

## 4th EOS Annual Meeting (EOSAM 2012)

25 - 28 September 2012

Aberdeen Exhibition and Conference Centre, Scotland (UK)

**SPONSOR'S & ADVERTISER'S GUIDE**



## Sponsoring and advertising opportunities at a glance

Item	Regular rate <sup>1) 2)</sup>	Details see page
Bag advertising	3,900 €	6
Bag inserts	750 €	6
Lanyard advertising	2,700 €	6
Back of the delegate badges advertising	2,550 €	7
Programme advertising	700 - 1900 €	7
Banner advertising	550 - 1,200 €	8
WIFI sponsoring	2,400 €	8
<del>Welcome reception sponsoring</del>	<del>SOLD</del>	<del>9</del>
Lunch bag sponsoring	1,500 - 4,000 €	9
Coffee break sponsoring	700 - 2,400 €	10
Student lunch with experts sponsoring	2,200 €	10
Speaker's lounge sponsoring	1,900 €	11
Shirt sponsoring	5,900 €	12
Umbrella sponsoring	3,900 €	12
Pen sponsoring	1,700 €	12
Writing pad sponsoring	1,900 €	13
Corporate Whisky miniatures sponsoring	4,800 €	13
Presentation of advertising material (unmanned table)	750 €	14
Presentation of advertising material (manned table)	990 - 1,250 €	14
<b>Special option:</b> table-top in the entrance hall near registration desk	1,600 €	14
Roll-up display next to screen in a TOM	500 - 1,500 €	14

**1) EOS corporate members receive a discount of 10%**

**2) excl. VAT**

4th EOS

## Annual Meeting (EOSAM 2012)

25 - 28 September 2012

[www.myeos.org/events/eosam2012](http://www.myeos.org/events/eosam2012)

### General Chairs

- Hervé Lefèvre, iXBlue (FR)
- Paul Urbach, Delft University of Technology (NL)
- John Watson, University of Aberdeen (GB)

### TOM 1 Biophotonics

- Gert von Bally, Westfälische Wilhelms-Universität Münster (DE)
- Johannes de Boer, VU University Amsterdam (NL)
- Alexander Heisterkamp, Friedrich-Schiller-University Jena (DE)

### TOM 2 Silicon Photonics

- Ralf B. Bergmann, BIAS (DE)
- Alberto Garcia-Ortiz, University of Bremen (DE)
- Graham T. Reed, University of Surrey (GB)

### TOM 3 Nanophotonics & Metamaterials

- Concita Sibilia, Università di Roma „La Sapienza“ (IT)
- Anatoly Zayats, King's College London (GB)

### TOM 4 Micro-Optics

- Norbert Lindlein, University of Erlangen-Nuremberg (DE)
- Mohammad Taghizadeh, Heriot-Watt University (UK)



## **TOM 5 Organic Photonics & Electronics**

- Guglielmo Lanzani, Politecnico di Milano (IT)
- David G. Lidzey, University of Sheffield (UK)

## **TOM 6 Nonlinear Photonics**

- Marc Sciamanna, Supélec - Ecole Supérieure d'Électricité, Metz (FR)
- Dmitry Skryabin, University of Bath (UK)

## **TOM 7 Optical Systems for Energy & Production Industries**

- John Watson, University of Aberdeen, Scotland (UK)
- Werner Jueptner, University of Aberdeen (GB) and BIAS (DE)

## **Workshop Continuing education: Short Courses for Industry**

- Pierre Chavel, Institut d'Optique (FR)
- Chris Dainty, National University of Ireland (IE)
- Paul Urbach, Delft University of Technology (NL)

## **Grand Challenges of Photonics Session**

- Fredrik Laurell, KTH - Royal Institute Technology (SE)
- Paul Urbach, Delft University of Technology (NL)

## **Expected attendance: 700 - 800**

EOSAM 2010: 700 attendees from 42 countries

## **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](http://www.myeos.org/members/societies))

[www.myeos.org/members/benefits](http://www.myeos.org/members/benefits)



**Only 1 available**

## Bag advertising

This exclusive advertising opportunity guarantees high visibility of your company's logo, not only during the event, but also a long time after it! All attendees of EOSAM 2012 will be provided with these bags. Your logo will be printed on the front-side of the bag together with the EOS logo and EOSAM data. Drive traffic to your booth and include your booth number if you are exhibiting at EOSAM 2012!

