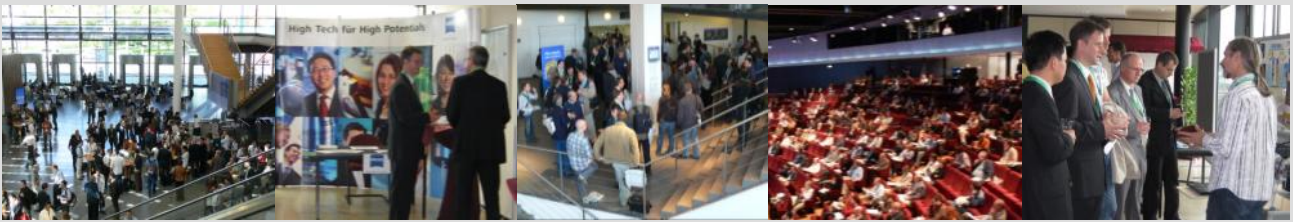


EOS Symposium on Trends in Optical Technologies (ESTO 2010)

Sponsor's and Advertiser's Guide



Frankfurt/Main, Germany, 15 - 18 June 2010

www.myeos.org/events/esto2010

OPTATEC



ESTO 2010 is co-located with OPTATEC, the international trade fair for future optical technologies, components, systems and manufacturing.

15 - 18 June 2010 www.optatec-messe.de

EOS Symposium on Trends in Optical Technologies (ESTO 2010)

The EOS Symposium on Trends in Optical Technologies (15 - 18 June 2010, Frankfurt/Main, DE) focuses on the latest advances and applications for Optical Technologies in:

- Photovoltaics
- Fibre Optics
- LED
- Safety
- Medical Technology
- Standardisation
- Photonics Research Funding

In sessions of 90-120 minutes each, leading national and international experts are going to present the latest trends and cutting-edge developments in the application of Optical Technologies. To fit into even the busiest visitor and exhibitor schedule, all sessions can be booked separately.

In conjunction with OPTATEC 2010, ESTO 2010 promises to be one of your company's important marketing opportunities. We expect to have 230 attendees at this Symposium! Gain visibility or guide traffic to your booth at OPTATEC!

Discover what's possible and we will work with you to cost-effectively boost your companies visibility!

Partners:



ESTO 2010 is co-located with OPTATEC 2010, the International Trade Fair for Future Optical Technologies, Components, Systems and Manufacturing. The 10th OPTATEC will receive international experts in Frankfurt from 15 through 18 June 2010 with a significantly revised range of offerings, as well as a special presentation of current and future industry focal points.

524 exhibiting companies from 28 countries, more than 5500 expert visitors – in 2008, the OPTATEC international trade fair for future optical technologies, components, systems and manufacturing once again lived up to its reputation as an industry meeting place with worldwide participation and esteem. The unique mix consisting of a nomenclature which corresponds to actual requirements, a practical industry orientation and an internationally recognised information, communication and procurement platform for hardware and software for the implementation of optical technologies will bring international experts together again at the 10th OPTATEC at the Frankfurt Exhibition Centre from the 15 to 18 June 2010.

MEET THE FUTURE OF OPTICS

OPTATEC



TRENDS 2010

Faseroptik

Photovoltaik

LED-Technik

Sicherheitstechnik

Medizintechnik

TRENDS 2010

Fiber-optics

Photovoltaics

LED technology

Safety technology

Medical technology

10. OPTATEC –

Die internationale Fachmesse Optischer Technologien,
Komponenten, Systeme und Fertigung für die Zukunft

The International Trade Fair for Future Optical Technologies,
Components, Systems and Manufacturing

15. – 18. Juni 2010

15 – 18 June 2010, Exhibition Centre Frankfurt/M., Germany

Messegelände Frankfurt/Main

www.optatec-messe.de

EOS Symposium on Trends in Optical Technologies (ESTO 2010)

Symposium bags (only 1 available)

SOLD

This exclusive advertising opportunity guarantees high visibility of your logo, not only during the event, but also a long time after it! All attendees of the EOS Symposium will be provided with these bags. Your logo will be printed in three colours on the front-site of the bag together with the EOS logo and symposium data. Include your booth number at OPTATAEC and drive traffic to your booth!

