



Sponsorship and Exhibition Prospectus

3 – 6 SEPTEMBER 2018
WATERFRONT HALL CONFERENCE & EXHIBITION CENTRE
BELFAST, NORTHERN IRELAND

Welcome

Dear Industry Partner

Welcome to the XXII World Congress of the International Measurement Confederation (IMEKO) which is being held in the United Kingdom for the first time in over 40 years, with active involvement of the UK professional bodies – the National Physical Laboratory, Universities and industry.

Belfast, the capital city of Northern Ireland is playing host to delegates from across the world, for what promises to be an interesting, scientifically challenging and busy World Congress. Measurement, control and the instrumentation needed are key aspects in industry that underpin economic prosperity across the world and the event brings together leading experts from many countries to report on the latest and most exciting developments in their fields. 'Knowledge Through Measurement', a theme from the work of Lord Kelvin, the great scientist, engineer and entrepreneur who was born in Belfast, is the strapline for IMEKO 2018. The Invited and Keynote speakers coming to the congress in September are some of the most distinguished in their field and the many sessions held during the week will provide real insight into what is new in this most topical and economically important of fields. The exhibition aims to showcase some of the leading developments in industry from the UK, Europe and indeed across the world.

The IMEKO World Congress promises easy access from the nearby airports and will be held in the recently extended Belfast Waterfront Conference & Exhibition Centre and will have an industry-focused Exhibition. IMEKO 2018 will also

host an exciting and diverse social programme which will allow attendees, be they from industry or academia, exhibitors or contributors, to meet and to see some of the most interesting venues in and around Belfast. After the meeting, the city can be an excellent centre to explore the beautiful countryside and historic landmarks to be seen across Ireland.

“To live among friends is the primary essential of happiness”

Lord Kelvin

We hope you will consider supporting IMEKO XXII World Congress in Belfast and can assure you that your support and participation will be rewarding and that you will enjoy your time with us in Belfast. There are simple sponsorship and exhibitor packages contained in this prospectus but if you would like something bespoke please contact our Exhibition & Sponsorship Manager at imekosponsorship@mci-group.com.

We look forward to welcoming you to IMEKO XXII World Congress and to Belfast, the United Kingdom host city for 2018 and to what we know will be an enjoyable and stimulating, but above all memorable event.

Professor Ken Grattan, President of IMEKO and Professor Ron Summers, Chairman of XXII IMEKO World Congress

Hosted by the Institute of Measurement and Control



About IMEKO XXII World Congress 2018

Hosted by the Institute of Measurement and Control, the UK's specialist Professional Engineering Institute in the fields of measurement, automation and control, and supported by the Institute of Physics, the World Congress will cover all aspects of current research in the field of measurement and will attract some of the worlds' largest companies from the sensor, instrumentation, automation and IoT industries.

Held only every three years IMEKO World Congress is an unmissable chance to demonstrate your company or organisation's presence in this field to an influential and senior audience.

About IMEKO

IMEKO is a non-governmental federation of 42 Member Organizations individually concerned with the advancement of measurement technology. Its fundamental objectives are the promotion of:

- international interchange of scientific and technical information
- in the field of measurement and instrumentation
- the enhancement of international co-operation among scientists and engineers from research and industry.

Founded in 1958, the Confederation has consultative status with UNESCO and UNIDO and is one of the five Sister Federations within FIACC: Five International Associations Co-ordinating Committee, further consisting of:

- IFAC- International Federation of Automatic Control,
- IFIP - International Federation for Information Processing,
- IFORS - International Federation of Operational Research Societies and
- IMACS - International Association for Mathematics and Computers in Simulation.

The Member Organisations provide the financial means required for the operation of the Secretariat. The Treasurer supervises financial activities. All Officers serve on an honorary (unpaid) basis.

Congress Theme

'Knowledge Through Measurement' a quotation from Lord Kelvin

Keynote Speakers

Professor William D Phillips, winner of 1997 Nobel Prize in Physics, shared with Steven Chu and Claude Cohen-Tannoudji for their work on laser cooling, a technique to slow the movement of gaseous atoms in order to better study them and Professor Klaus von Klitzing, winner of 1985 Nobel Prize in Physics for discovery of the integer quantum Hall Effect.

Important Dates

Abstract Submission Opens	Tuesday 7th November 2017
Registration Opens	Tuesday 5th December 2017
Deadline for Abstract submission	April 2018
Abstract Notification	May 2018
Early Bird Deadline	Sunday 17th June 2018
IMEKO 2018 Conference	Monday 3rd September 2018



Belfast

The Location - Belfast

Voted as one of the top 10 places in the world to host a major conference or event.

Over £1bn has been invested over the past decade to transform Belfast into a vibrant, innovative and inspirational city. The city has recently hosted some prestigious events such as the Giro d'Italia, World Police & Fire Games and the MTV European Music Awards.

