

ICEFA V

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**Fifth International Conference
on Engineering Failure Analysis**

Hilton Hotel, The Hague, The Netherlands, 1-4 July 2012

THE CONFERENCE

The strengths of past conferences have been the emphasis on practical application of technical knowledge to engineering failure analysis and the extensive use of case studies to the development of an understanding of engineering failures.

The case study approach is strongly encouraged as an important mechanism for developing a body of knowledge well rooted in practical experience.

Conference Chair

Richard Clegg,

Central Queensland University, Australia

Emiel Amsterdam,

National Aerospace Laboratory, The Netherlands

Colin Gagg,

The Open University, UK

Sponsorship and Exhibition Opportunities

The modern innovation cycle now demands that component design involves a whole-of-life approach, incorporating an awareness of manufacture, safety, reliability, environmental sensitivity and disposal. This has focussed attention on the pivotal role of failure analysis as an essential tool to improve equipment availability, help prevent accidents and disasters and to inform the processes of design, manufacture, operation and maintenance of key plant and equipment.

Topics of the Conference include:

- Engineering failure modes for metallic and non-metallic engineering materials
- Approaches to failure analysis
- Case studies of failures in industry sectors such as aerospace, marine and offshore, automotive, rail, power generation, mining and minerals, consumer goods, medical devices and others
- Historical disasters
- Structural and architectural failures
- Failure analysis, maintenance and reliability
- Role of failure analysis in the design process
- Legal matters, ethical issues and insurance in the failure analysis industry
- Training and accreditation in failure analysis research and industry

**For complete meeting details,
please visit www.icefaconference.com**

Supporting Journal



Organised by



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www.icefaconference.com

SPONSORSHIP AND EXHIBITION INFORMATION

Raise your profile within the Engineering Community

The global network of scientists in academia, business and government is being targeted to generate a highly qualified audience from the Engineering community.

Our sponsors and exhibitors have the opportunity to network face-to-face with some of the leading names in the field and to build brand awareness and partnerships with international delegates.

Use your presence at the Fifth International Conference on Engineering Failure Analysis to:

- Increase brand awareness via both onsite and pre- event exposure
- Enhance relationships with existing customers and meet new ones
- Generate sales leads and educate the market
- Demonstrate products or services and launch new products
- Seek international partners and form new alliances
- Elevate your company profile in the Engineering community
- Increase visibility in focused markets
- Communicate your message to a highly qualified scientific community

For further information on sponsorship and exhibition opportunities please contact:
nicola.marsh@elsevier.com

EXHIBITION OPPORTUNITIES

An exhibition will run alongside the conference providing you with the opportunity to network with the delegates, demonstrate your products, generate new sales leads and raise your profile within the scientific community.

The exhibition package includes the listing of your logo and company name, short description and link on the conference website and programme booklet.

TABLE TOP

- 6ft table top exhibition stand **€ 1,400**

SPONSORSHIP OPPORTUNITIES

Promotion exposure for our sponsors includes:

- Listing of your company name and logo in the programme booklet
- Listing of your logo and company name, short description and link through to your company website on the conference website

See below for additional specific benefits and exposure

BRANDING AND VISIBILITY

DELEGATE BAG € 3,800

- Have your company logo on the highly valued delegate bag*. Used long after the event this will ensure long lasting visibility for your company.

USB MEMORY STICK € 3,800

- Your company logo on the conference memory stick* that will be inserted into each delegate bag and given to all delegates onsite. The memory stick will have the conference programme, all poster and oral abstracts, speaker biographies for the event. This will also contain a one page advert from sponsors.

SPONSOR SESSIONS € 2,300

- Your company logo at the opening and closing of the sponsored session/ theme and on on-site signage
- Your company name and logo in the programme booklet, next to the session listing/ theme
- 1 free delegate place

DELEGATE BAG INSERT € 600

- Your promotional materials can be inserted into each delegate bag given to participants on site. This applies to light weight materials only – books etc. will not be inserted into delegate bags, but are more appropriate for literature displays.

Materials should be sent to the Conference Project Lead in time for insertion - specific dates and quantities will be provided on application.

REGISTRATION DESK € 4,550

- Your company logo on poster and signage at the registration desk
- Your company logo on pens* distributed at the desk for the purpose of registration
- 1 free delegate place

LANYARDS € 3,500

Your company logo on the woven conference lanyard* given to each delegate and worn throughout the conference.

(*) the price allows for up to 2 color printing within logos

ADDITIONAL SPONSORSHIP OPPORTUNITIES

NETWORKING OPPORTUNITIES

COFFEE BREAK X1 € 1,700

- Sponsorship of one of the Conference refreshment breaks
- Your company logo on available paraphernalia* (eg napkins, doilies etc)
- Your company logo on A1 sized foam-backed posters where the breaks will be taking place
- Delegate bag insert

DRINKS RECEPTION € 5,700

- Opportunity to give a short address at the beginning of the reception
- Your company logo on available paraphernalia* (eg napkins, doilies etc)
- Your company logo on A1 sized foam-backed posters positioned around the reception area
- Delegate bag insert
- 2 free delegate places per reception sponsored

LUNCH SESSION X 1 € 5,700

- Sponsorship of one of the Conference Lunches
- Your company logo on available paraphernalia* (eg napkins, doilies etc)
- Your company logo on A1 sized foam-backed posters where the lunch will be taking place
- Opportunity to give a short address at the beginning of the lunch
- Delegate bag insert
- 2 free delegate places per lunch sponsored

WORKSHOP

Contact Us

Showcase your products to the conference delegates at a dedicated workshop session. Includes 1 free delegate place and company acknowledgement by level on all official conference support signs, programme and on all marketing collateral.

