

6th EOS Topical Meeting on Advanced Imaging Techniques (AIT 2012)

2 - 5 July 2012

Hyères, France

SPONSOR'S & ADVERTISER'S GUIDE

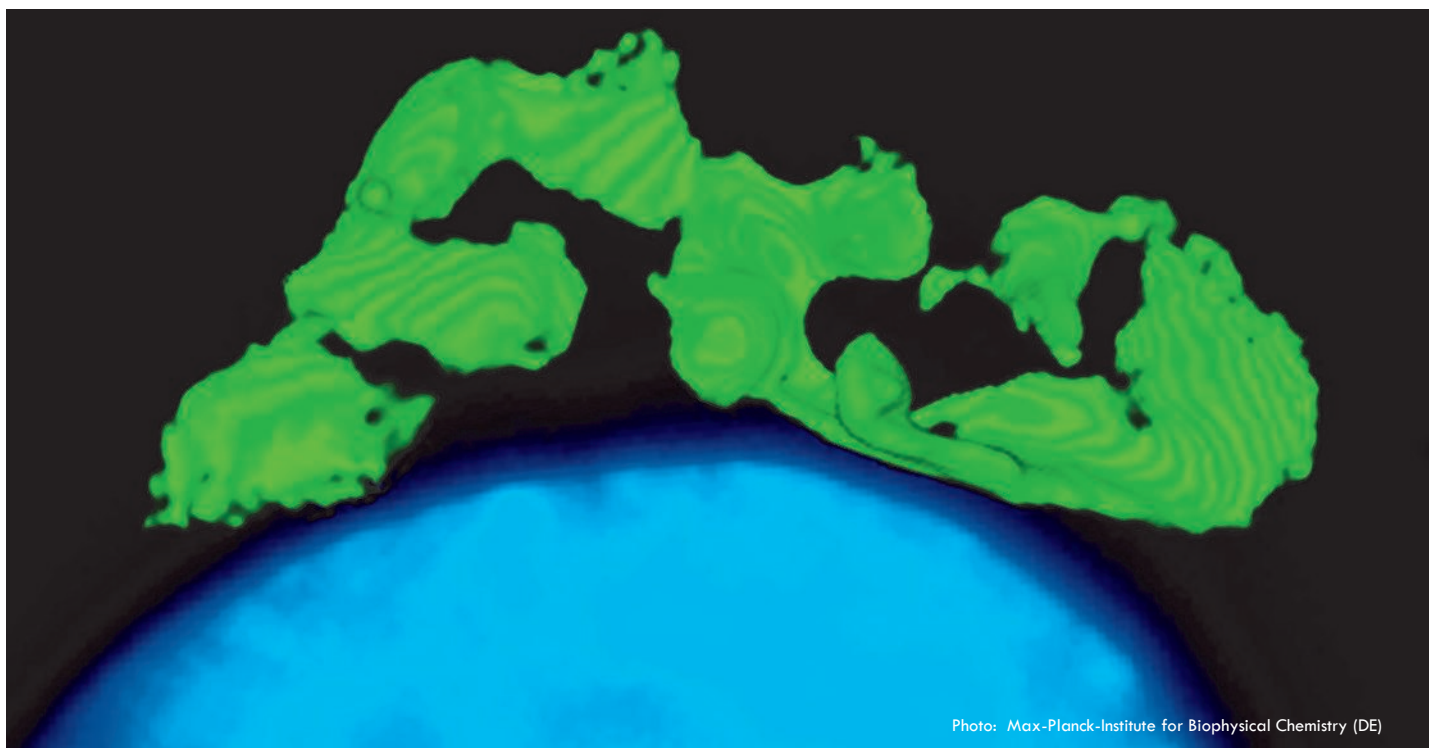


Photo: Max-Planck-Institute for Biophysical Chemistry (DE)

Sponsors



Partners



Sponsoring and advertising opportunities at a glance

Item	Regular rate ^{1) 2)}	Details see page
Table top manned unmanned	990 € 550 €	4
Conference bag/folder inserts	550 €	4
Programme advertising	250 - 700 €	5
Web banner advertising	300 - 850 €	5
Lanyard advertising	990 €	6
Coffee break sponsoring	300 - 500 €	6
Conference bag sponsoring	2,000 €	7
Dinner sponsoring	2,000 €	7