Access to Belfast is easy and fast. With two airports, one right in the heart of the city and another only 30 minutes away. It only takes an hour to fly to Belfast from the UK plus there are over 30 excellent European access and links to North America, so you can arrive in Belfast good to go.

From an award winning conference centre to unique museums, international and boutique hotels, a Russell Group University, an original Victorian market, a 19th century castle and right through to an iconic venue on the site where Titanic was first built, Belfast has venues as interesting as their culture and history

The Venue – Belfast Waterfront Conference & Exhibition Centre

Belfast Waterfront
2 Lanyon Pl
Belfast
BT1 3WH

www.waterfront.co.uk

IMEKO 2018 will take place in Belfast Waterfront's brand new 7,000m² purpose-built conference facility, which recently opened in 2016.

Their flexible spaces, fantastic city centre location, stunning riverside views and quality local cuisine will create the perfect event environment for your delegates to share experiences and knowledge.

Social Programme

IMEKO 2018 will feature an exciting social programme, including a Conference Opening Ceremony and a Conference Gala Dinner at the iconic Titanic, Belfast.

There will also be opportunities to book onto a variety of activities and tours, including Giants Causeway and Coast Tour, Game of Thrones Tour and a Belfast City Tour.

Why should you participate?

In excess of 700 delegates from all over the world will attend IMEKO XXII WORLD CONGRESS 2018, all of whom have one thing in common, their eminence in the field of measurement.

Hosted by the Institute of Measurement and Control, the UK's specialist Professional Engineering Institute in the fields of measurement, automation and control, and supported by the Institute of Physics, the World Congress will cover all aspects of current research in the field of measurement and will attract some of the world's largest companies from the sensor, instrumentation, automation and IoT industries. Held only every three years this congress is an unmissable chance to demonstrate your company or organisation's presence in this field to an influential and senior audience.

- Association with two Nobel laureates and senior figures from industry internationally
- Opportunity to build market share and develop new customer relationships
- Face-to-face meetings to generate new business
- Showcase your products and services
- Target new clients
- Stimulate interest in new products
- Reinforce long-term business relationships
- Establish strategic partnerships and build opportunities with existing clients
- Position your company as an industry leader
- Visibility at an event with international status
- Association with Measurement, the driving force behind the Internet of Things and the Fourth Industrial Revolution (Industry 4.0)



In order to maximize your participation at IMEKO 2018

- Coffee breaks will be held in the exhibition area and poster sessions and lunches will be located in adjacent rooms
- Exhibition area will be on one floor
- The Welcome Reception will take place in the exhibition area
- All delegates will be actively encouraged to visit the exhibition area

Sponsorship Opportunities



GOLD SPONSOR **£12,000 + VAT**

Benefits

- 12 sqm shell scheme (including 4 free exhibitor passes)
- 4 full delegate registrations including invitation to the social event
- Listing as gold partner on the congress website and mobile app including company logo, hyperlink and short company profile
- Logo on all official congress communications
- Choice to put either an insert or gift into the delegate bags
- 1 x eblast to be sent to all registered delegates on your behalf
- 1 x mobile app push notification to be sent out on your behalf
- Expression of thanks at the Opening Ceremony



SILVER SPONSOR **£9,000 + VAT**

Benefits

- 9 sqm shell scheme (including 2 free exhibitor passes)
- 2 full delegate registrations including invitation to the social event
- Logo on all official congress communications
- Listing as silver partner on the congress website and mobile app including company logo, hyperlink and short company profile
- 1 x free delegate bag insert
- Expression of thanks at the Opening Ceremony



BRONZE SPONSOR **£6,000 + VAT**

Benefits

- 6 sqm shell scheme (including 2 free exhibitor passes)
- 1 full delegate registration including invitation to the social event
- Logo on all official congress communications
- Listing as bronze partner on the congress website and mobile app, including company logo, hyperlink and short company profile
- 1 x free delegate bag insert
- Expression of thanks at the Opening Ceremony

Exhibition Opportunities

The commercial exhibition will be an integral part of the scientific programme. Companies offering innovative products in the fields of measurement, sensing, IoT or Industry 4.0 are encouraged to seize this opportunity to exhibit.

The welcome reception and all coffee breaks will be held in the exhibition area and the luncheons and poster sessions will take place in adjacent rooms.