GALA DINNER

€ 7,500

- An unrivalled opportunity to have high profile branding at the main social event of the conference.
- Your company logo on available paraphernalia* (eg napkins, doilies etc.)
- A tabletop exhibition display
- Your company logo on A1 sized foam-backed posters where the dinner will be taking place.
- Opportunity to give a short address at the beginning of the dinner
- Delegate bag insert
- 2 free delegate places

SATELLITE SYMPOSIA

Contact Us

Give a scheduled 40 minutes clientbased case study (normally planned around the lunch break) to conference delegates. Includes 1 free delegate place and company acknowledgement by level on all official conference support signs, programme and on all marketing collateral.

SPONSORED WEBINARS

Contact Us

Elsevier webinars are live multimedia presentations that allow a presenter to truly engage and interact with a large scientific audience online. This an excellent opportunity to sponsor free access to a live or recorded webinar on a topic directly related to the meeting and benefit from marketing exposure before and during the event. This sponsorship will give you the possibility to

- Create your own custom environment and exclusive audience participation
- Target registered delegates and many other professionals aligned with your business
- Create complimentary coverage of a key topic that fits with your product or market objectives
- Create maximum impact and increase your profile immediately before or after the event

The package includes marketing, traffic and campaign management as well as 1 free delegate place.

ONLINE CONFERENCE

Contact Us

Elsevier has developed an online conference offering, allowing delegates from all over the world to access free of charge presentations online. The online conference allows an extended audience to hear the latest research developments from top international speakers, extending your marketing reach beyond the physical delegate base.

Sponsor an online counterpart to the physical event and enjoy unique benefits:

- Achieve significant brand exposure. Your logo is included in all event promotions.
- Extend your audience reach and broadcast your message to an unprecedented number of researchers worldwide.
- Capture qualified leads and gain important insights about the targeted audience.
- Demonstrate thought leadership and expertise.
- Archive conference material and make your conference stand out for months after the physical event.
- Online conference will also be communicated to the participants of the physical conference, increasing your exposure and branding.

The package includes marketing, traffic and campaign management as well as 1 free delegate place.

If you find that our offerings do not provide a perfect match for your marketing needs, let us know and we will customise a sponsorship programme for you.

For full details please contact:

Nicola Marsh, Conference Project Lead
E-Mail: nicola.marsh@elsevier.com

(*) the price allows for up to 2 color printing within logos

Sponsorship and Exhibition Order Form

1 YOUR DETAILS

Company contact name for correspondence

Title (Prof, Dr, Mr, Ms)	First Name
Surname	
Job Title	
Organization	
Address	
State/County	
Post/Zip Code	Country
Tel	Fax
Email	

2 ORDER DETAILS

EXHIBITOR OPPORTUNITIES

- Table Top Exhibit € 1,400

SPONSORSHIP OPPORTUNITIES

Branding and Visibility

- Delegate Bag € 3,800
- Delegate Bag Insert € 600
- USB Memory Sticks € 3,800
- Registration Desk € 4,550
- Sponsor Sessions € 2,300
- Lanyards € 3,500

Networking Opportunities

- Coffee Break € 1,700
- Drinks Reception € 5,700
- Lunch Session € 5,700
- Gala Dinner € 7,500
- Workshop POA
- Satellite Symposia POA

Sponsored webinar POA

Online Conference POA

3 HOW TO PAY

Please note that all figures are subject to VAT at the prevailing rate

Total amount payable €

- I will arrange a bank transfer to Elsevier Ltd, please send me the payment details

4 SIGN AND DATE THE FORM

I have read and agree to abide by the payment and cancellation terms as outlined below, 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:

Signature _____ Today's Date _____

5 RETURN TO

Nicola Marsh

Conference Project Lead

Elsevier

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Fax: + 44 (0) 1865 843958

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Terms and Conditions of Booking:

- Acceptance of applications for table-top exhibits or sponsorship is at the discretion of the organisers.
- **Cancellations:** If you find it necessary to cancel your exhibition or sponsorship package, please fax the conference department immediately on +44 (0) 1865 843958. Cancellation more than 91 days prior to the first open day of the conference – 50% of the total charge as a cancellation penalty provided that written notice is received. Cancellation 91 days or less prior to the first open day of the conference – 100% of the total charge as a cancellation penalty.
- Payment must be made in advance of the conference and is non-refundable 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.
- A reduction in Stand space shall be treated as a pro rata cancellation. A signed order of a Stand implies participation by the Exhibitor for the whole of the time when the hall is open to the Visitors. In the event of cancellation by the Exhibitor or failure to exhibit the Stand charges shall be paid in full to the Organiser. Cancellation charges will be applied as indicated above and the parties hereby agree that these constitute a genuine and reasonable estimate of the loss which the Organiser would incur on cancellation of the order by the Exhibitor.
- The exhibition stand contract constitutes a license to exhibit and not a tenancy. The Organiser reserves the right at any time and from time to time to make such alterations in the ground plan of the Exhibition as may in their opinion be necessary in the best interests of the Exhibition and to alter the shape, size or position allocated to the Exhibitor. No alterations to the space allotted will be made in such a way as to impose on the Exhibitor any greater liability for rental than that undertaken in the exhibition stand contract.
- The Exhibitor or Sponsor shall not be entitled to withhold payment of any amounts payable to the Organiser in relation to the exhibition or sponsorship package by reason of any dispute or claim by the Exhibitor or Sponsor in connection with the exhibition/sponsorship package or otherwise nor shall the Exhibitor or Sponsor be entitled to set off any amount which it is alleged is payable or due from the Organiser against any amount payable to the Organiser in relation to the exhibition or sponsorship package.
- Exhibitors are responsible for their own insurance for the event. A copy of your public liability insurance will need to be provided prior to the event.