Symposium bag advertising includes further benefits:

- your logo on the advance and final programme (electronic + print version)
- your logo on the symposium CD-ROM
- your logo on the sponsor poster (displayed on-site in the event room)

2,550 €

(10% discount for EOS corporate members)



Example of an EOS delegate bag

Attendees benefit of the bag during the whole event and afterwards



Bag inserts

Insert your company brochures, pens, writing pads or other advertising material in our symposium bags and make sure that our attendees receive your advertising material!

Bag inserts include further benefits:

- your logo on the advance and final programme (electronic + print version)
- your logo on the symposium CD-ROM
- your logo on the sponsor poster (displayed on-site in the event room)

550 €

(10% discount for EOS corporate members)

Symposium lanyards (only 1 available)



This exclusive sponsorship offer guarantees high visibility of your company logo, as every attendee will be provided with the Symposium lanyards! Your logo will be printed in three colours on the lanyard (alternating with the name of the event).

Symposium lanyard advertising includes further benefits:

- your logo on the advance and final programme (electronic + print version)
- your logo on the symposium CD-ROM
- your logo on the sponsor poster (displayed on-site in the event room)

2,150 €

(10% discount for EOS corporate members)



Back of the delegate badges (only 1 available)

Your advertising will be printed in full colours on the back of the delegate badges (dimensions 100x100mm). This is a very exclusive advertising that is reserved to one company only! Drive traffic to your booth and include your booth number at OPTATEC.



Back side of the symposium badge. Here could be your advertising!



Front-side of the symposium badge. Every attendee will carry it and display your advertising.

Badges advertising includes further benefits:

- your logo on the advance and final programme (electronic + print version)
- your logo on the symposium CD-ROM
- your logo on the sponsor poster (displayed on-site in the event room)

1,750 €

(10% discount for EOS corporate members)

Screen safer advertising (only 1 available)

Present your company to our attendees with an exclusive screen safer advertising that will be shown before and after the sessions as well as during the coffee breaks. Drive traffic to your booth and include your booth number at OPTATEC.

Screen safer advertising includes further benefits:

- your logo on the advance and final programme (electronic + print version)
- your logo on the symposium CD-ROM
- your logo on the sponsor poster (displayed on-site in the event room)

1,150 €

(10% discount for EOS corporate members)



© Mesure Expo.

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 as electronic version on the web and as print version on-site.

Different types of programme advertising:

- on the backcover: 1/1 page, 210 x 297 mm, 4/4 colours (only 1 available) **1,275 €**
- on the inside cover: 1/1 page, 210 x 297 mm, 4/4 colours (only 1 available) **1,375 €**
- in the programme: 1/1 page, 210 x 297 mm, b/w **500 €**
- In the programme: 1/2 page, 210 x 148 mm, b/w **260 €**

(10% discount for EOS corporate members)

Programme advertising includes further benefits:

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

Presentation of advertising material

Present your advertising material at an unmanned table in our symposium room and directly address your message to our audience. This is a low-priced opportunity to reach our attendees!

Only 5 available

Presentation of advertising material includes further benefits:

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

450 €

(10% discount for EOS corporate members)



Electronic advertising at event website

With more than 75.000 hits per month, our website is highly frequented, thus offering your company the most cost-effective advertising opportunity among your target audience long-time before the event.

