



XAFS2021 Virtual

Sydney, Australia
11-13 July 2021

xafs2021.org

The International
Conference on
X-Ray Absorption and
Fine Structure



SPONSORSHIP & EXHIBITION PROSPECTUS

Proudly hosted by



THE UNIVERSITY OF
SYDNEY



INVITATION

INVITATION TO PARTICIPATE

As Chair and on behalf of the Local Organising Committee of XAFS 2021 Virtual, it is my great pleasure to extend an open invitation to you to be a part XAFS 2021 Virtual for the first time virtually in July 2021.

A virtual event is now scheduled for 11-13 July 2021, to prelude the in-person conference to be held in July 2022 in Sydney.

The aim of this virtual conference is to provide a platform for the international XAFS community to remain connected leading into 2022. Students and early career researchers are the focus of this event with a programme of workshops, sessions on up-to-date developments in synchrotron radiation science and, above all, the opportunity for students and early career researchers to connect with the XAFS community and showcase their research.

There are many attractive sponsorship and marketing opportunities available to include you in the program and to increase the visibility of your company's brand, ranging from small to high level packages. Packages can also be individually tailored to suit your requirements.

We look forward to connecting with our community over the coming two years and eagerly await your involvement and participation in both XAFS 2021 Virtual and XAFS 2022.

The Local Organising Committee XAFS 2021 Virtual
Professor Peter Lay, Chair, The University of Sydney

Event Management by



Contact:

Emma Bowyer

Sponsorship & Exhibition Manager
sponsorship@xafs2021.org

Conference Themes

WHAT'S IN IT FOR YOU

Attendees will gather on a state-of-the-art platform that allows for many sponsorship opportunities.

It will allow the sponsor:

- More exposure
- More attendees
- More longevity – your sponsorship package will remain on the platform after the live dates!

Industry – access to the latest developments in X-ray absorption spectroscopy techniques on XAS and XFM beamlines to determine the local electronic, structural and magnetic properties of materials and soft matter (including cells and tissues), elemental spatial distribution, species in solution, environmental and other matrices that provide breakthrough science in all areas of health, industry and society.

Companies with XAS and XFM capabilities and equipment – the opportunity to showcase applications of equipment, technology and services relevant to XAS innovations and techniques.

Government agencies – exposure to leading practices adopted and implemented by Industry, new and innovative solutions developed by Research Institutions, Universities and Consultants. Evaluation of the support capacity available to strengthen partner organisations and encourage long term sustainable programs.

Universities and Researchers – the chance to demonstrate new technology and research breakthroughs and an opportunity to establish closer ties with leaders in XAFS.

- Addressing Climate Change
- Atoms and Molecules
- Catalysis
- Chemically Specific Imaging with XAS
- Cultural Heritage
- Earth and Environmental Sciences
- Electro Catalysis
- Energy Storage
- Energy Technology
- Environmental Science
- In-situ
- In-situ Methods
- Instrumentation Inc. Lab Based XAS/XES Systems and New Beamline Technology
- Life Science, Biology, Biochemistry and Medicine
- Magnetism
- Materials Science and Energy-Related Materials
- Nanotechnology
- New Methods and Combination of Techniques
- New Methods and Theory
- Preparation of Biological Samples for XAS
- Radioactive and Nuclear Materials
- Soft Matter
- Software Data Analysis
- Spectroscopies at XFEL Sources, Time-Resolved and Ultrafast Techniques
- Surfaces and Interfaces
- XAS in the Medium Energy Range
- XAS, XES and XFM capabilities of the new Australian medium energy X-ray beamline
- X-ray Microscopy and Tomography
- X-ray Raman and Soft Edges
- X-ray Scattering, Electron Spectroscopy, Photo-in & Photon-out Spectroscopy

SPONSORSHIP OPPORTUNITIES

Platinum Sponsor \$10,000 excluding GST Exclusive Opportunity

- As the XAFS 2021 Virtual Platinum Sponsor, you will benefit the highest level of exposure as the headline branding of the virtual platform.
- Exclusive branding on the home page
- Verbal acknowledgement by the Conference Convenor / MC during the On-line Opening Ceremony
- Opportunity to play three-minute pre-recorded video presentation to all delegates
- Company logo acknowledgement as the Platinum Sponsor on the Conference website and hyperlinked to your preferred website
- Scrolling logo placement on the virtual platform throughout the event
- Company logo advertisement in the Conference announcements
- Company logo included in post- event e-zine with highlights and news
- Complimentary virtual exhibition booth at the Conference

