

The background of the brochure features a detailed view of the interior of a particle detector, showing a complex arrangement of copper and silicon components. Overlaid on this are several data visualization elements: a network of nodes and lines in shades of pink and orange, and a bar chart at the bottom with vertical bars in purple, red, and orange. The overall aesthetic is high-tech and scientific.

# SPONSORSHIP BROCHURE

# ICHEP 2020 | PRAGUE

40<sup>th</sup> INTERNATIONAL CONFERENCE  
ON HIGH ENERGY PHYSICS

**30 JULY - 5 AUGUST**  
PRAGUE, CZECH REPUBLIC

[ic hep2020.org](https://ic hep2020.org)

# INVITATION FOR SPONSORSHIP

## DEAR DELEGATES AND INDUSTRIAL REPRESENTATIVES,

It's a great honour to invite you to participate as a sponsor and exhibitor to the 40<sup>th</sup> International Conference on High Energy Physics that will take place in Prague, Czech Republic, from 30<sup>th</sup> July to 5<sup>th</sup> August 2020. Prague is located in the very heart of Europe; it is a city with long and rich history, offering many possibilities to enjoy culture, museums, art, architecture, entertainment and gastronomy.

The International Conference on High Energy Physics is the largest particle physics conference with more than a thousand participants from different countries all over the world. The conference program has been carefully designed to cover all recent results and most hot topics concerning particle and astroparticle physics. The program will include parallel and invited plenary sessions as well as two poster sessions.

The conference also provides the place and forum to plan major future facilities for the field as well as upgrades of the existing facilities. The latter includes a 1 billion CHF upgrade of the Large Hadron Collider at CERN, Geneva, as well as the detectors scheduled for the coming decade.

The industrial session will include presentations from various industries reporting on their experience, future projects, and research in the field of experimental particle physics. Representatives of the leading experimental facilities are also expected to attend and present their views. ICHEP 2020 will be one of the Particle Physics 2020 highlights, and we look forward to welcoming you in Prague.



### ZDENĚK DOLEŽAL

Chair of the 40th International Conference on High Energy Physics

# 40<sup>TH</sup> ICHEP 2020 IN A NUTSHELL

function	wed 29 july	thu 30 july	fri 31 july	sat 1 august	sun 2 august	mon 3 august	tue 4 august	wed 5 august
sessions	none	full day	full day	full day	no sessions	full day	full day	full day
exhibition	afternoon set-up	full day	full day	full day	exhibition closed	full day	full day	afternoon dismantling
social event	none	welcome reception & poster session evening venue	poster session evening venue	none	none	none	conference dinner evening Zofin	none

Expected number of participants: 1 200

The official website [ichep2020.org](https://ichep2020.org) is being regularly updated and contains all the important information.

## SPECIALISATIONS INVOLVED

- / Experimental particle physics
- / Astroparticle physics
- / Computing and data handling
- / Detection methods
- / Electronics

The Prague Congress Centre ranks among Europe's best-known congress venues with 13 000 m<sup>2</sup> of exhibition space, more than 50 halls, reception and meeting rooms (with an overall capacity of up to 9300 people) and a beautiful panoramic view over the city. It is located conveniently next to the Metro station (Vyšehrad – Line C, Prague's city centre is only two stops away) and the hotels Holiday Inn Prague Congress Centre and Corinthia Prague. It is also the seat of the Professional Congress Organizer (C-IN).



# WHY SHOULD YOU SPONSOR?

A tailored sponsorship package is a cost-effective opportunity to reach a large number of delegates within your target market.

## Experimental particle physics is nowadays a multidisciplinary field including a broad variety of specialisations:

- Sensor and detector techniques
- Analogue and digital electronics, cables, connectors
- Data acquisition systems
- Environmental monitoring and control systems
- Cooling and vacuum systems
- Computing, storage
- Mechanical structures (advanced materials, carbon fibres)
- Optotronics and lasers
- Artificial intelligence and machine learning
- Your organization's presence at the conference is an opportunity to leverage several days of unparalleled access to a wide potential client base, to inform them about your products and services and build long-term relationships.
- Sponsorship is a proven strategy for marketing your brand: it combines the reach of magazine advertising with the power of direct mail and persuasion of face-to-face meeting.
- Conference participants are keen to improve their scientific knowledge. Aligning your company with this powerful educational experience demonstrates your commitment to assisting their development at a deeply personal level.
- Your Company will benefit significantly from exposure to an interested, relevant and influential audience in an informal yet informative environment away from the competition of everyday distractions. This becomes essential particularly now, in the era when large facilities are being constructed or upgraded and technology and vendor choices are being made.
- The conference will assist you in achieving strategic goals by providing you with direct exposure to your target market.
- Be informed and identify the marketing strategies being implemented by your competition.
- As a Conference Sponsor you will be given priority location within the conference Exhibition. Gold Sponsors will receive first choice, followed by Silver.

