



30 August – 03 September 2021

European Aerosol Conference 2021

Live, Interactive and Online

Information for Sponsors & Exhibitors

Covid-19 has impacted on all aspects of our professional and personal lives. The restrictions on meeting and travelling have impacted significantly on how we share our research, in many ways making it more efficient. The pandemic has also changed the opportunities for you to meet with your customers, collaborators, and end-users, but conferences remain important to sharing your company's capabilities with research scientists, and meeting new clients. The organizing committee invites you to participate in EAC 2021 as sponsors or exhibitors, making our event the premier aerosol science conference this year.





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Virtual EAC 2021 – The Aerosol Society’s year-long experience of gaining new benefits and attendance at online conferences

The Aerosol Society has learnt lessons from its globally-attended Covid Focus Meeting Series in Autumn 2020. We have seen how truly excellent research meetings can be achieved using video-conferencing. We have everything in place to deliver a fully-live and interactive online conference for EAC 2021. The online format offers advantages over a traditional in-person EAC event. Without the requirement for international travel, EAC 2021 addresses the climate impacts of carbon emissions, the focus of research for many in our community. For exhibitors, it reduces the costs of shipping demo instruments and stands.

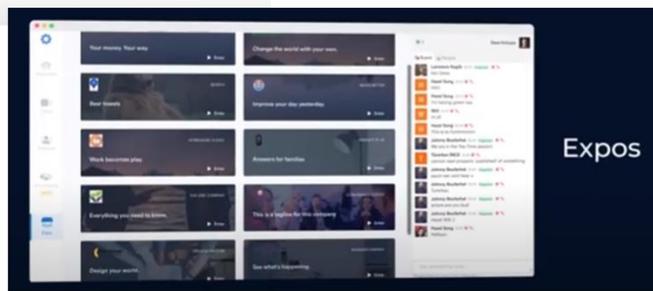
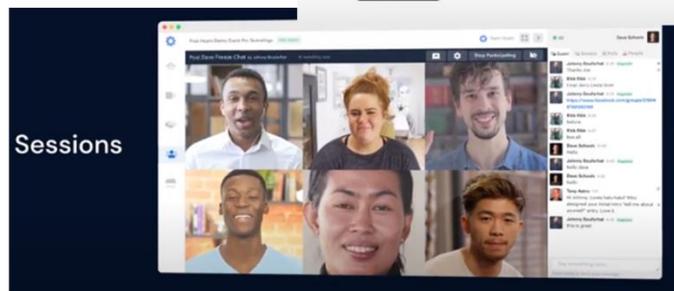
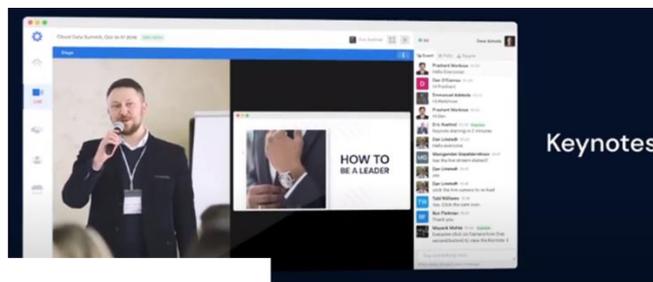
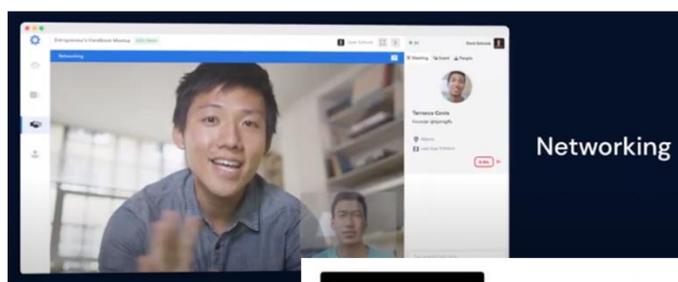
Although we aren’t able to gather in a pub for a pint, the virtual meeting opens EAC 2021 to global participation, in a way that an in-person conference could never achieve. Our programme is scheduled with a timetable that works for scientists as far apart as China and the USA. As exhibitors and sponsors, this will provide contact with a wider range of delegates than you might expect to meet at a typical EAC. The online conference also offers us a wider range of platforms to interact with customers, achieve effective marketing and publicise your brand. Please review the packages our online EAC 2021 can offer, and we look forward to discussing your registration with you in detail.



