



July 25 – July 28, 2010  
Golden Tulip Rotterdam Centre

Rotterdam, The Netherlands



## Exhibition and Sponsorship Information

### Invitation from the Conference Chair

We are pleased to announce the Tenth International Sensometrics Conference **past ] present [ future**, which will take place in Rotterdam, The Netherlands.

The meeting will be attended by an international audience from both industry and academia.

It will commence on the afternoon of Sunday July 25, 2010 with a welcome reception and close on Wednesday July 28, 2010.

The 2010 Conference themes include:

- Consumer segmentation and BIB designs
- Lisrel, Structural Equation Modelling
- Statistics in Quality control
- Bayesian methods
- R-tutorials
- Multi-way models in sensory and consumer research
- Making decisions in the business world
- New trends in Sensory and Consumer Research (TDS, CATA, Ideal Profile)

Further details of the conference can be found at [www.sensometrics2010.nl](http://www.sensometrics2010.nl).

We are offering the chance for organizations to exhibit at the event and take up sponsorship packages. We invite you to explore the possibilities outlined over the following pages. Please do contact the Secretariat should you need any further information.

We look forward to working with you towards a successful conference.

Yours faithfully,

Pieter Punter / Garmt Dijksterhuis  
Chairs

## Conference Secretariat

Mrs. A.J. Oliemans  
OP&P Product Research (www.opp.nl)  
PO BOX 14167  
3508 SG UTRECHT  
The Netherlands  
Tel: +31 (0) 30 2516772  
Fax: +31 (0) 30 2540254  
E-mail: [desk@sensometrics2010.nl](mailto:desk@sensometrics2010.nl)

## Conference Website

[www.sensometrics2010.nl/](http://www.sensometrics2010.nl/)

## Event Data

### Dates

25-28 July 2010

### Location

The conference will take place at the Golden Tulip Rotterdam Centre, Rotterdam, The Netherlands.

Golden Tulip Rotterdam-Centre is uniquely located at the bank of the Maas and at the foot of the Erasmus bridge. This unique situation on the waterfront offers you a magnificent view over the Maas and the Rotterdam skyline, nowadays known as 'Manhattan on the Maas'.



Rotterdam attracts a great deal of international interest as a city of architecture.

A few square kilometres of the city centre offer a complete overview of what the twentieth century has produced in terms of modern architecture. The reason however was tragic. After the bombing raid on May 14, 1940 the entire city center was on fire and only a few buildings survived. The statue 'Destroyed City' by Ossip Zadkine refers to that devastation. Appealing examples of pre-war architecture include the Van Nelle Factory and the Sonneveld House. The innovative and adventurous period after the war is expressed in structures as the Groothandelsgebouw, the Cube houses, the Kunsthal, the Luxor Theatre and the Erasmus Bridge.



The latter is named after the famous 15<sup>th</sup> century humanist, philosopher and writer Desiderius Erasmus who was born in Rotterdam. His name is also honoured by that of the Erasmus University Rotterdam.



Nowadays Rotterdam is rich in cultural life. The city is famous for the North Sea Jazz Festival and the International Rotterdam Film Festival. It also harbours a broad range of museums among which the Museum Boijmans van Beuningen, the Netherlands Architecture Institute, the Kunsthal, the Wereldmuseum (World Arts Museum), the Maritime Museum, the Netherlands Photomuseum and the Historical Museum of Rotterdam.



By taking a boattrip trip through the harbours you can see the gigantic throughput facilities. The largest harbour facilities however – made to welcome even the largest freight carriers – have been recently build in the North Sea, 40 km west of Rotterdam. Simultaneously, the inner-city docklands are being transformed into attractive, lively areas with busy pavement

cafés, innovative architecture, unique bridges and an excellent choice of shops, restaurants and bars.



