



## **EuCAP 2007 Exhibitor and Sponsor Pack**

**The EICC, Edinburgh, UK**

**Conference  
11 – 16 November 2007**

**Exhibition  
11 – 15 November 2007**

**[www.eucap2007.org](http://www.eucap2007.org)**

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## **INTRODUCTION TO EuCAP 2007**

Following the success of EuCAP 2006 we are pleased to announce EuCAP 2007 to be held in Edinburgh, UK. EuCAP has become a regular keystone event on Antennas and Propagation, with a large participation of the world community. EuCAP is supported by the top level Associations in Antennas & Propagation, and will provide the ideal place for the exchange of scientific and technical information and to foster collaboration and cooperation in the Antenna & Propagation domain both at European and global levels.

The second European **Conference on Antennas and Propagation (EuCAP 2007)** is organised by the European Association on Antennas and Propagation (EurAAP), created by the Network of Excellence ACE, under the EU 6th Framework Programme (FP6) and the Institution of Engineering and Technology.

EuCAP 2007 will provide a forum for the European R&D communities in the Antennas & Propagation area, both at academic and industrial levels.

## **WHY EXHIBIT AT EuCAP 2007**

Because your customers are here!

EuCAP 2007 will attract over 900 Antennas, Measurement and Propagation specialists, many of whom are key decision makers in leading companies in the area. This is the largest concentrated gathering of international experts in Europe this year. Last year, in Nice, EuCAP 2006 attracted 28 companies to a very successful exhibition. This year in Edinburgh there is space for 40 exhibitors in the same hall as the poster presentations taking place every afternoon in addition to the conference catering. Mechanisms have also been put in place to ensure maximum exposure for each and every exhibiting company.

The Antenna Measurement Techniques Association (AMTA) will again participate with special AMTA technical sessions. As part of the EuCAP conference, AMTA now has a "home" for its high quality technical papers that share a common focus with EuCAP conference attendees as related to antenna measurements. AMTA member attendance and presenters include academia, industry, government and foreign agencies. They attend EuCAP to learn the latest technology and methods to perform accurate measurements!

AMTA's traditional exhibitors at the AMTA Annual Meeting and Symposium are encouraged to participate in the EuCAP conference – this will be the **ONLY** AMTA exhibition in Europe this year.

Exhibition booths are being sold as either 3m x 3m or 3m x 2m booths. Shell scheme, power, a table and 2 chairs is included in the price of a stand. Free stand space is available, please contact the organisers for details. All stands are sold on a first come first served basis.

Thank you for considering EuCAP 2007. We look forward to seeing you in Edinburgh.

## **GENERAL EXHIBITION INFORMATION**

### **Exhibition Location**

The EICC, Edinburgh, UK  
[www.eicc.co.uk](http://www.eicc.co.uk)

### **Exhibition Dates and Times**

Sunday, 11 November	17:00 – 20:00 (includes delegate's drinks reception)
Monday, 12 November	09:00 – 18:30
Tuesday, 13 November	09:00 – 18:30
Wednesday, 14 November	09:00 – 18:30
Thursday, 15 November	09:00 – 17:00

### **Set-up and Break-down Dates and Times**

#### Set-up

Sunday, 11 November      08:00 – 17:00

All stands must be set up by 17:00 on Sunday, 11 November.

#### Break-down

Thursday, 15 November      17:00 – 20:00  
Friday, 16 November      08:00 – 17:00

All stands must be fully dismantled by 17:00 on Friday, 16 November.

### **Inclusive**

Included in the space fee are:

- Exhibition shell scheme space in main catering and poster area (to include one table, 2 chairs and a power supply)
- Listing in the exhibition guide on site
- An exhibitor description on the EuCAP 2007 website with a link to your website
- One item of your company marketing material or promotional item to be included in delegate pack
- Free wireless internet access (1 login per stand – more may be purchased)
- Bingo card system encourages delegates to visit all stands

### **Deadlines**

Please submit your exhibition booking form to the organisers as soon as possible to secure the best locations. Payment by credit card is required with the form, or if you are paying via invoice, within 30 days of receipt of an invoice. Full payment **MUST** be received before the date of the exhibition.

