

12th INTERNATIONAL CONFERENCE ON **X-Ray Microscopy**

26-31
OCTOBER 2014

MELBOURNE CONVENTION
AND EXHIBITION CENTRE

HOSTED BY

Australian
Synchrotron
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About the Event

The 12th International Conference on X-ray Microscopy brings together the best and the brightest to present and discuss the latest advances in high-resolution x-ray imaging, related areas and their application to a broad range of scientific and industrial fields. The XRM Conference series started in Göttingen, Germany in 1983, and has travelled the globe drawing experts in the development and use of x-ray microscopes. Over the past 30 years, Conference attendance has grown from a few dozen specialists to several hundred people from the materials, biological, and earth sciences as well as high-technology fields and instrumentation specialists. They come as much for the vibrant technical exhibition and opportunities for close interaction as for the Conference presentations and posters. The attendees hail from commercial enterprises, national and private laboratories, institutes, and universities worldwide.

A prime focus of the XRM 2014 Conference is state-of-the-art x-ray microscopy instrumentation and techniques. The XRM Conference series is also notable for its focus on the full range of institutions engaged in x-ray microscopy, from large-scale synchrotron facilities to small laboratories, to individual university researchers. We believe this is a truly exciting time for companies offering high-technology instrumentation for x-ray microscopy and its applications.

Venue

The 12th International Conference on X-ray Microscopy Exhibition will be held in Meeting Rooms 210 and 211 of the Melbourne Convention and Exhibition Centre.

Melbourne Convention and Exhibition Centre

1 Convention Centre Place
South Wharf VIC 3006 Australia
T +61 3 9235 8000
F +61 3 9235 8001
www.mcec.com.au

WALDRON SMITH Management



We bring people together and your conference to life



Why align your organisation or institution with the Conference?

Delegates include a range of both national and international attendees working in the following fields:

- » Precision x-ray optics
- » Universities
- » Research institutes and organisations
- » Synchrotron instrumentation
- » Crystal manufacturers and polishers
- » Specimen related ancillaries
- » Beamline designers and contractors
- » Detector and electronic manufacturers and suppliers
- » Microscope instrumentation
- » Vacuum instrumentation
- » Nanolithography systems
- » Multichannel data acquisition electronics
- » Photon counting x-ray detectors and cameras
- » Spectrometers and dispersive instruments
- » Precision goniometry
- » Nanoscale motion control systems.

The International Conference on X-ray Microscopy has been held all over the world since 1983. Shanghai hosted the 2012 Conference and boasted attendance numbers in excess of 300 delegates

Opportunities at a Glance

All prices are quoted in Australian Dollars and are inclusive of the Australian Goods and Services (GST) Tax.

Principal Sponsor	\$25,000	Exclusive
Major Sponsor	\$15,000	Three (3) opportunities

Conference Program Involvement

Scientific Program	\$5,000	Seven (7) opportunities
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Social Events

Welcome Reception	\$8,000	Exclusive
Conference Dinner	\$12,000	Exclusive

Conference Hospitality

Catering Break	\$4,000 per day	Five (5) opportunities
	\$10,000 all days	Exclusive
Afternoon Poster Session	\$6,000 per session	Two (2) opportunities
	\$10,000 all sessions	Exclusive
Espresso Bar	\$10,000	Two (2) opportunities
Thirst Quencher	\$4,000	Exclusive

Conference Materials

Delegate Satchels	\$8,000	Exclusive
Name Badges and Lanyards	\$7,000	Exclusive
Writing Pads and Pens	\$3,000 + stock	Exclusive
Abstract USB Stick	\$7,000 + stock	Exclusive

Conference e-Communications

Conference Web Application (App)	\$10,000	Exclusive
Re-charge Bar	\$8,500	Exclusive

Advertising

Internal Half Page Advertisement

Registration Brochure	\$1,500	Exclusive
Conference Handbook	\$1,500	Exclusive

Internal Full Page Advertisement

Registration Brochure	\$2,000	Exclusive
Conference Handbook	\$2,000	Exclusive

Satchel Insert

Existing Sponsors and Exhibitors	\$1,500 per insert	Unlimited Opportunities
Non Sponsors and Exhibitors	\$2,500 per insert	Unlimited Opportunities
Not for Profit Organisations	\$750 per insert	Unlimited Opportunities

Exhibition

Exhibition Booth	\$3,300 per booth	Unlimited Opportunities
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Sponsorship Opportunities

Principal Sponsor

\$25,000 including GST

Exclusive opportunity

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As a Principal Sponsor you will be positioned at a premium level in all promotional opportunities.

