deadline to submit artwork for adverts in the conference guide and holding slides

31 February 2018  
Deadline to submit Passport to Prizes question, answer and confirmation of prize payment in full

9 March 2018  
Deadline for payment of outstanding account balance

10 April 2018  
Exhibition set-up

11–13 April 2018  
Exhibition hall open

13 April 2018  
Exhibition hall closes, dismantling of exhibition stands

"The footfall at the conference is good and allows us to present our range of products, while reinforcing our brand to potential customers"  
– Stratech

"We were happy with the booking process. The staff were very helpful and answered all our questions"  
– Applikon

"We had no difficulties booking and developed a good relationship with the staff members"  
– LI-COR

**Exhibition space**

**ICC Birmingham**  
**Hall 3**

Limited spaces available!  
Book early to choose your stand.

To identify available exhibition space, please visit the conference website  
www.microbiologysociety.org/annualconference or contact exhibitions@microbiologysociety.org.
Annual Conference 2018  
10–13 APRIL, ICC, BIRMINGHAM, UK  
Exhibitor and Sponsorship Application Form

| Company name  
(To appear on promotional material) |
<table>
<thead>
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</thead>
<tbody>
<tr>
<td>Contact name</td>
</tr>
<tr>
<td>Email address</td>
</tr>
<tr>
<td>Contact number</td>
</tr>
</tbody>
</table>

Are you a first-time exhibitor?  ○ No  ○ Yes  
How did you hear about the Microbiology Society?  
❍ Email  ○ Previous Society conference  ○ Other conference  
❍ Web search  ○ Recommendation  ○ Other

Product Category  
We collect this information to better serve our exhibitors.  
Please select as many categories that are relevant to your organisation:  
○ Academic institution  ○ Laboratory services  ○ Biotech organisation  
○ Medical equipment  ○ Not-for-profit organisation  ○ Diagnostic equipment  
○ Government agency  ○ Pharmaceutical company  ○ Laboratory equipment  
○ Publishing company

Information for invoicing purposes:  
Name of organisation to be invoiced (if different from above)  
FAO / Name of contact  
(If different from above)  
Address of organisation to be invoiced  
Currency of payment  
P.O. Number

Please select your requirements:  

| PACKAGES  
(see full details on page 6) |
<table>
<thead>
<tr>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Gold Package (including stand) £4,000 (saving of £1,400)</td>
</tr>
<tr>
<td>Silver Package (including stand) £3,000 (saving of £850)</td>
</tr>
<tr>
<td>Bronze Package (including stand) £2,500 (saving of £400)</td>
</tr>
</tbody>
</table>

| PICK AND MIX OPTIONS  
(See full details on pages 6 & 7) |
|------------------------|
| Exhibition stand and package  
(as detailed on page 7) £2,000 |
| Additional full conference passes, including lunch, refreshments, evening drinks, access to the scientific sessions and a conference delegate pack £550 |
| Full-page A4 portrait colour advert in printed conference guide £600 |
| Half-page A5 landscape colour advert in printed conference guide £400 |
| List of delegates, with names and contact details (post event) £550 |
| Display table literature £350 |
| Full-colour advert on rotating holding screens around the venue for the duration of the event £250 |
| Full-colour advert on rotating holding screens before each Prize Lecture in the main auditorium £200 |
| Sponsorship  
Please specify: |

<table>
<thead>
<tr>
<th>Total £</th>
</tr>
</thead>
</table>

Please indicate preferred stand number  
1st choice  2nd choice  3rd choice

VAT at the current UK rate (20%) will be added to the above costs. An invoice will be issued once your space allocation has been confirmed.

By signing this form, you agree to adhere to the Exhibition Terms and Conditions.

Signed  
Date

Please send the completed form together with your company logo and website address to: exhibitions@microbiologysociety.org
Setting Up Period: the period indicated in the Exhibition Pack as the period in which the setting up of exhibitions is to take place.

Year: any period commencing on 1 January in any year and ending on 31 December in that same year.

Condition: schedule and paragraph numbers do not affect the interpretation of these Terms and Conditions.

Interpretation

The definitions and rules of interpretation in this condition apply in these Terms and Conditions.

Annual Conference: the Client's Annual Conference to which the Application refers.

Exhibition Pack: the information pack supplied by the Microbiology Society to the Client setting out details of the Annual Conference. Any reference to Exhibition Pack in these Terms and Conditions shall exclude the Application and these Terms and Conditions.

Conference Times: the dates and times in which the Annual Conference is being held as set out in the Application (but subject to any changes to such dates and times under and in accordance with these Terms and Conditions).

Client: the person who enters into the Contract with the Microbiology Society to take advantage of promotions and/or Exhibition Space at the Annual Conference.

Confidential Information: means any information, however it is conveyed, that relates to the business, affairs, developments, trade secrets, confidential information or knowledge of the parties (whether or not it is marked as “confidential”) or which ought reasonably to be considered as confidential.

Contract: the contract between the Microbiology Society and the Client to which these Terms and Conditions relate.

