

Invitation to Sponsorship & Exhibition

European Conference on X-Ray
Spectrometry (EXRS)

Gothenburg June 19-24, 2016



EXRS2016
European Conference on
X-Ray Spectrometry

June 19 – 24, 2016

www.exrs2016.se

Revised 18 January 2016

WELCOME TO GOTHENBURG!

We kindly invite your company to the **European Conference on X-Ray Spectrometry (EXRS)** on **June 19-24, 2016** at the Wallenberg Conference Centre in the heart of Gothenburg.



This conference has become a traditional meeting for scientists from around the world working in x-ray spectrometry or using one of its several techniques: X-ray fluorescence (conventional, micro-fluorescence, synchrotron-based and total-reflection), electron microprobe, PIXE, XRD, etc. It represents an exciting discussion forum for basic research and applications of x-ray spectrometry in a rich variety of fields like materials science, chemistry (analysis of materials, quantification), radiation physics, medicine (medical physics, medical imaging), biology, environment, cultural heritage, technology and industry.

EXRS2016 is an opportunity for delegates to learn more about the latest in theoretic, experimental and applied XRS, to discuss with people from all over the world, to share their own work and to learn about all the news you present to them.

Overleaf we provide some examples of what your sponsorship could look like. We will be most happy to tailor your sponsorship according to the needs and style of your organisation. Contact us!

ABOUT THE CONFERENCE

The European Conference on X-Ray Spectrometry (EXRS) 2016 follows the biennial conference series which started in Gothenburg (1984, 1986) and has been held in various places in Europe, last time in Bologna. Typically these conferences attract about 300 participants representing 40 countries.



In 2016 the EXRS will once again take place in Gothenburg, Sweden, where the Conference Organizers aim to bring together scientists active in basic and applied research and representatives of industry over a period of five days from June 20th to June 24th 2016. June 19th is reserved for welcome mixer and registration. It's the brightest week of the year. The sun almost



never sets during the whole week. The conference will be held at the Wallenberg Conference Centre in the heart of Gothenburg, a few tram or bus stops from the city center of Gothenburg.

EXRS 2016 will constitute an excellent exhibition platform for your company considering the continuous impact of new technologies and state-of-the-art development of X-ray instrumentation, sources, optics, detectors and accessories. Therefore we would like to welcome you to take an advantage created by the gathering of high ranking representatives in this rapidly expanding field of science to introduce and demonstrate new products and developments in order to facilitate the decision-making process related to acquisition and/or upgrading both the experimental and analytical equipment.

The exhibition will take place in foyer of the Wallenberg Conference Centre where all the action is. You will be able to expose your company in a very central position, see the layout on page 4. In addition to the participants to the Conference, the exhibition will be exposed to the delegates of several satellite technical meetings organized contemporaneously in the conference center (Fundamental Parameters Initiative, European X-Ray Spectrometry Association-EXSA, etc.).



To enhance the visibility of your products and services, the organizers have reserved two afternoon sessions dedicated to oral presentations given by the sponsors and the industrial exhibitors. Session slots are reserved for a total of eleven sponsors and exhibitors. Since we expect 20 sponsors and exhibitors don't miss this opportunity by signing up too late. These sessions will be held in the main Wallenberg conference room after the afternoon coffee break of Tuesday and Thursday. They are prior to the poster sessions and can be followed by your company's contributed refreshments at the poster sessions.

DATES AND PRELIMINARY TIMES

Sunday	19 June 2016	16:00 – 19:00	Setup Exhibition Area
		16:00 – 19:00	Preregistration and Welcome mixer
Monday	20 June 2016	08:00 – 17:30	Scientific Programme & Exhibition
Tuesday	21 June 2016	08:00 – 18:00	Scientific Programme & Exhibition
		18:00 – 20:00	Welcome reception (in the exhibition area)
Wednesday	22 June 2016	08:00-13:00	Scientific Programme & Exhibition
		13:00-18:00	Excursion (outside the venue)
Thursday	23 June 2016	08:00 – 18:00	Scientific Programme & Exhibition
		19:00-23:00	Conference Dinner
Friday	24 June 2016	08:00-13:00	Scientific Programme & Exhibition
		13:00 – 14:00	Dismantling of Exhibition Area

Please note that the times are *preliminary*.