EAC 2021 – Building your Digital Presence

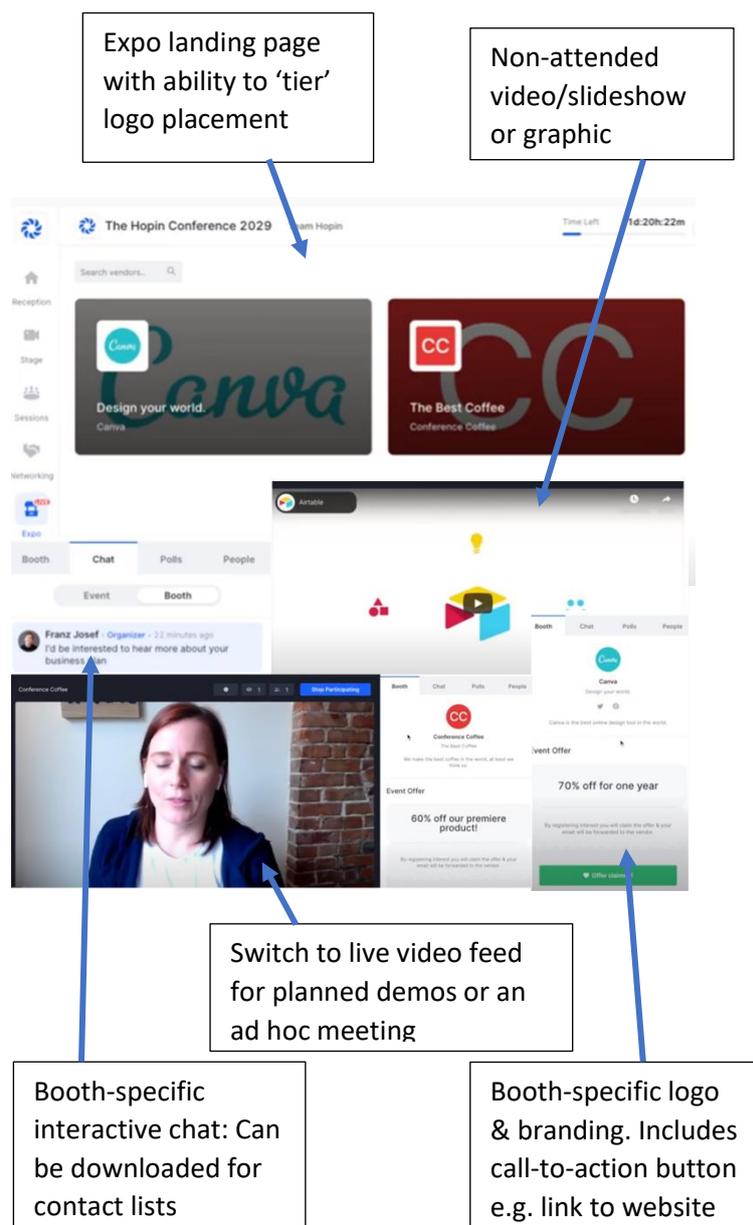
The Organizing Committee has gained experience of online conferences using over six different web conferencing platforms over the last 12 months. This includes organizing the DDL 2020 Christmas Lecture series which achieved a global, and most importantly live and interactive, audience. We have put a lot of thought, effort and planning into hosting EAC 2021 as a fully interactive virtual event. To achieve this, we are using [HOPIN](#), as our on-line event platform. You can view an introductory video to Hopin [here](#) on YouTube.

The Hopin Expo area is the virtual vendor booth exhibition hall. One of our reasons for choosing Hopin was because the Expo does not simply attempt to digitize an exhibition booth. The technology allows us to closely replicate a live event, but also to offer a variety of attendee interactions that are better than a regular in-person event. The key driver was to offer an increased variety of opportunities to interact and engage with delegates. Turnout rates and multiple engagement rates are excellent on Hopin. The features and benefits available on our EAC 2021 Expo site are displayed on the following pages.



EAC 2021 – Enhanced Client Interaction in the Digital Expo

- The EAC 2021 Expo will be accessible at all times during the conference. But uniquely – **it will be integral to our live poster session**;
- Exhibition booths will be open **on every Poster Session** landing page giving excellent visibility to delegates;
- Your expo booth includes pre-recorded video or live video streams, slideshow presentations, customizable call-to-action buttons, and dedicated chatrooms;
- You can change your video streams and links at any stage, and switch to live video demonstrations on-demand;
- Potential¹ to post live social media in the real-time conference feed to highlight your activities at the booth;
- Access¹ to delegate lists and booth attendee engagement data;
- Excellent in-event prospect data through your booth;
- Live attendee counts & registration page visits so you can choose your level of activity during sessions;
- Ability to download live chats from your booth, and videos of your hosted sessions for later marketing purposes.



