

3rd EOS Topical Meeting on Blue Photonics[®] - Optics in the Sea (Blue Photonics 3)

18 - 20 March 2013

Royal Netherlands Institute for Sea Research (NIOZ), Texel, Netherlands

SPONSOR'S & ADVERTISER'S GUIDE



Sponsoring and advertising opportunities at a glance

Item	Regular rate ^{1) 2)}	Details see page
Table top manned unmanned	990 € 550 €	4
Roll-up display	400-990 €	4
Conference programme advertising	250-700 €	5
Web banner advertising	300-850 €	5
Lanyards	1,400 €	6
Folder inserts	550 €	6
Coffee break sponsoring	300-1,200 €	6
Welcome reception sponsoring	2,300 €	7
Pen sponsoring	1,400 €	7
Conference dinner sponsoring	3,400 €	7

¹⁾ EOS corporate members receive a discount of 10%

²⁾ excl. VAT

Join the EOS as a Corporate Member and ...

benefit from a 10% discount on all advertising offers

- market your products and technologies
- expand your brand to a new audience
- advertise your job offers
- find young talents
- meet new partners and customers ..

... all over Europe and beyond!

Corporate membership is open to all companies, universities, research institutes and laboratories working with optics and photonics.

- Direct corporate membership Annual fee: 300 €
- Corporate membership through an EOS Branch/Affiliated Society Annual fee: 200 €
(see www.myeos.org/members/societies)

www.myeos.org/members/benefits

3rd EOS Topical Meeting on

Blue Photonics - Optics in the Sea (Blue Photonics 3)

18 - 20 March 2013

www.myeos.org/events/bluephotonics3

General Chair

Marcel R. Wernand, Royal Netherlands Institute for Sea Research (NIOZ) (NL)

Co-Chairs

Oliver Zielinski, Institute for Chemistry and Biology of the Marine Environment,
University Oldenburg (DE)

Hans van der Woerd, Institute for Environmental Studies (IVM), VU Amsterdam (NL)

Conference Topics

- Environmental Monitoring
- Crowdsourcing
- Topic related Smartphone/iPhone Apps
- Ocean Colour
- Radiative Transfer and Modelling
- Marine Bio-optics and Remote Sensing
- Fluorometry
- AOP - IOP 2D and 3D
- Underwater Imaging
- Innovative Sub-sea Optical Techniques and Instrumentation

Expected attendance: 80



Table top

Manned table top:

Present your company with a table top and benefit from the opportunity of face-to-face contacts with our attendees!

A table top includes further benefits:

- your logo on the conference website (linked to your website)
- your logo on the advance and final programme (electronic and print version)
- your logo on the proceedings CD-ROM
- your logo on the sponsor poster (displayed on-site)
- one full-time registration

990 €

+19 % VAT if applicable

Unmanned table top:

Present your advertising material at an unmanned table to be placed in the conference room. This is a low-priced opportunity to reach our attendees!



An unmanned table top includes further benefits:

- your logo on the conference website (linked to your website)
- your logo on the advance and final programme (electronic and print version)
- your logo on the proceedings CD-ROM
- your logo on the sponsor poster (displayed on-site in the conference room)

550 €

+19 % VAT if applicable

Roll-up display next to screen in conference room

Get into the focus of your target group and place your company's logo directly next to the screen lectern.

A roll-up display next to screen includes further benefits:

- your logo on the EOSAM website (linked to your website)
- your logo on the advance and final programme (electronic and print version)
- your logo on the EOSAM proceedings CD-ROM
- your logo on the sponsor poster (displayed on-site)

For one day **400 €**

For all days **990 €**

+19 % VAT if applicable

Conference programme advertising

Programme advertising guarantees high visibility of your company among our audience long time before and during the event. The programme will be available in long time advance as electronic version on the web and as print version on-site.