KEY CONTACTS

For questions or further information please contact:

Conference Secretariat

Address: Sweden MEETX AB,
Ref: EXRS2016,
SE-412 94 Gothenburg,
SWEDEN

E-mail: EXRS2016@meetx.se

Phone: +46 (0)31 708 86 90

Local Organizing Committee Contact

Johan Boman, – Chair
University of Gothenburg.
SE-412 96 Gothenburg,
Sweden
chair@exrs2016.se

Conference Venue

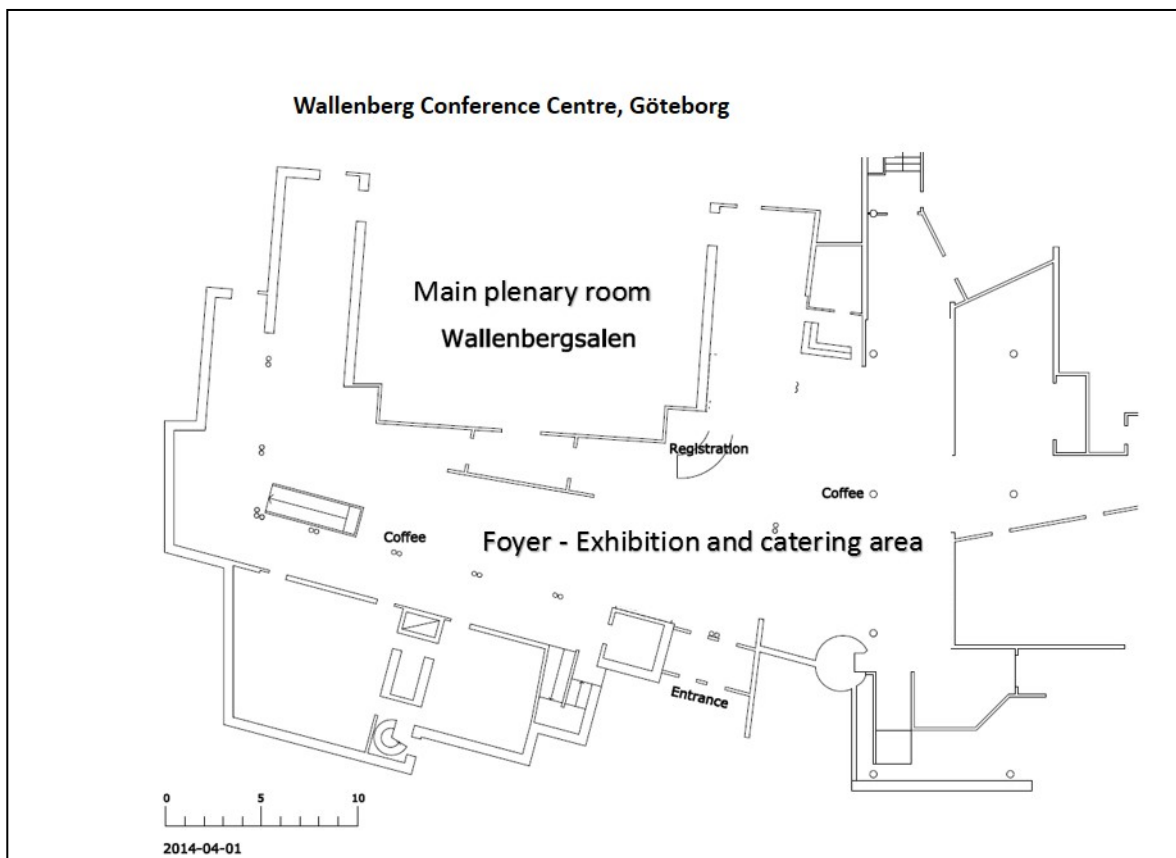
[Conference Centre Wallenberg](#)

Phone: +46(0)31-786 5959

Visiting Address: [Medicinaregatan 20 A \(map\)](#)

EXHIBITION AREA

The commercial exhibition will be held in direct connection to the lecture halls. Refreshment points and coffee areas have been integrated into the exhibition area, maximising the time that delegates spend in this area. Lunches will be seated lunches in the restaurant on the second floor but coffee will be served in the exhibition area after the lunches.



CATEGORIES OF SPONSORSHIP

Revised 18 January 2016: Platinum sponsorship is cancelled. All Gold and Silver sponsorship positions are now filled. There is room for more exhibitors. Please keep on reading.