¹⁾ EOS corporate members receive a discount of 10%

²⁾ excl. VAT

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)

www.myeos.org/members/benefits

6th EOS Topical Meeting on

Advanced Imaging Techniques (AIT 2012)

Hyères, France | 2 - 5 July 2012

www.myeos.org/events/ait2012

Chairs

- Hervé Rigneault, Institut Fresnel (FR)
- Michael Totzeck, Carl Zeiss AG (DE)
- Peter Török, Imperial College London (GB)

Topics

- Numerical image restoration
- Structured light illumination (SIM)
- Fluorescence superresolution techniques (STORM, FRED, PALM, STED)
- Superresolving pupil-masks
- Nonlinear imaging
- Double and quadruple patterning lithography
- Exoplanet detection
- Advanced nearfield methods (lenslets, metamaterials, ...)
- Superresolution radar

Expected attendance: 80 - 100

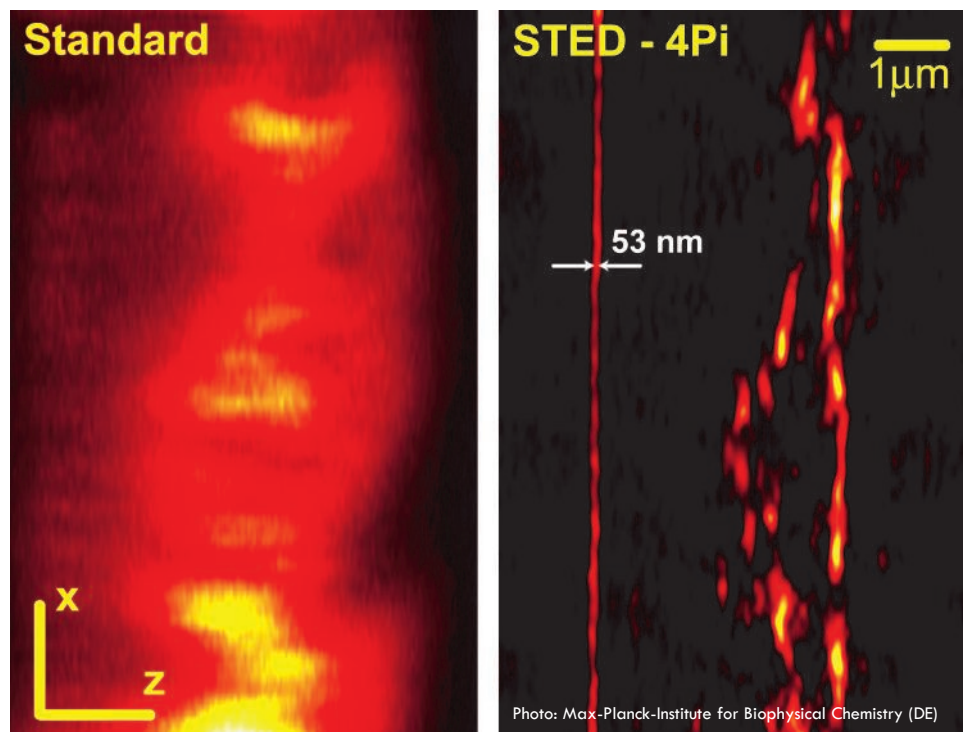


Table top

Manned table top:

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 conference website (linked to your website)
- your logo on the advance and final programme (electronic and print version)
- your logo on the proceedings CD-ROM
- your logo on the sponsor poster (displayed on-site)
- one full-time registration (excl. accommodation)

990 €

+19% VAT if applicable

Unmanned table top:

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

Presentation of advertising material includes further benefits:

- your logo on the conference website (linked to your website)
- your logo on the advance and final programme (electronic and print version)
- your logo on the proceedings CD-ROM
- your logo on the sponsor poster (displayed on-site in the conference room)



550 €

+19% VAT if applicable

Conference bag/folder inserts

- Insert your company brochures, pens, writing pads etc. in our conference bags/folders and make sure that our attendees receive your advertising material!