Shell Scheme £450 + VAT per sqm

Shell Scheme space includes:

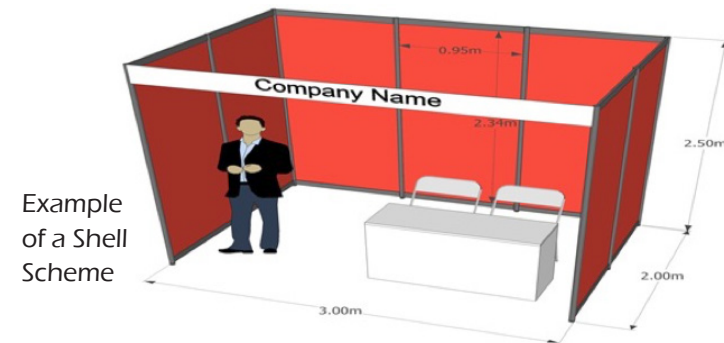
- Shell scheme fixture; white panels, full ceiling grid and fascia panels with name board displaying exhibitor name and stand number
- 1 x table & 2 x chairs
- 1 x 500w square pin socket outlet
- 2 x 120w track mounted spotlights
- 2 x exhibitor registrations for the duration of the congress including tea, coffee and lunch per 6 or 9 sqm
- Acknowledgment on dedicated congress website with hyperlink to your homepage

Space Only Package £300 + VAT per sqm

Flexible space in the exhibition is available as required up to 24sqm.

Space only package includes:

- 2 x exhibitor registrations for the duration of the congress per 6 or 9sqm of space booked including tea and coffee and lunch
- Acknowledgement on the dedicated congress website



Additional Exhibitor Registrations £225 + VAT

Exhibitors are welcome to purchase additional exhibitor registrations should more be required above the two per stand entitlement. Each additional registration is priced at £225 + VAT for the duration of the meeting and can be booked via the industry booking form if required.

Exhibitor registrations include access to the venue, exhibition and poster areas and tea and coffee throughout the day, lunch is excluded. Exhibitor registrations do not include access to any of the meeting sessions/lectures or the meeting programme.

Exhibition Build & Dress Stands

Sun 2 September 2018 09.00 – 17.00

Exhibition Hours

Mon 3 September 2018	10.30 – 19.00 (Post Opening and Plenary session)
Tues 4 September 2018	09.00 – 17.00
Wed 5 September 2018	09.00 – 17.00
Thurs 6 September 2018	09.00 – 14:30

Exhibition Break Down

Thurs 6 September 2018 From 14:30

Special Sponsorship Opportunities

Welcome Reception **£7,500 + VAT**

- Opportunity to place up to 4 pop-up banners in hall
- Short welcome speech at the welcome reception (2 minutes)
- Logo on all official congress communications relating to reception
- Logo, hyperlink and 50 word company profile on congress website
- Full-page colour advertisement in congress programme
- Four Welcome Reception tickets
- One full delegate registration

IMEKO XXII Congress Dinner Supporter **£15,000 + VAT**

The congress dinner will be a Banquet in the iconic Titanic Centre on Wednesday 5 September

- 2 minute welcome speech at dinner
- Opportunity to place up to 4 pop-up banners at the congress with details
- Logo, hyperlink and 50 word company profile on congress website
- 9 sqm exhibition stand with shell scheme - to include divider walls, fascia, carpet, company name sign, 2 spotlights and 1 x double electrical powerpoint
- Logo on all official IMEKO 2018 communications re Banquet
- Full page colour advertisement in congress programme
- One full delegate registration
- Two exhibition passes (includes access to plenary sessions)

Coffee Breaks **£2,000 + VAT each**

- Opportunity to place 2 pop-up banners in area during your break
- Logo in congress programme
- Branded cups (1,000 needed per coffee break) printed at sponsor's expense

Lunch carrier bags **£2,000 + VAT per lunch**

- Opportunity to place 2 pop-up banners in the area during your lunch
- Logo in congress programme
- Branded bags (1,000 needed per lunch session) printed at sponsor's expense

Delegate e-Station **£10,000 + VAT**

Exclusive opportunity – highly visible sponsorship opportunity – your branding will be on the unit, this station will have workstation space and charging units

- Sponsor's name E-Station will be on the plan boards with logo
- Company name and logo, hyperlink to home page on congress website
- Company name and logo on congress app
- Two full registrations
- Two tickets to congress dinner

Wi-Fi Sponsor (Exclusive opportunity) **£7,500 + VAT**

Free Wi-Fi will be made available throughout the venue. When delegates connect to the Wi-Fi through their phone, laptop or iPad they will see your name and short message

- Opportunity to display company information and logo when login to Wi-Fi
- Prominent listing in all official congress communications relating to Wi-Fi
- Company logo, hyperlink and 30 word company profile on sponsors' page of congress website
- Acknowledgement in the IMEKO 2018 programme
- One full delegate registration

Special Sponsorship Opportunities

Mini Programme **£2,500 + VAT**

Exclusive opportunity – your logo will be on the back of the mini programme, which will be distributed with the congress badge to all delegates

Poster Session **£2,500 + VAT**

- Opportunity to place pop-up banner for session
- Recognition in the congress programme

IMEKO 2018 Congress App **£5,000 + VAT**

Exclusive opportunity – get IMEKO 2018 at your fingertips! This useful mobile app includes the entire programme directly on your smartphone or tablet device. Search sessions, prepare your agenda, find your way around the exhibition and locate lecture rooms.

