



**PANGBORN 2015**  
**23-27 August 2015, Svenska Mässan, Gothenburg, Sweden**  
**Exhibition & Sponsorship Opportunities**

Promote your company to international sensory & consumer scientists

We are delighted again to be able to offer commercial opportunities to companies with business links within the international sensory science community. Care has been taken to incorporate the views of previous exhibitors and sponsors in the development of this portfolio and we hope that you will be able to select a package to suit your business needs.

Please be aware that bespoke packages can be created on request.

Venue address: The Swedish Exhibition & Congress Centre/Svenska Mässan, Mässans Gata/Korsvägen, Gothenburg, Sweden. You can view the venue website by [clicking here](#)

**EXHIBITION**

The exhibition is sited where the technical posters, all coffee breaks, the internet café and the welcome reception will be held. Please note that the lunch breaks will be a 'sit down' buffet in a different room but coffee will be served with the posters and exhibition after the lunch.

**WHO SHOULD EXHIBIT?**

Market research consultants, research organisations, software suppliers and other companies involved with sensory science

**EXHIBITION BOOTH - PRICE: €3,895.00 + VAT @ 25% = €4,868.75**

Includes 3 free delegate registrations, any further delegates should be registered online at the full registration rate.

To include:

- 3x3 meter booth
- Fascia board
- 1 light
- Power socket
- 1 table
- 2 chairs

**ADDITIONAL EXHIBITOR BENEFITS**

- 3 free delegate registrations worth over €1800
- Company logo, profile and web link listed in advance of the symposium at [www.pangborn2015.com](http://www.pangborn2015.com) and in the programme booklet
- Single sided A4 advert included within the programme booklet
- Company logo on symposium signage and welcome slide
- A delegate list including the delegate name and company emailed 2 weeks before the symposium so that you can arrange to meet colleagues or clients
- Exhibitor catering - refreshments and lunch will be made available to all exhibitors 20 minutes ahead of the scheduled conference breaks

SET UP: Sunday 23 August from 10:00 to 13:00

BREAK DOWN: Thursday 27 August after the final refreshment break

**PLATINUM SPONSOR EXHIBITION BOOTH PRICE: €2,895.00 + VAT @ 25% = €3,618.75**

If you are already a platinum sponsor or are booking a platinum sponsorship, and you would also like to book an exhibition booth, then you can save €1000, includes 3 free delegate registrations.

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## SPONSORSHIP PACKAGES

### ALL PACKAGES INCLUDE THE FOLLOWING:

- Company logo, profile and web link listed in advance of the symposium at [www.pangborn2015.com](http://www.pangborn2015.com) and in the programme booklet
- Company logo on symposium signage and welcome slide
- A delegate list including the delegate name and company emailed 2 weeks before the symposium so that you can arrange to meet colleagues or clients

More benefits are added, dependant on the level of sponsorship

### PLATINUM – Exclusive sponsorship packages

#### ALL PLATINUM SPONSORS ARE ENTITLED TO:

- Larger logos on the signage and welcome slide than the Gold and Silver sponsors and exhibitors
- Listing at the top of the sponsors page of the website
- Company logo printed in colour in the programme booklet
- A reduced rate for an exhibition booth (saving €1000)

#### Platinum E-Package - €8,000 + VAT @ 25% = €10,000

- Wi-Fi sponsor
- Once the delegate has logged onto the Wi-Fi they will be re-directed to your website
- Your logo on the Wi-Fi signage
- Online abstract system sponsor
- Your logo on the online abstract system emailed to all the delegates in advance of the symposium
- Your logo on the email sent to all the delegates with instructions of how to access the online abstract system
- Symposium app sponsor
- Your logo on the welcome screen of the app when opening the app
- 3 free registration places worth over €1800

#### Platinum Symposium Bag - €8,000 + VAT @ 25% = €10,000

- Your company logo together with the conference logo on the conference bag given to each delegate that is carried around by most of the delegates throughout the event
- Opportunity to include one item of your choice within the bag
- 3 free registration places worth over €1800

#### Platinum Conference Gala Dinner - €8,000 + VAT @ 25% = €10,000

##### Wednesday 26 August venue to be confirmed

The evening finale to the conference when delegates let their hair down and have a great time. Make the most of this opportunity to promote your brand at this great 'fun' evening

- Branded invitation within the bag
- Your company logo on the menu
- On site signage during the evening
- Space within the drinks reception area for your own display banner and literature
- One reserved table for you and your guests seating 10 people
- 3 free registration places worth over €1800

#### Platinum Conference T-Shirt - €8,000 + VAT @ 25% = €10,000

This booking entitles you to:

- Your logo or name on the front of the white T shirt along with the conference logo to be given to every delegate
- 3 free registration places worth over €1800

#### Platinum Lanyards - €8,000 + VAT @ 25% = €10,000

The lanyard is worn by delegates and conference administration to clip on their badges throughout the symposium. Dependant on your choice of colourway, your logo or company name will be highly visible.