Different types of electronic advertising:

- fixed electronic advertising (180 px x 600 px) (only 1 available) **1,450 €**
- fixed electronic advertising (180 px x 400 px) **1,000 €**
- fixed electronic advertising (180 px x 200 px) **485 €**

(10% discount for EOS corporate members)

Electronic advertising includes further benefits:

- your logo on the advance and final programme (electronic + print version)
- your logo on the symposium CD-ROM
- your logo on the sponsor poster (displayed on-site in the event room)

Electronic advertising on symposium CD-ROM

All presentations are available on a CD-ROM that will be handed out to all attendees. Your electronic advertising linked to your website appears, when users start the CD-Rom or when they click on one of the symposium sessions. With this advertising your new customers is only one click away!

Different types of electronic advertising:

- electronic advertising at start page (600 px x 800 px) (only 1 available) **1,650 €**
- electronic advertising at one session page (600 px x 800 px) **650 €**
- electronic advertising at all session pages (600 px x 800 px) **1,950 €**

(10% discount for EOS corporate members)

Electronic advertising includes further benefits:

- your logo on the advance and final programme (electronic + print version)
- your logo on the symposium CD-ROM
- your logo on the sponsor poster (displayed on-site in the event room)



SPONSORSHIP/ADVERTISING RESERVATION FORM

EOS Symposium on Trends in Optical Technologies (ESTO 2010)

Frankfurt/Main, DE, 15 - 18 June 2010

www.myeos.org/events/esto2010

in conjunction with OPTATEC 2010

Contact:

European Optical Society
Judith Herzog
Event & Account Manager
Hollerithallee 8
D - 30419 Hannover

Tel.: +49 (0) 511-2788-159

Fax: +49 (0) 511-2788-119

E-Mail: sales@myeos.org
<http://www.myeos.org>

COMPANY CONTACT DATA

Company	Department
First name	Name
Street	City
Country	Postal Code
Telephone	Fax
Email	URL

SPONSORSHIP/ADVERTISING OPPORTUNITIES

Please select your preferred sponsorship:

Symposium bag advertising***	2,550 € <input type="checkbox"/>	Electronic advertising at event websites**	
Bag inserts*	550 € <input type="checkbox"/>	180 px x 600 px	1,450 € <input type="checkbox"/>
Symposium lanyard advertising***	2,150 € <input type="checkbox"/>	180 px x 400 px	1,000 € <input type="checkbox"/>
Back of the delegate badges*	1,750 € <input type="checkbox"/>	180 px x 200 px	485 € <input type="checkbox"/>
Presentation of advertising material*	450 € <input type="checkbox"/>	Electronic advertising on symposium CD-ROM*	
Programme advertising**		600 px x 800 px at start page	1,650 € <input type="checkbox"/>
on the backcover	1,275 € <input type="checkbox"/>	600 px x 800 px at one session page	650 € <input type="checkbox"/>
on the inside backcover	1,375 € <input type="checkbox"/>	600 px x 800 px at all session pages	1,950 € <input type="checkbox"/>
1//1 page in the programme	500 € <input type="checkbox"/>	Screen safer advertising*	1,150 € <input type="checkbox"/>
1/2 page in the programme	260 € <input type="checkbox"/>		

POLICY

Cancellations: Requests for cancellations must be made in writing to the EOS Office (address see at the top of this page). Refunds are subject to a processing fee of 10% of the total amount.

*Cancellations received by 1 April 2010: full refund minus processing/after 1 April 2010: no refund

**Cancellations received before publication of the advertising: full refund minus processing fee/after publication of the advertising: no refund

*** Cancellations received by 16 March 2010: full refund minus processing/after 16 March 2010: no refund

PAYMENT METHOD

Payment can either be made by bank transfer or credit card. An invoice will be sent to you after receipt of this registration form.

Please select:

Payment will be made by bank transfer

Payment will be made by credit card

AGREEMENT

The signee hereby agrees to the policies of this sponsorship agreement and authorises the European Optical Society to reserve the above chosen sponsorship opportunity during the EOS Symposium Trends in Optical Technologies (ESTO 2010), Frankfurt/Main, DE, 15 - 18 June 2010.

Signature

Date

PLEASE RETURN THIS FORM BY EMAIL TO:
sales@myeos.org OR BY FAX TO: +49-511-2788-119