

Exhibitor Manual

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INVITATION FOR SPONSORSHIP

Dear delegates and industrial representatives,

It's a great honor to invite you to participate as a sponsor and exhibitor to the 37th International Conference on High Energy Physics that will take place in Valencia, Spain, from 2nd to 9th July 2014.

Valencia, the third largest city in Spain, located on the East, is a place of contrasts between historic and modern Spain. Valencia's architecture dates from the first century B.C. as a Roman settlement, and goes to the most futuristic, 21st century design as the City of Arts and Sciences. Valencia mixes tradition and modernity, offering culture, museums, art, architecture, entertainment, gastronomy and, on average, enjoys over 300 days of Mediterranean light every year.

The Conference program has been carefully designed to cover all recent results and most hot topic concerning particle and astroparticle physics. The workshop will consist of parallel and invited plenary sessions. A poster session is also foreseen to take place with emphasis on the work and results of young PhD students. In addition two special sessions complete the scientific program of this edition, one dedicated to commemorate the 60th anniversary of CERN, and a second one to recap the opportunities of industry in present and future particle physics projects. The conference also provides the place and forum to plan major future facilities of the field.

The industrial session will include presentations from various industries reporting on their experience, future projects and research in the field of accelerator physics. A major effort will be devoted to count on the presence of high Spanish political authorities from the General State and Local Administrations, as well as relevant representatives of main facilities of the field. A new updated brochure of the industrial Spanish capabilities in the field of particle physics will be provided at the conference. Several *matchmaking* meetings between companies and experts of the field will be organized to discuss the facilities' future needs.

ICHEP 2014 will be one of Particle Physics 2014 highlights, and we look forward to welcoming you in Valencia to participate in this singular event.

Juan Fuster
Chair of the 37th International Conference on High Energy Physics.

Miguel Ángel Carrera
President of the Spanish Science Industry Association, INEUSTAR
President of the Spanish Science Industry Technology Platform, INDUCIENCIA

General Information

Venue: VALENCIA CONFERENCE CENTRE

www.ichep2014.es

Congress Dates: From July 2nd to July 9th 2014

Exhibition Set up: July 2nd, 2014 - 10:00 – 17:00

Exhibition Dismantling: July 9th after the Closing Ceremony

Technical Secretariat: ichep2014@halconviajes.com

Why should you sponsor?

A tailored sponsorship package of the Congress is a cost-effective opportunity to reach a large number of delegates within your target market.

- Your organization's presence at the congress is an opportunity to leverage several days of unparalleled access to a wide potential client base, to inform them about your products and services and build long-term relationships.
- Sponsorship is a proven strategy for marketing your brand: it combines the reach of magazine advertising with the power of direct mail and persuasion of face-to-face meeting.
- Congress participants are keen to improve their scientific knowledge. Aligning your company with this powerful educational experience demonstrates your commitment to assisting their development at a deeply personal level.
- Your Company will benefit significantly from exposure to an interested, relevant and influential audience in an informal yet informative environment away from the competition of everyday distractions.
- The Congress will assist you in achieving strategic goals by providing you with direct exposure to your target market.
- Be informed and identify the marketing strategies being implemented by your competition.
- As a Congress Sponsor you will be given priority location within the Congress Exhibition. Gold Sponsors will receive first choice, followed by Silver.

Key benefits to early commitment

Aligning your company early will ensure:

- Maximum exposure for your brand and increased opportunities to access not only the registered delegates but anyone receiving Congress printed or electronic marketing information.
- First choice of sponsorship opportunities to ensure alignment with your marketing aims.

Exhibition Information

Allocation of the exhibition space:

Decisions regarding admission of exhibitors and exhibits as well as the allocation of space and the location of booths are at the sole discretion of the Congress Organizer. However, the Congress Organizer will try to ensure that all exhibitor's expectations and wishes are satisfied.

The allocation of the stands/space will be made on a "first come - first served" basis.

Payment Terms:

- 50% of the total amount as a confirmation of the reservation.
- 50% remaining will be paid before March 17th 2014.

If the exhibiting company does not observe these terms, the Organizers may cancel the reserved space and rent it to another exhibiting company without being obliged to reimburse the deposit paid.

Cancellation Policy:

• From the organizers:

The Organizers may modify or cancel the exhibition if unforeseen circumstances happen. In the event of a cancellation, the Organizers will reimburse the exhibiting company.

• From the exhibiting company:

In the event that the exhibiting company cancels its participation in the Congress, the exhibiting company must notify the Organizers in writing.