Bag inserts sponsoring include further benefits:

- your logo on the conference website (linked to your website)

- your logo on the advance and final programme (electronic and print version)
- your logo on the proceedings CD-ROM
- your logo on the sponsor poster (displayed on-site)

550 €

+19% VAT if applicable

Conference 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 conference website (linked to your website)
- your logo on the advance and final programme (electronic + print version)
- your logo on the proceedings CD-ROM
- your logo on the sponsor poster (displayed on-site)

Different types of programme advertising:



Example: 1/2 page ad b/w

- back cover: 1/1 page, 210 x 297 mm,
4/4 colours (only 1 available) **700 €**
- inside cover: 1/1 page, 210 x 297 mm,
4/4 colours (only 1 available) **600 €**
- 1/1 page, 210 x 297 mm, b/w **400 €**
- 1/2 page, 210 x 140 mm, b/w **250 €**

+19% VAT if applicable

Web banner advertising

The AIT 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 conference website (linked to your website)
- your logo on the advance and final programme (electronic and print version)
- your logo on the proceedings CD-ROM
- your logo on the sponsor poster (displayed on-site)

Different types of web banner advertising:

- fixed web banner (260 x 600 px) (only 1 available) **850 €**
- fixed web banner (260 x 400 px) **580 €**
- fixed web banner (260 x 200 px) **300 €**

+19% VAT if applicable

Lanyards

This exclusive sponsorship offer guarantees a high visibility of your company as every attendee will be provided with the AIT 2012 lanyards! Your logo will be printed on the lanyard (alternating with the name of the event).

Lanyard sponsoring includes further benefits:

- your logo on the conference website (linked to your website)
- your logo on the advance and final programme (electronic and print version)
- your logo on the proceedings CD-ROM
- your logo on the sponsor poster (displayed on-site)

Only 1 available



990 €

+19% VAT if applicable

Coffee break sponsoring

This sponsorship offer gives you unique visibility during the breaks. On one or on two coffee breaks per day you will present your company to our attendees.

Coffee break sponsoring includes further benefits:

- your logo prominently displayed in the coffee break area
- your logo on the conference website (linked to your website)
- your logo on the advance and final programme (electronic and print version)
- your logo on the proceedings CD-ROM
- your logo on the sponsor poster (displayed on-site)

6 available

One coffee break **300 €**

Full day coffee breaks (2 per day) **500 €**

+19% VAT if applicable

Conference bag sponsoring

This exclusive sponsoring opportunity guarantees high visibility, not only during the event, but also a long time after it since all attendees will be provided with these bags. Brochures, pens, writing pads or other advertising material can be inserted. Make your choice! Your logo will be printed on the front-site of the bag.

Delegate bag sponsoring includes further benefits:

- your logo on the conference website (linked to your website)
- your logo on the advance and final programme (electronic and print version)
- your logo on the proceedings CD-ROM
- your logo on the sponsor poster (displayed on-site)

Only 1 available



2,000 €

+19% VAT if applicable

Conference dinner sponsoring

This sponsorship offer guarantees a high visibility and popularity of your company among all scientists attending this conference. At our official conference dinner, your company may benefit from face-to-face contacts in a relaxed atmosphere.

Conference dinner sponsoring includes further benefits:

- one full-time registration (excl. accommodation)
- your logo prominently displayed on the dinner tables
- your company announced as an official dinner sponsor
- your logo on the conference website (linked to your website)
- your logo on the advance and final programme (electronic and print version)
- your logo on the proceedings CD-ROM
- your logo on the sponsor poster (displayed on-site)