Inclusions:

Exhibition

- » Two (2) premium exhibition booths (each 3m x 3m) and first choice of location.

Registration

- » Five (5) full Conference registrations including one (1) ticket to both the Welcome Reception and the Conference Dinner per registration
- » Additional sponsor / exhibitor registration available at a discounted rate of \$350, including one (1) ticket to the Welcome Reception (Conference Dinner not included).

Program involvement

- » Opportunity to sponsor two (2) plenary sessions including verbal acknowledgement of sponsorship by Conference Chair during plenary session and one (1) company banner displayed on stage during session.

Company branding and promotion

- » Conference endorsement as the Principal Sponsor on all Conference communication from date of commitment
- » Verbal acknowledgement as the Principal Sponsor by Conference Convenor during the official opening session and closing session
- » Company banner displayed on stage during opening session
- » Exclusive company logo and acknowledgement as the Principal Sponsor on the home page and all applicable pages of the Conference website hyperlinked to your preferred website
- » Company logo and acknowledgement as Principal Sponsor on the sponsor acknowledgement board
- » Company logo and acknowledgement as Principal Sponsor on directional signage
- » Company logo and acknowledgement as Principal Sponsor on the exhibitor directory signage
- » Company logo and acknowledgement as Principal Sponsor on the front cover of the Conference Handbook
- » Opportunity to provide one (1) pull up banner for display at the registration desk
- » Company logo and acknowledgement as Premium Sponsor on PowerPoint reel displayed throughout the Conference
- » One (1) full colour A4 size advertisement inside the Conference Handbook
- » Delegate listing in xls file format six weeks prior, two weeks prior and a final listing post Conference – including name, organisation and email address (subject to privacy legislation adherence)
- » One (1) A4 page satchel insert or equivalent for inclusion in the delegate satchels (to be provided by sponsor and subject to Local Organising Committee approval and delivery deadlines).



Major Sponsor

\$15,000 including GST

3 opportunities available

**CLICK HERE TO
APPLY ONLINE**

Major Sponsors enjoy high level exposure throughout the promotion and duration of the Conference.

Inclusions:

Exhibition

- » One (1) premium exhibition booth (each 3m x 3m) in a premium location.

Registration

- » Three (3) full Conference registrations including one [1] ticket to both the Welcome Reception and Conference Dinner per registration
- » Additional sponsor / exhibitor registration available at a discounted rate of \$350, including one [1] ticket to the Welcome Reception (Conference Dinner not included).

Program involvement

- » Opportunity to sponsor one (1) plenary session including verbal acknowledgement of sponsorship by Conference Chair during plenary session and one (1) company banner displayed on stage during session.

Company branding and promotion

- » Conference endorsement as the Major Sponsor on all Conference communication from date of commitment
- » Verbal acknowledgement as the Major Sponsor by the Conference Convenor during the official opening session and closing session
- » Company logo and acknowledgement as the Major Sponsor on the Conference website including a link to your website
- » Company logo and acknowledgement as the Major Sponsor on the sponsor acknowledgement board

- » Company logo and acknowledgement as the Major Sponsor on PowerPoint reel displayed throughout the Conference
- » Company logo and acknowledgement as the Major Sponsor in the Conference Handbook (subject to printing deadlines)
- » One (1) full colour half page A4 size advertisement inside the Conference Handbook
- » Delegate listing in xls file format two weeks prior to the event – including name, organisation and email address (subject to privacy legislation adherence)
- » One (1) A4 page satchel insert or equivalent for inclusion in the delegate satchels (to be provided by sponsor and subject to Local Organising Committee approval and delivery deadlines).



Additional Sponsorship Opportunities

CONFERENCE PROGRAM INVOLVEMENT

Scientific Program Session Sponsor

\$5,000 including GST

Seven (7) opportunities*

*Subject to availability at time of booking

This is your opportunity to demonstrate your commitment and support for the Scientific Program by offering financial support to enable quality scientific presentations and educational content. The Scientific Committee has selected an outstanding calibre of speakers for you to support.