The EXRS 2016 Conference proposes 3 sponsorship categories:

- PLATINUM SPONSOR
- GOLD SPONSOR
- SILVER SPONSOR

The Platinum Sponsorship is exclusive for only 1 sponsor, while Gold and Silver Sponsorship is available to a maximum of 4 sponsors. In addition there are Sponsor Items and Exhibition opportunities. The Sponsor Items can be added to both Sponsors and Exhibitors.

Due to the cancelled Platinum sponsorship, a number of Silver sponsorship were made available, but are already fully booked.

The indicated acknowledgments are examples and can be tailored to your needs and style.

All prices in this Invitation to Sponsorship & Exhibition are in SEK and excl. VAT.

PLATINUM SPONSOR

SEK 80 000

Exclusivity to 1 Platinum Sponsor

EXHIBITION

- Exhibit space of **9 sqm** (3x3m) in the exhibition area (incl. table, chair, electricity)
- First choice of exhibition space allocation

PROGRAMME OPTIONS

Symposium (30 min)

Tuesday 21st June 2016,

One Company will be allowed to organise one exclusive Conference. The organizer as nominator ensure the standards reserves the right to change the time of speakers.

Included:

- Session hall with standard AV equipment

Acknowledgment:

- Info about the symposium will be presented in the Programme on the conference website www.exrs2016.se.
- E-mail marketing of the Symposium via the conference database. Ad to be produced and provided by Sponsor.
- Full details of the Symposium will be printed in the Final Programme/Abstract Book
- Inclusion in the List of Sponsors & Exhibitors

DELEGATE ITEMS

Name Badge and Chords/Lanyards

The name badge attached to a neck chord/lanyard is worn by every registered delegate (approx. 300 pcs). The sponsor's logo will be printed on the chord/lanyard, and the EXRS 2016 logo will be printed on the name badge. Chords/lanyards to be produced and provided by the sponsor. Production cost is not included.

Pads & Pens

Pads and pens will be inserted in the conference bag and distributed to each registered delegate onsite (approx. 300 pcs). The sponsor will be recognised by the company logotype on the pads and pens. Pads and pens to be produced and provided by the sponsor. Production cost is not included.

ADVERTISEMENT

Roll-up

Roll-up/quick screen to be placed in the registration area. Roll-up to be produced and provided by the sponsor. Production cost is not included.

Bag Insert

Insert of sponsor's item (1 leaflet/brochure) into the conference bags distributed to all delegates. Insert not

OPTION CANCELLED
18 JANUARY 2016

Company name and URL link to sponsor of www.exrs2016.se.

- Company logotype recognized as Platinum sponsor and URL link to sponsor's website placed on the conference website
- Inclusion in the List of Sponsors & Exhibitors on the conference website

Advertisement in the Final Programme/Abstract Book

- Company logotype recognized as platinum sponsor printed in the Final Programme/Abstract book
- 1 page 4-color advertisement on the back cover of the Final Programme/Abstract book. Ad to be provided by the sponsor.
- Inclusion in the List of Sponsors & Exhibitors in the Final Programme/Abstract book

PowerPoint in Session Halls

Company logotype recognized as platinum sponsor to be shown on a PPT slide in the session rooms between the sessions. To be provided by the conference.

List of Sponsors & Exhibitors signage

Company logotype recognized as platinum sponsor to be shown on a signage with the List of Sponsors & Exhibitors at the entrance of the exhibition hall.

Presented as Platinum sponsor at the opening of the Conference

COMPLIMENTARY SPONSOR & EXHIBITOR REGISTRATIONS

- 2 complimentary full registration fees for company representatives incl. excursion on Wednesday and dinner Thursday

GOLD SPONSOR

SEK 40 000

Available to a maximum of 2 Sponsors

EXHIBITION

- Exhibit space of **6 sqm** (3x2m) in the exhibition area (incl. table, chair, electricity)
- Exhibition space allocation will be made by the Conference organiser on a "first come, first served" basis after Platinum sponsor.

