6th International Congress on Industrial and Applied Mathematics
Zürich, Switzerland, July 16 – 20, 2007

Sponsorship & Advertising

© Verein ICIAM'07 c/o Seminar für Angewandte Mathematik ETH Zürich
Zürich, May 2006
INDEX

Introduction to the ICIAM congress 2007 pages 3 - 4
Sponsoring & Partnership page 5
Look back on Sydney 2003 & preview to Zurich 2007 page 6
Venue page 7
Offer Congress Partner page 8
Gold Sponsorship page 9
Silver Sponsorship page 10
Other sponsorship & advertising opportunities page 11 – 12
Positive impact for partners & sponsors page 13
Order form sponsorship ICIAM’07 page 14
Contact & registration page 15
INTRODUCTION TO THE CONGRESS

The 6th International Congress on Industrial and Applied Mathematics including Exhibition takes place from Monday, July 16 to Friday, July 20, 2007 at the Federal Institute of Technology (ETH) and the University of Zurich. This congress is held every four years and is considered the most important event worldwide in its field.

The event covers new developments in applied mathematics, industrial mathematics, as well as applications of mathematics in industry and science. Besides from the congress, which is being held in different halls of ETH and the University, an exhibition, industrial days, poster sessions, and other embedded events will take place. They are meant to enhance communication and help bring together the different events and activities.

VENUES

Buildings of the Swiss Federal Institute of Technology (ETH) and the University of Zurich; downtown campuses.

DATE

Monday to Friday, July 16 – 20, 2007

ORGANISATION

ICIAM is an international association comprised of 25 associations of applied mathematics. The Swiss Mathematical Society (SMG) and the community of Swiss mathematicians are hosts of ICIAM 07.

PROGRAM

Invited lectures, mini-symposia, contributed talks, poster-exhibitions, embedded meetings and industry days

DELEGATES

The congress expects to attract approximately 2000 delegates plus 800 visitors of the GAMM-Conference (Gesellschaft für Angewandte Mathematik und Mechanik) and 27 invited speakers, i.e. a total of roughly 3000 delegates and companions. Our delegates will include leading thinkers, decision makers, and those outstanding individuals who are expected to shape the development of the discipline in coming years.
INTRODUCTION TO THE CONGRESS

EXHIBITION
Publishers, soft- and hardware companies and other interested organisations

MEDIA
A wide variety of national and international technical press agencies and newspapers will cover reporting about the congress

EMBEDDED MEETINGS
GAMM Annual Conference of Gesellschaft für Angewandte Mathematik & Mechanik
ESMTB European Society for Mathematical and Theoretical Biology
CSIAM China Society of Industrial and Applied Mathematics
UMALCA Unión Matemática de América Latina y el Caribe
AMU African Mathematical Union

INDUSTRY DAYS
Optimization of telecommunication infrastructure
Predicting the blockbuster in pharmaceutical design
Risk management in financial and energy markets
Simulating flows in food processing
Computational electromagnetics

CONGRESS- AGENCY
Spectrum Events AG
Weinbergstrasse 11
8001 Zurich / Switzerland
www.spectrum-ch.com
Tel    +41 44 252 50 30
Fax   +41 44 251 31 49
iciam07@spectrum-ch.com

CONGRESS WEBSITE
www.iciam07.ch

DOWNLOAD
www.iciam07.ch/sponsors/sponsoring_advertising.pdf
SPONSORING & PARTNERSHIP

The opportunity to sponsor the congress is offered to all companies, associations and institutions, which have an interest in the fields covered by the congress and that want to present themselves to the international mathematical community.