In May 2010 a remarkable new building appears in the river Maas opposite the Golden Tulip: a complex of three floating semi-spheres. It is twelve meters high and the floor space equals that of four tennis courts. For a period of five years this climate proof pavillion will serve the local authority as an exposition and reception room. The responsible town councillor Bolsius – responsible

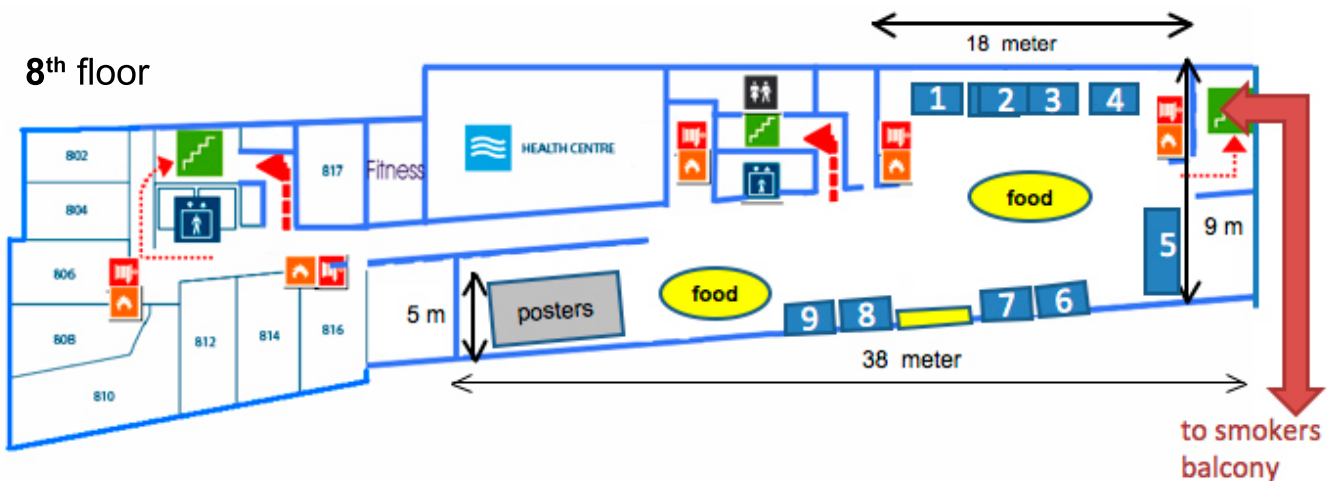
for Harbour – states: “The pavillion will be a floating icon for Rotterdam. It is climate proof, innovative, sustainable and flexible. A first remarkable result of our ambitions in the field of building adrift”. It is the first result of Rotterdam Climate Proof, an initiative to build environmental and climate sustainable in riverbeds. The municipality of Rotterdam develops plans to build floating living quarters in the city harbour area.

## Exhibitors Display Opportunities

The Sensometrics conference will be held at the 16th, 15th and 8th floor of of the Golden Tulip Rotterdam Centre. Welcome Drinks, Welcome Buffet and Conference dinner will be served at the 16th floor.



Exhibitors and posters are located on the 8th floor. Coffee, tea and lunch breaks will be served on this floor to guarantee maximum exposure.



### Double exhibitor stand 8th floor + two delegate tickets

€ 2900 excl VAT per stand

A booking includes:



- 2 draped tables and 6 chairs (Tables are 4ft by 2ft)
- company name board for at the entrance of the meeting room
- power and internet access
- full registration for two exhibition staff members to include conference catering and delegate materials

Other booth furniture and back drops will not be provided as part of your booking, but you are welcome to bring your own modular stands or panels.

Exhibitors are able to take advantage of the following additional exhibitor benefits by providing the information requested:

- 1 Web and delegate manual listing – Exhibitors will be listed in advance on the conference website [www.sensometrics2010.nl](http://www.sensometrics2010.nl) and in the delegate manual provided to all attendees.
- 2 Single page advertisement in the delegate manual. Please provide by e-mail a print-ready high-resolution mono A4 pdf-file of your advert for inclusion in the delegate manual. This must be provided no later than Monday March 30<sup>th</sup>, 2010.

**Please note:** Your booking does not cover insurance which should be arranged separately. It is also very important to note that full contact details of delegates will not be available to any exhibitor or sponsor due to data protection restrictions, and *the provision of delegate contact details is not considered part of this booking.*  
*Additionally, rooms are available at € 115/night (max 2 persons per room)*

### **Single exhibitor stand 8th floor + two delegate tickets**

*€ 1750 excl VAT per stand*

A booking includes:

- 1 draped table and chair (Tables are 4ft by 2ft)
- Company name board for your table
- Full registration for two exhibition staff members to include conference catering and delegate materials.

Booth furniture and back drops will not be provided as part of your booking, but you are welcome to bring your own modular stands or panels.