### EOSAM bag advertising 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)



**3,900 €**

+19 % VAT if applicable

## Bag inserts

Insert your company brochures, pens, writing pads etc. in our conference bags and get your name in every attendee's hands! (If you do not have corporate branded items, please see page 12.)

### Bag inserts sponsoring include 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)

**750 €**

+19 % VAT if applicable

## Lanyard advertising

**Only 1 available**

This exclusive sponsorship offer guarantees a top visibility of your company as every attendee will be wearing the EOSAM 2012 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 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)



**2,700 €**

+19 % VAT if applicable

**Only 1 available**

## Back of the delegate badges advertising

Your advertising will be printed in full colours on the back of the delegate badges. This is a very exclusive advertising that is reserved to one company only! Drive traffic to your booth and include your booth number if you are exhibiting at EOSAM 2012!

### Delegate badge advertising 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)

Advertising dimensions: 60 (h) x 90 (w) mm



**2,550 €**

19 % VAT if applicable

## 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 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)

Different types of programme advertising:



EXAMPLE:  
1/2 PAGE AD 4/4 COLOURS

- on the back cover: 1/1 page, 210 x 297 mm, 4/4 colours
- on the inside cover: 1/1 page, 210 x 297 mm, 4/4 colours
- inside the programme: 1/1 page, 210 x 297 mm, 4/4 colours  
1/2 page, 210 x 140 mm, 4/4 colours

**1,900 €**

**1,700 €**

**1,300 €**

**700 €**

+19 % VAT if applicable

# EOSAM 2012

## Banner advertising

The EOSAM 2012 website is highly frequented, thus offering your company the most cost-effective advertising opportunity among your target audience long-time before the event.

### Web banner advertising 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)



Different types of banner advertising:

- fixed web banner (260 x 600 px) - **ONLY 1 AVAILABLE**
- fixed web banner (260 x 400 px)
- fixed web banner (260 x 200 px)

1,200 €

1,000 €

550 €

+19 % VAT if applicable

## WIFI sponsoring

Sponsor exclusively the WIFI connection for all EOSAM 2012 attendees and make sure they think of your company's name every time they log on.

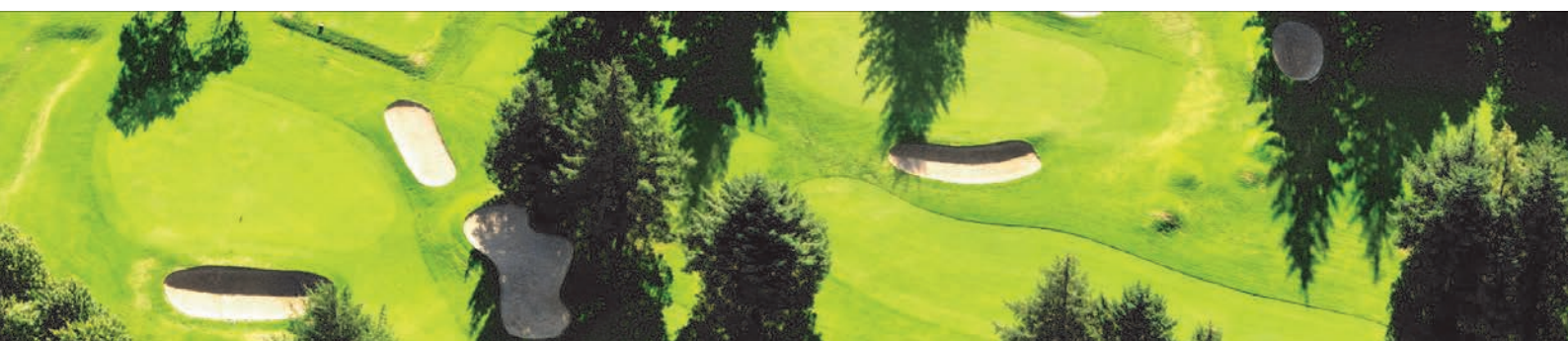
**Only 1 available**

### WLAN sponsoring includes further benefits:

- your company specified as WLAN sponsor in the EOSAM programme
- your logo prominently displayed in the break area
- 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 posters (displayed on-site)

2,400 €

+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 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)
- one full-time registration

# SOLD!



## Lunch bag sponsoring

This sponsorship offer gives you unique and excellent visibility at EOSAM 2012 since attendees will remember you for having sponsored their lunch break. On one or on all four days lunch bags will be distributed with your company logo or slogan on them.