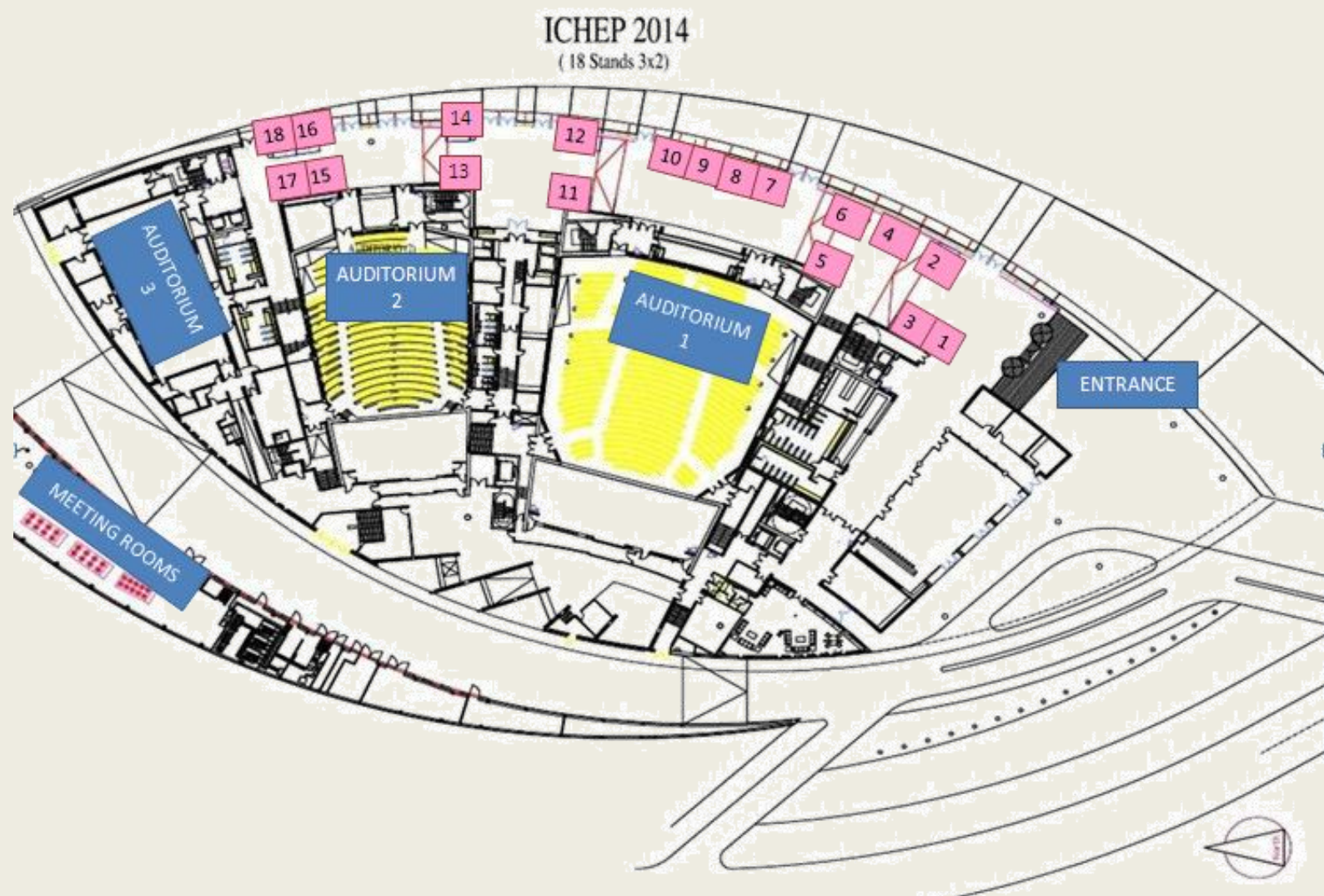
• Reimbursement for cancellations:

Before May 17th 2014 - 50% of the total amount

After May 17th 2014 - no reimbursement will be made

You will find updated information about the Exhibition on our website: www.ichep2014.es

Exhibition Floor Plan



Sponsorship Packages

A. EXHIBITION

EXHIBITION STAND PACK

Option 1.- 3m x 2m (6 sqm) 2.750 € + VAT

Option 2.-6m x 2m (12 sqm) 4.500 € + VAT

Your space will be located near Congress sessions, and coffee areas.

Exhibition Stand Packages include:

Option 1.- 3m x 2m (6 sqm)

- General Structure in silver color aluminium. White melamine walls. Aluminium grid

Fair carpet

Basic lighting includes 3 x 300W iodine-quartz spotlights, general lighting

It's provided with a consumer unit (max. 500W, 220V) and a circuit breaker.

The power supply is via a lead with a European plug.

1 sign with company name in black Futura font (maximum length 80cm) on front fascia

2 chair

1 Round white melamine table (80cm (d))

1 Curved aluminium and white perspex counter with maple melamine top (50 x100x100cm)

- Delegate pack including, programme book and delegate list
- Free entry in the exhibitor listing
- 1 free delegate registration to the conference + 1 Exhibitor pass
- Hyperlink to corporate website from the programme page of the ICHEP 2014 website

Option 2.- 6m x 2m (12 sqm)

- General Structure in silver color aluminium. White melamine walls. Aluminium grid

Fair carpet

Basic lighting includes 3 x 300W iodine-quartz spotlights, general lighting

It's provided with a consumer unit (max. 500W, 220V) and a circuit breaker.

