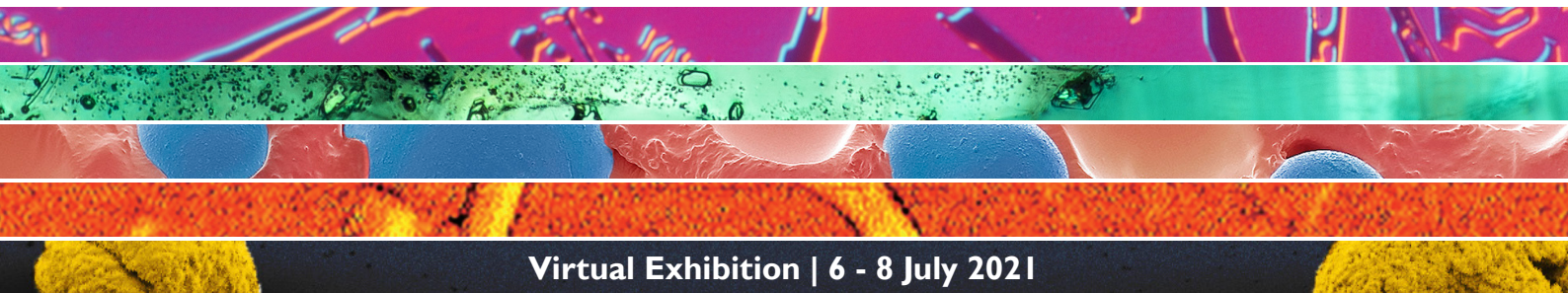




Microscience Microscopy Congress

incorporating **EMAG 2021**

5 - 9 July 2021 | Online



Virtual Exhibition | 6 - 8 July 2021

Virtual mmc2021

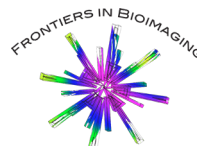
incorporating **EMAG 2021**

Sponsorship Prospectus

www.mmc-series.org.uk/sponsors

IOP | Institute of Physics
Electron Microscopy and
Analysis Group

AFM & SPM
Atomic Force Microscopy &
Scanning Probe Microscopy



Event Management by



It's mmc, but not as we know it – be part of Europe's **BIGGEST** virtual exhibition for microscopy

Welcome to the virtual mmc2021 incorporating EMAG 2021 sponsorship prospectus

About the event

The Microscience Microscopy Congress incorporating EMAG 2021 is quite simply the biggest and boldest of its kind in Europe. For years it has brought the global microscopy community together and served as a unique opportunity for companies – both large and small – to showcase a quantity and quality of equipment that never fails to impress.

Although many public events around the globe continue to be postponed or cancelled due to COVID-19, the RMS has risen to the challenge of running mmc2021 as a one-hundred-per-cent, virtual conference and exhibition. Although nothing can fully replace the experience of meeting colleagues, clients and friends in person, moving the Congress online means we will still have the opportunity to connect and that mmc2021 will be accessible across the world.

The virtual format will offer a huge range of networking and interaction possibilities, as well as an exciting scientific programme comprising of six parallel streams. Meanwhile, our FREE-to-ATTEND virtual exhibition and commercial workshops will offer a plethora of opportunities for visitors to enhance their knowledge-base and skill-set – as well as providing valuable insights into the latest products for the workplace. We will also be hosting online versions of our usual range of meetings and workshops covering the hottest emerging topics.

As an added bonus there will be poster sessions featuring cutting-edge research from all over the world, a gallery of shortlisted images from the RMS Scientific Imaging Competition and networking and engagement opportunities, such as scheduled opportunities to deliver company talks and workshops within the Conference programme and live chat features on interactive virtual stands.

