
ICST Sponsorship and General Sponsorship Packages

Sponsoring an ICST conference provides a company with the unique opportunity to promote its activities and product line and to increase its visibility within a highly specialized, influential community. Acknowledgments of the sponsors – such as the company’s name, product and linked logo will appear on the main conference web page and on all event-related official documentation. In addition, sponsors can become involved through a wide array of different channels, such as sponsoring social events, providing awards for participants and speakers, and organizing an exhibition or demo on the site of the conference.

- 1) Platinum Sponsorship Package (maximum one per event);
- 2) Gold Sponsorship Package;
- 3) Silver Sponsorship Package;
- 4) Bronze Sponsorship Package.

For a complete **listing of all elements** of the Platinum, Gold, Silver and Bronze Sponsorship Packages, please refer to Table 1.

WORKSHOP, EXHIBIT AND AWARD SPONSORSHIP PACKAGES

Workshop sponsorships provide an avenue for companies to sponsor specific sub-events of a general conference. Workshops usually deal with specific subjects that may fall outside the general scope of the conference but are complementary or related to the main topics. Workshops can be platforms for non-research type contributions and they bring the audience together for a more intimate, focused and less formal discussion.

Exhibits and Demos are mainly used by corporate sponsors who wish to showcase their innovations, prototypes and mature products. The nature of exhibits largely varies depending on the special and technical requirements of the exhibitors. Some exhibits are dynamic and interactive, others are static and only require basic technical support. Some exhibitors require having their own booths set up on site of the conference, while others only request some tables and chairs to be arranged for them. The preset exhibit packages explained below are negotiable.

Award Sponsorships are opportunities to recognize the academic/scientific achievements of individuals, teams and organizations. Through the ICST Award Sponsorship Packages, sponsors can financially support the participation of selected keynote speakers, academics and students at a particular conference. Award sponsors can choose to provide registration, travel and accommodation grants to participants whom they would like to invite to the conference. Award sponsorships are recognized as a gesture of benevolence and generosity towards the scientific or student community and thus are common tools of corporate marketing and public relations.

- 1) Workshop Sponsorship Package;
- 2) Exhibit Sponsorship Package;

- 3) Keynote Sponsorship Package;
- 4) Best Student Paper Award;
- 5) Best Paper Award;
- 6) Student Participation Award.

For a complete listing of **all elements** of the Workshop, Exhibit, Keynote Sponsorship Packages, and the Best Student Paper, Best Paper and Student Participation Award, please refer to **Table 2**.

SOCIAL EVENT SPONSORSHIP PACKAGES

Social event sponsorship is the most creative way for sponsoring organizations to generate exposure. They provide an opportunity to bring in certain forms of entertainment to the conference program and augment the informal and social aspects of the event. Sponsors can take advantage of the generally scheduled social events at conferences, such as the welcome reception, the coffee breaks or the banquet, or alternatively, they can sponsor special events particularly organized upon their initiative, such as wine and cheese tasting, sightseeing tours, industrial site visits, artistic performances, etc.

Special Social Event Sponsorship Special social event sponsorships represent resourceful opportunities for sponsors to engage the conference community in dynamic interactions. The cost of sponsorship varies largely, based on the nature of the planned activity, the location of the conference and the number of conference participants. Activities can include artistic performances, local sightseeing tours, culinary programs, or visits to places of historical or cultural interest. Potential sponsors interested in opting for this sponsorship category should contact the ICST Conference Coordinator for an exact sponsorship estimate.

- 1) Welcome Reception/Banquet Sponsorship Package;
- 2) Luncheon Sponsorship Package;
- 3) Coffee Break Sponsorship Package.

For a complete **listing of all elements** of the Welcome Reception/Banquet, Luncheon and Coffee Break Sponsorship Packages, please refer to Table 3.

Besides the above described preset sponsorship packages, ICST conferences also offer **general group attendee discounts** up to **10%** in case of **10 to 20 attendees** and **15% for 20 or more attendees**. For **sponsoring organizations**, the **discount rate doubles: 20%** in case of **10 to 20 attendees** and **30% for 20 or more attendees**.

In addition, companies and organizations can participate in a wide array of additional ways, such as organizing a panel discussion, taking part in an industry-watch session, giving a technical tutorial, or submitting a technical paper.