PROGRAMME OPTIONS

Oral session

Thursday 23rd June 2016, 15 min in the afternoon

Sponsoring an exclusive session on Thursday. The organiser will act as nominator for the session and the conference has the right to a

Included:

- Session

Acknowledgement:

- Information on the Programme www.exrs2016.se
- Full details in the Final Programme/Abstract Book
- Inclusion in the List of Sponsors & Exhibitors

ADVERTISEMENT

Bag Insert

Insert of sponsor's item (1 leaflet/brochure) into the conference bags distributed to all delegates. Insert to be provided by sponsor. Production cost is not included. Included:

- Distribution and logistics onsite

Acknowledgement:

- The sponsor will be acknowledged in the List of Sponsors & Exhibitors.

Conference Website

Sponsors have the possibility of promoting the company on the conference website as Gold sponsor of www.exrs2016.se.

- Company logotype recognized as sponsor and URL link to sponsor's website placed on the conference website
- Inclusion in the List of Sponsors & Exhibitors on the conference website

**OPTION FULLY
SUBSCRIBED
30 November 2015**

Company logotype recognized as gold sponsor to be shown on a signage with the List of Sponsors & Exhibitors at the entrance of the exhibition hall.

Presented as Gold sponsor at the opening of the Conference

COMPLIMENTARY SPONSOR & EXHIBITOR REGISTRATIONS

- 2 complimentary full registration fees for company representatives incl. excursion on Wednesday and dinner on Thursday

SILVER SPONSOR

SEK 25 000

EXHIBITION

- Exhibit space of **4 sqm** (2x2m) in the exhibition area (incl. table, chair, electricity)
- Exhibition space allocation will be made by the Conference organiser on a "first come, first served" basis after Platinum sponsor.

PROGRAMME OPTIONS

Oral session

Thursday 23rd June 2016, 15 min in the afternoon

Sponsoring companies will be allowed to organise one exclusive oral session for 15 minutes in the afternoon on Thursday 23rd, inside the main scientific programme. The organising company chooses the subject, as well as nominating the speaker. The sponsor has the right to attend the session.

Included:

- Session

Acknowledgement:

- Information on the programme
- Full name of the sponsor
- Inclusion in the List of Sponsors & Exhibitors

ADVERTISEMENT

Bag Insert

Insert of sponsor's item (1 leaflet/brochure) into the conference bags distributed to all delegates. Insert to be provided by sponsor. Production cost is not included. Included:

- Distribution and logistics onsite

Acknowledgement:

The sponsor will be acknowledged in the List of Sponsors & Exhibitors.

Conference Website

Sponsor have the possibility of promoting the company on the conference website as silver sponsor of www.exrs2016.se.

- Company logotype recognized as silver sponsor and URL link to sponsor's website placed on the conference website
- Inclusion in the List of Sponsors & Exhibitors on the conference website

Advertisement in the Final Programme/Abstract Book

- Company logotype recognized as silver sponsor

**OPTION FULLY
SUBSCRIBED
18 JANUARY 2016**

Presented as Silver Sponsor at the opening of the Conference

COMPLIMENTARY SPONSOR & EXHIBITOR REGISTRATIONS

- 1 complimentary full registration fees for company representatives incl. excursion on Wednesday and dinner on Thursday

EXHIBITION STILL OPEN POSITIONS. See below and the last page.

EXHIBITION AREA

The commercial exhibition will be held in direct connection to the plenary room and parallel session rooms.

Refreshment points and coffee areas have been integrated into the exhibition area, maximising the time that delegates spend in this area. Lunches will be seated lunches in the restaurant but coffee will be served in the exhibition area after the lunches.

EXHIBITION BOOTH SEK 15 000

Each exhibition booth measures **4sqm** (2x2m) and includes;

- Table, chair, electricity
- 1 complimentary full registration fee for company representative (excl. Social events)

Acknowledgement:

- Inclusion in the List of Exhibitors in the Final Programme/Abstract Book
- Inclusion in the List of Exhibitors on the conference website www.exrs2016.se (no logo)

EXTRA EXHIBITION SPACE SEK 3 000/sqm

Extra Exhibition space can be ordered per square meter. (Subject to availability)

ALLOCATION OF EXHIBITION SPACE

Exhibition space allocation will be made by the Conference organiser on a "first come, first served" basis.

Approximately 4 weeks before the conference start, exhibition spaces will be allocated and confirmed to the exhibitors.

Conference Website

All exhibitors have the possibility of promoting the company on the conference website www.exrs2016.se.

- Company logotype recognized as exhibitor and URL link to sponsor's website placed on the conference website
- Inclusion in the List of Exhibitors on the conference website

ADDITIONAL EXHIBITOR REPRESENTATIVES

All the exhibitors' company representatives must be registered for the conference, and will receive a badge displaying the exhibiting company name.

