

# 1st EOS Topical Meeting on Micro- and Nano-Optoelectronic Systems

Featuring the Special Session on Digital Holography  
on the occasion of Werner Jüptner's 70th birthday, 9 December 2011

7 - 9 December 2011, Ringhotel Munte am Stadtwald, Bremen, Germany

[www.myeos.org/events/bremen2011](http://www.myeos.org/events/bremen2011)

## SPONSOR'S & ADVERTISER'S GUIDE



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# 1st EOS Topical Meeting on Micro- and Nano-Optoelectronic Systems



The European Optical Society, in cooperation with the Bremer Institut für angewandte Strahltechnik GmbH (BIAS) and the Institute for Microsensors, -actuators and -systems (IMSAS), is organizing the “1st EOS Topical Meeting on Micro- and Nano-Optoelectronic Systems” in Bremen from 7 - 9 December 2011, featuring a special session on Digital Holography on Friday, 9 December on the occasion of Werner Jüptner’s 70<sup>th</sup> birthday.

The focus of the conference will be to explore new developments and applications in the field of optoelectronic systems using approaches based on micro- or nano-optics. The last day of the conference will be devoted to digital holography with an emphasis on microsystems on the occasion of the 70<sup>th</sup> birthday of Werner Jüptner, former director of BIAS.

## Focus of this topical meeting:

- **Design, simulation and fabrication of micro- and nano-optical systems**
  - Wave field propagation, rigid simulation and calculation
  - Geometrical optics for microsystems
  - Improving flexibility and efficiency
  - 2D/3D methods
- **Integration of micro- and nano-optical systems in micro-electronics**
  - On-chip optical functionalities
  - Photonics integrated circuit platform
- **Novel functionalities**
  - Overcoming diffraction limitations
  - Smart materials by micro- and nano-optics
  - New materials
- **Optical metrology for and by micro- and nanosystems**
  - Advancing standard methods by microsystems
  - Cheap and flexible measurement systems
  - Remote sensing systems in one-way applications
  - Autonomous systems
  - Novel imaging systems
- **Application of microsystems using micro- and nano-optics including sensors**
  - Optical data preprocessing
  - Computation and signal processing functions build-in at sensor level
  - Remote sensing using disposable sensors
  - Monitoring of gases, metals, chemicals
  - Industrial metrology and quality control
  - NDE by micro- and nano-optical systems etc.
- **Digital holography with an emphasis on microsystems**

## Expected attendance:

80 - 100 researchers and experts from the field of micro- and nano-optoelectronic systems.

# Sponsoring & Advertising Opportunities at Bremen 2011

## Present your products at an exceptional place!

Benefit from our sponsoring and advertising opportunities and present your products at our exceptional venue in Bremen. The meeting will take place at the Ringhotel Munte am Stadtwald which is ideally located near the campus of the Hochschule Bremen (University of Applied Sciences) and not far away from the Bremen city centre. The northern city warmly welcomes its visitors to the popular Weser promenade, the picturesque Schnoor quarter, the Böttcher street and the historical market square. In December, the festive season bathes Bremen in a soft light; fairy lights, candles and the lovingly adorned stalls create a special atmosphere. There are numerous Christmas stalls, wonderfully romantic and beautifully decorated, assembled right in front of the Town Hall and the Roland statue on the market square. In this scenery you may meet new or catch up with existing customers in a relaxed atmosphere. This event will offer your company the opportunity to get access to your niche audience by exhibiting with a table top, by publishing print and electronic advertisements on all relevant publications and announcements or by sponsoring social events like the official welcome reception or the conference dinner. Market your products to our attendees and gain visibility! Take advantage of this event as a platform providing you with contacts to researchers and experts from the field of micro- and nano-optoelectronic systems at an international level.

Here, your products do not drown in the crowd of a noisy and stressful exhibition!

## All sponsoring & advertising opportunities at a glance

Item	Regular Rate*	For details see page
Table Top unmanned manned	500 €** 1,000 €**	4
Programme Advertising	250-1,100 €**	4
Lanyards	1,800 €**	5
Delegate Bag Advertising	2,500 €**	5
Delegate Bag Inserts	600 €**	6
Web Banner Advertising	600-850 €**	6
Coffee Break Sponsoring one day all days	900 €** 2,400 €**	6
Reception Sponsoring	2,600 €**	7
Social Programme & Conference Dinner Sponsoring	4,700 €**	7
* EOS Corporate Members get a 10% discount. ** All prices are indicated net plus 19% VAT if applicable.		

