



## SPONSORSHIP BROCHURE

**15<sup>th</sup> International Conference on Near Infrared Spectroscopy  
13 – 20 May 2011**

**Cape Town international Convention Centre, Cape Town, South Africa**

### DIAMOND SPONSORS



## SPONSORSHIP OPTIONS

**15<sup>th</sup> International Conference on Near Infrared Spectroscopy**  
**13 – 20 May 2011**



## INTRODUCTION

- NIR 2011 will be hosted at the Cape Town International Convention Centre (CTICC) in Cape Town, South Africa from 15-20 May 2011. Delegates will be accommodated in hotels in close vicinity of the CTICC at the Victoria and Alfred (V&A) Waterfront and in the city.
- The pre-conference courses will be held at the Wallenberg Research Centre at Stias (<http://academic.sun.ac.za/stias/>) in Stellenbosch from 13-14 May 2011. Stellenbosch is well known for its famous Wine Route and its University, where modern student life sits comfortably side by side with the history and architectural heritage of the town.
- The focus of NIR 2011 is to encourage the protection of Africa's natural resources by promoting and increasing the use of NIR spectroscopy as an environmentally friendly method of analysis.
- The number of delegates is expected to be at least 400, comprising scientists, technologists and users from industry representing all likely commodities as well as manufacturers of NIR equipment, developers of software and publishers. The table below lists the number of delegates of past conferences.
- Cape Town International Airport is within 15 minutes' drive from the CTICC and the V&A Waterfront.
- Please also visit our website at [www.nir2011.org](http://www.nir2011.org)

Date	City	Country	Number of Delegates
November 2009	Bangkok	Thailand	To be confirmed
June 2007	Umea	Sweden	427
April 2005	Auckland	New Zealand	270
April 2003	Cordoba	Spain	355
June 2001	Kyongju	Korea	320
June 1999	Verona	Italy	420

## SPONSORSHIP CATEGORIES

There are four different sponsorship categories, i.e. Diamond, Platinum, Gold and Silver, each being highlighted and given exposure at NIR 2011 as detailed below.

## DIAMOND SPONSOR (Main Sponsor)

Diamond sponsors will be highlighted and given exposure with the logo of the company on the homepage of the conference website, in all conference correspondence prior to and during the Conference, on the front cover of the final programme and in the auditorium.

**Sponsorship:** A minimum of 11 000 Euros

### Sponsorship entitlement

#### 1. Exhibition Booth

One complimentary exhibition booth of 3 m x 6 m (double the standard size of the remaining booths). Diamond Sponsors will also be given the first option to select a position for their booths.

#### 2. Website

The logo and website link of each Diamond Sponsor will be placed on the homepage of the NIR 2011 website (as soon as the first installment of sponsorship has been received). Information on the Diamond Sponsor Company will also appear on the sponsorship page of the website.

#### 3. Venue

The logo/name of each Diamond Sponsor will be displayed in the Auditorium for the duration of the conference.

#### 4. Programme and Brochures

The logo of each Diamond Sponsor will appear on the front cover of the final programme and the sponsor will be allowed one full page advertisement in the final programme (advertisement to be supplied by sponsor). One brochure of each Diamond Sponsor (no larger than A4 and supplied by the sponsor) will be placed in every delegate's conference bag.

#### 5. Complimentary Registrations

Each Diamond Sponsor will receive two complimentary registrations.

#### 6. Media

The Diamond Sponsors will be given recognition at all media briefings, interviews and media releases.

## PLATINUM SPONSOR

Platinum Sponsors will be highlighted and given exposure with the logo of the company on the homepage of the conference website, in all conference correspondence prior to and during the Conference and on the back cover of the final programme.

**Sponsorship:** A minimum of 4 000 Euros

### Sponsorship entitlement

#### 1. Exhibition Booth

One complimentary exhibition booth of 3 m x 3 m. Platinum Sponsors will also be given the opportunity, after the Diamond Sponsors have selected their booths, to select the position of their booth.