## KEY BENEFITS TO EARLY COMMITMENT

- **Aligning your company early will ensure maximum exposure and the opportunity to choose the most convenient exhibition location and desired sponsorship options.**

# SPONSORSHIP PACKAGES

Sponsors will be provided with a unique opportunity to gain direct access to over 1200 delegates specialising in high energy physics from around the world. The sponsors' contribution is recognised as a valuable enhancement of the conference, the options listed below can however be subject to negotiation.

Sponsors supporting the conference to a certain value will be acknowledged based on different levels of sponsorship as follows:

	 <b>GOLD</b> Sponsor minimum contribution 8 000 EUR*	 <b>SILVER</b> Sponsor minimum contribution 6 000 EUR*	 <b>BRONZE</b> Sponsor minimum contribution 4 000 EUR*
Delegate full registrations	<b>5</b>	<b>3</b>	<b>2</b>
Exhibition space	9 sqm	6 sqm	6 sqm
Exhibition only passes	3	2	2
Advertisement in final program	inside	inside	✗
Company profile in final program	40 words	30 words	30 words
Bag insert	✓	✓	✓
General benefits**	✓	✓	✓

\* All prices shown are exclusive of VAT.

### \*\* General Benefits All (Gold, Silver and Bronze) partners will receive these benefits:

- / Your company logo (hyperlink included) will be published on the official webpage
- / Your company will be listed as a sponsor and your logo will be included in the printed materials
- / All sponsors' booths will be placed on one floor together with catering stations
- / Your company will be recognized as a sponsor in the PowerPoint presentation that runs during breaks in the conference rooms
- / Acknowledgement during the opening and closing ceremonies
- / Sponsors can use the conference logo for their own advertising after consulting with the organizers

# SPONSORSHIP ITEMS

## Workshop Satellite Symposium



8 000 EUR

Do not miss the opportunity to organize your own symposium during the conference (exact time is to be determined). This option includes an equipped meeting room for the duration of 60 minutes, invitation advertised in the final program and a mailing with an invitation to all registered delegates 14 days prior to the start of the conference (content of the invitation needs to be supplied by the given deadline). Symposium content is to be reviewed and agreed on by the organizer.

## CONFERENCE MATERIALS, BAG AND BADGES

### Conference Bag Partnership



5 000 EUR EXCLUSIVE

Your company logo will be printed on the bag in a prominent position together with the ICHEP 2020 logo (the type, size and color of bags as well as position and size of the logo will be at the organizer's discretion).

### Lanyards



5 000 EUR EXCLUSIVE

Supply your company's lanyards and be constantly visible to all delegates.

### 1-Page Bag Flyer



1 500 EUR

Provide an A4 size, double-sided flyers / promotional pieces for conference bags and promote your company to all delegates.

## Final Program Advertisement Full Inner Page



1 500 EUR

You can place your advertisement in the final program book, being the most-read item by the conference delegates.

## TECHNOLOGY

### Wi-Fi Service



5 000 EUR EXCLUSIVE

This is the service that is the most sought-after by delegates. Wi-Fi connection will be available in the halls and meeting rooms of the Prague Congress Centre. Your webpage will be the first page to open upon accessing the service.

### Speakers' Preview Room



3 000 EUR

This is the service that is the most sought-after by delegates. Wi-Fi connection will be available in the halls and meeting rooms of the Prague Congress Centre. Your webpage will be the first page to open upon accessing the service.

## BRANDING

### Charging Box



3 000 EUR per one box

Charging stations are quickly becoming a standard and popular feature of modern events. The box will be branded with your company logo; the LCD screen can display any video or promotional message you wish to share with delegates.

### Footprints



5 000 EUR EXCLUSIVE

Footprints are the first conference related item that will catch the attention of most delegates. It will be placed along the footpath from the underground to the Prague Congress Centre. Your company logo will be placed on the footprints together with the ICHEP logo.

# EXHIBITION OFFER

Would you like to promote your company onsite in an effective way? The exhibition provides an ideal opportunity for delegates to interact with commercial and professional organisations to familiarise themselves with the latest products, services and advice. Delegates increasingly welcome the opportunity to tap into the expertise provided by exhibitors. In addition to the commercial exhibits, coffee breaks will be served in the exhibition area to maximise the amount of time delegates spend within the exhibition area.