The Sponsor & Exhibitor registration fee is **SEK 2000** excl vat per registration, and includes entrance to exhibition, conference material, lunch, coffee breaks and welcome reception on Tuesday evening.

SOCIAL EVENTS

The Welcome reception will be held on Tuesday 21st of June in the exhibition area at the venue (free of charge and included in the registration fee)

An Excursion will be on Wednesday 22nd and this cost **SEK 400** excl. vat to attend (not included in the complimentary full registration fee for company representative)

A conference dinner will be held on Thursday 23rd and this costs **SEK 600** excl. vat to attend (not included in the complimentary full registration fee for company representative)

Places for the social events will be announced later.

SPONSOR ITEMS

Available to all Sponsors & Exhibitors

Listed below are other opportunities available for your organisation to support the EXRS 2016 Conference. Further information and costs are available upon request. All contributions to the success of this event are highly valued. (All prices listed are in SEK and excluding 25% VAT, VAT is only applicable for Swedish companies)

Marketing of pre or post-congress workshops – SEK 5 000

If your company wants to arrange a workshop before or after the conference this is appreciated and we can help to market this via the conference. We will then send out 2 emails about your workshop to the delegates. We will also place this information on the conference website. All logistical arrangements, registration and costs to be paid by and taken care of by the sponsor.

Bag Insert - SEK 10 000

Insert of sponsor's item (1 leaflet/brochure) into the conference bags distributed to all delegates. Insert to be provided by sponsor. Production cost is not included.

Advertisement in the Final Programme/Abstract Book

Advertisement in the Final Programme/Abstract Book. Ad to be provided by the sponsor.

Half page	SEK 5 000
Full page	SEK 10 000

Coffee Break - SEK 15 000 per coffee break

Complimentary coffee/tea with sandwiches/pastries will be served daily to all delegates during official coffee breaks. The serving points will be located mainly in the exhibition area. Sponsors will be acknowledged with their company logo at each service station. Included: Catering and all logistics.

Conference Dinner - SEK 80 000 (exclusive to one sponsor)

Sponsor will be acknowledged in the program as sponsor of the conference dinner, with their company logo printed at the menus and also the possibility to place a company roll up in the foyer of the venue. Expected number of delegates attending the dinner is approx. 250-300 persons. Included: Catering and all logistics.

TERMS AND CONDITIONS

SPONSORSHIP & EXHIBITION

Conditions of Payment

100% of the total fee will be invoiced once the attached signed Sponsorship & Exhibition Contract has been received and confirmed. Conditions of payment mentioned on the invoice are valid. All payments must be received in full within 30 days of receipt of the invoice. If the payment is not received, the Exhibition space/Sponsorship/Sponsor Item may be sold to another company.

Production costs

Production costs, where applicable, are the responsibility of the Sponsor. EXRS 2016 will not accept responsibility for late deliveries, and cannot guarantee the inclusion or distribution of sponsored items at EXRS 2016. Late deliveries, if accepted, may also attract late fees.

Refund and cancellation policy

The Exhibition and Sponsorship fee is refundable minus a 10% charge when the cancellation is made until 6 months before the conference. For cancellations received after the 24th of December 2016 there will be no refund granted. If the Exhibitor/Sponsorship has been sourced from external suppliers and a contract signed, the costs incurred plus the corresponding charge (based on the above dates) will be charged to the Exhibitor/Sponsor. All prices are indicated in Swedish, SEK, and exclude VAT (VAT is only applicable for Swedish companies on exhibition space and sponsorship packages, VAT is applicable on additional registration fees)

Assignment of Exhibition Space/Eligibility for Exhibition

Organisations wishing to apply for exhibition space must follow the standard criteria that only products and services in connection to the topic of the conference are allowed to be presented. The distribution of promotional materials is limited to the Exhibitor's rented area. Signs and banners at booths have to be directly linked to the name of the Exhibitor. It is strictly prohibited to distribute or place products and/or printed matters of a company that is not a Sponsor or Exhibitor. The Conference Organiser can interrupt any kind of promotion, which in their opinion could damage the Conference.