The exhibition services vendor (The EICC/Melville) will forward the Exhibitor's Manual in due course.

### **Fees**

Shell Scheme	£1500 + VAT per 9m <sup>2</sup>
Free Space	£1200 + VAT per 9m <sup>2</sup> (minimum free space area of 18m <sup>2</sup> )

## **Registration**

Stand personnel wishing to attend the technical sessions at EuCAP 2007 must register and pay for the conference in the usual way. Delegates of all exhibiting companies will be eligible for the member rate for the conference.

## **Sponsorship**

We encourage all industry and organisation participants of EuCAP to be a EuCAP sponsor. Sponsorship will provide your company with greater visibility to the conference delegates and highlight your standing in the Antennas, Measurement and Propagation community. The sponsorship opportunities are listed in the information pack. We are always happy to discuss your sponsorship requirements and tailor packs to suit your own needs.

## BRANDING YOUR COMPANY WITH EuCAP 2007

Choose from the following options – or contact us to discuss a specific package tailored to your company's individual need. **All prices are subject to 17.5% UK VAT.**

### PLATINUM SPONSORSHIP - (3 available)

**£10,000**

- Your company's logo will feature on all printed material for the conference. This includes flyers, programmes, book of abstracts, CD-ROM etc
- Your company's logo will be recognised in the event's advertisements, press releases and media alerts promoting the event
- Your company's name will be on all email publicity. Distributed to over 20,000 key industry and academic contacts
- Your company's logo will appear on the conference delegate bag
- Your company's logo will feature on the opening slide of each session
- Your company's logo will feature on the EuCAP 2007 website with a link to your own site
- Advertisement on conference CD-ROM
- Full page advertisement in the EuCAP 2007 programme
- Opportunity to have your company logo as a gobo during certain sessions
- A free **3m x 3m** exhibition space to promote your company, platinum sponsors will have first option on location
- **Two conference delegate places** for representatives of your company or your chosen guests
- Your company marketing material or promotional item to be included in the delegate pack (1 item per sponsor, sponsor to provide material)

### PLATINUM ITEM - CONFERENCE DINNER - Wednesday, 14 November

**£10,000**

- Held at the historic and magnificent Royal Museum of Scotland for up to 500 participants
- High profile visibility at this gala dinner with opportunity for giveaways or branded tableware (sponsor to provide gifts or tableware)
- Opportunity to have **short introductory speaker** at dinner (maximum 5 minutes)
- One **complimentary reserved table of 10 guests** at the dinner
- Opportunity to have your company logo as a gobo at the dinner venue
- Your company's logo will feature on all printed material for the conference. This includes flyers, programmes, book of abstracts, CD-ROM etc
- Your company's logo will be recognised in the event's advertisements, press releases and media alerts promoting the event
- Your company's logo will feature on the opening slide of each session
- Your company's logo will feature on the EuCAP 2007 website with a link to your own site
- Advertisement on conference CD-ROM
- Full page advertisement in the EuCAP 2007 programme
- Your company marketing material or promotional item to be included in the delegate pack (1 item per sponsor, sponsor to provide material)

## **GOLD SPONSORSHIP**

**£7,500**

- Your company's logo will feature on all printed material for the conference. This includes flyers, programmes, book of abstracts, CD-ROM etc
- Your company's logo will be recognised in the event's advertisements, press releases and media alerts promoting the event
- Your company's logo will feature on the opening slide of each session
- Your company's logo will feature on the EuCAP 2007 website with a link to your own site
- Advertisement on conference CD-ROM
- Half page advertisement in the EuCAP 2007 programme
- A free **3m x 3m** exhibition space to promote your company, gold sponsors will have prime option on location
- **Two conference delegate places** for representatives of your company or your chosen guests
- Your company marketing material or promotional item to be included in the delegate pack (1 item per sponsor, sponsor to provide material)