## Exhibition Space Only

300 EUR (excl. VAT) / 1 sqm

Minimum order is 6 sqm, that includes:

/ Company logo and link on the conference website as an Exhibitor prior to the conference

/ Listing in designated industry section of the Final Program

/ 1 exhibitor pass per each 3 sqm of ordered space

/ Invitation to the Welcome Reception for registered exhibitors

/ 1 conference bag per stand

/ Cleaning of public areas and gangways

Space only rental does not include any furniture, electrical usage or stand cleaning. All these services and other items will be available to order in the Exhibitors' Manual.

## Booth Equipment Package

200 EUR (excl. VAT) / 1 sqm

In addition to the space rental you can purchase the booth equipment package that includes:

/ White panels/silver alloy construction

/ Electricity supply 220V / 3,5 kW

/ Fascia board company name

/ Daily cleaning

/ Carpet

/ 1 table and 2 chairs

/ Spotlights (1 spotlight per 3 sqm)

All prices shown are exclusive of VAT.

Size	Space Only	Booth Equipment Package	Equipped Booth
6 sqm	1 800 EUR	1 200 EUR	3 000 EUR
9 sqm	2 700 EUR	1 800 EUR	4 500 EUR
12 sqm	3 600 EUR	2 400 EUR	6 000 EUR
15 sqm	4 500 EUR	3 000 EUR	7 500 EUR
18 sqm	5 400 EUR	3 600 EUR	9 000 EUR

All prices shown are exclusive of VAT.



## EXHIBITORS REGISTRATIONS

### Workshop / Satellite Symposium

All exhibitors are required to be registered and will receive a badge displaying the exhibiting company name. One exhibitor pass will be given for each 3 sqm of ordered space.

Any additional exhibitors will be charged 200 EUR for an exhibitor pass.

Exhibitor passes allow access to the exhibition area only and shall be used by company staff only. Detailed guidelines on exhibitor registration will be included in the Exhibitor's Manual.

### SITE VISITS

Exhibitors are welcome to visit the Congress venue at their convenience. Please contact Sponsorship and Exhibition Manager Andrea Ambrozova ([andrea.ambrozova@c-in.eu](mailto:andrea.ambrozova@c-in.eu)) to arrange this.

### EXHIBITORS' MANUAL

An Exhibitors' Manual outlining all technical aspects of exhibiting will be available during April 2020. It will include the following:

- / Technical details about the Venue
- / Final exhibition details and information
- / Suppliers details
- / Services available to exhibitors and order forms

To secure your sponsorship level and book an exhibition space, please contact:

**Andrea Ambrožová**  
Sponsorship Manager

/ Tel.: +420 261 174 305,

/ Mob.: +420 737 685 436

/ E-mail: [andrea.ambrozova@c-in.eu](mailto:andrea.ambrozova@c-in.eu)

**C-IN**  
Prague Congress Centre  
5. května 65, 140 21 Prague 4  
Czech Republic  
[www.c-in.eu](http://www.c-in.eu)

## ORDER FORM

All prices are excluding VAT (21 %).

EU registered companies will account for VAT under the reverse charge mechanism.

Company name\*

Contact person\*

E-Mail\*

Phone number\*

Invoicing address\*

Postal Address

Vat Number\*

\* mandatory field

	Package Type	Price Excl. Vat	Preferred Booth #
	Gold	8 000 EUR	<input type="text"/>
	Silver	6 000 EUR	<input type="text"/>
	Bronze	4 000 EUR	<input type="text"/>

Sponsorship Items	Price Excl. Vat	Total
Workshop / Satellite Symposium	8 000 EUR	
Bag Partnership	5 000 EUR	
Lanyards	5 000 EUR	
1-Page Bag Flyer	1 500 EUR	
Final Program Full Inner Page Ad	1 500 EUR	
Wi-Fi Service	5 000 EUR	
Speakers' Preview Room	3 000 EUR	
Venue Advertising - Charging Box/s	3 000 EUR per box	
Venue Advertising - Charging Box/s	5 000 EUR	

Exhibition	Space Only	Booth Equipment Package	Equipped Booth
6 sqm	1 800 EUR	1 200 EUR	3 000 EUR
9 sqm	2 700 EUR	1 800 EUR	4 500 EUR
12 sqm	3 600 EUR	2 400 EUR	6 000 EUR
15 sqm	4 500 EUR	3 000 EUR	7 500 EUR
18 sqm	5 400 EUR	3 600 EUR	9 000 EUR

**Grand Total (excl. VAT)**

## GENERAL TERMS AND CONDITIONS

The following General Terms and Conditions have been established by the 40th ICHEP 2020 "Conference Secretariat" (CZECH-IN s. r. o., the company operates under the brand name C-IN) to set out rights and obligations of the "Partner" towards the Conference Secretariat and vice versa.

