



## NIR 2011

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1<sup>st</sup> October 2009

Dear Sir/Madam

### RE: Sponsorship options for the 15<sup>th</sup> International Conference on Near Infrared Spectroscopy 15-20 May 2011

We would like to invite you to take part and promote your company as a Sponsor of NIR 2011, the 15<sup>th</sup> International Conference on Near Infrared Spectroscopy (15<sup>th</sup> ICNIRS) to be hosted in Cape Town, South Africa. This is the first time ever that the ICNIRS will be hosted on the African continent. We trust the 15<sup>th</sup> ICNIRS will be attended by approximately 400 delegates from all over the world, comprising manufacturers of NIR equipment, developers of software packages, scientists from all areas of research where NIR spectroscopy is actively applied, as well as users of NIR spectroscopy from various industries such as agriculture, food, pharmaceuticals and petrochemicals.

We strongly believe your participation in NIR 2011 as a sponsor will not only promote your company, but also encourage the increased use of NIR spectroscopy in Africa.

The protection of our natural resources is of great concern to us and promoting a technique that is environmentally friendly will be of great advantage to the African continent. Recently, the New York-based business ethics and social responsibility think tank, the *Ethisphere Institute*, has voted Cape Town as one of the 10 cities in the world that are most likely to become a global sustainability centre by 2020. This award is added to Cape Town's already impressive list of accolades including it being named Africa's Best City, and it holds second position in the Top Cities of the World poll (*Travel and Leisure magazine*, July 2009). The *UK Telegraph* voted Cape Town their Best Foreign City while *Condé Nast Traveler* lists Cape Town as the Top City in Africa and the Middle East. Cape Town has also been listed as one of the world's five Bluest Sky Destinations.

Please find attached our sponsorship brochure detailing the Sponsorship categories as well as other options of sponsorship. We look forward to hearing from you soon and trust that you will be taking this opportunity to promote your company and the use of NIR spectroscopy in Africa. In addition, you will have the opportunity to experience the hospitality of South Africa's rainbow nation and the splendour of the Mother City, Cape Town and its surroundings.

With kind regards

Marena Manley  
Conference Chair

#### DIAMOND SPONSORS