### Lunch bag sponsoring includes further benefits:

- your logo prominently displayed in the lunch break area
- 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)

**Lunch bags on 1 day: 1,500 €**  
**Lunch bags on 4 days: 4,000 €**  
+19 % VAT if applicable

## Coffee break sponsoring

This sponsorship offer gives you unique visibility during the breaks. On two coffee breaks per day (except 1 break only on 28 September) your company will become the focus of attention among our attendees.

### Coffee break sponsoring includes further benefits:

- your logo prominently displayed in the coffee break area
- 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)

**Coffee breaks on 1 day: 700 €**  
**Coffee breaks on 4 days: 2,400 €**  
+19 % VAT if applicable



**Only 1 available**

## Student lunch with experts

Present career opportunities at your company to an audience of 20-25 students at EOSAM 2012. In direct dialogue within a small circle you will benefit from an intimate and constructive discussion with the experts of tomorrow!

### Student lunch sponsoring includes further benefits:

- your logo prominently displayed in the Student lunch area
- 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)

**2,200 €**  
+19 % VAT if applicable



**Only 1 available**

## Speaker's lounge sponsoring

The sponsoring of the speaker's lounge is an exclusive opportunity to present your company around our audience and guarantees a high visibility of your company among all lecturers taking part at EOSAM 2012.

### Speaker's lounge sponsoring includes further benefits:

- your logo prominently displayed in the Speaker's lounge
- 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)

**1,900 €**  
+19 % VAT if applicable

Only 1 available

## Shirt sponsoring

This exclusive sponsorship offer ensures your company a unique visibility during EOSAM 2012 and long after since all participants will be provided with a shirt displaying your company's logo.

### Shirt sponsoring 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)

5,900 €

+19 % VAT if applicable

Only 1 available

## Umbrella sponsoring

Benefit from the weather conditions in Scotland and gain maximum visibility with this exclusive sponsoring opportunity. Since it rains all over the world the umbrellas will be used by more than 700 international experts from science and industry also long after EOSAM 2012.

### Umbrella sponsoring 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)

3,900 €

19 % VAT if applicable

Only 1 available

## Pen sponsoring

Get your company's name and logo into the hands of every attendee of EOSAM 2012 with this exclusive sponsorship offer by placing your company logo exclusively on pens .



## Pen sponsoring 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)

1,700 €

+19 % VAT if applicable

**Only 1 available**

## Writing pad sponsoring

Boost the visibility of your company among all attendees of EOSAM 2012 by placing your company logo exclusively on writing pads which will be provided to all attendees.

### Writing pad sponsoring 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)

1,900 €

+19 % VAT if applicable

**Only 1 available**

## Corporate Whisky miniatures sponsoring

Present your company by a particularly prominent sponsoring of Whisky miniatures with your logo on the personalised label. Perfectly matching to the venue of this year's EOSAM this sponsoring opportunity guarantees a top visibility among all experts from science and industry since each attendee will be provided with one bottle!

### Whisky bottles sponsoring 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)

4,800 €

+19 % VAT if applicable

## Presentation of advertising material (unmanned table)

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

### Presentation of advertising material 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)



**750 €**

+19 % VAT if applicable

## Presentation of advertising material (manned table)

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 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)
- one full-time registration

**990 €** early bird rate (by 31 May 2012)

**1,250 €** Late rate (by 3 August 2012)

+19 % VAT if applicable

## Special option: table-top in the entrance hall nearby registration desk

Be the company each attendee sees first: Benefit from maximum exposure by presenting your company at a premier space in the reception hall.

### Table-top in the entrance hall 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)
- one full-time registration

**Only 3 available**

**1,600 €**

+19 % VAT if applicable

## Roll-up display next to screen in one conference room

Get into the focus of your target group and place your company's logo directly next to the screenlectern. This exclusive advertising guarantees significant exposure during all sessions of the selected TOM - either on one day or on all four conference days.

### 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)

In selected TOM for one day: 500 €  
In selected TOM for all days: 1,500 €  
+19 % VAT if applicable

**None of our sponsorship offers suits your individual requirements?**

**Or are you more interested in the EXHIBITION alongside EOSAM 2012?**

Then contact us at [aberdeen@myeos.org](mailto:aberdeen@myeos.org) or +49-511-2788-159 and ask for our exhibitor brochure or an individual sponsoring/advertising package.

We will be pleased to working out an offer to meet your company's marketing demands and needs.