Inclusions:

Scientific program

- » Verbal acknowledgement of sponsorship by Conference Chair during session and one (1) company banner displayed on stage during session.

Company branding and promotion

- » Company logo on the Conference website including a link to your website
- » Company logo on the sponsor acknowledgement board
- » Company logo on PowerPoint reel displayed throughout the Conference
- » Company logo and acknowledgement in the Conference Handbook (subject to printing deadlines).

SOCIAL EVENTS

Welcome Reception

Sunday 26 October 2014

\$8,000 including GST

Exclusive opportunity

Make a first impression! Your opportunity to welcome delegates to the Conference with your branding displayed throughout the Welcome Reception. The Welcome Reception will be held in the Exhibition Hall on the first evening of the Conference.

Inclusions:

Welcome Reception

- » Exclusive naming rights to the Welcome Reception
- » Opportunity for your CEO or nominated person to make a three minute address during the Welcome Reception
- » Opportunity to provide branded napkins for delegates use throughout the Welcome Reception (at sponsors additional cost)
- » Opportunity to display five (5) pull up banners during the Welcome Reception
- » Two (2) tickets to the Welcome Reception.

Company branding and promotion

- » Company logo on the Conference website including a link to your website
- » Company logo on the sponsor acknowledgement board
- » Company logo on PowerPoint reel displayed throughout the Conference
- » Company logo and acknowledgement in the Conference Handbook (subject to printing deadlines).

Conference Dinner

Wednesday 29 October 2014

\$12,000 including GST

Exclusive opportunity

The social highlight of the Conference will guarantee you the opportunity to host delegates for an entertaining evening in a relaxed atmosphere. Don't miss this extremely valuable networking and branding opportunity.

Inclusions:

Conference Dinner

- » Exclusive naming rights to the Conference Dinner
- » Opportunity for your CEO or nominated person to make a three minute address during the Conference Dinner
- » Opportunity to provide delegate gifts pre set on Dinner tables (at sponsors additional cost)
- » Opportunity to display five (5) pull up banners during the Conference Dinner
- » Two (2) tickets to attend the Conference Dinner.

Company branding and promotion

- » Company logo displayed on a holding slide during the Conference Dinner
- » Company logo printed on all Conference Dinner menus
- » Company logo on the Conference website including a link to your website
- » Company logo on the sponsor acknowledgement board
- » Company logo on PowerPoint reel displayed throughout the Conference
- » Company logo and acknowledgement in the Conference Handbook (subject to printing deadlines).

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CONFERENCE HOSPITALITY

Catering Break

\$4,000 per day including GST

Five (5) opportunities

\$10,000

all days including GST

Exclusive opportunity

Most remembered is the catering at all Conferences and XRM is no exception. Make a lasting impact! A chance to brand catering stations during selected catering breaks and enjoy knowing your company will be responsible for satisfying delegates' hunger.

Inclusions:

Catering break

- » Opportunity to display one (1) pull up banner at each catering station for the duration of the break
- » Opportunity to provide branded napkins for delegate use over the duration of the break (at sponsors additional cost).

Company branding and promotion

- » Company logo on the Conference website including a link to your website
- » Company logo on the sponsor acknowledgement board
- » Company logo on PowerPoint reel displayed throughout the Conference
- » Company logo and acknowledgement in the Conference Handbook (subject to printing deadlines).

Afternoon Poster Session Sponsor

\$6,000 including GST

Two (2) opportunities*

\$10,000 including GST

Exclusive opportunity

*Subject to availability at time of booking

Your opportunity to provide drinks and nibbles for the poster session. Show your commitment to the Scientific program while satisfying delegates afternoon cravings.

Inclusions:

Poster session sponsor

- » Naming rights to poster session
- » Opportunity to display one (1) pull up banner for the poster session
- » Opportunity to provide branded napkins for delegate use over the duration of the session (at sponsors additional cost).

Company branding and promotion

- » Company logo on the Conference website including a link to your website
- » Company logo on the sponsor acknowledgement board
- » Company logo on PowerPoint reel displayed throughout the Conference
- » Company logo and acknowledgement in the Conference Handbook (subject to printing deadlines).

