



12th International Conference on Synchrotron Radiation Instrumentation

Marriott Marquis | New York City
Times Square | July 6-10, 2015

Sponsorship and Exhibition Opportunities



BROOKHAVEN
NATIONAL LABORATORY



U.S. DEPARTMENT OF
ENERGY

Office of
Science



WELCOME TO THE 12TH INTERNATIONAL CONFERENCE ON SYNCHROTRON RADIATION INSTRUMENTATION (SRI 2015)

The National Synchrotron Light Source II (NSLS-II), Brookhaven National Laboratory is pleased to invite you, next summer, to the 12th International Conference on SRI, at the Marriott Marquis in Times Square, New York City, July 6-10, 2015.

As in previous meetings in this triennial conference series, the SRI 2015 will bring together foremost scientists, researchers, and engineers from around the world, and highlight the most cutting-edge instrumentation, technology, and methodologies, as well as novel research and development that drive the rapid advances in the field of synchrotron and free-electron-laser light sources worldwide.

The scientific program at SRI 2015 will feature over 100 invited and contributed oral presentations in plenary and parallel sessions, a comprehensive poster and exhibition session with ample opportunities to discuss and mingle with colleagues from facilities and industry, and a trip to Long Island for a grand tour of the newest synchrotron in the world – NSLS-II.

Furthermore, in addition to the professional interactivity of this conference, original social events and additional services will be held over the five days, lending a friendly atmosphere to facilitate exchanges.

Please do not hesitate to contact us!

Best Regards,
On behalf of the Conference Organizers

Opportunities at a Glance

All prices are quoted in United States dollars and are inclusive of the New York State Sales (NYS) Tax.

Premier Sponsor	\$25,000	Exclusive opportunity
Special Plenary Sponsor	\$15,000	Four (4) opportunities

Conference Program Involvement

Parallel Session Sponsor	\$5,000	16+ opportunities
Student Scholarship Sponsor	\$1,500	Six (6) opportunities
Young Engineer/Scientist Poster Contest	\$2,000	Exclusive opportunity
Company Lunch Presentations Sponsor	\$10,000	Four (4) opportunities

Social Events

Welcome Reception	\$10,000	Two (2) opportunities
Conference Dinner	\$15,000	Three (3) opportunities

Conference Hospitality

Coffee/Tea Break	\$5,000 per break	Seven (7) opportunities
	\$8,000 per day (2 breaks)	Three (3) opportunities
	\$25,000 (7 breaks)	Exclusive opportunity (subject to availability)
Late Afternoon Poster and Exhibitor Session	\$10,000 per session, per sponsor	Two (2) opportunities (Tues. or Thurs.)
Bierstube	\$10,000	Exclusive opportunity

Conference Materials (Printed materials and/or company logos must be received before April 15)

Conference Bags	\$8,000	Exclusive opportunity
Abstract USB Stick	\$10,000	Exclusive opportunity
Conference Lanyards	\$7,000	Exclusive opportunity

Conference e-Communications

Wifi Service	\$5,000 per day	Five (5) opportunities
	\$20,000	Exclusive opportunity (subject to availability)

Advertising

Full Page Advertising	\$2,500	Unlimited opportunities
Half Page Advertising	\$1,500	Unlimited opportunities
Meeting Bag Insert	\$1,500 per insert	Unlimited opportunities

Exhibition

Standard Locations	\$4,000	
Prime Locations	\$5,000	Limited opportunities
Double Exhibition Booths	\$7,500	Limited opportunities

Sponsorship Opportunities

Premier Sponsor

\$25,000

Exclusive opportunity

The Main Sponsorship is aimed to position you at a prime level for promotional opportunities. This opportunity includes the following:

- Two (2) 8' x 10' exhibition booths
- Five (5) full Conference registrations. Each registration includes one (1) ticket to the Welcome Reception and one (1) ticket to the Conference Dinner. Additional attendees must register as a "General Attendee" with a registration fee of \$750. General attendee registration includes one (1) ticket to the Welcome Reception (Conference Dinner is not included).