Please note that all Conference Sponsorship Packages can be tailor-made to your organization's specific needs. If you are interested to learn more about sponsorship opportunities, please contact

sponsorship@icst.org

ICST, AS A NON-PROFIT SOCIETY, RESERVES THE RIGHT TO ALLOCATE SPONSORSHIP FUNDING ONLY FOR ACTIVITIES CONSISTENT WITH THE SOCIETY'S GOALS AND REGULATIONS.

Table 1

Sponsorship elements	Platinum Sponsorship	Gold Sponsorship	Silver Sponsorship	Bronze Sponsorship
Displaying the company name and logo on the conference website as the main sponsor of the event	√			
Displaying the company name and logo on the conference website as a sponsor of the event		√	√	√
Opportunity to give a speech at the conference	Keynote address 45 minutes	Plenary session 20 minutes	Plenary session 10 minutes	
Acknowledgment in the opening address	√	√	√	√
Opportunity to be the host of 1 social event of the conference (opening ceremony, banquet, etc.)	√			
Organizing the sponsor's own event within the program of the conference (workshop, special session)	√			
Full conference registrations (tickets) to the technical program	8	4	3	2
Banquet tickets for the gala dinner at the VIP table	8	4	3	2
Free advertising space in the official conference proceedings	1 page	••• page	1/3 page	••• page
Inclusion of sponsor's name and logo on all printed materials of the conference	√	√	√	√
Inclusion of sponsor information (text) on printed materials of the conference	√			

Inclusion of sponsor's name, logo and link in all web-based advertising	√	√	√	√
Company logo on select stationary items of the conference (bags, notepads, pens)	√			
Exhibition space	Booth + banner display	banner display	banner display	banner display
Distribution of flyers and brochures (containing non-competing content) in the conference bag or on the conference chairs	√	√	√	√
Conference proceedings CD	8	4	3	2
Attendee discount for 10-20 participants	20%	20%	20%	20%
Attendee discount over 20 participants	30%	30%	30%	30%

Table 2

Sponsorship elements	Workshop Sponsorship	Exhibit Sponsorship	Keynote Sponsorship	Best Student Paper Award	Best Paper Award	Student Participation Award
Displaying the company name and logo on the conference and/or workshop website as a sponsor of the event	√	√	√	√	√	√
Speaking opportunity at the workshop	√					
Company logo displayed on the speaker's badge			√			
Acknowledgment in the opening address	√	√	√	√	√	√
Presentation of award by company representative				√ Author(s) receive a total monetary	√ Author(s) receive a total monetary	√ The participation of 2 students is enabled by the

				award of EUR 1000	award of EUR 750	award
Full conference registrations (tickets) to the technical program	2	1	1		-	-
Banquet tickets for the gala dinner at the VIP table	2	1	1		-	-
Full workshop registrations for the sponsored workshop	2					
Company banner displayed at the speakers' table (workshop)	√					
Inclusion of sponsor's name and logo on all printed materials of the conference	√	√	√	√	√	√
Inclusion of sponsor's name, logo and link in all web-based advertising	√	√	√	√	√	√
Exhibition space		6×6 ft booth with carpet and power+ skirted table tops with 2 chairs				
Available space and specific content displayed in the official conference program	••• page + logo next to the workshop being sponsored	••• page + logo	logo next to the keynote's name	logo	logo	
Distribution of flyers and brochures (containing non-competing content) in the conference bag or on the conference	√	√	√	√	√	

chairs						
Conference proceedings CD	2	1	1		-	-
Attendee discount for 10-20 participants	20%	20%	20%	20%	20%	20%
Attendee discount over 20 participants	30%	30%	30%	30%	30%	30%

Table 3

Sponsorship elements	Welcome reception/Banquet Sponsorship	Luncheon Sponsorship	Coffee Break Sponsorship
Displaying the company name and logo on the conference website as a sponsor of the event	√	√	√
Opportunity to deliver a welcome address	√		
Acknowledgment in the opening address	√	√	√
Full conference registrations (tickets) to the technical program	1	1	1
Banquet tickets for the gala dinner at the VIP table	1	1	1
Inclusion of sponsor's name and logo on all printed materials of the conference	√	√	√
Inclusion of sponsor's name, logo and link in all web-based advertising	√	√	√
Exhibition space	Tabletop + banner display	banner display	banner display
Conference proceedings CD	1	1	1
Attendee discount for 10-20 participants	20%	20%	20%
Attendee discount over 20 participants	30%	30%	30%