Espresso Bar

\$10,000 including GST

Two (2) opportunities available

This option includes the situation of an espresso bar near your stand on the exhibition floor. The package includes supply of an espresso bar, barista and all consumables for the duration of the Conference.

Establish or reinforce your brand and become synonymous with coffee Mecca!

Inclusions:

Espresso bar

- » Opportunity to place one (1) pull up banner at the rear of your espresso bar
- » Opportunity to provide branded coffee cups, napkins and aprons / caps for the barista to wear onsite for the duration of the Conference (at sponsors additional cost).

Company branding and promotion

- » Company logo on the Conference website including a link to your website
- » Company logo on the sponsor acknowledgement board
- » Company logo on PowerPoint reel displayed throughout the Conference
- » Company logo and acknowledgement in the Conference Handbook (subject to printing deadlines).

CONFERENCE MATERIALS

Thirst Quencher

\$4,000 including GST

Exclusive opportunity

Satisfy the thirst of all delegates with six (6) water cooler stations positioned throughout the exhibition area.

Inclusions:

Thirst quencher

- » Opportunity to display one (1) pull up banner at each water cooler station.

Company branding and promotion

- » Company logo on the Conference website including a link to your website
- » Company logo on the sponsor acknowledgement board
- » Company logo on PowerPoint reel displayed throughout the Conference
- » Company logo and acknowledgement in the Conference Handbook (subject to printing deadlines).

Delegate Satchels

\$8,000 including GST

Exclusive opportunity

Your company name and/or logo together with the Conference logo to be printed on the delegate satchels. The Conference will produce approximately 400 satchels, the life of which extends long after the Conference. *(The Local Organising Committee reserves the right to select the satchel and approve associated artwork).*

Inclusions:

Delegate satchel

- » Your company logo along with the Conference branding on all delegate satchels
- » One (1) A4 page satchel insert or promotional piece for inclusion in the delegate satchels (to be provided by sponsor and subject to Local Organising Committee approval and delivery deadlines).

Company branding and promotion

- » Company logo on the Conference website including a link to your website
- » Company logo on the sponsor acknowledgement board
- » Company logo on PowerPoint reel displayed throughout the Conference
- » Company logo and acknowledgement in the Conference Handbook (subject to printing deadlines).

Name Badge and Lanyards

\$7,000

Exclusive opportunity

All delegates receive a name badge to be worn for the duration of the Conference. Have your branding on each name badge and lanyard which will be captured in Conference photos. Your branding will continue long after the Conference concludes.

Inclusions:

Name badge and lanyards

- » Your company logo along with the Conference branding on all delegate name badges and lanyards.

Company branding and promotion

- » Company logo on the Conference website including a link to your website
- » Company logo on the sponsor acknowledgement board
- » Company logo on PowerPoint reel displayed throughout the Conference
- » Company logo and acknowledgement in the Conference Handbook (subject to printing deadlines).

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CONFERENCE MATERIALS (continued)**Writing Pads and Pens**

\$3,000

Exclusive opportunity**Plus supply of stock x 500 units**

Listen out at the registration desk on the first day of any Conference and one of the most popular questions you will hear is "do you have a notepad and pen?" This is one of the most subtle, yet effective ways to promote your brand!

Have your branded writing pads and pens available for all delegates' use during the Conference.

Inclusions:*Writing pads and pens*

- » Inclusion of your company branded writing pads and pens into delegate satchels (to be provided by sponsor and subject to Local Organising Committee approval and delivery deadlines)
- » Use of your company pads and pens at the registration desk available for delegates use.

Company branding and promotion

- » Company logo on the Conference website including a link to your website
- » Company logo on the sponsor acknowledgement board
- » Company logo on PowerPoint reel displayed throughout the Conference
- » Company logo and acknowledgement in the Conference Handbook (subject to printing deadlines).

Abstract USB Stick

\$7,000

Exclusive opportunity

Plus supply stock of x 500 units

All delegates will receive a USB stick storing the Conference abstracts and other important Conference information. Give them the opportunity to see your company name and logo each time they use the USB stick. USB sticks are often used after the event, providing you with maximum exposure.