Program participation

- Verbal acknowledgement as the Premier Sponsor by Conference Chair during official opening and closing sessions
- Includes sponsorship of the 1st Plenary Session – display one (1) company banner on stage during session

Company branding and promotion

- Company banner displayed on stage during opening session
- Endorsement as the Main Sponsor on all Conference communication from date of commitment

- Exclusive company logo and acknowledgement as the Main Sponsor on the home page and all applicable pages of the Conference website hyperlinked to your preferred website
- Company logo and acknowledgement as Main Sponsor on the sponsor acknowledgement board
- Company logo and acknowledgement as Main Sponsor on the exhibitor directory signage
- Option to provide one (1) pull up banner for display at the registration desk
- One (1) full page (8.5" x 11"), full color advertisement (to be provided by sponsor) inside the Conference program (subject to printing deadlines)
- List of registered participants in .xls file format six weeks prior, two weeks prior, and a final listing post Conference – including name, organization and email address
- One (1) full page (8.5" x 11") insert (provided by sponsor) to be included in the Conference bag



Sponsorship Opportunities

Special Plenary Sponsor

\$15,000

Four (4) opportunities

Special Plenary Sponsorship provides high-level coverage and exceptional exposure throughout the Conference.

- One (1) 8'x10' exhibition booth
- Three (3) full Conference registrations. Each registration includes one (1) ticket to the Welcome Reception and one (1) ticket to the Conference Dinner. Additional attendees must register as a "General Attendee" with a registration fee of \$750. General attendee registration includes one (1) ticket to the Welcome Reception (Conference Dinner is not included).