Exhibitors are able to take advantage of the following additional exhibitor benefits by providing the information requested:

1. Web and delegate manual listing – Exhibitors will be listed in advance on the conference website [www.sensometrics2010.nl](http://www.sensometrics2010.nl) and in the delegate manual provided to all attendees.
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## Sponsorship Opportunities

### **Sponsorship of the Conference Welcome Drinks Reception**

*Sunday July 25th @ € 2500 excl VAT, joint sponsorship possible*

The Conference Welcome Drinks Reception will take place at the 16th floor of the Golden Tulip Rotterdam Centre, prior to the buffet dinner. Canapés and drinks will be served to all attendees. This booking entitles you to:

- On site 'sponsor' signage during the evening to include a variety of branded signs and banner within the area
- Invitation with your company logo included in the delegate pack
- Your Company logo on sponsors holding slide on conference platform together with other sponsors
- Company profile within the sponsors section of the Sensometrics2010 website and the delegate manual and on the Sensometrics10-USB stick

Please provide by e-mail a short company profile (max 50 words), web address and contact details.

### **Sponsorship of the Conference Welcome Buffet**

*Sunday July 25<sup>th</sup> @ € 4000 excl VAT, joint sponsorship possible*

The Conference Welcome Buffet will take place on the 16th floor of the Golden Tulip Rotterdam Centre. The buffet consists of a series of cold and warm entrees and a Desert buffet. This booking entitles you to:

- On site 'sponsor' signage during the evening to include a variety of branded signs and banner within the area
- Invitation with your company logo included in the delegate pack
- Your Company logo on sponsors holding slide on conference platform together with other sponsors
- Company profile within the sponsors section of the Sensometrics2010 website and the delegate manual and on the Sensometrics10-USB stick

Please provide by e-mail a short company profile (max 50 words), web address and contact details.

### **Sponsorship of Conference Bags**

*@ € 1000 excl VAT*

This booking entitles you to:

- Your company logo together with the conference logo on the high quality conference bag given to each delegate
- Opportunity to include promotional material within the bag
- Your Company logo on sponsors holding slide on conference platform together with other sponsors
- Company profile within the sponsors section of the Sensometrics10 website and the delegate manual and on the Sensometrics2010-USB stick

Please provide by e-mail a short company profile (max 50 words), web address and contact details.

## **Sponsorship of the Conference Banquet Dinner**

*(Tuesday 27 July) @ € 5000 excl VAT for joint sponsorship*

The Conference Banquet Dinner will take place at the 16th floor of the Golden Tulip Rotterdam Centre. This package is open to multiple sponsors. This booking entitles you to:

- On site 'sponsor' signage during the evening to include a variety of branded signs and banner within the area
- Invitation with your company logo included in the delegate pack
- Your Company logo on sponsors holding slide on conference platform together with other sponsors
- Company profile within the sponsors section of the Sensometrics2010 website and the delegate manual

Please provide by e-mail a short company profile (max 50 words), web address and contact details.

## **Sponsorship of Lanyards**

*@ € 1000 excl VAT*

This booking entitles you to:

- Your company logo on the lanyard to which delegates clip their badges
- Your company logo on sponsors holding slide on conference platform together with other sponsors
- Company profile within the sponsors section of the Sensometrics2010 website and the delegate manual

Please provide by e-mail a short company profile (max 50 words), web address and contact details.

## **Sponsorship of Lunch Breaks**

*@ € 1000 +VAT per break (there will be 3 lunch breaks)*

This booking is open to multiple sponsors (minimal contribution € 1000).

This booking entitles you to:

- Local signage
- Your Company logo on sponsors holding slide on conference platform together with other sponsors
- Company profile within the sponsors section of the Sensometrics2010 website and the delegate manual.

Please provide by e-mail a short company profile (max 50 words), web address and contact details.

## **Sponsorship of Refreshment Breaks**

*@ € 500 +VAT per break (there will be 5 refreshment breaks)*

This booking is open to multiple sponsors (minimal contribution € 500).

This booking entitles you to:

- On site 'sponsor' signage in the conference catering areas
- Opportunity to display literature or promotional items in the catering areas
- Your Company logo on sponsors holding slide on conference platform together with other sponsors
- Company profile within the sponsors section of the Sensometrics2010 website and the delegate manual

Please provide by e-mail a short company profile (max 50 words), web address and contact details.