Inclusions:*Abstract USB stick*

- » Your company logo along with the Conference branding printed on all USB's
- » Opportunity to include promotional material on the USB, along with the Conference abstracts and Conference related material (content is subject to Local Organising Committee approval)
- » Opportunity to distribute the USB from your exhibition stand.

Company branding and promotion

- » Company logo on the Conference website including a link to your website
- » Company logo on the sponsor acknowledgement board
- » Company logo on PowerPoint reel displayed throughout the Conference
- » Company logo and acknowledgement in the Conference Handbook (subject to printing deadlines).

CONFERENCE E-COMMUNICATIONS**Conference Web Application (App)**

\$10,000

Exclusive opportunity

For the first time in x-ray microscopy history, delegates can have Conference information at their fingertips via the XRM2014 Conference web app. The web app for smart devices showcases the full program, social function information, sponsors and other relevant information – all ready to read on the go.

Inclusions:*Conference web application*

- » Your company logo along with the Conference branding on the homepage of the web app.

Company branding and promotion

- » Company logo on the Conference website including a link to your website
- » Company logo on the sponsor acknowledgement board
- » Company logo on PowerPoint reel displayed throughout the Conference
- » Company logo and acknowledgement in the Conference Handbook (subject to printing deadlines).

Re-charge Bar

\$8,500

Exclusive opportunity

Electronic devices are integral to how we do business in the world of connectivity. No-one needs to be offline because of a flat battery when a Re-charge Bar is on hand. Two Re-charge Bars will be centrally located in the exhibition hall branded with your logo. A much-valued service to enable delegates and visitors to stay connected.

Inclusions:

Re-charge Bar

- » Branding of the Re-charge Bar with your company logo.

Company branding and promotion

- » Company logo on the Conference website including a link to your website
- » Company logo on the sponsor acknowledgement board
- » Company logo on PowerPoint reel displayed throughout the Conference
- » Company logo and acknowledgement in the Conference Handbook (subject to printing deadlines).

ADVERTISING

Advertising is available in the e-copy of the Registration Brochure and Conference Handbook (subject to printing deadlines). A maximum of one [1] half page and one [1] full page advertisement per publication will be accepted.

Internal Half Page Advertisement

\$1500 per publication

- » Sponsor to supply print ready digital artwork
- » Full colour advertisement within one printed publication.

Internal Full Page Advertisement

\$2000 per publication

- » Sponsor to supply print ready digital artwork
- » Full colour advertisement within one printed publication.

SACHEL INSERT

Existing Sponsors and Exhibitors

\$1,500 per insert

Non Sponsors and Exhibitors

\$2,500 per insert

Not for Profit Organisations

\$750 per insert

Inclusions:

- » One (1) piece of promotional literature for inclusion in each delegate satchel (excludes writing pads and pens)
- » The satchel insert is subject to approval by the Local Organising Committee, must be provided by the sponsor and is subject to delivery deadlines. Print material should be no larger than A4 size.

XRM2014 is willing to work with you to tailor individual sponsorship packages to suit your budget and marketing objectives.

Please contact Helen McGowan, Sponsorship and Exhibition Manager, for further information.

T +61 3 9645 6311
D +61 3 9645 6628
F +61 3 9645 6322
E helen@wsm.com.au

An early confirmation will ensure an even higher level of exposure at the Conference and we look forward to developing a personal package suited to your needs.

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Exhibition Opportunities

The exhibition will be a major component of the Conference and will feature the most up to date information and products available. The Conference program has been designed to maximise the opportunity for delegates to visit the exhibition. All refreshment breaks and the Welcome Reception will be located within the Exhibition Area. Poster sessions will be held adjacent to the Exhibition Area. The exhibition is set to be the primary networking arena for delegates, sponsors and exhibitors.