Programme advertising includes further benefits:

- your logo on the conference website (linked to your website)
- your logo on the advance and final programme (electronic and print version)
- your logo on the proceedings CD-ROM
- your logo on the sponsor poster (displayed on-site)

Different types of programme advertising:



- On the back cover:
1/1 page, 210 x 297 mm, 4/4 colours - **ONLY 1 AVAILABLE** **700 €**
 - On the inside cover:
1/1 page, 210 x 297 mm, 4/4 colours - **ONLY 1 AVAILABLE** **600 €**
 - Inside the programme:
1/1 page, 210 x 297 mm, 4/4 colours **400 €**
1/2 page, 210 x 140 mm, 4/4 colours **250 €**
- +19 % VAT if applicable

EXAMPLE:
1/2 PAGE AD 4/4 COLOURS

Web banner advertising

The Blue Photonics 3 website is highly frequented, thus web banner advertising is offering your company the most cost-effective opportunity to reach your target group long-time before the event.

Web banner advertising includes further benefits:

- your logo on the conference website (linked to your website)
- your logo on the advance and final programme (electronic and print version)
- your logo on the proceedings CD-ROM
- your logo on the sponsor poster (displayed on-site)

Different types of web banner advertising:

- fixed web banner (260 x 600 px) - **ONLY 1 AVAILABLE** **850 €**
 - fixed web banner (260 x 400 px) **580 €**
 - fixed web banner (260 x 200 px) **300 €**
- +19 % VAT if applicable

Blue Photonics 3

Lanyard advertising

This exclusive sponsorship offer guarantees a top visibility of your company as every attendee will be wearing the Blue Photonics 3 lanyard bearing your logo. Due to their functionality and convenience, they are often used long after the conference, too. Your logo will be printed alternating with the name of the event.

Lanyard sponsoring includes further benefits:

- your logo on the conference website (linked to your website)
- your logo on the advance and final programme (electronic and print version)
- your logo on the proceedings CD-ROM
- your logo on the sponsor poster (displayed on-site)



1,400 €

+19 % VAT if applicable

Folder inserts

Insert your company brochures, pens, writing pads etc. in our folders and make sure that our attendees receive your advertising material!

Bag inserts sponsoring include further benefits:

- your logo on the conference website (linked to your website)
- your logo on the advance and final programme (electronic and print version)
- your logo on the proceedings CD-ROM
- your logo on the sponsor poster (displayed on-site)

550 €

+19 % VAT if applicable

Coffee break sponsoring

This sponsorship offer gives you unique visibility during the breaks. On one or on two coffee breaks per day you will present your company to our attendees.

Coffee break sponsoring includes further benefits:

- your logo prominently displayed in the coffee break area
- your logo on the conference website (linked to your website)
- your logo on the advance and final programme (electronic and print version)
- your logo on the proceedings CD-ROM
- your logo on the sponsor poster (displayed on-site)

One coffee break **300 €**

Coffee breaks on 3 days **1,200 €**

+19 % VAT if applicable

Welcome reception sponsoring

This exclusive sponsorship offer gives you an excellent opportunity to be present at our official reception and to benefit from face-to-face contacts in a nice atmosphere.

Welcome reception sponsoring includes further benefits:

- your logo prominently displayed in the reception area
- your company announced as an official reception sponsor
- your logo on the conference website (linked to your website)
- your logo on the advance and final programme (electronic and print version)
- your logo on the proceedings CD-ROM
- your logo on the sponsor poster (displayed on-site)
- one full-time registration



2,300 €

+19% VAT if applicable

Pen sponsoring

Get your company's name and logo into the hands of every attendee of Blue Photonics 3 with this exclusive sponsorship offer by placing your company logo exclusively on pens.

Pen sponsoring includes further benefits:

- your logo on the conference website (linked to your website)
- your logo on the advance and final programme (electronic and print version)
- your logo on the proceedings CD-ROM
- your logo on the sponsor poster (displayed on-site)

1,400 €

+19 % VAT if applicable

Conference dinner sponsoring

This sponsorship offer guarantees a high visibility and popularity of your company among all scientists attending this conference. At our official conference dinner, your company may benefit from face-to-face contacts in a relaxed atmosphere.

Lunch bag sponsoring includes further benefits:

- your logo prominently displayed at the conference dinner
- your logo on the conference website (linked to your website)
- your logo on the advance and final programme (electronic and print version)
- your logo on the proceedings CD-ROM
- your logo on the sponsor poster (displayed on-site)

3,400 €

+19 % VAT if applicable



Contact

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