The power supply is via a lead with a European plug.

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- Free entry in the exhibitor listing
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- Hyperlink to corporate website from the programme page of the ICHEP 2014 website

B. SPONSORSHIP OPPORTUNITIES

1. Gold Package (not exclusive- maximum 2 sponsor) 7.000 € + VAT

Gold Sponsors of the ICHEP 2014 Congress will be listed prominently in all official conference communications, including brochures, web-site, final programme, etc.

- 6m x 2m prominent stand in exhibition hall
- 2 additional registrations for staff
- Hyperlink to corporate website from the programme page of the Congress
- 1 full colour page for advertising in Final Programme
- The sponsor's name and/or logo displayed prominently on the Message Board
- The sponsor's name and/or logo printed on the exterior of each bag (one colour)

2. Silver Package (not exclusive- maximum 3 sponsor) 5,750 € + VAT

Silver Sponsors of the ICHEP 2014 Congress will be listed prominently in all official conference communications, including brochures, web-site, final programme, etc.

- 3m x 2m prominent stand in exhibition hall
- 2 additional registrations for staff
- Hyperlink to corporate website from the programme page of the Congress
- 1 half colour page advertisement in Final Programme
- 10% discount on Workshop Sponsorship

C. SYMPOSIUMS OPPORTUNITIES

1. Special Conference sponsorship

Package includes:

- Hyperlink to corporate website from the programme page of the ICHEP 2014 website

Sponsorship benefits:

- Acknowledgement of sponsorship in the Programme Book and at start of Workshop

D. ADVERTISING OPPORTUNITIES

1. Printed materials in the program book

- | | |
|---------------------------------------|----------------------|
| • Outside back cover (full page only) | 1.500 € + VAT |
| • Inside front cover (full page only) | 1.500 € + VAT |
| • Inside back cover (full page only) | 1.000 € + VAT |
| • Full page | 500 € + VAT |

2. Promotional literature inserts

Maximum size: one-page A4, for inclusion in Delegate Packs:

- Confirmed Exhibitor **1.000 € + VAT**
- Non-Exhibitor **2.000 € + VAT**

3. Hyperlink

1,000 € + VAT

Hyperlink to corporate website from the programme page of the ICHEP 2014 website

5. Logo on delegate bags (not exclusive- maximum 5 sponsor)

On Request

Delegate bags will be distributed at the congress to all registered delegates, committee members, speakers and exhibitors. Each bag will contain all congress printed materials, pad, pen, tourist information & other relevant information.

Sponsorship benefits:

- The sponsor's name and/or logo printed on the exterior of each bag (one colour)
- Acknowledgement as a sponsor on the Congress website

6. Congress badge and lanyards (exclusive)

6.000 € + VAT

Badge and Lanyards will be provided for every registered delegate, speakers and exhibitors to attach their name badge.

Sponsorship Benefits:

- The sponsor's name and/or logo screen printed on the Congress Badge and Lanyard

7. Logo on Posters boards (exclusive)

3,000 € + VAT

Poster boards will be situated in the exhibition area and will be on display for the duration of the Congress.

Sponsorship benefits:

- The sponsor's name and/or logo displayed prominently on the top left-hand corner of every poster board (one colour). Limited 50 poster boards
- Acknowledgement as a sponsor on the Congress website

8. Coffee-break Sponsorship

On Request

Sponsorship Benefits:

- The sponsor's name and/or logo displayed prominently on roll up in lunch area.
- Acknowledgement as a sponsor on the Congress website

9. Your feedback

Provide us with any feedback or suggestion about interested sponsorship

VAT: 21%

Exhibition and Sponsorship Form

COMPANY NAME:

TAX CODE:

CONTACT PERSON:

ADDRESS:

POSTAL CODE:

CITY:

COUNTRY:

PHONE:

FAX:

EMAIL:

1. Booth reservation

Option 1. 3m x 2m (6sqm)	
Option 2. 6m x 2m (12sqm)	

Booth number (1st choice) __ __, Booth number (2nd choice) __ __, Booth number (3rd choice) __ __

Please fill out the three options as your first choice may be already booked at the time of your reservation.

Subtotal 1

2.

Sponsorship opportunities		Amount
Collaboration number		
Collaboration number		
Collaboration number		

Subtotal 2

3. Total to be paid

Subtotal 1 + Subtotal 2 TOTAL = _____ + 21% VAT TOTAL (VAT included) = _____ €

4. Payment options

() Bank transfer to HALCON EVENTOS

LA CAIXA

Bank account number: **2100 8540 8622 0040 8998**

IBAN CODE: ES14 2100 8540 8622 0040 8998

BIC/SWIF CODE: CAIXESBB

Please mention (ICHEP 2014) and fax us the copy of the bank transfer together with this form to: +34 96 385 97 33 or by mail: icheck2014@halconviajes.com



Technical Secretariat

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