# Expand your brand by opting for a Table Top, by advertising in our Bremen 2011 programme ...

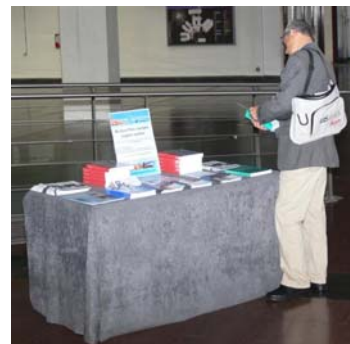
## 1) Table Top

### 1 a) Unmanned Table Top (presentation of advertising material)

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!

#### Presentation of advertising material includes further benefits:

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



**500 €** (450 € for EOS corporate members)

### 1 b) 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 EOS advance and final programme (electronic and print version)
- your logo on the proceedings CD-ROM
- your logo on the sponsor poster (displayed on-site)
- full-time registration

**1,000 €** (900 € for EOS corporate members)

## 2) 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 as electronic version on the web long time in advance to the topical meeting and as print version on-site.

#### Different types of Programme Advertising:

on the back cover: 1/1 page, 210 x 297 mm, 4/4 colours	<b>950 €</b>
on the inside cover: 1/1 page, 210 x 297 mm, b/w	<b>1,100 €</b>
in the programme: 1/1 page, 210 x 297 mm, b/w	<b>400 €</b>
in the programme: 1/2 page, 210 x 148 mm, b/w	<b>250 €</b>

(10% discount for EOS corporate members)

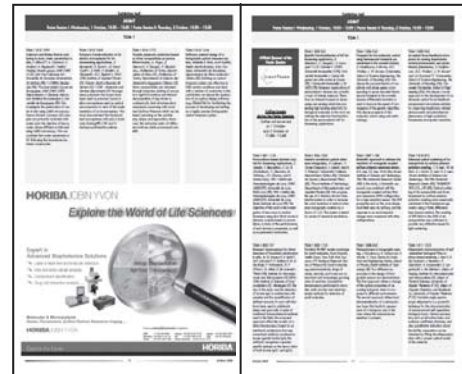
# ... or by going for the Lanyards Advertising and the Delegate Bag Advertising at Bremen 2011!

## Programme Advertising includes further benefits:

- your logo on the conference website (linked to your website)
- your logo on the EOS advance and final programme (electronic and print version)
- your logo on the PSDM 2012 proceedings CD-ROM
- your logo on the sponsor poster (displayed on-site)

## Example:

1/2 page ad b/w



## 3) Lanyards

This exclusive sponsorship offer guarantees high visibility of your company, as every attendee will be provided with the lanyards! Your logo will be printed on the lanyard (alternating with the name of the event).

## Lanyard Advertising includes further benefits:

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



**Only 1 available**

**1,800 €** (1,620 € for EOS corporate members)

## 4) Delegate Bag Advertising

This exclusive advertising opportunity guarantees high visibility, not only during the event, but also a long time after it since all attendees will be provided with these bags. Brochures, pens, writing pads or other advertising material can be inserted. Make your choice! Your logo will be printed on the front-site of the bag.

## Bags Advertising includes further benefits:

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



**Only 1 available**

Example of an EOS delegate bag

**2,500 €** (2,250 € for EOS corporate members)



## Strengthen your company's visibility among our audience by opting for a Web Banner at the Bremen event page or by sponsoring the official Coffee Breaks!

### 5) Delegate Bag Inserts

Insert your company brochures, pens or writing pads in our bags and make sure that our attendees receive your advertising material!

#### Delegate Bag Inserts include further benefits:

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

**600 €** (540 € for EOS corporate members)

### 6) Web Banner Advertising at event website

The Bremen 2011 website is highly frequented, thus offering your company the most cost-effective advertising opportunity among your target audience long-time before the event.

#### Different types of Web Banner Advertising:

- |  |              |
|--|--------------|
| • fixed electronic advertising (260 px x 600 px) (exclusive; only 1 available) | <b>850 €</b> |
| • fixed electronic advertising (260 px x 400 px)                               | <b>600 €</b> |
| • fixed electronic advertising (260 px x 200 px)                               | <b>400 €</b> |

(10% discount for EOS corporate members)

#### Web Banner Advertising includes further benefits:

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

### 7) Coffee Break Sponsoring

This sponsorship offer gives you an excellent opportunity to present your company to our attendees during our coffee breaks.

#### Coffee Break Sponsoring includes further benefits:

- your company logo will be 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 + print version)
- your logo on the sponsor poster (displayed on-site)

**Coffee Breaks for 1 day** **900 €**

**Coffee Breaks for all days** **2,400 €**

(10% discount for EOS corporate members)

## Get access to your niche audience by sponsoring the official Welcome Reception or the joint Social Programme at Bremen 2011!

