

# EXHIBITION & SPONSORING PACKAGES

**EuCAP 2012 – Prague**

**26.03.-30.03.2012**



## EXHIBITION & SPONSORSHIP PACKAGES – OVERVIEW 1

SPONSORSHIP and Exhibition PACKAGES	PRICE EXCL. VAT	exhibition space	EuCAP 2012 conference book	free conference delegate passes	EuCAP 2012 website	Exhibitors Lunch	logo on all printed material	Specials
<b>Platinum Sponsorship</b> (2 available)	€ 15 500	3m x 6m, Shell scheme	x	2	x	x	x	logo on opening slide, 2 coffee breaks 1h workshop, name on all email publicity 1 marketing item incl. in delegate bag, logo on conference book cover, signage etc.
<b>Gold Sponsorship</b> (5 available)	€ 10 500	3m x 3m, Shell scheme	x	2	x	x	x	logo on opening slide, 1 coffee break, 1 marketing item incl. in delegate bag, logo on conference book cover, signage etc.
<b>Silver Sponsorship</b> (5 available)	€ 6 500	3m x 3m, Shell scheme	x	1	x	x	x	logo on opening slide, 1 coffee break 1 marketing item incl. in delegate bag

EXHIBITION PACKAGES	PRICE EXCL. VAT	exhibition space	EuCAP 2012 conference book	free conference delegate passes	EuCAP 2012 website	Exhibitors Lunch	bingo card system	Specials
<b>Exhibition Space - 3m x 6m Shell scheme</b>	€ 5 400	3m x 6m, shell	x	1	x	x	x	
<b>Exhibition Space - 3m x 3m Shell scheme</b>	€ 2 700	3m x 3m, shell	x	1	x	x	x	
<b>Free Build Exhibition Space</b>	€ 4 800	6m x 3m, free	x	1	x	x	x	
<b>Free Build Exhibition Space</b>	€ 2 400	3m x 3m, free	x	1	x	x	x	



## EXHIBITION & SPONSORSHIP PACKAGES – OVERVIEW 2

OTHER SPONSORSHIP PACKAGES	PRICE EXCL. VAT		EuCAP 2012 conference book	free exhibition passes	EuCAP 2012 website	branding/ profile visibility	logo on all printed material	Specials
<b>Welcome Reception</b> (3 available)	€ 2 000		x	1	x	x	x	
<b>Coffee Break</b> (4 available)	€ 750		x	1	x	x		opportunity to place gifts and promotional material
<b>Lunch</b> (3 available)	€ 1 500		x	1	x	x		opportunity to place gifts and promotional material
<b>Conference Dinner</b> (3 available)	€ 2 800		x		x	x	x	5 minutes speech, complimentary reserved table for 10 guests, 1 item for delegate bag
<b>Bus to the Conference Dinner</b> (2 available)	€ 750		x		x	x		Dinner participation for 2 guests
<b>Logo on Delegate Bags</b> (3 available)	€ 3 000		X		X			
<b>Delegate Bag Inserts</b>	€ 750							marketing literature as part of delegate bag
<b>USB Memory Stick</b> (1 available)	€ 7 900		x		x			Incl. production of USB sticks
<b>Delegate Badge Lanyards</b> (1 available)	€ 7 900		x		x			Incl. production of lanyards
<b>Advertisement in Conference Book</b>	€ 750		x					
<b>Exhibition Bingo Prize</b>	€ 1 600		x		x			logo on Bingo Cards
<b>Workshop Room (60 min)</b>	€ 1 500							Booking of workshop room



## SPONSORSHIP PACKAGES

### BRANDING YOUR COMPANY WITH EUCAP 2012!

We encourage all industry and organization participants of EuCAP to be an EuCAP Sponsor. Sponsorship will provide your company with **greater visibility** to the conference delegates and highlight your standing in the Antennas, Measurement and Propagation community.

We are always happy to discuss your sponsorship requirements and tailor packages to suit your company's needs.

Choose from the following options – or contact us to discuss a specific package tailored to your company's individual needs. All prices are subject to 20% local VAT.