## **GOLD ITEM - WHISKY TASTING RECEPTION – Monday, 12 November**

**£7,500**

- Held at the Mansfield Traquair historic house for up to 300 delegates
- High profile visibility at this reception with opportunity for giveaways or branded tableware (sponsor to provide gifts or tableware)
- **One reserved table of 10 guests** at the reception
- Opportunity to have your company logo as a gobo at the tasting venue
- Your company's logo will be recognised in the event's advertisements, press releases and media alerts promoting the event
- Your company's logo will feature on an appropriate header slide in sessions
- Your company's logo will feature on the EuCAP 2007 website with a link to your own site
- Advertisement on conference CD-ROM
- Half page advertisement in the EuCAP 2007 programme
- Your company marketing material or promotional item to be included in the delegate pack (1 item per sponsor, sponsor to provide material)

## **SILVER SPONSORSHIP**

**£5,000**

- Your company's logo will feature on all printed material for the conference. This includes flyers, programmes, book of abstracts, CD-ROM etc
- Your company's logo will feature on the opening slide of each session
- Your company's logo will feature on the EuCAP 2007 website with a link to your own site
- Advertisement on conference CD-ROM
- Half page advertisement in the EuCAP 2007 programme
- **One conference delegate place** for a representative of your company or your chosen guest
- Your company marketing material or promotional item to be included in the delegate pack (1 item per sponsor, sponsor to provide material)

## **SILVER ITEM - WELCOME DRINKS RECEPTION – Sunday, 11 November**

**£5,000**

- At the EICC for up to 500 delegates
- High profile visibility at the Welcome Reception and exhibition hall
- Opportunity to have your company logo as a gobo at the reception venue
- Your company's logo will feature on an appropriate header slide in sessions
- Your company's logo will feature on the EuCAP 2007 website with a link to your own site
- Advertisement on conference CD-ROM
- Half page advertisement in the EuCAP 2007 programme
- Your company marketing material or promotional item to be included in the delegate pack (1 item per sponsor, sponsor to provide material)

## **SILVER ITEM - USB MEMORY STICK SPONSORSHIP**

**£5,000**

- Company logo printed on a USB Memory Stick with EuCAP 2007 proceedings to be given to all delegates (EuCAP logo will also be on the USB sticks)
- Your company's logo will feature on the EuCAP 2007 website with a link to your own site
- Advertisement on conference CD-ROM
- Half page advertisement in the EuCAP 2007 programme
- Your company marketing material or promotional item to be included in the delegate pack (1 item per sponsor, sponsor to provide material)

## **BRONZE SPONSORSHIP ITEMS**

### **BUSINESS PARTNERS with LUNCH**

**£3,000**

- Opportunity for display of promotional material at entrance to catering areas
- The opportunity to place your corporate gift on the tables in the lunch area for delegates to take away (sponsor to provide gifts)
- The opportunity to provide napkins with your company logo (sponsor to provide napkins)
- Your company's logo will feature on an appropriate header slide in sessions
- Your company's logo will feature on the EuCAP 2007 website with a link to your own site
- Acknowledgement in the conference programme
- **One conference delegate place** for a representative of your company or your chosen guest

### **BUSINESS PARTNERS with COFFEE BREAKS** (Morning and afternoon breaks)

**£2,000**

- Opportunity for display of promotional material at entrance to catering areas
- The opportunity to place your corporate gift on the tables in the refreshment area for delegates to take away (sponsor to provide gifts or tableware)
- The opportunity to provide napkins with your company logo (sponsor to provide napkins)
- Your company's logo will feature on an appropriate header slide in sessions
- Your company's logo will feature on the EuCAP 2007 website with a link to your own site
- Acknowledgement in the conference programme
- **One conference delegate place** for a representative of your company or your chosen guest