Sponsorship Opportunities

The transformation to an entirely virtual format unlocks new opportunities and makes the Congress even more accessible to a worldwide audience. Having consulted with over 40 of our regular mmc exhibitors on their experiences with virtual events to-date, and explored what is key to a successful experience, we have designed and built a bespoke virtual platform to provide sponsors with packages that include:

- **Customisable** virtual stands providing **interaction** and **opportunities** to engage
- Company workshops and technical showcases included within the **Scientific Programme**
- Pre-event **promotional opportunities**
- Functionality for **direct chat** and virtual calendar booking on the stand
- Opportunities to encourage delegates to visit the **virtual stands**
- Dedicated exhibition opening times
- **Tiered sponsorship** packages
- GDPR approved **list of delegates** and visitors

Please read the information below to find out how your company can make the most of the fantastic opportunity that mmc2021 provides to reach out to a truly global audience, make new connections and catch up with old friends. Details of the look and functionality of the virtual stands can be viewed via the sponsor page on the mmc series website.

There are four sponsorship packages to choose from:

Bronze Package

The Bronze package allows sponsors to promote their company and showcase their products and services via a virtual stand.

Includes a virtual stand.

Silver Package

The Silver package provides sponsors with enhanced visual prominence and an opportunity to present direct to delegates during the Conference sessions

Includes a virtual stand, plus a 5-minute pre-recorded technical showcase* within the Conference sessions.

Gold Package

The Gold package is a comprehensive package with high initial prominence, an opportunity to present direct to delegates during the Conference sessions and to take advantage of additional engagement opportunities.

Includes a virtual stand, a 5-minute pre-recorded technical showcase*, plus additional engagement opportunities.

Platinum Package

The Platinum package is the top-level sponsorship package with maximum visual prominence, providing additional opportunities to present direct to delegates during the Conference sessions and to maximise on the engagement possibilities that the virtual platform has to offer.

Includes a virtual stand, a 5-minute pre-recorded technical showcase*, a 30-minute workshop and enhanced engagement opportunities.

*Technical showcases provide sponsors with an opportunity to highlight their products, research, and/or to promote workshops or other activities taking place on their virtual stands. These will be pre-recorded. Sponsors will be asked to select their first, second and third choice of session they would like their talk to be included in on the booking form. Allocation will strictly be on a first-come, first-served basis.

Sponsorship packages - what's included

	Bronze <i>Unlimited</i>	Silver <i>30 Available</i>	Gold <i>5 Available</i>	Platinum <i>4 Available</i>
Pre Event				
Company profile and logo included on the mmc2021 website	✓	✓	✓	✓
mmc2021 preview in infocus (June issue)	✓	✓	✓	✓
Webpage to promote pre-mmc related activities link in e-Newsletter	✓	✓	✓	✓
Pre-event shared e-bulletin to all delegates				✓
Article in e-Newsletter			✓	
Virtual Stand				
Content on stand (PDFs, datasheets, videos)	2 PDFs, 1 video	3 PDFs, 2 videos	4 PDFs, 3 videos	5 PDFs, 4 videos
Company logo link on Virtual Platform - Exhibition	Acknowledged as Bronze Sponsor	Acknowledged as Silver Sponsor	Acknowledged as Gold Sponsor	Acknowledged as Platinum Sponsor
Rotating company logo link on Virtual Platform	✓	✓	✓	✓
Company logo on sponsor holding slide	✓	✓	✓	✓
1:1 chat at stand	✓	✓	✓	✓
Virtual appointment booking function	Option to purchase	Option to purchase	✓	✓
Product directory entry	✓	✓	✓	✓
One Page advert during lunch break	✓	✓	✓	
Slide show during lunch break (2-3 slides)				✓
Pop up announcement mid-screen				One (1)
Pop up announcement on bottom right of screen			One (1)	
1:1 Zoom chat at stand				Zoom account provided by Sponsor
Congress Website				
Rotating company logo link on Conference Homepage	✓	✓	✓	✓
Congress App				
Company logo link and profile on the App	✓	✓	✓	✓
Banner advert on the App				✓
Extended profile on the App				✓
Push notification				One (1)
During Event				
Company logo link and contact details in the Conference Programme Booklet (pdf)	✓	✓	✓	✓
5 minute Technical Showcase (pre-recorded)		✓	✓	✓
Complimentary delegate registrations to attend the Conference	Two (2)	Two (2)	Four (4)	Six (6)
Company logo link displayed on delegate and visitor joining instructions and virtual delegate bag webpage				✓
Premium Company Workshop (pre/post lunch)				✓
Post Event				
Extended exposure on the RMSVirtual Platform	✓	✓	✓	✓
Standard booth report post event	✓	✓	✓	✓
GDPR approved list of delegates	✓	✓	✓	✓
	£795	£1250	£2850	£4750