Virtual Exhibition Booth

- A space in the virtual exhibitor hub allows greater engagement with participants able to access your stand from anywhere in the world at any time during the virtual dates
- Listing in the exhibitor portal
- Prominent logo placement
- 200 word profile
- Multiple live chat capability with video during the virtual dates
- Exhibitors can have multiple booth staff managing virtual attendee queues
- Record one-on-one instant video meetings
- Exhibitor FAQ Widget
- Three videos in your Exhibitor Video Gallery
- Five Exhibitor brochures for delegates to download
- Analytics of all attendees to your digital exhibit space provided post event

Registrations:

- Eight (8) attendee registrations available to your organisation for the virtual event
- Delegate List pre and post Conference (subject to privacy status selected by delegates)

Gold Sponsor \$ 7,500 excluding GST

This opportunity allows your organization to be seen as a key sponsor of XAFS 2021 Virtual.

- Company logo acknowledgement as the Gold Sponsor on the Conference website and hyperlinked to your preferred website
- Scrolling logo placement on the virtual platform throughout the event
- Company logo advertisement in the Conference announcements
- Company logo included in post- event e-zine with highlights and news

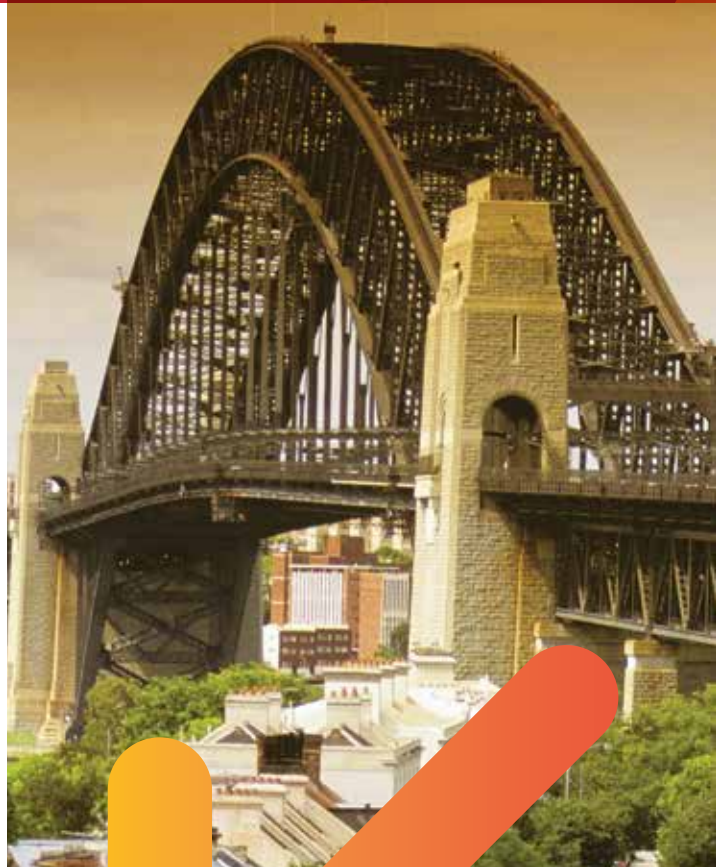
Virtual Exhibition Booth

A space in the virtual exhibitor hub allows greater engagement with participants able to access your stand from anywhere in the world at any time during the virtual dates

- Listing in the exhibitor portal
- Prominent logo placement
- 150 word profile
- Multiple live chat capability with video during the virtual dates
- Exhibitors can have multiple booth staff managing virtual attendee queues
- Record one-on-one instant video meetings
- Exhibitor FAQ Widget
- Two videos in your Exhibitor Video Gallery
- Four Exhibitor brochures for delegates to download
- Analytics of all attendees to your digital exhibit space provided post event

Registrations:

- Six (6) attendee registrations available to your organisation for the virtual event
- Delegate List pre and post Conference (subject to privacy status selected by delegates)



SPONSORSHIP OPPORTUNITIES

Silver Sponsor \$6,000 excluding GST

This opportunity allows your organization to be seen as a key sponsor of XAFS 2021 Virtual.