## PLATINUM SPONSORSHIP (2 available) → € 15 500 excl. VAT

- Your company's logo will feature in big size (if provided in time) on:
  - The **registration counter**
  - The **Opening slide of each session**
  - The **EuCAP 2012 website** with a link to your company's site
  - **All printed conference material** - this includes flyers, signage, conference book, etc .
  - The **Cover of conference book**
  - The **event's advertisements**, press releases and media alerts promoting the event
  - **All email publicity** - distributed to over 20,000 key industry and academic contacts
  - Navigation Header of **USB Memory Stick content**
- **Full page advertisement** in the EuCAP 2012 Conference Book
- An exhibition **shell scheme space (3m x 6m)** - or free exhibition space, if preferred - to promote your company. Platinum sponsors will have first option on location selection.
- **2 conference delegate passes** for representatives of your company or your chosen guests
- Your company's **marketing material or promotional item** to be included in the delegate bag (1 item per sponsor, sponsor to provide material)
- **1h rental of workshop room**
- **Exhibitors Lunch** – food and beverages will be served at your booth on one conference day
- Promotion, corporate gifts and high profile visibility during **2 coffee breaks**



## **GOLD SPONSORSHIP (5 available) → € 10 500 excl. VAT**

- Your company's logo will feature (if provided in time) on:
  - The **Opening slide of each session**
  - The **EuCAP 2012 website** with a link to your company's site
  - **All printed conference material** - this includes flyers, signage, conference book etc.
  - The **Cover of conference book** in small size
  - The **event's advertisements**, press releases and media alerts promoting the event
  - Navigation Header of **USB Memory Stick content**
- **Half page advertisement** in the EuCAP 2012 conference book
- An exhibition **shell scheme space (3m x 3m)** - or free exhibition space, if preferred - to promote your company. Gold sponsors will have second option on location selection.
- **2 conference delegate passes** for representatives of your company or your chosen guests
- Your company's **marketing material or promotional item** to be included in the delegate bag (1 item per sponsor, sponsor to provide material)
- Promotion, corporate gifts and high profile visibility during **1 coffee break**
- **Exhibitors Lunch** – food and beverages will be served at your booth on one conference day



## SILVER SPONSORSHIP (5 available) → € 6 500 excl. VAT

- Your company's logo will feature (if provided in time) on:
  - The **Opening slide of each session**
  - The **EuCAP 2012 website** with a link to your company's site
  - Subcategory of **USB Memory Stick content**
- **Half page advertisement** in the EuCAP 2012 Conference Book
- **1 conference delegate pass** for a representative of your company or your chosen guest
- Your company's **marketing material or promotional item** to be included in the delegate bag (1 item per sponsor, sponsor to provide material)
- **Exhibition shell scheme (3m x 3m)** to promote your company
- **Exhibitors Lunch** – food and beverages will be served at your booth on one conference day
- Promotion, corporate gifts and high profile visibility during **1 coffee break**

## EXHIBITION PACKAGES

### EXHIBITION SPACE – 3m x 6m Shell scheme → € 5 400 excl. VAT

- Exhibition shell scheme space (3m x 6m) to include 1 table and 2 chairs
- Exhibition located in main catering and near poster area to maximize delegate participation
- Listing in the conference book onsite
- Free wireless internet access
- Bingo card system encourages delegates to visit all exhibition stands
- Lunch, coffee and refreshments included for 1 booth personnel
- 1 free conference delegate pass is included in the package
- Exhibitors Lunch – food and beverages will be served at your booth on one conference day
- An exhibitor description on the EuCAP 2012 website with a link to your company's website

### EXHIBITION SPACE – 3m x 3m Shell scheme → € 2 700 excl. VAT

- Exhibition shell scheme space (3m x 3m) to include 1 table and 2 chairs
- Same services as above

Additional booth staff passes will be available at a price of 80 € per day incl. lunch, 2 coffee breaks and entrance to the exhibition area. The passes are not transferable and for booth staff only.



### **FREE BUILD EXHIBITION SPACE – 3m x 6m → € 4 800 excl. VAT**

- Exhibition free space (6m x 3m) to include 1 table and 2 chairs
- Exhibition located in main catering and near poster area to maximize delegate participation
- Listing in the conference book on site
- Free wireless internet access
- Bingo card system encourages delegates visit all exhibition stands
- Lunch, coffee and refreshments included for 1 stand personnel
- 1 free conference delegate pass is included in the package
- Exhibitors Lunch – food and beverages will be served at your booth on one conference day
- An exhibitor description on the EuCAP 2012 website with a link to your company's website

### **FREE BUILD EXHIBITION SPACE – 3m x 3m → € 2 400 excl. VAT**

- Exhibition free space (3m x 3m) to include 1 table and 2 chairs
- Same services as above

Additional booth staff passes will be available at a price of 80 € per day incl. lunch, 2 coffee breaks and entrance to the exhibition area. The passes are not transferable and for booth staff only.