Exhibition Plan: the plan of the Location set out in the Exhibition Pack showing each of the Exhibition Spaces.

Exhibition Space: the individual exhibition spaces at which the Client is allocated and shall remain allocated.

Intellectual Property: patents, utility models, rights to inventions, copyright and neighbouring rights, trademarks and service marks, business names and domain names, rights in get-up and trade dress, goodwill and the right to sue for passing off or unfair competition, rights in designs, database rights, rights to use, and protect the confidentiality of, confidential information (including know-how and trade secrets), and all other intellectual property in each case whether registered or unregistered and including all applications and rights to apply for and be granted, renewals and extensions of, and rights to claim priority from, such rights and all similar or equivalent rights or forms of protection which subsist or will subsist in the future in any part of the world.

Microbiology Society: The Microbiology Society, a company incorporated in England and Wales with company number 01339582 and whose registered office is at Charles Darwin House, Roger Street, London, WC1N 2JU.

Restoration Period: the period indicated in the Exhibition Pack as the period in which the dismantling of exhibitions is to take place.

Terms and conditions

All exhibitors and those taking advantage of promotional opportunities at our Annual Conference are required to adhere to the following Terms and Conditions.

The Microbiology Society accepts no liability for the omission of any provision which the Client wishes to incorporate or include as part of the relevant promotion or otherwise displayed at the Annual Conference. The Client shall be subject to the prior written approval of the Microbiology Society.

The Microbiology Society accepts no liability for the omission of the Client’s name, details or logos from the Annual Conference advertisements in print or online, or other documentation in which the Client’s name, details or logos have been produced prior to the Client entering into the Contract or by reason of the Client’s failure to include any such information or/and material information by the relevant deadlines for such inclusion specified in the relevant sections of the Exhibition Pack or otherwise notified to the Client by the Microbiology Society from time to time.

Payment Terms

The Client shall pay to the Microbiology Society the fees approved by the Microbiology Society, by the relevant deadline for such inclusion, for the Exhibition Space at the Annual Conference. The Client shall be entitled to a full refund of the fees paid by the Client to date.

If the Microbiology Society gives notice to terminate under condition 5.1, then the Client shall be entitled to a full refund of the fees paid by the Client to date. If the Microbiology Society gives notice to terminate under condition 8.2, the Client shall not be entitled to a refund of the fees paid by the Client except to the extent that the Microbiology Society resells those elements of the Package to, and receives payments from, a third party (Third-Party Payment) in which case:

(a) the Client, subject to condition 5.1(b), shall be entitled to a refund of any Third-Party Payment which shall in any event not exceed the fees paid by the Client; and

(b) the Microbiology Society shall be entitled to further deduct from the fees paid by the Client to date any amount equal to all costs, expenses and other liabilities incurred by the Microbiology Society as a result of such termination (and/or the events giving rise to such termination) to the extent that such expenses and liabilities incurred by the Microbiology Society are not otherwise recoverable from the Client.

Termination

The Client shall be entitled to terminate the Contract without cause by giving not less than 14 days written notice to the Microbiology Society.

Without affecting any other right or remedy available to it, the Microbiology Society may terminate the Contract with immediate effect by giving written notice to the Client if:

(a) the Client fails to pay any amount due under the Contract on the due date for payment;

(b) the Client commits a material breach of any other term of the Contract;

(c) the Client suspends, or threatens to suspend, payment of its debts or is unable to pay its debts as they fall due or admits inability to pay its debts or being a company (limited liability partnership) is deemed unable to pay its debts within the meaning of section 238 of the Insolvency Act 1986 or (being an individual) is deemed either unable to pay its debts or as having no reasonable prospect of solvency, in either case, without any formal declaration of insolvency, or;

(d) the Client suspends negotiations with all or any of its creditors with a view to rescheduling any of its debts, or makes a proposal for entering into any compromise or arrangement with its creditors or;

(e) a petition is filed, a notice is given, a resolution is passed, or an order is made for the appointment of an administrator in relation to the Client (being a company); or

(f) an application is made to court, or an order is made, for the appointment of an administrator or for an administration order to be granted to the Client (being a company); or

(g) the holder of a qualifying floating charge holder over the assets of the Client (being a company) has become entitled to appoint or has appointed an administrative receiver; or

(h) a person becomes entitled to appoint a receiver over the assets of the Client or a receiver is appointed over the assets of the Client;

(i) the Client (being an individual) is the subject of (a) a bankruptcy petition or order or (b) an administration order is made in relation to the Client that has not been discharged;

(j) the Client suspends or ceases to trade or, threatens to suspend or cease, carrying on all or a substantial part of the Client’s business.

