



Sponsorship Options Guide

17th International Conference on Near Infrared Spectroscopy

Letter to the Sponsors

The 17th International Conference on Near Infrared Spectroscopy (NIR 2015) will be held at the Mabu Resort Hotel in Foz do Iguassu, Paraná State, in the south of Brazil from 18 to 23 October 2015.

The conference is the most important international event of the NIRS community and we are expecting a significant number of conferees reflecting the high relevance of the conference and the importance of this moment for motivating NIRS in South America and in Brazil, where several recent actions promoted by the academic and private sectors have launched NIR spectroscopy to an unprecedented level of interest. We frankly believe South America, and mainly Brazil, is the newest, until now almost unexploited, market for NIR spectroscopy and related products.

The average number of delegates attending previous conferences in Auckland, New Zealand (2005), Umea, Sweden (2007), Bangkok, Thailand (2009), Cape Town, South Africa (2011), and Montpellier, France (2013) was about 430 with more than 600 attendees at the most recent event.

The local organizing committee of NIR 2015 wishes to invite your company to be a sponsor of the event and to benefit from a dedicated and extremely interested audience for your innovations and products related to NIRS technology.

Three options for sponsorship are available, as detailed below. Please select your option and contact us as soon as possible, as **the space reserved for sponsors is limited**, and will be confirmed in the order the requests are received. In case of exposition space overbooking, the interested sponsor will be included in a waiting list and alerted by 31st August 2015, or before, in case of any desistance.

If you are interested in being a NIR 2015 sponsor, download and fill up the sponsors application form and send it as soon as possible to the address: **NIR_2015@iqm.unicamp.br**.

We are looking forward to hearing from you.

Sincerely

The Organizing Committee for NIR 2015

Sponsorship Categories and Lay-Out of the Exposition Room

We offer three levels of sponsorship, **Platinum**, **Gold** and **Silver**. The details for each are described below. The distribution of the booths in the Exposition Room of Mabu Hotel will follow the layout attached in the PDF files:

Grouped Booths # (1- 3), (5-7), (9-10), and (15-16) , in the central islands, are reserved for the **Platinum** Category (6 m x 3 m).

Booths # 2, 4, 6, 8, 11, 12, 13, 14, (3 m x 3 m), and Grouped Booths # (17- 18), and (43-44) (4 m x 3 m) are reserved for the **Gold** Category.

Booths # 19 to 42 are reserved for the **Silver** Category (2 m x 3 m). They may also be used for the **Gold** Category (4 m x 3 m) by reserving two adjacent booths.

Standard Booth Description

Standard booths are built of white TS/ABS boards, fixed in aluminum octagonal modular frames, with a graphite colored carpet on the floor. A partial roof of the booth will be provided attached to the metallic structural dividing walls. One spotlight for each 3 m² in central booths or 6 m² for lateral booths will be provided. A standard 96 cm x 30 cm board, displaying the company name will be supplied and will be placed over the booth entrance. Furniture: each booth, independent of its area, will be supplied with a small round glass-topped table (1 m diameter) and three chairs. The standard mains electrical supply is 110 V, 60 Hz, and 02 sockets (Brazilian standard, no adapter supplied) per 9 m² will be supplied.

Tailoring your booth

In case the sponsor wishes to shape the booth to his particular specifications, contact:

STTC Eventos e Turismo, Phone: +55 45 3026-3011 (vendas@sttceventoseturismo.com.br)

to access the necessary information and the additional costs relative to tailored services. Any change in relation to the standard configuration of the booths, not exceeding the contracted area, could be, in principle, performed.

Time table for exposition:

Booth assembly by STTC Eventos e Turismo: 17 Oct 2015 (Saturday)

Sponsors' staff admission: 18 Oct 2015 (Sunday) – 14:00 to 18:00

Exposition time: 19 – 22 Oct 2015 from 08:00 to 17:00
23 Oct 2015 from 8:00 to 12:00

Booth disassembly: 23 Oct 2015 from 14:00

Payment conditions

For all sponsoring options, the following payment schedule applies:

1. 10% of the total sponsoring value to be paid at confirmation of participation
2. 40% of the total sponsoring value to be paid before 30 March 2015.
3. Remainder of the total sponsoring value to be paid before 31 July 2015.

PLATINUM SPONSOR

Sponsorship: a minimum of US\$ 16,800.00 (plus 10 % tax)

Exhibition Booth: Each platinum sponsor will receive one standard booth of 18 m²(6 x 3 m) in the central area (one of the four islands) of the main exhibition hall. Choice of position will be on the basis of the order of confirmation of interest, including the first payment. See description of the standard booths above and their distribution in the layout attached.

Website: A large logo and the link to the website of each Platinum Sponsor will be permanently displayed on the ICNIRS2013 website (as soon as the first instalment of sponsorship payment has been received). The order the logos of the Platinum sponsors appear on the NIR 2015 home page will be varied within the Platinum Group when the page is being accessed. A large logo of the Platinum Sponsor Company will also appear on the sponsorship page of the event website.