- Details of the Mobile App and sponsor will be communicated to all delegates prior to congress
- Company name and logo will be displayed on the start screen for 2 seconds. 'The IMEKO 2018 app is sponsored by ' your company name'
- Company name will be displayed on footer banner of the app
- 1 x push notification sent to delegates on your behalf
- Opportunity to place up to 4 banners with the mobile app details around venue
- Company logo, hyperlink and acknowledgement on congress website

Delegate bag **£8,000 + VAT**

- Exclusive sponsorship
- Company logo on the delegate bag with conference logo
- Company logo and link on sponsors' page of conference website
- Company visibility before and after IMEKO 2018
- Company logo, hyperlink and acknowledgement on congress website
- One one-page insert in congress bag

Delegate Lanyards **£5,000 + VAT**

- Exclusive opportunity to brand delegate lanyards with your logo. Sponsor may use any vendor to produce the lanyards and is responsible for production costs, lanyard must have double clip – 1,000 required

Delegate bag insert **£1,000 + VAT**

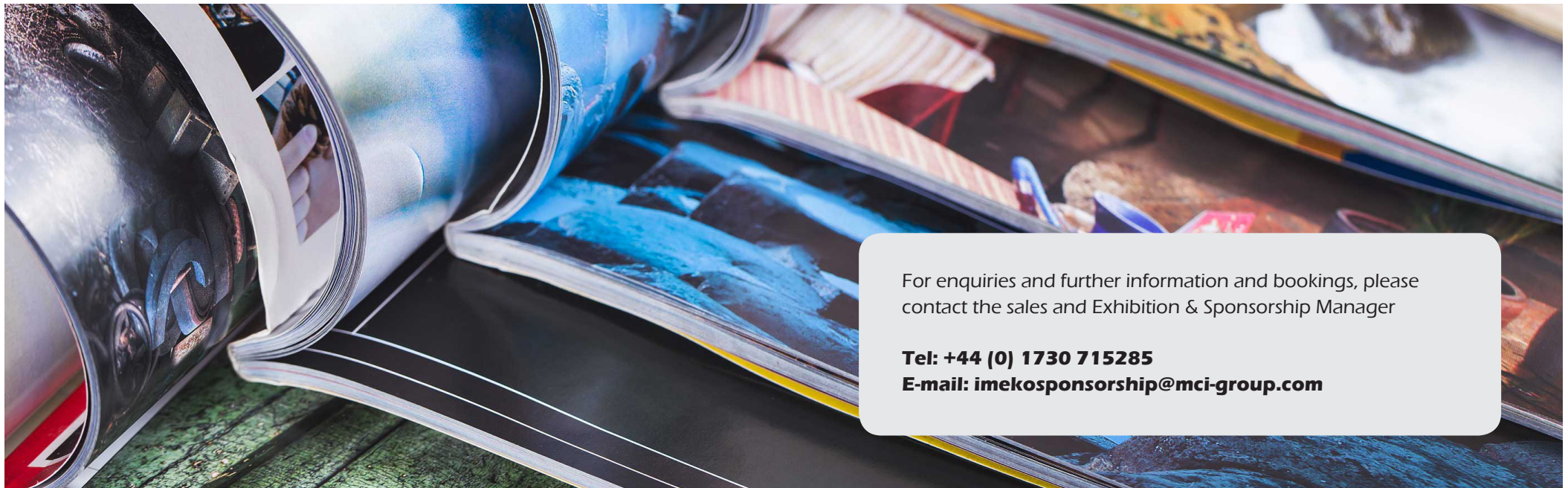
- Opportunity to put one page (A4)/gift of promotional material with company logo into the delegate bag – 1,000 required

Video screen displays in public areas **£2,500 + VAT per day**

- Opportunity to have your logo and advert displayed on the screens placed throughout the building

Advertisement Opportunities

ITEM	DESCRIPTION	COST
Final Programme – Full-page	A4 size full colour	£2,000 + VAT
Final Programme – Half-page	Full colour	£1,000 + VAT
Final Programme – Quarter-page	Full colour	£500 + VAT
Final Programme – Outside back cover	A4 size full colour	£3,500 + VAT
Final Programme – Inside back cover	A4 size full colour	£2,500 + VAT



For enquiries and further information and bookings, please contact the sales and Exhibition & Sponsorship Manager

Tel: +44 (0) 1730 715285

E-mail: imekosponsorship@mci-group.com