The Client shall comply with each of those dates and deadlines and shall leave its Exhibition Space in the condition it was in on the restoration period, shall remove its exhibit in its entirety and shall leave its Exhibition Space in the condition it was in immediately before the Client’s use of the same;
Warranties
The Client warrants to the Microbiology Society that:
(a) it has full right, title and authority to enter into and perform its obligations under the Contract;
(b) it is the owner of all Intellectual Property in any material it supplies to the Microbiology Society and/or it which it displays or distributes and/or for which it is the owner of such material, it has obtained all necessary consents and licences to use the same, and it is entitled to grant such rights in connection with, as are necessary or desirable under or in connection with the Contract; and
(c) to the best of its knowledge and belief, no material supplied by the Client to the Microbiology Society, or used by or on behalf of the Client, or in connection with, the Annual Conference is libellous or defamatory of any person.

Force Majeure
The Microbiology Society shall not be in breach of the Contract nor liable for delay in performing, or failure to perform, any of its obligations under the Contract if such delay or failure results from an event beyond its reasonable control. For this purpose, events beyond its reasonable control shall include, but shall not be limited to, circumstances beyond its control, force majeure, strike, lockout, site blockage or other actual or threatened civil commotion, weather, epidemic or act of God. In the circumstances described in condition 7.1, the Microbiology Society shall have no further liability to the Client in respect of such delay or failure.

Indemnities
The Client shall indemnify the Microbiology Society in full against all liabilities, costs, expenses, damages and losses (including but not limited to any direct, indirect or consequential loss, whether caused by the Client’s negligence or the negligence of any third party) or any penalties and legal costs (calculated on a full indemnity basis) and all other professional costs and expenses suffered or incurred by the Microbiology Society arising out of or in connection with:
(a) any claim or allegation that any of the Client’s logos, trademarks, trade names and/or corporate names and/or any other Intellectual Property which the Client licenses (or purports to license) to the Microbiology Society under condition 9.1, infringes the Intellectual Property rights of any other person; or/and
(b) any breach by the Client of condition 11.1 and/or condition 11.2, and/or
(c) any damage to the premises at the Location and/or any fixtures and fittings at that premises.

13. Liability
Nothing in the Contract shall limit or exclude the Microbiology Society’s liability for:
(a) death or personal injury caused by its negligence, or the negligence of its employees, agents or subcontractors;
(b) fraud or fraudulent misrepresentation;
(c) loss which was not foreseeable by the other party which could not be excluded by applicable law.

Third-Party Rights
No one other than a party to the Contract shall have any right to enforce any of its terms.

Notices
Any notice or other communication given to a party under or in connection with the Contract shall be in writing, addressed to that party at its relevant address set out or referred to in condition 14.9 or such other address as that party may specify to the other party in writing in accordance with this condition, and shall be sent by pre-paid first class post or other next working day delivery service or by email.

The relevant postal and email addresses for the service of notices to the Client shall be those set out in the Application. The relevant addresses for the service of notices to the Microbiology Society are as follows:
Email: conferences@microbiologysociety.org and marked for the attention of Laura Crick, Conference and Events Manager.
Post: Charles Darwin House, 12 Roger Street, London, WC1N 2UJ and marked for the attention of Eve Gould, Conference and Events Officer.
A notice or other communication shall be deemed to have been received, if sent by pre-paid first class post or other next working day delivery service, at 9.00 am on the second Business Day after posting or, if sent by email, one Business Day after transmission.

The provisions of this condition shall not apply to the service of any proceedings or other documents in any legal action.

Governing Law and Jurisdiction
The Contract, and any dispute or claim (including non-contractual disputes or claims) arising out of or in connection with it or its subject matter or formation shall be governed by, and construed in accordance with, the laws of England and Wales. Each party irrevocably agrees that the courts of England and Wales shall have exclusive jurisdiction to settle any dispute or claim (including non-contractual disputes or claims) arising out of or in connection with the Contract or its subject matter or formation.

Variation and Waivers
No variation of the Contract shall be effective unless it is in writing and signed by the parties or their authorised representatives.
 EVENTS  2017

All our events provide the opportunity for exhibition and sponsorship, with a range of prices and packages to suit all budgets. Please contact us for further details or visit our Events section online.

Please contact conferences@microbiologysociety.org for more information.
Focused Meeting
15th International Conference on Pseudomonas
5 – 9 September 2017
St. George’s Hall, Liverpool, UK
http://microb.io/pseudomonas17
#Pseudomonas17

Focused Meeting
2nd International Meeting on Arboviruses and their Vectors (IMAV)
7 – 8 September 2017
University of Glasgow, UK
http://microb.io/IMAV2017
#IMAV17

Focused Meeting
British Yeast Group - The Versatility of Yeasts
11 – 13 September 2017
University of Kent, UK
http://microb.io/BYGVOY17
#BYGVoY17

Notes
The Microbiology Society is a membership organisation for scientists who work in all areas of microbiology. It is the largest learned microbiological society in Europe with a worldwide membership based in universities, industry, hospitals, research institutes and schools. The Society publishes key academic journals, organises international scientific conferences and provides an international forum for communication among microbiologists and supports their professional development. The Society promotes the understanding of microbiology to a diverse range of stakeholders, including policy-makers, students, teachers, journalists and the wider public, through a comprehensive framework of communication activities and resources.