- Company logo acknowledgement as the Silver Sponsor on the Conference website and hyperlinked to your preferred website
- Scrolling logo placement on the virtual platform throughout the event
- Company logo advertisement in the Conference announcements
- Company logo included in post- event e-zine with highlights and news

Virtual Exhibition Booth

A space in the virtual exhibitor hub allows greater engagement with participants able to access your stand from anywhere in the world at any time during the virtual dates

- Listing in the exhibitor portal
- Prominent logo placement
- 100 word profile
- Multiple live chat capability with video during the virtual dates
- Exhibitors can have multiple booth staff managing virtual attendee queues
- Record one-on-one instant video meetings
- Exhibitor FAQ Widget
- Two videos in your Exhibitor Video Gallery
- Three Exhibitor brochures for delegates to download
- Analytics of all attendees to your digital exhibit space provided post event

Registrations:

- Five (5) attendee registrations available to your organisation for the virtual event
- Delegate List pre and post Conference (subject to privacy status selected by delegates)

Bronze Sponsor \$3,500 excluding GST

This opportunity allows your organization to be seen as a key sponsor of XAFS 2021 Virtual.

- Company logo acknowledgement as the Bronze Sponsor on the Conference website and hyperlinked to your preferred website
- Scrolling logo placement on the virtual platform throughout the event
- Company logo advertisement in the Conference announcements
- Company logo included in post- event e-zine with highlights and news

Virtual Exhibition Booth

A space in the virtual exhibitor hub allows greater engagement with participants able to access your stand from anywhere in the world at any time during the virtual dates

- Listing in the exhibitor portal
- Prominent logo placement
- 75 word profile
- Multiple live chat capability with video during the virtual dates
- Exhibitors can have multiple booth staff managing virtual attendee queues
- Record one-on-one instant video meetings
- Exhibitor FAQ Widget
- One videos in your Exhibitor Video Gallery
- Two Exhibitor brochures for delegates to download
- Analytics of all attendees to your digital exhibit space provided post event

Registrations:

- Three (3) attendee registrations available to your organisation for the virtual event
- Delegate List pre and post Conference (subject to privacy status selected by delegates)

EDUCATIONAL OPPORTUNITIES

Lunch Symposium \$ 4,000 excluding GST Two opportunities

Two (2) individual industry lunch symposium sessions will be available during XAFS 2021 Virtual at the following times:

- **Monday 12 July 2021:**
12:30pm – 1:30pm
- **Tuesday 13 July 2021:**
12:30pm – 1:30pm

Symposium:

These sessions allow the supporter full editorial control and access to participating delegates – there are no competing sessions.

- The supporter must supply the pre-recorded session and can then have the speaker/s available for live Q&A.
- All attendees to the symposium will receive an email immediately after the event thanking them for their attendance.
- Live polling facility will be available during your Q&A
- To complement your session a *product placement file (PowerPoint reel) will be available in the poster gallery (*product name not supporter name)
- Attendee analytics will be provided post event
- Symposium recording can remain on the platform one month post event

Company Promotion:

Company logo acknowledgement as an Industry Symposium Supporter in the following materials (subject to production deadlines):

- Conference website with hyperlink to your preferred website
- Company logo on the virtual platform supporters banner
- Exclusive naming rights to the session appearing in the program listing
- 100 word company profile listing on the virtual platform exhibit portal
- Promotion of symposium in a delegate e-zine
- One e-blast invitation to all registered attendees (with link back to your own email)

Digital Advertising in the Exhibitor Hub:

As part of this package, a digital exhibitor profile will be available in the virtual exhibitor hub under your product name. Can include:

- Exhibitor FAQ Widget
- Exhibitor Video Gallery
- Analytics of all attendees to your digital exhibit space
- Promotional materials can stay in the portal which will be available one month post event

Registrations:

- Four (4) attendee registrations available to your organisation for the virtual event



EXHIBITION OPPORTUNITIES

Virtual Exhibition Booth \$750 excluding GST

A space in the virtual exhibitor hub allows greater engagement with participants able to access your stand from anywhere in the world at any time during the virtual dates

- Listing in the exhibitor portal
- Prominent logo placement
- 50 word profile
- Multiple live chat capability with video during the virtual dates
- Exhibitors can have multiple booth staff managing virtual attendee queues
- Record one-on-one instant video meetings
- Exhibitor FAQ Widget
- One video in your Exhibitor Video Gallery
- Two Exhibitor brochures for delegates to download
- Analytics of all attendees to your digital exhibit space provided post event

Registrations:

- Two (2) attendee registrations available to your organisation for the virtual event

CONTACT US

Emma Bowyer
ICMS Australasia

sponsorship@xafs2021.org



PARTICIPATION FORM



PERSONAL DETAILS

Please note all correspondence including invoices will be sent to the contacts supplied below.