Exhibition space may be used only for exhibiting and advertising the Exhibitor's own products, not for the sale of any products. Any orders for products which are taken must be in accordance with regulations covering such orders. Advertising materials may be distributed only within the stand area. Companies that are not Sponsors or Exhibitors may not advertise in any form in the exhibition hall, in the entrances to the exhibition hall, or anywhere else in the Conference venue. Sponsors and Exhibitors are required to check and ensure their own compliance with the relevant codes and regulations about advertising in Sweden and any other applicable rules and regulations from their home country. The Conference and its organisers will not accept any responsibility for non-compliance. All house rules at the venue will apply and be enforced. Exhibitors are fully liable for damages caused to third parties and property. All Exhibitors are strongly recommended to have comprehensive third party liability insurance for their stands.

AMENDMENTS TO THE GENERAL TERMS AND CONDITIONS

All matters not covered in these regulations, in general, in the General Terms and Conditions, or in other EXRS 2016 publications are subject to the decision and control of the Conference Organisers. The Conference Organisers reserve the right to take such action and to make such changes, including changes to the "Terms and Conditions" as are considered necessary or desirable for the efficient and proper conduct of the exhibition. Any matters not specifically covered by the preceding terms and conditions shall be subject solely to the decision of the organiser. These terms and conditions may be amended at any time by the organiser, and all amendments so made shall be binding on Exhibitors/Sponsors equally with the foregoing terms and conditions.

FINAL STIPULATIONS

In the event that the Conference cannot be held or will have to be changed due to events beyond the control of the Conference Organisers (force majeure) or due to events which are not attributable to wrongful intent or gross negligence of the Conference Organisers, the Conference Organisers cannot be held liable for any damages, costs, or losses incurred, such as transportation costs, accommodation costs, financial losses, etc. Under these circumstances, the Conference Organisers reserve the right to either retain the entire fee and to use it for a future Conference, or to reimburse the Exhibitor/Sponsor after deducting costs already incurred for the organisation of the EXRS 2016 and which could not be recovered from third parties. Any company that disregards the directives of the Conference Organisers may be excluded from the exhibition by the Conference Organisers with immediate effect. Such companies are liable for the whole rental sum and for all incidental expenses including VAT. In cases in which the Conference Organisers are indebted to the Exhibitor/Sponsor, the Exhibitor/Sponsor may demand compensation instead of cash payment only with the permission of the Conference Organisers. All oral agreements, special permissions and special arrangements are valid only upon receipt of written confirmation. In all cases of litigation the Exhibitor/Sponsor agrees to submit to the authorised court in Stockholm, Sweden. Electively, the Conference Organisers may choose to appeal to the court into whose jurisdiction the Exhibitor/Sponsor falls. Swedish law is to be used.

SPONSORSHIP & EXHIBITION CONTRACT

Company Name _____

Invoice Address _____

Postal Code _____ City _____ Country _____

Authorized Signatory _____

Contact Person _____

Telephone _____ Mob _____

E-mail _____

VAT Number _____

Please choose from the Categories of Sponsorship, Exhibition and Sponsor Items below.
All prices are excl. VAT

CATEGORIES OF SPONSORSHIP:

- PLA** (Excl) **SEK 80 000**
No longer available
- GOL** (Max) **SEK 40 000**
No longer available
- SILV** **SEK 25 000**
No longer available

EXHIBITION:

- EXHIBITION BOOTH** **SEK 15 000**
 4 m² (2x2)
- EXTRA EXHIBITION SPACE**
SEK 3 000/m²

SPONSOR ITEMS:

- Marketing of pre or post congress** **SEK 5 000**
- Bag Insert** **SEK 10 000**
- 1 Full page Advertisement in Final Programme/Abstract Book** **SEK 10 000**
- 1 half page Advertisement in Final Programme/Abstract Book** **SEK 5 000**
- 1 Coffee break** **SEK 15 000**
- Conference dinner (Exclusive to one sponsor)** **SEK 80 000**

_____ m² á 3 000 SEK = _____ TOTAL

Having signed below, I hereby agree to be a Sponsor or Exhibitor at the EXRS2016, in accordance with the choices made above and the descriptions, terms and conditions stipulated in the Invitation to Sponsorship & Exhibition (2015-09-10).

Date

Signature (by Authorized Signatory)

Return this form to:

Sweden MEETX AB
 Ref: EXRS 2016
 SE- 412 94 Gothenburg
 SWEDEN

Email: EXRS2016@meetx.se