### AGREEMENT

By submitting the order form incorporating these terms by reference, the Partner accepts **General Terms and Conditions**, conditions contained in the **Sponsorship and Exhibition Brochure**.

Only fully completed, signed and stamped order forms will be taken into consideration. Confirmation, in writing, of the allocation of a Sponsorship/Exhibition constitutes the establishment of an agreement between the Partner and the Conference Secretariat. For the avoidance of doubt, the Conference Secretariat reserves the right to refuse any application without further explanation.

This Agreement contains the entire understanding between the parties with respect to the Event sponsorship/exhibition benefits and obligations and supersedes all prior oral and written understandings, arrangements and agreements between the parties.

Applications will be processed in order of receipt. Exclusive sponsorship items and exhibition space will be allocated on a first come, first served basis. The Conference Secretariat reserves the right to rearrange the floorplan and/or relocate any exhibit without notice.

# RIGHTS AND OBLIGATIONS

The Partner is entitled to benefits as listed in the Sponsorship and Exhibition Brochure. The Conference Secretariat shall provide the Sponsor benefits (as stated in the Sponsorship and Exhibition Brochure) and organize the Event using reasonable skill and care and will consult with the Partner on aspects of the Event where he deems appropriate.

**Scientific program and Events organized by the Partner.** Scientific meetings for delegates organized by the Partner must not overlap with the Event official scientific program. The Partner acknowledges this and will act accordingly.

**Logo and web link.** The Partner is required to submit a web link and a company logo in high-resolution AI or EPS format upon confirmation of allocation of a Sponsorship.

**Ad in program book.** Gold and Silver sponsors will have their ads published in the final program (the position is specified in the Sponsorship and Exhibition Brochure). The Conference Secretariat reserves the right to approve or decline any program book ad. Files must be submitted by 10 July 2020.

**Event promotion.** The Partner will promote the Event in a positive manner to their clients.

**Payment Terms.** The Partner shall pay the Conference Secretariat the total amount invoiced by wire transfer to the bank account specified below (unless a different account is mentioned in the invoice). All invoices must be paid in full by the Company within thirty (30) days from the date of issuing of the invoice. In case the event is taking place less than thirty days from the date of invoice, full payment is due immediately.

Account holder: **CZECH-IN s. r. o., 5. Května 65, 140 21 Prague 4, Czech Republic**  
Bank address: **Komerční Banka, a. s., Na Příkopě 33, 114 07 Prague 1, Czech Republic**  
IBAN: **CZ590100000510903490207 (EUR)**  
BIC Code: **KOMBCZPPXXX**

Czech VAT is applicable to the listed prices for companies from non-EU countries. All other EU companies are required to provide their VAT number to be able to use the reverse charge procedure. All rates are payable in Euro. Any bank fees incurred must be paid by the Partner.

If the Partner fails to make the payment within the time and manner referred to above, the Conference Secretariat may, in writing, cancel the partnership.

**Intellectual property.** Any Event content, including but not limited to photos, videos, slides, or papers shall not be posted or disseminated by the Partner without the express written approval of the Conference Secretariat.

**Cancellation and force majeure.** If the Partner cancels the application for a sponsorship package after it has been officially accepted by the Conference Secretariat, he will be liable to pay the following fees, unless the package cannot be reallocated to another company:

70 % of the total rate, if the cancellation is received in writing until 1 March 2020.  
100 % of the total rate, if the cancellation is received in writing after 2 March 2020.

Any refunds will be made after the Event but no later than 1 September 2020. All bank charges resulting from a refund related to the cancellation of sponsorship package/exhibition will be at the charge of the partner.

The Conference Secretariat reserves the right to cancel without notice or compensation the ICHEP 2020 in the event of force majeure (strikes, fires, terrorist attacks, damages or other fatal occurrences). In such case, the Conference Secretariat is freed of all responsibility and shall only be obliged to reimburse the payments received subject to deduction of any costs it has incurred in preparing the event.

Date

Signature and Company Stamp

Please send the completed, signed and stamped Order form incorporating General Terms and Conditions to Andrea Ambrozova ([andrea.ambrozova@c-in.eu](mailto:andrea.ambrozova@c-in.eu)), the ICHEP 2020 Sponsorship and Exhibition Manager.