## OTHER SPONSORING PACKAGES

### WELCOME RECEPTION (3 available) → € 2 000 excl. VAT

- **High profile visibility** at the Welcome Reception (more than 600 participants expected)
- Your company's logo on the **EuCAP 2012 website** with a link to your company's website
- **Half page advertisement** in the EuCAP 2012 conference book
- Your company's logo will feature on **all printed material** for the conference. This includes flyers, programs, conference book etc
- **1 conference delegate pass** for a representative of your company or your chosen guest
- Welcome Reception labeled with “Sponsored by (your company name)”



## COFFEE BREAK (4 available) → € 750 excl. VAT

- **High profile visibility** at one coffee break → 20-40 minutes
- Opportunity for display of **promotional material at the entrance to the catering areas**
- The opportunity to **place your corporate gift** (napkins, cups, pens, flyer etc) on the tables in the coffee break area for delegates to take away (sponsor to provide gifts)
- Your company's logo on the **EuCAP 2012 website** with a link to your company's website
- Acknowledgement/Logo in the **EuCAP 2012 conference book**
- **2 exhibition passes** for chosen guests of your company
- Coffee break labeled with "Sponsored by (your company name)"

## LUNCH (3 available) → € 1 500 excl. VAT

- **High profile visibility** at one lunch break → 1 hour
- Opportunity for display of **promotional material at entrance to catering areas**
- The opportunity to **place your corporate gift** (napkins, cups, pens, flyer, etc.) on the tables in the lunch area for delegates to take away (sponsor to provide gifts)
- Your company's logo on the **EuCAP 2012 website** with a link to your company's website
- Acknowledgement/Logo in the **EuCAP 2012 conference book**
- **2 exhibition passes** for chosen guests of your company
- Lunch break labeled with "Sponsored by (your company name)"



## CONFERENCE DINNER (3 available) → € 2 800 excl. VAT

- Sponsoring of the exclusive conference dinner in Prague for up to 400 participants
- **High profile visibility at the gala dinner** with opportunity for give-aways or branded tableware (sponsor to provide gifts or tableware)
- Opportunity to have a **short speech** at the dinner (maximum 5 minutes)
- One complimentary **reserved table for 10 guests** at the dinner
- Your company's logo will feature
  - The **EuCAP 2012 website** with a link to your company's website
  - **All printed conference material** - this includes flyers, programs, conference book etc .
- **Full page advertisement** in the EuCAP 2012 conference book
- Your company's **marketing material or promotional item** to be included in the delegate bag (1 item per sponsor, sponsor to provide material)
- Conference dinner labeled with "Sponsored by (your company name)"

## **BUS TO THE CONFERENCE DINNER (2 available) → € 750 excl. VAT**

- Sponsoring of transportation to the Conference Dinner for 400 participants
- **High profile visibility** at transportation with opportunity for give-aways (sponsor to provide gifts, flyers, etc.)
- Including **dinner** participation for **2 guests**
- Your company's logo will feature the **EuCAP 2012 website** with a link to your company's website
- **Half page advertisement** in the EuCAP 2012 conference book
- Bus labeled with "Sponsored by (your company name)"

## **LOGO ON DELEGATE BAGS (3 available) → € 3 000 excl. VAT**

- Sponsoring of Delegate Bags to be **given to all delegates**
- **Your Company's logo** will feature the bags (EuCAP and other logos will also be on the bags)
- Your company's logo on the **EuCAP 2012 website** with a link to your company's website
- **Half page advertisement** in the EuCAP 2012 conference book

## **DELEGATE BAG INSERTS → € 750 excl. VAT**

- One piece of your **company's marketing literature** will be given to each conference delegate as part of the delegate bag (size restrictions apply and sponsor to provide item)



## **USB MEMORY STICK (1 available) → € 7 900 excl. VAT**

- Sponsoring of USB memory sticks with EuCAP 2012 proceedings to be **given to all delegates**
- Incl. production of USB sticks with your company's logo (EuCAP logo will also be on the USB sticks)
- Your company's logo on the **EuCAP 2012 website** with a link to your company's website
- Half page advertisement in the **EuCAP 2012 conference book**