### 8) Reception Sponsoring

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

#### Reception Sponsoring includes further benefits:

- your company logo will be prominently displayed in the reception area
- your company will be announced as an official reception sponsor in the programme
- your logo on the conference website (linked to your website)
- your logo on the EOS advance and final programme (electronic + print version)
- your logo on the sponsor poster (displayed on-site)



**2,600 €** (2,340 € for EOS corporate members)

### 9) Sponsoring of the Social Programme & Conference Dinner

This sponsorship opportunity gives you an excellent chance to be present at our official conference dinner and to benefit from face-to-face contacts in a nice atmosphere. The accompanying programme will start with a guided walk through the historic city centre, directly followed by a festive dinner at Bremen's Ratskeller which is one of Germany's oldest and most famous cellar taverns since 1405.

#### Conference Dinner Sponsoring includes further benefits:

- your company logo will be prominently displayed in the area of the conference dinner
- your company will be announced as an official Conference Dinner Sponsor in the programme
- your logo on the conference website (linked to your website)
- your logo on the EOS advance and final programme (electronic + print version)
- your logo on the proceedings CD-ROM
- your logo on the sponsor poster (displayed on-site)



**4,700 €** (4,230 € for EOS corporate members)

None of our offers suits your individual requirements?

We would be pleased to work with you on an individual offer that is meeting your specific wishes and needs.

For detailed information, individual offers, for sponsorship/advertising packages, bookings or reservations, please contact:



**EOS - Events & Services GmbH**

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URL: [www.myeos.org/events/bremen2011](http://www.myeos.org/events/bremen2011)

# SPONSORSHIP/ADVERTISING RESERVATION FORM

BREMEN 2011, 7 - 9 DECEMBER 2011, RINGHOTEL MUNTE AM STADTWALD, BREMEN, GERMANY

[www.myeos.org/events/bremen2011](http://www.myeos.org/events/bremen2011)

## COMPANY CONTACT DATA

Company	URL	
First Name	Name	
Street	City	
Country	Postal Code	
Telephone	Fax	Email

**Contact:**  
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<http://www.myeos.org>

## SPONSORING & ADVERTISING OPTIONS

Please select your preferred sponsorship. All prices are indicated net plus 19 % VAT if applicable.

<b>Table Top*</b> <ul style="list-style-type: none"><li>• unmanned</li><li>• manned</li></ul>	500 € 1,000 €	<input type="checkbox"/> <input type="checkbox"/>	<b>Delegate Bag Inserts*</b>	600 €	<input type="checkbox"/>
<b>Advertising in the programme**</b> <ul style="list-style-type: none"><li>• on the back cover</li><li>• on the inside cover</li><li>• 1/1 page programme</li><li>• 1/2 page programme</li></ul>	950 € 1,050 € 400 € 250 €	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<b>Web banner advertising**</b> <ul style="list-style-type: none"><li>• 260 px x 600 px</li><li>• 260 px x 400 px</li><li>• 260 px x 200 px</li></ul>	850 € 600 € 400 €	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
<b>Lanyards*</b>	1,800 €	<input type="checkbox"/>	<b>Coffee Break Sponsoring*</b> <ul style="list-style-type: none"><li>• one day</li><li>• all days</li></ul>	900 € 2,400 €	<input type="checkbox"/> <input type="checkbox"/>
<b>Delegate Bag Advertising**</b>	2,500 €	<input type="checkbox"/>	<b>Reception Sponsoring*</b>	2,600 €	<input type="checkbox"/>
			<b>Social Programme &amp; Conference Dinner Sponsoring*</b>	4,700 €	<input type="checkbox"/>

## POLICY

Cancellations: requests for cancellations must be made in writing to the EOS Office (address see at the top of this page). Refunds are subject to a processing fee of 10% of the total amount.

\*Cancellations received by 6 October 2011: full refund minus processing fee/after 6 October 2011: no refund.

\*\*Cancellations received before publication of the advertising: full refund minus processing fee/after publication of the advertising: no refund.

## PAYMENT METHOD

Payment can either be made by bank transfer or credit card. An invoice will be sent to you after receipt of this registration form. Please select:

Payment will be made by bank transfer

Payment will be made by credit card

## AGREEMENT

The signee, authorised to sign this agreement on behalf of his/her company, hereby agrees to the above listed policies and authorises EOS - Events & Services GmbH to reserve the above chosen sponsorship/advertising opportunity during Bremen 2011, 7 - 9 December 2011, Bremen, Germany:

\_\_\_\_\_  
Name, Signature

\_\_\_\_\_  
Date

PLEASE RETURN THIS FORM BY EMAIL TO: [bremen@myeos.org](mailto:bremen@myeos.org)  
OR BY FAX TO: +49 (0) 511-277-2699