Special Poster Display: Each Platinum sponsor will also be allowed to display a maximum of four (04) posters showing their recent innovations and the solutions in NIRS achieved using the instruments and/or technical support from the sponsoring company in the poster section of NIR 2015 during the conference period (19 – 22 October). These posters can display the sponsor's logo and use any customized template. As with all posters, they must be in **portrait** format, with maximum dimensions of 200 cm x 90 cm. Posters from the same sponsor will be grouped together to facilitate the presentation by the indicated representative(s) of the sponsoring company. Conferees will be invited to visit the Special Poster Sessions during the opening and closing announcements on conference days.

Complimentary Registrations: Each Platinum sponsor will receive three (03) complimentary registrations to the conference.

Insert in the conference bag: One brochure from each Platinum sponsor (no larger than A4 and supplied by the sponsor) will be included in every delegate's conference bag along with other small goodies (to be discussed with the organizing committee and supplied by the sponsor).

Program / book of abstracts: The logo of each Platinum sponsor will appear on the front and back pages of the book of abstracts. Platinum sponsors will get one full-page advertisement in the final program (text to be supplied by the sponsor).

Communication supports: The logo of each Platinum sponsor will appear on every communication support (brochures, flyers, etc). A large logo will also appear on the welcome screen of the conference.

Bonus: Each Platinum sponsor will be given the possibility to organize, at its own expense, one event during the conference (cocktail, dinner, happy hour, barbecue, musical evening ...). Please contact PinhalTurismo (mario@pinhalturismo.com.br) for additional information using "NIR 2015 – Sponsor" as the subject of your message.

GOLD SPONSOR

Sponsorship: a minimum of US\$ 8,400.00 (plus 10 % tax)

Exhibition Booths: Each Gold sponsor will receive one standard booth of 9 m² (3 m x 3 m) in the central area of the main exhibition hall, or a 12 m² booth (4 m x 3 m) in the lateral area. Choice of position will be on the basis of the order of confirmation of interest, including the first payment. See description of the standard booths above and their distribution in the layout attached.

Website: A medium sized logo and the website link of each Gold Sponsor will be placed at the bottom of the homepage of the NIR 2015 website (as soon as the first instalment of sponsorship payment has been received) and its display will be alternated within the Gold group with the other logos from Gold Sponsors and Partners of NIR 2015. A medium sized logo of the Gold Sponsor Company will also appear on the sponsorship page of the event website.

Special Poster Display: Each Gold sponsor will also be allowed to display a maximum of two (02) posters showing the innovations and solutions recently achieved by using the instruments and/or technical support from the sponsor company during the conference period (19 – 22 October). The poster may display the sponsor logo and use any customized template. As with all posters, they must be in portrait format with dimensions 200 cm x 90 cm. Posters of the same sponsors will be displayed together to facilitate the presentation by one or more indicated representative(s) of the sponsor company. Conferees will be invited to visit the Special Poster Sessions during the opening and closing announcements on conference days.

Complimentary Registrations: Each Golden sponsor will receive two (02) complimentary registrations to the conference

Insert in the conference bag: One brochure of each Gold sponsor (no larger than A4 and supplied by the sponsor) will be placed in every delegate's conference bag along with other small goodies (to be discussed with the organizing committee and supplied by the sponsor)

Program / book of abstracts: The logo of each Gold sponsor will appear on the back page of the book of abstracts. Gold sponsors will get half a page advertisement in the final program (advertisement to be supplied by the sponsor) and their logo will appear on the back page of the final program.

Communication supports: The logo of each Gold sponsor will appear on some communication supports (flyers, etc). A medium logo will also appear on the welcome screen of the conference.

SILVER SPONSOR

Sponsorship: a minimum of US\$ 4,200.00(plus 10 % tax)

Exhibition Booth: Each Silver sponsor will receive one standard booth of 6 m²(2 m x 3m) in the lateral area of the main exhibition hall. See description of the standard booths above and their distribution in the layout attached. Choice of position will be on the basis of the order of confirmation of interest, including the first payment.

Website: A small logo and website link of each Silver Sponsor will be placed on the sponsorship page of the event website.

Special Poster Display: Each Silver sponsor will also be allowed to display one (01) poster showing the innovations and solutions recently achieved by using the instruments and/or technical support from the sponsor's company during the conference period (19th – 22nd October) The poster may display the sponsor logo and use any customized template. As with all posters, they must be in portrait format with dimensions 200 cm x 90 cm. Conferees will be invited to visit the Special Poster Sessions during the opening and closing announcements on conference days.

Complimentary Registration: Each Silver sponsor will receive one (01) complimentary registration to the conference

Program / book of abstracts: The logo of each Silver sponsor will appear on the back page of the book of abstracts and the final program.

Communication supports: A small logo will also appear on the welcome screen of the conference.