#### 2. Website

The logo and website link of each Platinum Sponsor will be placed on the homepage of the NIR 2011 website (as soon as the first installment of sponsorship has been received). Information on the Platinum Sponsor Company will also appear on the sponsorship page of the website.

#### 3. Programme and Brochures

The logo of each Platinum Sponsor will appear on the back cover of the final programme and half a page advertisement in the final programme (advertisement to be supplied by sponsor). One brochure of each Platinum Sponsor (no larger than A4 and supplied by the sponsor) will be placed in every delegate's conference bag.

#### 4. Complimentary Registrations

Each Platinum Sponsor will receive one complimentary registration.

## GOLD SPONSOR

Gold Sponsors will be highlighted and given exposure with the logo of the company on the homepage of the conference website and on the back cover of the final programme.

**Sponsorship:** A minimum of 3 000 Euros

**Sponsorship entitlement:**

**1. Exhibition Booth**

One complimentary exhibition booth of 3 m x 3 m, and Gold Sponsors may select their booths following the selection by Diamond and Platinum Sponsors.

**2. Website**

The logo and website link of each Gold Sponsor will be placed on the homepage of the NIR 2011 website (as soon as the first installment of sponsorship has been

received). Information on the Gold Sponsor Company will also appear on the sponsorship page of the website.

**3. Programme and Brochures**

The logo of each Gold Sponsor will appear on the back cover of the final programme. Brochures of Gold Sponsors (no larger than A4 and supplied by the sponsor) can be displayed on the brochure stand at the registration desk.

## SILVER SPONSOR

Silver Sponsors will be highlighted and given exposure with the logo of the company on the homepage of the conference website and on the back cover of the final programme.

**Sponsorship:** A minimum of 1 100 Euros

**Sponsorship entitlement:**

**1. Website**

The logo and website link of each Silver Sponsor will be placed on the homepage of the NIR 2011 website (as soon as the first instalment of sponsorship has been received). Information on the Silver Sponsor Company will also appear on the sponsorship page of the website.

**2. Congress correspondence**

The logo of each Silver Sponsor will appear on the back cover of the final programme. Brochures (no larger than A4 and supplied by the sponsor) can be displayed on the brochure stand at the registration desk.

## OTHER SPONSORSHIP OPTIONS

Beside the four sponsorship categories, sponsorship options for the items listed below are available.

### 1. Sponsored Social Event

**Sponsorship:** To be supplied by Conference organiser on request

**Sponsorship entitlement:**

The opportunity to host one sponsored social event in the evening, after the poster session, at a specific location advised by the Conference organiser. Cost of the event is for the sponsor. The budget for such an event will be supplied by the Conference organiser on request.

### 2. Sponsored Poster Session

**Sponsorship:** To be supplied by Conference organiser on request

**Sponsorship entitlement:**

The opportunity to sponsor light refreshments during poster sessions from approximately 17:00 to 18:30. The budget for these refreshments will be supplied by the Conference organiser on request.

### 3. Conference Bags

**Sponsorship:** 2 000 Euros per sponsor (restricted to 3 sponsors)

**Sponsorship entitlement:**

The company logo of the sponsor will be displayed on the Conference Bag and acknowledgement of Conference Bag sponsorship will be given in the final programme.

### 4. Conference Gift

**Sponsorship:** 1 000 Euros per sponsor

**Sponsorship entitlement:**

Acknowledgement of sponsorship of Conference gift in the final programme.

## NIR 2011 Banking Details

**Account name:** NIR2011  
**Bank:** Nedbank Stellenbosch  
 Old Mutual Building  
 Stellenbosch 7600  
 South Africa  
**Branch code:** 10711045  
**Account type:** Savings deposit  
**Account number:** 2071390121  
**Swift code:** NEDSZAJJ

**Payment confirmation:**

Please email ([marena@nir2011.org](mailto:marena@nir2011.org)) or fax (+27 21 808 3510) payment confirmation for attention of Marena Manley.

## Exhibition Booth Details

Please refer to the Exhibition Information document or contact Deidre Cloete at [deidre@nir2011.org](mailto:deidre@nir2011.org)