



9th Pangborn Sensory Science Symposium

4-8 September 2011

The Sheraton Centre Toronto Hotel, Toronto, Canada

SPONSORSHIP AND EXHIBITION OPPORTUNITIES

Promote your company to international sensory & consumer scientists.

We are delighted again to be able to offer commercial opportunities to companies with business links within the international sensory science community. Care has been taken to incorporate the views of previous exhibitors and sponsors in the development of this portfolio and we hope that you will be able to select a package to suit your business needs.

EXHIBITION

The exhibition is sited where the technical posters, coffee breaks, welcome reception and lunches will be held, therefore guaranteeing maximum exposure throughout the whole period of the conference.

WHO SHOULD EXHIBIT?

Market research consultants, research organisations, software suppliers and other companies involved with sensory science

EXHIBITION BOOTH - PRICE: \$4000

Includes daytime catering for 3 'exhibition only' personnel and reduced rate (Academic rate) delegate places for up to 3 members of your company)

To include:

3x2 Meter booth
Fascia board
1 light
Power socket
1 table
2 chairs

ADDITIONAL EXHIBITOR BENEFITS

- Single sided A4 page included within the hard copy programme booklet given to all delegates
- Day time catering for 3 stand personnel
- Conference attendance at academic rate - limited to 3 delegates, thereafter at full rate
- Web-listing – exhibitors to be listed in advance of the conference at www.pangborn2011.com with a short company profile, web-link and contact details (max 50 words)
- Conference programme and memory stick or CD containing the abstracts
- Invitation to the Welcome reception for all stand personnel
- A delegate list including the delegate name and company will be emailed to exhibitors and sponsors 2 weeks before the conference so that you can arrange to meet colleagues or clients
- Exhibitor catering - refreshments and lunch will be made available to all exhibitors 20 minutes ahead of the scheduled conference breaks.

SET UP: Sunday 4 September from 10:00 to 13:00

BREAK DOWN: Thursday 8 September after the final refreshment break

Platinum Sponsor exhibition Booth PRICE: \$3000

If you are already a platinum sponsor, and you would also like to book an exhibition booth, then you can save \$1000. Includes daytime catering for 3 'exhibition only' personnel and reduced rate (Academic rate) delegate places for up to 3 members of your company

SPONSORSHIP PACKAGES

ALL PACKAGES INCLUDE THE FOLLOWING:

- Company logo featured on the sponsors' holding slide on the conference platform together with other sponsors and exhibitors
- Listing on the conference web-site and in the hard copy programme booklet
- Logo on the web-site with a link to the sponsor's home page
- A delegate list including (delegate name and company) will be emailed to exhibitors and sponsors 2 weeks before the conference so that they can arrange to meet colleagues/clients

More benefits are added, dependant on the level of sponsorship

PLATINUM – Exclusive sponsorship packages

ALL PLATINUM SPONSORS ARE ENTITLED TO:-

- A reduced rate for an exhibition booth (saving \$1000)
- 3 delegate places at academic rate

Internet Cafe \$11,760

- Sponsors logo on the screen savers of terminals.
- Your website as default homepage on terminals.
- Display area close to the Internet Café.

Conference Bag \$11,000

The official Pangborn conference bag is presented to every delegate and powerfully associates the sponsor's name to the Pangborn conference. Each bag has been designed to hold the delegate's personal items and stationery.

As the conference bag sponsor you will have:

- Your company logo together with the conference logo on the conference bag given to each delegate
- Opportunity to include one item of promotional material within the bag

Conference Gala dinner \$9995 Wednesday 7 September - Venue to be confirmed

The evening finale to the conference when delegates let their hair down and have a great time. Make the most of this opportunity to promote your brand at this great 'fun' evening

- Branded invitation within the bag
- Your company logo on the menu together with the other sponsors if reverting to a GOLD package
- On site signage during the evening
- Space within the drinks reception area for your own display banner and literature.
- **1 free full conference delegate place**

Welcome reception – \$6995 Sunday 4 September

The welcome reception on the first night of the conference is one of the major highlights and is an excellent networking opportunity for you as a sponsor and the delegates.