### **BOOK OF ABSTRACTS (Hard Copy)**

**£3,000**

- Company logo printed on the Book of Abstracts front cover (Platinum, Gold and Silver sponsor's logos will also be displayed)
- Your company's logo will feature on the EuCAP 2007 website with a link to your own site
- Acknowledgement in the conference programme

### **CONFERENCE PROCEEDINGS (CD-ROM)**

**£3,000**

- Company logo printed on the Conference Proceedings CD-ROM front cover (Platinum, Gold and Silver sponsor's logos will also be displayed)
- Advertisement from the sponsor on the back cover
- Advertisement on conference CD-ROM
- Your company's logo will feature on the EuCAP 2007 website with a link to your own site
- Acknowledgement in the conference programme

### **DELEGATE BADGE LANYARDS**

**£3,000**

- Company logo printed on the neckband (lanyard) which will be attached to the event badge
- Your company's logo will feature on the EuCAP 2007 website with a link to your own site
- Acknowledgement in the conference programme

### **IET TV**

**£3,000**

- Companies may sponsor the IET.tv player, the new multimedia webcasting service of the event on [www.iet.tv](http://www.iet.tv)
- Your company's logo will feature on the EuCAP 2007 website with a link to your own site
- Acknowledgement in the conference programme

### **WIFI INTERNET ACCESS**

**£3,000**

- Company logo printed on WIFI login cards given to all delegates (EuCAP logo will also be on the wifi cards)
- Your company's logo will feature on the EuCAP 2007 website with a link to your own site
- Acknowledgement in the conference programme

### **DELEGATE PADS AND PENS**

**£1,500**

- Pad and pen with company logo inserted in each delegate bag (sponsor to supply items)
- Your company's logo will feature on the EuCAP 2007 website with a link to your own site
- Acknowledgement in the conference programme

## **EXHIBITION BINGO PRIZE**

**£1,000**

- Company to become official sponsor of the 'Exhibition Bingo' and present prize (sponsor to provide) to a delegate at the conference closing ceremony
- Your company's logo to be printed on the bingo cards which will be given to all delegates
- Your company's logo will feature on the EuCAP 2007 website with a link to your own site
- Acknowledgement in the conference programme

## **DELEGATE PACK INSERTS**

**£1,000**

- One piece of your company's marketing literature will be given to each conference delegate as part of the delegate pack (size restrictions apply and sponsor to provide item)

## **ADVERTISEMENT IN CONFERENCE PROGRAMME**

**£1,000**

- Full page advert in the EuCAP 2007 programme

## **MEDIA PARTNER**

- Promote EuCAP 2007 via a media newsletter, magazine or website and gain a logo and web link on the EuCAP 2007 website

## **EXHIBITION SPACE – 3m x 3m Shell scheme**

**£1,500**

- Exhibition shell scheme space, (3m x 3m) to include one table, 2 chairs and a power supply
- Exhibition located in main catering and poster area to maximise delegate participation
- Listing in the exhibition guide on site
- Free wireless internet access (1 login per stand – more may be purchased)
- Bingo card system encourages delegates visit all exhibition stands
- Lunch and refreshments included for two stand personnel

## **FREE BUILD EXHIBITION SPACE – minimum 6m x 3m area**

**£1,200 per 9m<sup>2</sup>**

- Exhibition free space (minimum 6m x 3m) to include one table, 2 chairs and a power supply
- Additional space available in multiples of 9m<sup>2</sup> (subject to space)
- Exhibition located in main catering and poster area to maximise delegate participation
- Listing in the exhibition guide on site
- Free wireless internet access (1 login per stand – more may be purchased)
- Bingo card system encourages delegates visit all exhibition stands
- Lunch and refreshments included for two stand personnel

**All prices are subject to 17.5% UK VAT**

# EuCAP 2007

## 11 - 15 November