Also companies that do not deal directly with applied mathematics may want to take the opportunity to present themselves to an international community. For example, sponsoring the congress could be of interest to the tourist sector in the region of Zurich or even Switzerland.
Sydney 2003
Date 7 - 11 July 2003
Delegates 1730
Companions 72
Invited speakers 27
Presentations 1700
Exhibitors 24

Zurich 2007
Date 16 – 20 July 2007
Delegates 2000 – 2600
Companions 200 – 400
Invited speakers 30 – 39
Presentations 2000
Exhibitors 22 – 30

The subsequent ICIAM International Congress shall take place in Vancouver, Canada, in July 2011
Zurich

Welcome to Zurich. This town is Switzerland’s major hub for business and science. It is home to one of the oldest universities of Switzerland as well as ETH, the Swiss Federal Institute of Technology. Both institutions are located in the heart of the city, near the railway station and the lake.

University of Zurich

Federal Institute of Technology (ETH)
PARTNER package ICIAM'07

- Nomination as a PARTNER OF THE CONGRESS (Partner of ICIAM07) in all possible written and oral appearances
- Your company's logo and link on the partner website, the main site and the sponsor's site of the congress ICIAM07
- Your company's logo on the majority of imprints as well as on the title of the participant list.
- 1 page advertisement 1 page (DINA4, coloured) in the program-book (either cover inside front, cover inside back, cover outside back (first come, first served))
- Free booth at the exhibition, 9 sqm at preferred place, incl. standard equipment. Additional requirements or space will be invoiced at regular rates
- Placement of your company's logo on official posters and banners (as far as possible) at the main entrance, in the foyer or in the corridors of University and ETH
- 3 free entrances to the congress
- VIP Dinner for 2 persons with 5 minutes speech
- Use of VIP lounge
- Hand-out of promotional brochure with the congress bag (max. 2 double sided pages, max. size DIN A4, 3000 pieces
- 30 min. presentation at the sponsor's session
- Product exclusivity

PARTNER Sponsorship-Cost:

CHF 25'000; plus V.A.T.
(payable in two equal installments September 2006 and March 2007)
GOLD SPONSORSHIP

GOLD package ICIAM'07

- Nomination as a GOLD SPONSOR in all possible written and oral appearances
- Your company’s logo and link on the partner website, the main site and the sponsor’s site of the congress ICIAM07
- Your company’s logo on the majority of imprints
- Half page advertisement (DINA5, black/white) in the program book
- Free booth at the exhibition, 6 sqm at preferred place, incl. standard equipment. Additional requirements or space will be invoiced at regular rates
- Placement of company’s logo on official posters and banners (as far as possible) at the main entrance, in the foyer or in the corridors of University and ETH
- 2 free entrances to the congress
- VIP Dinner for 2 persons
- Use of VIP lounge
- Hand-out of promotional brochure with the congress bag (max. 1 double sided DINA4 page, 3000 pieces)
- 20 min. presentation at the sponsor’s session
- Product exclusivity if arrangable

GOLD Sponsorship-Cost

CHF 15'000; plus V.A.T.
(payable in two equal installments September 2006 and March 2007)
SILVER SPONSORSHIP

SILVER package ICIAM'07

- Nomination as a SILVER SPONSOR in all possible written and oral appearances
- Your company’s logo and link on the sponsor’s site of the congress-website ICIAM07
- Your company’s logo on the majority of imprintings
- Quarter page advertisement (DINA6, black/white) in the program book
- Placement of company’s logo on official posters and banners (as far as possible) at the main entrance, in the foyer or in the corridors of University and ETH
- 1 free entrance to the congress
- VIP Dinner for 1 person

SILVER Sponsorship-Cost

CHF 10'000; plus V.A.T.
(payable in two equal installments September 2006 and March 2007)
OTHER SPONSORING & ADVERTISEMENT OPPORTUNITIES

Here we present a few ideas and proposals for smaller sponsorship opportunities. To find the perfect way of participating in the world-congress and presenting your company in the ideal surroundings, we invite you to discuss the details with us personally.