Exhibition Booths

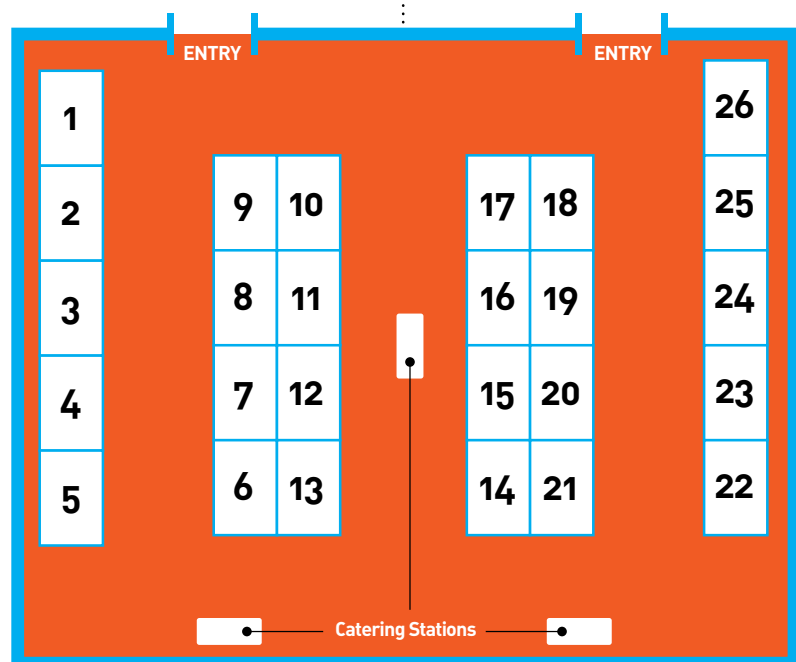
\$3,300 including GST

Inclusions:

- » 3m x 2m exhibition stand located in the Exhibition Area, Meeting Rooms 210 and 211 at the Melbourne Convention and Exhibition Centre
- » 2.5 high matt anodised aluminium frame with white laminated in fills
- » 100% digitally printed name board containing exhibitors name, stand number and generic event logo. One [1] sign per aisle frontage. Maximum of 30 characters per sign
- » Two [2] x 150 watt spotlights per booth mounted on light track inside fascia
- » One [1] x 4-amp power outlet per booth
- » One [1] complimentary exhibitor registration per booth including refreshment breaks and access to the Welcome Reception and Conference Dinner
- » Company logo and booth number on Conference website Exhibitors' page with a link to your website
- » Company logo and acknowledgement in the Conference Handbook (subject to printing deadlines).

Exhibition Floor Plan

A preliminary floor plan is provided for ease of reference and to select your preferred site. Detailed Exhibitor Briefing Notes will be forwarded in August 2014.



[CLICK HERE TO COMPLETE THE ONLINE APPLICATION FORM TO SPONSOR OR EXHIBIT](#)

Sponsor and Exhibitor Registration

XRM 2014 is an integrated event and all staff in attendance at your booth must be registered for the Conference. Where a complimentary registration is included in the sponsorship and/or exhibition package, you will still be required to complete a registration form with the details of the attending delegate. If additional stand personnel are required, you will be able to purchase subsequent registrations at a special exhibitor rate of \$350. Further details will be provided upon confirmation of booth booking.

Sponsor and Exhibitors Accommodation

Sponsors and exhibitors will be able to book accommodation at Conference nominated hotels where competitive room rates have been negotiated. Further details will be provided upon confirmation of booth booking.

Online Application

Please visit the website www.xrm2014.com and complete the online application form. All applications received will be acknowledged in writing together with a tax invoice complete with EFT payment details to facilitate payment.

Confirmation of Participation

To fully confirm your sponsorship package and/or exhibition space, 50% part payment is required upon booking or within 14 days of receipt of your tax invoice. Your booking will only be fully processed and secured upon receipt of this deposit at the Conference office. The balance of payment is required by 30 April 2014.

Cancellation Policy

All cancellations must be received in writing to the Organisers Office. If you cancel a sponsorship or exhibition booths/s, unless that particular area of sponsorship or exhibition space is resold, the Organiser reserves the right to retain monies received. If the space or sponsorship item is fully resold a full refund will be made post Conference. Any booth or sponsorship package cancelled after 30 June, 2014 will incur 100% forfeit. If the balance of payment is not received by the due date, the allocated sponsorship or exhibition booth/s will be cancelled. Full terms and conditions are available on the website at www.xrm2014.com

If you have any enquiries regarding exhibition or potential sponsorship opportunities please contact:

WALDRONSMITHManagement



We bring people together and your conference to life

Helen McGowan

Sponsorship & Exhibition Manager

119 Buckhurst Street
South Melbourne VIC 3206
Australia

D 61 3 9907 8628

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