- On site signage at the entrance and at all catering points -
- Display area and table within the welcome reception area for the duration of the reception for you to promote your products and to act as a meeting point for your guests
- Branded invitation cards which will be included in every delegate bag
- **1 free full conference delegate place**

Registration Desk \$6000

Link your company to the conference with this high profile opportunity. All delegates visit the desk to register and re-visit for more information throughout the period of the conference.

- Your company name/logo on the kick panels at the front of the desk
- Your 'pop up' or banners + table nearby the registration desk for your own display

CD containing conference abstracts \$5000

This booking entitles you to:

- Your logo on the CD container - given to all delegates.

Conference T Shirt \$5800

Sponsor logo or name on the front of the white T shirt along with the conference logo to be given to every delegate

Page markers \$4410

A wallet of coloured sticky page markers; a must for all delegates for highlighting the sessions they want to attend and posters that want to visit. Such a useful item that is used in the workplace after the conference

- Sponsor logo or company name on the front of the folder
- Included in every delegate bag

NB - A price reduction can be negotiated if you already have these as a stock promotional item

General Information Notice Board \$4900

The Information Board is located in a highly prominent area of the conference reception area, and delegates visit it regularly to catch up with colleagues, find out about new jobs and sign up for events.

- Your company logo/name together with the conference logo on the Header Board
- Display area for a banner next to the notice board

Lanyards \$4900

The lanyard is worn by delegates and conference administration to clip on their badges when the conference is in session and at the welcome reception. Dependant on your choice of colour way, your logo or company name will be highly visible.

Poster Sessions - \$4900 each session

- On site signage at the entrance to the poster session location
- Display area and table within the poster session location during the session
- Company logo on each of the poster site numbers

Roving Microphone Flag (New item) \$4900

Your company logo on the flag that is attached to the roving microphones used in all sessions

Organisers' & Ushers Shirts \$3920

Worn by the conference administration personnel and their team of volunteer student helpers. Your company logo is constantly visible and afterwards you can take the shirts home for re-use at other opportunities

- Your company logo on the front of the shirt along with the Pangborn logo
- Your company name/ logo on the back of the shirt

Sticky note pad ('Post it'TM note type) \$3920

The perfect handy item for memos and highlighting areas of special interest if delegates do not want to mark their booklet. Pay a bit more and have extra printed for conference giveaways

- Your logo + the conference logo on the top of the pad & each sheet
- To be included in the bag given to each delegate

NB - A price reduction can be negotiated if you already have these as a stock promotional item

Meeting Point – within the reception area \$2100

Designated meeting point area for delegates to arrange to meet their colleagues

- Your company logo/name together with the conference logo on the signage
- Display area for a banner next to the meeting point

GOLD SPONSOR – multiple sponsors

Refreshment breaks \$2940 per break– Number & dates dependent on the programme

- On site signage at the entrance and at all catering points
- Display area and table within the refreshment break area for sponsors to place literature or promotional items during the period of the sponsored break

Lunch breaks \$3090 per break – Number & dates dependent on the programme

- On site signage at the entrance and at all catering points
- Display area and table within the lunch break area for sponsors to place literature or promotional items during the period of the sponsored break

SILVER SPONSOR - open to multiple sponsors

Studentships \$980

Rose Marie Pangborn Studentships to support student delegate attendance

Delegate Bag Insert \$1470

One piece of promotional literature will be included in the bag

Literature display \$980

One piece of promotional literature can be displayed on the table within the reception area (along with other sponsor's information)

DEADLINES

1 JULY 2011

All sponsorship and exhibition packages should be booked
All logos and other materials should be provided

12 AUGUST 2011

Inserts for the delegate bag should be sent to:-

Robyn Camilleri
Pangborn 2011
Elsevier Ltd
The Boulevard
Langford Lane,
Kidlington
OX5 1GB, UK

Clearly marked PANGBORN 2011 (BAG INSERT) by 12 August 2011

Leaflets for the literature display or promotional items for the, lunch or refreshment breaks should either be hand delivered to the venue or despatched to the venue in advance to arrive no later than Friday 2 September. Please indicate your preference

PAYMENT TERMS

Payment payable within 30 days of receipt of the invoice

VAT

Exhibition Booths - No VAT

Sponsorship add current UK VAT rate for UK Companies, Rest of Europe no VAT provided that you give your VAT Number. Rest of the World - No VAT