## **DELEGATE BADGE LANYARDS (1 available) → € 7 900 excl. VAT**

- Sponsoring of lanyards to be **given to all delegates**
- **Company logo printed on the neckband** which will be attached to the event badge – incl. production
- Your company's logo on the **EuCAP 2012 website** with a link to your company's website
- Acknowledgement/Logo in the **EuCAP 2012 conference book**

## **ADVERTISEMENT IN CONFERENCE BOOK → € 750 excl. VAT**

- **Full page advertisement** in the EuCAP 2012 conference book
  - Format of conference book: DIN A5



## EXHIBITION BINGO PRIZE (1 available) → € 1 600 excl. VAT

- Company to become official sponsor of the 'Exhibition Bingo' and **present prize** (sponsor to provide the prize) to a delegate at the conference closing ceremony
- Your company's logo will be printed on the **bingo cards** which will be **given to all delegates**
- Your company's logo on the **EuCAP 2012 website** with a link to your company's website
- Acknowledgement/Logo in the **EuCAP 2012 conference book**

## WORKSHOP ROOM → € 1 500 excl. VAT per 60 min

- If you would like to **invite your target group** for a discussion, we can offer you workshop rooms
- Content should fit to the content of EuCAP and will be approved by EuCAP steering committee in this instance
- Free slots/Timing can be confirmed after fixing the final agenda. First come – first serve.

## MEDIA PARTNER

- Promote EuCAP 2012 via a media newsletter, magazine or website and gain a logo and web link on the EuCAP 2012 website
- Opportunity for display of newsletters, magazines or promotional material at entrance and registration desk
- Your company's logo will feature on all printed material for the conference. This includes flyers, programs, conference book etc
- Your company's name will be on all email publicity. Distributed to over 20,000 key industry and academic contacts
- Acknowledgement/Logo in the EuCAP 2012 conference book
- 1 conference delegate pass for representatives of your company or your chosen guests
- Your company marketing material or promotional item to be included in the delegate bag (1 item per sponsor, sponsor to provide material)



## CONDITIONS OF BOOKING

**Cancellation:** In case of cancellation and provided that written notice is received by Monday, 6<sup>th</sup> February 2012, a refund of 50% of the total fee will be made. If notice of cancellation is received after 6<sup>th</sup> February 2012 or is not received, no refund can be made. The organization reserves the right to cancel any event. In this case, the full fee will be refunded.

**Conditions of payment:** The full amount of the booked packages is due 10 days after the date of invoice. If the amount hasn't been credited to the EuCAP account before the event, 23<sup>rd</sup> March 2012, the allocation of the booth can not be guaranteed.

**Exhibition Space Assignment and allocations:** It is understood that the organization reserves the right, in the interests of optimum traffic control and exhibit exposure, to relocate those exhibits which may be affected by a change in the floor plan. The exhibition space allocation will be done on a first-come, first-serve basis. Preferences can be submitted.

**Exhibitors:** Exhibitions will be limited to those companies or other organizations offering materials, products or services of specific interest to registrants. The organization reserves the right to determine the eligibility of any product for display.

**Admission:** Exhibits will be open free of charge to all conference delegates. The organization reserves the right to refuse admission to any person(s) including children of exhibitors or visitors, in the interest of safety and welfare of those persons and exhibitors.

**Exhibits and Appliances:** Common sense governs the kind of exhibits permitted at the exhibition. Attractive, informative and attention-getting exhibitions are encouraged. In no event, however, shall any exhibit interfere with any neighboring exhibit in the judgment of the Institution.

**Material Handling:** EuCAP is not responsible for paying any box, shipping and/or handling fees incurred by exhibitors. Any parcels remaining after close of show (this will be determined in the Exhibitor Manual) will be destroyed.

**Electrical Safety:** All wiring on displays or display features must conform to the minimum standards established by various governmental agencies and standard fire inspection ordinances. All display wiring must exhibit the seal and or such other seals of official approving agencies as may be required at the site of the exhibition.

**Data Protection:** Information provided by you on this form will be processed jointly by the organization and EurAAP and used for the purpose of the goods and services ordered by you, and for billing accounts.

**Use of EuCAP Logo:** Use of the EuCAP logo on promotional literature is not permitted. However, sponsors may use the EuCAP logo on promotional souvenir give-aways provided that prior permission is obtained from EuCAP.