All prices exclude VAT at the prevailing rate

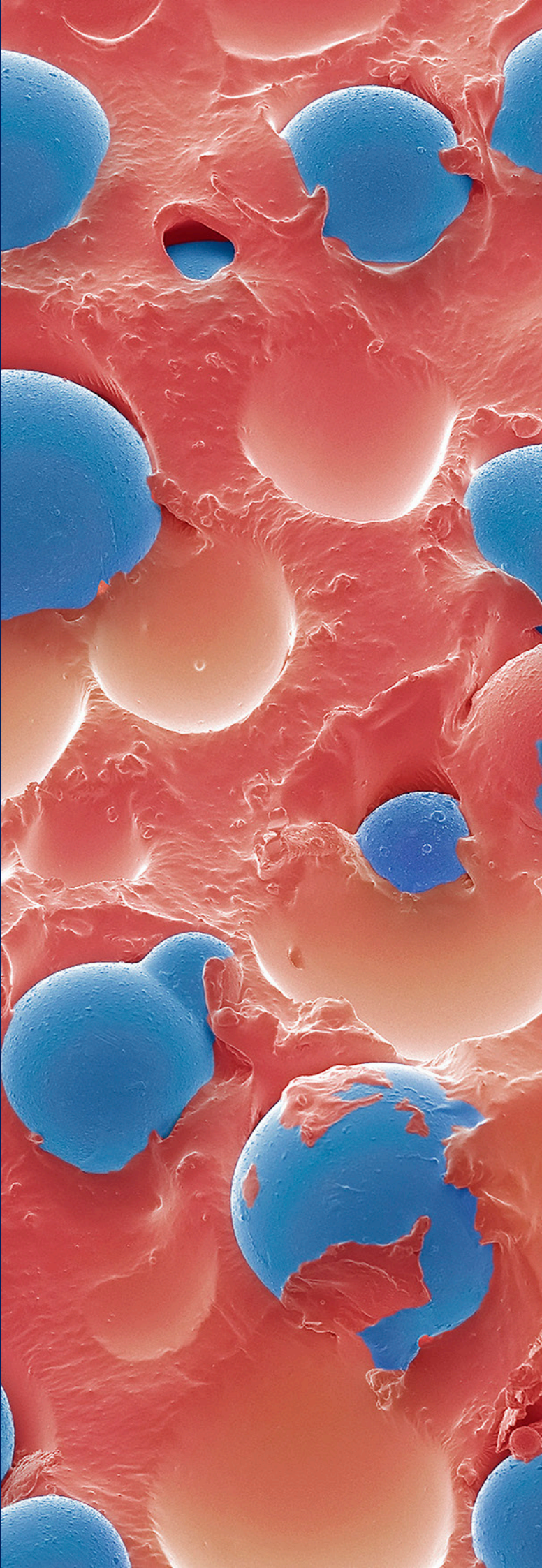
All sponsorship packages will include a virtual stand accessed from the conference homepage, sponsor page and congress app.

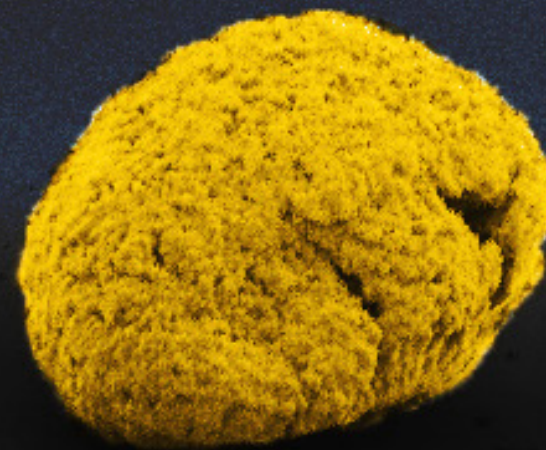
At your virtual stand you will have the opportunity to:

- Add **company branding** and teaser profiles
- Upload **spotlight videos** and webinars
- Upload **company brochures** and literature as PDF documents
- Add social media information and **staff contact** information
- **Engage** with delegates and visitors during dedicated exhibition opening hours – lunchtimes on Tuesday 6, Wednesday 7 and Thursday 8 July 2021
- **Promote** technical showcases and workshops
- **Engage** in live chat

Virtual sponsors will also receive:

- Company logo and profile on the mmc2021 website pre-event
- Logo link in the Conference programme PDF
- Inclusion in searchable company directory on the virtual platform
- Logo included in the mmc2021 preview published in the June issue of **infocus** Magazine (for bookings made and logos submitted before the end of April)
- Company logo on the ‘thank you’ holding slide displayed during the event
- Stand analytics post event
- Post-event GDPR list of attendees who have approved sharing their details with sponsors
- Extended exposure on the RMSVirtual Meeting platform post event
- An allocation of complimentary full conference passes, number dependent on sponsorship level - see table opposite for amounts





Additional Opportunities

Having selected an initial package, sponsors will have the option to build on the content by choosing additional opportunities to enhance their digital presence, including company workshops, e-newsletter articles and much more. Please note that you must select a sponsorship package before accessing any of the additional sponsorship opportunities.

Commercial Workshops

Our hugely popular commercial workshops have proven to be successful vehicles for sponsors to showcase their products and services to a targeted audience at previous mmcs. At mmc2021 we have adapted our commercial workshops to a virtual format. They will be 30 minutes in length, with opportunities to present during dedicated slots within the scientific programme. Standard workshops will be in parallel with the sessions in the mornings and afternoons and premium workshops have been allocated to their own dedicated workshop sessions before and after lunch. Corporate members will be allocated 1 x standard workshop with the opportunity to upgrade to a premium workshop for an extra charge. Premium workshop booking will be limited to one per company until the end of May 2021 (two if one of these is a corporate member upgrade).

Standard Workshop	£500
Premium Workshop	£700
Corporate Member Allocated Standard Workshop	FOC
Corporate Member Upgrade to Premium Workshop	£200

It is up to the company presenting the workshop to decide on the subject matter. You may like to have your

workshop presented by one or more of your customers who have experience with your products. This could help attract more workshop attendees and exhibition visitors. Your workshop topic may relate to one of the conference sessions within the mmc2021.

e-Newsletters Sponsorship

Multiple opportunities to sponsor one of the e-Newsletters in the run up to the event or to contribute an article sent to over 6000 contacts. Articles will also be made available on the mmc2021 website.

Logo in prominent position	£550
<i>1 Available per issue</i>	
e-Newsletter Article	£350
<i>3 Available per issue</i>	

Webpage Sponsorship

Be the first point of reference when visitors browse the event website. Your logo will appear near the top of your chosen webpage and can be linked to your company website.

Pages Available	
Exhibition Page	£200
Registration Page	£300
Conference Programme Page	£300
Other Pages (please specify)	£150

Congress App Notifications

Promote your company or commercial workshop through a sponsored notification on the Congress App, and encourage attendees to visit your virtual stand.

5 Available	£100
--------------------	-------------

Virtual Delegate Bag Inserts

Supply content for a virtual delegate bag webpage where attendees will be able to view and download promotional documents, competitions and more. A targeted email will be sent to all registered delegates and visitors inviting them to view the contents of the virtual delegate bag.

8 Available	£200
--------------------	-------------

Programme Advertisement

Include a full page or half page colour advertisement in the Conference Programme booklet which will be circulated to every registered attendee virtually via a PDF document. Please note that the programme booklet is sent to delegates 1 – 2 days before the start of the event.

Full Page Advertisement	£200
<i>3 Available</i>	
Half Page Advertisement	£100
<i>2 Available</i>	

Sponsored Message Board

Brand the virtual message board with your company logo. The message board will be used to advertise job opportunities, etc., during the event

1 Available	£200
--------------------	-------------

Poster Prize Sponsorship

Contribute to emerging science by sponsoring poster prizes. Your logo will be included on the certificate and your support will be acknowledged during the virtual poster prize presentation. Please contact Dawn Hopkins (dawn@rms.org.uk) or Chloe Goode (chloe@rms.org.uk) to discuss suitable virtual prizes.