Advertisement in the congress book (170 x 240 mm), which is handed out at the congress opening:

1/1 page (portrait) RGB colour ................................................................. CHF 5’200
1/1 page (portrait); greyscale ................................................................. CHF 3’400
½ side (landscape); greyscale ................................................................. CHF 1’700
¼ side (portrait or landscape); greyscale ........................................ CHF 1’000

Advertisement in the magazine „intelligencer“ of Springer Verlag Heidelberg, Hand-out to the participants upon congress opening:

1 page full-size, greyscale (194 x 280 mm) ..................................................... CHF 2’600
1 page full-size full-colour (194 x 280 mm) ................................................. CHF 4’250
Half-landscape, greyscale (194 x 140 mm) ............................................. CHF 1’350
Half-landscape full-colour (194 x 140 mm) ........................................... CHF 2’950
Third-landscape greyscale (194 x 90 mm) ............................................. CHF 750
Third-landscape full-colour (194 x 90 mm) ........................................... CHF 2’300
OTHER SPONSORING & ADVERTISEMENT OPPORTUNITIES

Advertisement on the tram-ticket, RGB colours, which is handed out to the participants and accompanying person upon congress opening … CHF 7'500

Enclosure in the congress bag
- brochure max DinA4, 6 pages……………………………………………………………………... CHF 4'200
- brochure max DinA5, 6 pages ………………………………………………………………………... CHF 3'000
- 1 sheet DinA4 ……………………………………………………………………………………………... CHF 2'200
- 1 sheet DinA5 ……………………………………………………………………………………………... CHF 1'000

Internet-Café Partner with your logo displayed in the cafe; in the program book and on the start-page of the computers in the café………………… CHF 7'500

2 bulk mails via e-mail to the pre-registered participants (only with their allowance)……... CHF 3'500
1 bulk mail via e-mail to the pre-registered participants (only with their allowance) ....... CHF 2'500

There are a wide variety of sponsorship opportunities in different branches, for example catering, cultural presentations (at the welcome reception, the VIP-dinner), excursions, give-aways and other merchandising. More details will be available at a later date or may be better discussed individually.

All prices are in Swiss Francs (CHF), valid for 2007, plus V.A.T. (presently 7.6%)
All sponsorship fees will be used for the benefit of the congress. Companies and organizations who are willing to engage themselves shall receive a real and measurable value and maximum profit for their support:

- The right to present themselves as a sponsor and use this sponsorship for their own public relation and sales promotion
- Approx. 3000 specialists from the international mathematical community will get in touch with products, services and messages of the sponsors on varied levels
- Singular opportunity to get in touch with the sponsors target group and have direct dialogue with them
- An even larger number of specialists and interested persons worldwide will follow the results of the congress and will read the reports of the congress
- From the association with the ICIAM congress and its importance (it takes place only every 4 years) arises an image transfer and an ideal promoting of products and services
- The tourism industry of the town of Zurich, or of Switzerland in general (gastronomy, excursions, hotels, transport etc.) have a great chance to reach 3000 potentially interested, active visitors. Accompanying persons will have time to explore Zurich and Switzerland and all participants will have dinner individually
We would like to join the congress as a **CONGRESS PARTNER** (CHF 25'000); please contact us for a meeting

We would like to join the congress as a **GOLD SPONSOR** (CHF15'000); please contact us for a meeting

We would like to join the congress as a **SILVER SPONSOR** (CHF10'000); please contact us for a meeting

Please contact us for a personal conversation regarding special wishes or further sponsorship and advertising possibilities

Please send this request via fax or via post-mail to the following addresses
Requests for sponsorship and advertisement will be accepted from the Iciam07-Committee and the official congress agency Spectrum Events AG

Spectrum Events AG
Weinbergstrasse 11
8001 Zürich, Schweiz
Tel  +41 (0)44 252 50 30
Fax  +41 (0)44 251 31 49
iciam07@spectrum-ch.com
www.spectrum-ch.com

contact Edith Wieland

ICIAM’07 c/o Seminar für Angewandte Mathematik
ETH Zürich, Hauptgebäude G54.1
Rämistrasse 101
8092 Zürich, Schweiz
Tel   +41 (0)44 632 34 52
Fax   +41 (0)44 632 11 04
jeltsch@math.ethz.ch
www.iciam07.ch

contact Prof. Dr. Rolf Jeltsch