- 3 free registration places worth over €1800

**Platinum Poster Sessions - €8,000 + VAT @ 25% = €10,000**

- On site signage at the entrance to the poster session location
- Display area and table within the poster area throughout the event
- Company logo on each of the poster numbers
- 3 free registration places worth over €1800

**Platinum Registration Desk - €6,000 + VAT @ 25% = €7,500**

Link your company to the symposium with this high profile opportunity. All delegates visit the desk to register and re-visit for more information throughout the period of the conference.

- Your company name/logo on the kick panels at the front of the registration booth
- Your 'pop up' or banners & table nearby the registration desk for your own display
- 2 free registration places worth over €1200

**Platinum General Information Notice Board - €6,000 + VAT @ 25% = €7,500**

The Information Board is located in a highly prominent area of the conference reception area, and delegates visit it regularly to catch up with colleagues, find out about new jobs and sign up for events.

- Your company logo/name together with the conference logo on the header board
- Your 'pop up' or banners & table nearby the information board for your own display
- 2 free registration places worth over €1200

**Platinum Roving Microphone Signs - €6,000 + VAT @ 25% = €7,500**

- Your company logo on the sign that is held by each person manning the roving microphones used in all sessions
- 2 free registration places worth over €1200

**Platinum Organisers' & Ushers Shirts - €6,000 + VAT @ 25% = €10,000**

Worn by the conference administration personnel and their team of volunteer student helpers. Your company logo is constantly visible.

- Your company logo on the front of the shirt along with the Pangborn logo
- Your company name/ logo on the back of the shirt
- 2 free registration places worth over €1200

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**GOLD SPONSOR – each item is open to multiple sponsors**

**Gold Lunch breaks - €4,500 + VAT @ 25% = €5,625.00 per break**

- On site signage at the entrance and at all catering points
- Display area and table within the lunch break area for sponsors to place literature or promotional items during the period of the sponsored break

**Gold Refreshment breaks - €3,500 + VAT @ 25% = €4,375 per break**

- On site signage at the entrance and at all catering points
- Display area and table within the refreshment break area for sponsors to place literature or promotional items during the period of the sponsored break

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**SILVER SPONSOR – each item is open to multiple sponsors**

**Silver Delegate Bag Insert - €2000 + VAT @ 25% = €2,500**

- One piece of promotional literature to be included in the bag, this must be 1 A5/A4 page document, any other item will be priced on an individual basis

**Silver Literature Display - €2000 + VAT @ 25% = €2,500**

- A display of one type of promotional literature on a table within the reception area (along with other sponsor's information)

**Silver Studentships - €2000 + VAT @ 25% = €2,500**

- Rose Marie Pangborn Studentships to support student delegate attendance. You will be entitled to choose a country where you would like to sponsor a student from. We will then randomly select a student who has registered from that country and refund them their registration fees. We will then put you in touch with each other.

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**DEADLINES**

**Friday 26 June 2015**

All sponsorship and exhibition packages should be booked  
All logos and other materials should be provided

**Friday 31 July 2015**

Inserts for the delegate bag should be sent to:-

Samantha Roythorne

Pangborn 2015

Elsevier Ltd

The Boulevard

Langford Lane,

Kidlington

OX5 1GB. UK

Clearly marked YOUR COMPANY NAME PANGBORN 2015 (BAG INSERT)

Leaflets for the literature display or promotional items for the, lunch or refreshment breaks should either be hand delivered to the venue or despatched to the venue in advance to arrive no later than Thursday 20 August. Please indicate your preference

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**TERMS & CONDITIONS**

**PAYMENT TERMS**

Payment payable within 30 days of receipt of the invoice

**VAT**

Your invoice will include VAT, your institute may be exempt from paying Sales Tax on *goods* purchased (if you are based in the United States), or be exempt from paying VAT on the income it earns (if you are based in Europe). However, exempt organisations normally pay VAT on goods and services that they buy in Europe. Conferences are classified as a *service* supplied where performed, and therefore the VAT of the country hosting the conference must be charged. For further details please consult the current VAT Act - Articles 9 and 15 - The Sixth VAT Directive - sect.77/388 which defines the place of supply of services.

**SALES MANAGER**

Daphne Llewellyn Davies

Exhibition & Sponsorship Manager -Pangborn 2015

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www: [www.pangborn2015.com](http://www.pangborn2015.com)

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