1 Available	£150 plus prizes
--------------------	-----------------------------

Session Sponsorship

The RMS welcomes session sponsorship enquiries. Please contact Dawn Hopkins (dawn@rms.org.uk) or Chloe Goode (chloe@rms.org.uk) for more information.

Multiple opportunities available	£150
---	-------------

Scientific Imaging Competition Prizes – Where Science Meets Art

Contribute to the RMS Scientific Imaging Competition through sponsoring prizes. The competition is divided into seven categories for which there are two prizes each (1st and 2nd) as well as an overall people's choice award. The categories are:

- Electron Microscopy – Life Sciences
- Electron Microscopy – Physical Sciences
- Light Microscopy – Life Sciences
- Light Microscopy – Physical Sciences
- AFM and Scanning Probe Microscopy
- Short Video
- Other

Prize winners and sponsors will appear in **infocus** Magazine and will be displayed in an online gallery during mmc2021. In addition, a virtual prize giving will take place during the event and winners will be announced on social media. In the past prizes have included cameras, binoculars, iPads, and cash. As mmc2021 will be virtual we suggest that prizes such as vouchers, cash and even a donation to the winner's chosen charity may be more appropriate. Please contact Dawn Hopkins (dawn@rms.org.uk) or Chloe Goode (chloe@rms.org.uk) for more information.

Multiple opportunities available

Virtual Appointment Booking Function

Include a virtual calendar booking function on your virtual stand

Multiple opportunities available	£50
---	------------



Microscience Microscopy Congress

incorporating **EMAG 2021**

5 - 9 July 2021 | Online

Virtual Exhibition | 6 - 8 July 2021

Key Dates

**Sponsorship booking opens to RMS
Corporate Members - 29 March 2021**

**Sponsorship booking opens to all sponsors -
12 April 2021**

**Sponsorship booking deadline - 14 May
2021**

Key Information

**Details of the look and functionality of the
virtual stands can be viewed via the sponsor
page on the mmc series website.**

**All sponsorship opportunities will be
allocated on a first-come, first-served basis.**

**Do you have an idea for a sponsorship
opportunity that you don't see listed?
Please contact dawn@rms.org.uk or chloe@rms.org.uk
to discuss the details.**



@mmc_series, #mmc2021UK

How to submit a booking

- Ensure that you have reviewed all the information within this sponsorship prospectus
- Log on to the booking system. The link will be sent to you prior to bookings opening and will be added to the Sponsors' page on the mmc2021 website on 12 April 2021
Note: For Corporate Members booking will open on 29 March 2021 and for all sponsors 12 April 2021
- Complete your company contact and invoice details
- Upload your company profile and logo for pre-event promotion on the mmc2021 website
- Select key words for the company directory
- Choose your preferred sponsorship package Bronze, Silver, Gold or Platinum
- If you have selected a Platinum, Gold or Silver package please choose your session preference for your complimentary technical showcase
- Choose further sponsorship opportunities and commercial workshops in addition to your package (only available once a package has been selected)
- Submit your booking
- Log back in at a later date to add to your booking

What happens next?

- You will receive an automated confirmation message of receipt of your submission.
- You will then receive an email from the mmc2021 exhibition team confirming the details of your booking. All bookings are allocated on a first-come, first-served basis
- An invoice will be generated
- Your company profile and logo will be added to the mmc2021 website for pre-event promotion
- You will be asked to submit resources to populate the virtual stand in May 2021
- You will be sent a link to approve the look and content of your stand
- Prior to the event you will be sent information on how to navigate the mmc2021 virtual platform
- To find out more about the Congress as a whole visit the mmc2021 website at **www.mmc-series.org.uk**

IOP Institute of Physics
Electron Microscopy and
Analysis Group

Event Management by



Royal Microscopical Society
37/38 St Clements
Oxford, OX4 1AJ
www.rms.org.uk
Registered Charity: 241990