¹ Depends on subscription level, and compliance with data protection regulations.

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EAC 2021 – Building your Digital Brand and Marketing Opportunities

We know exhibitors attend events for the science and networking like other delegates. However, we believe a conference should provide organizations with excellent marketing opportunities. Depending on your level of commitment, we can offer brand exposure before, during and after EAC 2021. The granular engagement data that can be gathered from an online event will enhance follow-up marketing and client engagement. The following are some of the benefits we are offering for EAC 2021:

- Logo and weblink placement on the landing pages of the www.EAC2021.co.uk website and the registration for premium sponsors
- Acknowledgement and logo on the sponsors page for all sponsors and exhibitors
- Logo and weblinks on the registration and landing pages of the conference
- platform for premium sponsors
- A mailshot to all registered delegates in advance of the conference, e.g. to advertise your activity during EAC 2021
- Advertisement in the downloadable Conference Proceedings;
- Control of your on-screen branding, appearance and signage;



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- Sponsorship of sessions (including plenary lectures), with visibility through presence as a Session Co-Chair, session advertising, and 'on-stage' acknowledgements;
- Video-roll advertisements before and after sponsored sessions;
- Ability to host your own timetabled session with content of your choosing (e.g. webinar tutorial, hosted user-group, guest lecturer);
- One-year logo placement on the Aerosol Society website after EAC 2021;
- One-year corporate membership of the Aerosol Society including access to discounted exhibition rates at future conferences and focus groups.

The graphic on the following page indicates the opportunities and benefits we can offer depending on the level of sponsorship commitment that you wish to make. We will of course be delighted to discuss your package in more detail, and encourage you to register your interest by emailing Diane Foster eac2021@aerosol-soc.com.

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EAC 2021 Sponsorship		Gold £6000	Silver £4000	Bronze £2500	Exhibitor £1500
		4	3	2	1
Exhibition Features	Inclusive delegate registrations	✓	✓	✓	✓
	Expo Booth in the 'Poster Hall'	✓	✓	✓	✓
	Additional booths @ £750 per booth	1 included	✓	✓	✓
	Timetabled Expo Sessions	✓	✓	✓	✓
	Rolling video/presentation/Poster for 24 h Expo	✓	✓	✓	✓
	Live Video Meeting (max 10 participants at a time)	✓	✓	✓	✓
	Notification of visitors to booth so you can 'go live'.	✓	✓	✓	✓
	Prominence of Booth and Logo on Expo Home Page	Large	Medium	Small	Mini
		✓	✓	✗	✗
Web Advertising	Free Corporate Aerosol Society Membership for 12 months	✓	✓	✓	✗
	Logo on landing pages of www.EAC2021.co.uk	✓	✓	✗	✗
	Premium Sponsor recognition with link to your website	✓	✓	✗	✗
	Logo on Sponsors' Page of EAC2021.co.uk	✓	✓	✓	✗
	Exhibitors named on Sponsors' Page of EAC2021.co.uk	✓	✓	✓	✓
Conference Exposure	Exclusive individual mailshot to advertise your exhibition	✓	✗	✗	✗
	Logo and link featured in EAC 2021 social media campaigns	✓	✗	✗	✗
	Logo added to EAC 2021 pre-conference notifications	✓	✓	✗	✗
	Newsletter email with max four-page product brochure compilation with other sponsors	1 week	3 weeks	6 weeks	✗
	Advert in Digital Conference Abstract Book	1 Page	½ Page	½ Page	✗
	Access to GDPR-compliant Conference Attendee list	✓	✓	✓	✓
	Ability to download list of leads who registered interest at your Expo booth	✓	✓	✓	✓
Visibility during EAC 2021	Exhibitor Profile on Conference Site during EAC 2021	✓	✓	✓	✓
	Timetabled personal technical symposium session in Conference Programme	✓	✗	✗	✗
	Supporting sponsor of 1 plenary lecture or the young investigator session (first-come, first-served)	✓	✗	✗	✗
	Co-Chair of sponsored Plenary session as moderator on the stage with Scientific Programme Chairs	✓	✗	✗	✗
	Supporting sponsor of 1 parallel session (first-come, first-served)	✗	✓	✗	✗
	Acknowledgement slide with branding at the start of every session	✓	✓	✗	✗
	Pre-recorded video running before and after sponsored session	✓	✓	✗	✗
Option to sponsor additional timetabled sessions at a cost on first-come, first-served basis (please enquire for pricing)	✓	✓	✓	✗	

All prices are exclusive of VAT.