### Inserts in Conference Bags

@ € 250 +VAT

This booking entitles you to:

- Include one piece of promotional material within the delegate bag

### Company (or individual) sponsorship

@ € 2500 *excl VAT: platinum sponsor*

@ € 1500 *excl VAT: gold sponsor*

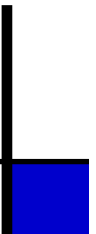
@ € 500 *excl VAT: silver sponsor*

## Deadlines

Where applicable, deadline for receipt of logos and company profiles is **as soon as possible** so that your company can benefit from inclusion on the conference website. **Please e-mail to:** Pieter@opp.nl

**Exhibitors** - Deadline for receipt of your advert for inclusion within the abstract book is no later than Monday 30th March 2010, **Please e-mail to** Pieter@opp.nl

**Conference Bag, Bag Insert or Literature Display Sponsors** - Deadline for receipt of your one piece of promotional material is Monday 30th March 2010.



**Fax this page to OP&P Product Research**

**+31 (0)30 254 02 54**

**Your details**

Name \_\_\_\_\_  
 Organization \_\_\_\_\_  
 Address \_\_\_\_\_  
 \_\_\_\_\_  
 Postal/Zip Code \_\_\_\_\_ Country \_\_\_\_\_  
 Tel \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 VAT number \_\_\_\_\_

A confirmation of your order and an invoice + VAT specification for the amount due will be sent to the e-mail address specified above.

**Order details**

All sponsorship packages are subject to Dutch VAT @ 19%

Order Form

- Double exhibitor stand 8th floor + 2 delegate tickets      € 2900 + VAT = € 3451,00
- Single exhibitor stand 8th floor + 2 delegate tickets      € 1750 + VAT = € 2082,50
- Welcome reception      € 2500 + VAT = € 2975,00
- Welcome buffet      € 4000 + VAT = € 4760,00
- Conference bag      € 1000 + VAT = € 1190,00
- Conference banquet dinner      € 5000 + VAT = € 5950,00
- Lanyards      € 1000 + VAT = € 1190,00
- Lunch (3 breaks)      € 1000 + VAT = € 1190,00 per break
- Refreshment Breaks (6 breaks)      € 500 + VAT = € 595,00 per break
- Inserts in bag      € 250 + VAT = € 297,50 each

Company or individual sponsorship:

- Platinum sponsor      € 2500 + VAT = € 2975,00
- Gold sponsor      € 1500 + VAT = € 1785,00
- Silver sponsor      € 500 + VAT = € 595,00



Total amount payable € \_\_\_\_\_

I have read and agree to abide by the payment and cancellation terms, and I understand that this form confirms my booking. I accept that from now on charges will be imposed for cancelled bookings, and that up to the full fee will be payable:

Your signature: \_\_\_\_\_  
 Today's date: \_\_\_\_\_



## How to pay

After receiving the order form, we will e-mail you payment details.  
Payment can be made through a secure internet link (preferred mode) or by bank transfer.

Please note: reservations are only valid after we have received your payment.

## Terms and Conditions of Booking:

Acceptance of applications for table-top exhibits or sponsorship is at the discretion of the organizers. Payment must be made in advance of the conference and is nonrefundable according to the above cancellation terms.

You will be provided with confirmation of your booking, along with full details of shipping co-ordinates and relevant shipping deadlines.

**Cancellations:** If you find it necessary to cancel your exhibition or sponsorship package, please fax the conference secretariat immediately on +31(0) 30 2540254. Provided that written notice is received before 25 February 2010, a full refund will be given (less a 10% administration charge). If written notice is received by 25 May 2010, a 50% refund will be given. It is regretted that no refunds will be given for cancellations after 25 May 2010 or for no-shows at the conference: the full exhibition and sponsorship package fee (100% cancellation charges) will be payable.

## Contact

### **SENSOMETRICS 2010**

Exhibition & Sponsorship Manager  
Mrs. A.J. Oliemans  
OP&P Product Research  
PO BOX 14167  
3508 SG Utrecht  
The Netherlands

Phone: +31(0) 30 251 67 72

Fax: +31(0) 30 254 02 54

E-mail: [desk@sensometrics2010.nl](mailto:desk@sensometrics2010.nl)