Organisation name (for invoicing purposes) _____

Contact Person (for invoicing purposes) _____

Email _____

Organisation name (for marketing purposes) _____

Contact Person (for organising purposes) _____

Position _____

Email _____

Telephone _____ Fax _____

Address _____

State _____ Postcode _____ Country _____

Website _____

PARTICIPATION OPPORTUNITIES

Please tick appropriate box. All sponsorship prices are in AUD and exclusive of 10% GST (Goods and Services Tax).

Sponsorship Opportunities

- | | |
|---|----------|
| <input type="checkbox"/> Platinum Sponsor | \$10,000 |
| <input type="checkbox"/> Gold Sponsor | \$7,500 |
| <input type="checkbox"/> Silver Sponsor | \$6,000 |
| <input type="checkbox"/> Bronze Sponsor | \$3,500 |

Educational Opportunities

- | | |
|--|---------|
| <input type="checkbox"/> Lunch Symposium | \$4,000 |
|--|---------|

Exhibition

- | | |
|---|-------|
| <input type="checkbox"/> Virtual Exhibition Booth | \$750 |
|---|-------|

Declaration:

I have read and accept the terms & conditions with this form and wish to become a sponsor at XAFS 2021 Virtual.

I agree to sponsor for a total of **\$ AUD** _____ excluding GST for the items selective above.

Signature _____

Date _____

Application forms may be emailed to **sponsorship@xafs2021.org**. A tax invoice will be sent upon receipt of your application form.

**TOTAL
\$ AUD**

CONDITIONS OF PAYMENT

- A 50% deposit is required upon confirmation of your Conference sponsorship item and / or booth.
- Payment must be made for all Conference sponsorship and exhibition monies prior to close of business on **21 May 2021**. Failure to do so may result in your Conference sponsorship item or exhibition stand being released again for sale.

PRIVACY STATEMENT

- YES, I consent to my details being shared with suppliers and contractors of the Conference to assist with my participation and planning. Also for the information distribution in respect of other relevant events that may be of interest to me that are organised by the Conference Manager.
- NO, I do not consent.

METHOD OF PAYMENT

Tick appropriate box

- I wish to pay by bank transfer. Bank details will be supplied on your tax invoice issued with confirmation.
- I wish to pay by credit card. A link will be sent to you via email to complete your payment securely online.

Please note: All credit card payments will appear as "ICMS Australasia Pty Ltd" on your statement.

Contracting Terms & Conditions - Virtual

The Contract

1. The term "Organiser" refers to ICMS Australasia Pty Ltd and includes associations, corporate and government bodies who have engaged ICMS Australasia Pty Ltd as their representative.
2. The term "Exhibitor" or "Sponsor" includes any person, firm, company or corporation and its employees and agents identifies in the Application Form or other written request for exhibition space.
3. A "contract" is formed between the Organiser and Sponsor/Exhibitor when the Organiser accepts the signed Application Form and/or receives initial payment.
4. The Organiser may cancel the contract at their discretion if the agreed deposit is not received within 14 days of lodging the Application Form. Additionally the Organiser reserves the right to cancel the contract by returning the deposit within 14 days of receipt.

The Application

5. An official Exhibition Application Form or written confirmation must be received to reserve the space or sponsorship item.
6. The Organiser reserved the right to refuse application or prohibit any Sponsor or Exhibitor from participation without assigning a reason for such refusal or prohibition.