2,000 €

+19% VAT if applicable

Please return by fax to: +49-511-277-2699

RESERVATION FORM Please return it by fax to: +49 (0)511 277 2699 by email to: ait2012@myeos.org	Universities, private persons, German and Non-EU companies and non-university research institutes (incl. 19% VAT)	EU companies and EU non-university research institutes (except Germany) (excl. VAT)
Table Top ¹⁾ unmanned manned	<input type="checkbox"/> 654.50 € <input type="checkbox"/> 1,178.10 €	<input type="checkbox"/> 550 €* <input type="checkbox"/> 990 €*
Bag inserts ¹⁾	<input type="checkbox"/> 654.50 €	<input type="checkbox"/> 550 €*
Conference programme advertising ²⁾ back cover (4/4 colours) inside cover (4/4 colours) 1/1 page inside (b/w) 1/2 page inside (b/w)	<input type="checkbox"/> 833 € <input type="checkbox"/> 714 € <input type="checkbox"/> 476 € <input type="checkbox"/> 297.50 €	<input type="checkbox"/> 700 €* <input type="checkbox"/> 600 €* <input type="checkbox"/> 400 €* <input type="checkbox"/> 250 €*
Web banner advertising ²⁾ 260 x 600 px, fixed 260 x 400 px, fixed 260 x 200 px, fixed	<input type="checkbox"/> 1,011.50 € <input type="checkbox"/> 690,20 € <input type="checkbox"/> 357 €	<input type="checkbox"/> 850 €* <input type="checkbox"/> 580 €* <input type="checkbox"/> 300 €*
Lanyards ¹⁾	<input type="checkbox"/> 1178.10 €	<input type="checkbox"/> 990 €*
Coffee break sponsoring ¹⁾ 1 coffee break Full day coffee breaks (2 per day)	<input type="checkbox"/> 357 € <input type="checkbox"/> 595 €	<input type="checkbox"/> 300 €* <input type="checkbox"/> 500 €*
Conference bag sponsoring ¹⁾	<input type="checkbox"/> 2,380 €	<input type="checkbox"/> 2,000 €*
Conference dinner sponsoring ¹⁾	<input type="checkbox"/> 3,213 €	<input type="checkbox"/> 2,700 €*
<p>*PLEASE NOTE: Bookings from companies and non-university research institutes registered in EU countries (except Germany) are exempted from VAT, if VAT no. is given. Please enter VAT here:</p> <p>VAT no.: _____</p>		
<p><input type="checkbox"/> I have read and accept the General Terms and Conditions of the EOS - Events & Services GmbH at: www.myeos.org/aboutus/terms_and_conditions</p>		

CANCELLATION POLICY

Cancellations: Requests for cancellations must be made in writing to the EOS Office (EOS - Events & Services GmbH, Garbsener Landstr. 10, 30419 Hannover, Germany). Refunds are subject to a processing fee of 10% of the total amount.

1) Cancellations received

by 20 April 2012: full refund minus processing fee.

after 20 April 2012: no refund.

2) Cancellations received

before production/publication of the advertising: full refund minus processing fee.

after production/publication of the advertising: no refund.

PLEASE FILL IN YOUR NAME AND ADDRESS

Company _____ URL _____

Ms. Mr. _____
 Title First name Name

Street _____

City _____ Zip/Postal code _____ Country _____

Telephone _____ Fax _____ E-Mail _____

PAYMENT OPTIONS

1) CREDIT CARD PAYMENT

Payment shall be made in € by credit card. If bank transfer is preferred see details below.

Charge to my: Mastercard¹ VISA¹ Eurocard¹ American Express²

Card No.:

Expiry Date: _____

Verification No.: _____

[¹Mastercard, Visa, Eurocard: The final 3-digit number located on the back of your credit card.]
 [²American Express: The four small numbers printed on the front of your card, above the last few embossed numbers.]

Name of credit card holder: _____

Signature: _____

Date: _____

2) PAYMENT BY BANK TRANSFER

I wish to pay by bank transfer, please send me the invoice and banking details.

Please note: For payment via bank transfer we charge 15.00 € handling fee.
 The full registration fee must arrive at the EOS bank account before the start of the meeting.
 Please note that all bank fees must be paid by the attendee.

AGREEMENT

The signee, authorised to sign this agreement on behalf of his/her company, hereby agrees to the above listed policies and authorises EOS - Events & Services GmbH to reserve the above chosen sponsorship/advertising opportunity during AIT 2012, 2 - 5 July 2012, Hyères, France.

_____ Date Signature