Obligations and Rights of the Organiser

7. The decision of the Organiser is final and decisive on any question not covered in this contract.
8. The Organiser agrees to hold the virtual event/exhibition however, reserves the right to postpone the virtual event from the set dates to hold the exhibition on other dates as near the original dates as possible, utilising the right only when circumstances necessitate such action and without any liability to the Organiser.
9. The Organiser will take all diligent care to fulfil the sponsorship and exhibition commitments as outlined in the Sponsorship & Exhibition Prospectus.
10. The Organiser agrees to promote the event/exhibition to maximise participation as outlined in the prospectus
11. The Organiser agrees to allocate the Exhibitor a virtual exhibition space as close as possible to their desired location.
12. The Organiser reserves the right in unforeseen circumstances to amend or alter the exact site of the location of the virtual stand and the Exhibitor undertakes to agree to any alteration to the site or the space re-allocated by the Organiser.
13. The Organiser reserves the right to alter any aspect of the Program without notice.

14. The Organiser reserves the right to change or add to the virtual exhibition floor layout if necessary.
15. The Organiser is responsible for the control of the virtual exhibition area only.
16. The Organiser may shorten or lengthen the duration of the exhibition and alter the hours during which the exhibition platform is open.
17. The Organiser agrees to provide the Exhibitor with an Exhibition Manual prior to the exhibition for the purpose of communicating required actions on the part of the Exhibitor.
18. The Organiser may refuse without limitation to permit activity within the virtual exhibition or may require cessation of particular activities at their discretion.
19. The Organiser reserves the right to disapprove the content and presentation of the Exhibitor virtual catalogues, acknowledgements and downloads with respect to the exhibition.
20. If an organisation is found to not align their values with that of the Host Organisations, this may result in cancellation of your Sponsorship/Exhibition Package.
21. The Organiser will not be liable and makes no guarantee of the number of visitors to the platform /exhibition. Equally the Organiser will not be accountable for the level of commercial activity generated.

Obligations and Rights of the Virtual Sponsor/ Exhibitor

22. The Sponsor/Exhibitor must ensure that all accounts are finalised and paid prior to the commencement of the virtual event.
23. The Exhibitor must make every effort to maximise promotion and commercial benefits of participating in the virtual exhibition.
24. Exhibitors and Sponsors are responsible for providing the information and/or artwork required by the Organisers by the due dates requested by the Organiser.
25. All exhibition space holders must register officially and attendance in the virtual platform will not occur unless the attendee is registered.
26. The Exhibitor must comply with all directions/requests issues by the Organiser including those outlined in the Exhibition Manual.
27. All promotion must be conducted from your Virtual Exhibition space or the virtual networking areas.
28. All organisations are expected to conduct their business in a professional, ethical manner and any breach will result in immediate cancellation of the Sponsorship/Exhibition package.

29. No exhibitor shall sublet, share, assign or apportion part of all of their booked virtual space expect upon written consent from the Organising Committee.

Payment & Cancellation

30. The Sponsor/Exhibitor has seven (7) days in which to make their final payment when it falls due. After this time the space or package will be available for sale to another company. All deposits paid will automatically be forfeited and NO refund will be made. NO exhibitor shall occupy allocated exhibition space until all monies owing to the Organiser by the Exhibitor are paid in full.
31. Withdrawal – if the Sponsor/Exhibitor withdraws their commitment they will be liable for the following payments in accordance with the below:
 - a. 12 months or more to the first day of the exhibition – 75% refund on sponsorship and exhibition amount
 - b. 6-12 months prior to the first day of the exhibition – 50% refund on sponsorship and exhibition amount
 - c. Less than 6 months prior to the first day of the exhibition – No refund on sponsorship and exhibition amount
 - d. If notice of cancellation is received and full payment for funds owing has not been received, the Exhibitor will be invoiced for the difference to satisfy the above and below cancellation and refund policy. Payments must be made within 7 days of receipt of invoice.
32. Cancellation – if the event is cancelled due to unforeseen circumstances, the Organiser will not be liable to the Exhibitor for any loss incurred by the Sponsor or Exhibitor as a result of the cancellation, however all monies paid for any sponsorship and exhibition will be refunded.
33. Rescheduling – if the event is rescheduled for any reason and the Sponsor or Exhibitor does not wish to participate in the virtual exhibition at the rescheduled dates, the Organiser will not be liable to the Exhibitor for any loss incurred by the Exhibitor as a result of the rescheduling, and the Exhibitor will only be liable for 25% of the total sponsorship and exhibition cost with the remaining funds being refunded.
34. Virtual booth availability may be limited or restricted and allocations and available quantities will be advised upon processing your application.