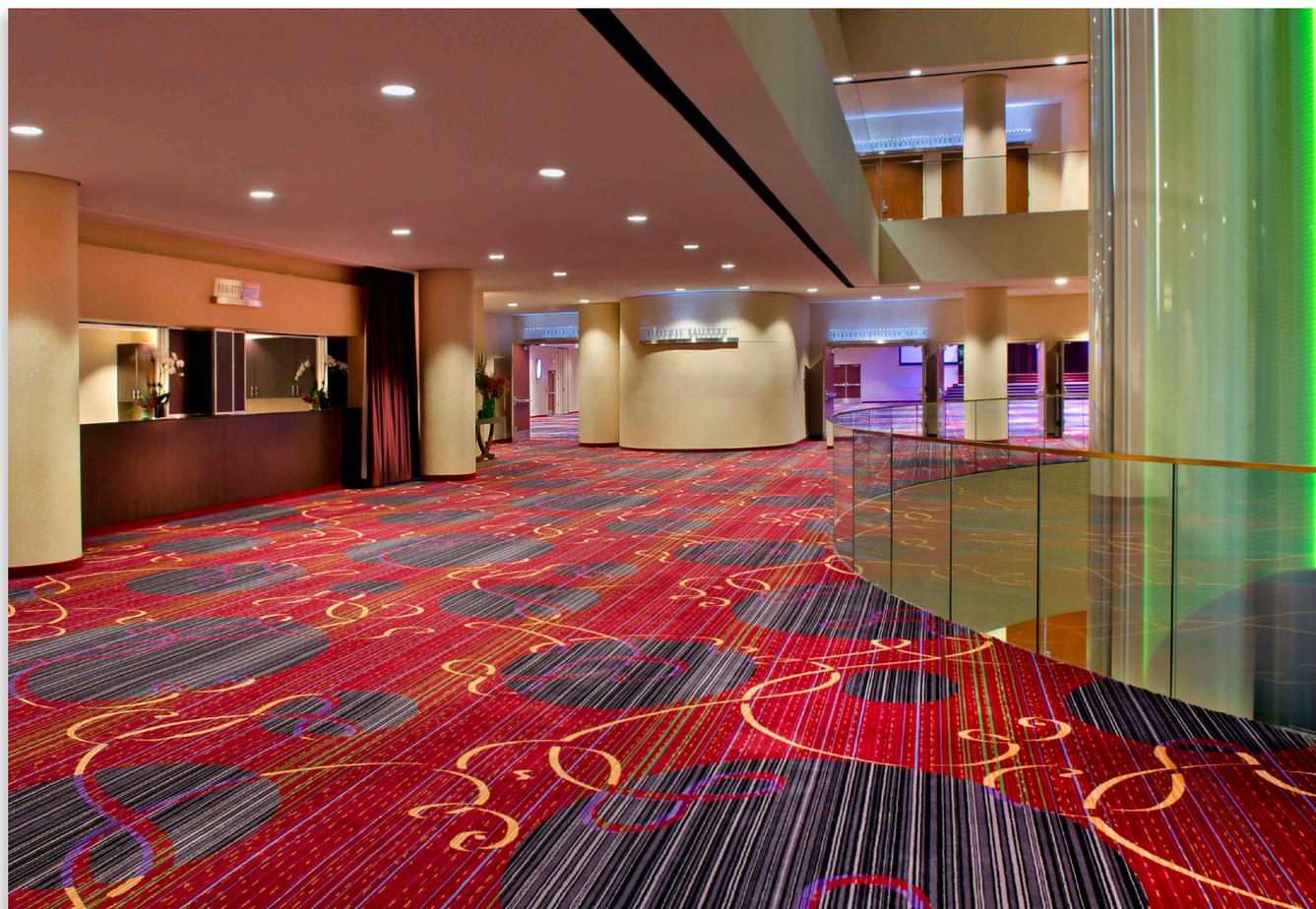
Program participation

- Verbal acknowledgement as one of the Special Plenary Sponsors by Session Chair during plenary session
- Display one (1) company banner on stage during the session

Company branding and promotion

- Endorsement as a Special Plenary Sponsor on all Conference communication from date of commitment
- Company logo and acknowledgement as a Special Plenary Sponsor on the Conference website including a link to your website

- Company logo and acknowledgement as a Special Plenary Sponsor on the sponsor acknowledgement board
- Company logo and acknowledgement as a Special Plenary Sponsor in the Conference program (subject to printing deadlines)
- One (1) full page (8.5" x 11"), full color advertisement (to be provided by sponsor) inside the Conference program (subject to printing deadlines)
- One (1) full page (8.5" x 11") insert to be included in the Conference bag (to be provided by sponsor)
- List of registered participants in .xls file format two weeks prior and a final listing post Conference – including name, organization and email address



Sponsorship Opportunities

CONFERENCE PROGRAM INVOLVEMENT

Parallel Session Sponsor

\$5,000

16+ opportunities

Parallel Session sponsorship provides an opportunity for your company to express their support for specific Parallel Sessions. The Scientific Program Committee has selected an outstanding caliber of speakers for you to support. Your financial support enables quality scientific presentations and educational content.

- One (1) company banner displayed on stage during session
- One (1) full conference registration. Includes one (1) ticket to the Welcome Reception and one (1) ticket to the Conference Dinner.

Company branding and promotion

- Company logo on the Conference website including a link to your website
- Company logo on the sponsor acknowledgement board
- Company logo and acknowledgement in the Conference program (subject to printing deadlines)

Student Scholarship Sponsor

\$1,500

Six (6) opportunities

This is your opportunity to help a student attend the SRI 2015 Conference. Your commitment will offer financial support for travel and housing expenses. All sponsor proceeds will go directly to support student travel expenses.

Company branding and promotion

- Company logo and acknowledgement on the Conference website including a link to your website
- Company logo and acknowledgement on the sponsor acknowledgement board
- Company logo and acknowledgement as a Student Scholarship Sponsor in the Conference program (subject to printing deadlines)

Young Engineer/Scientist Poster Contest

\$2,000

Exclusive opportunity

The organizers of the SRI2015 conference seek to create a new award for the best poster written by a young Engineer or Scientist; this will comprise a cash award and certificate, and their name on a plaque that will be updated with a new winner at subsequent SRI meetings. In order for this to have maximum impact we plan to award a cash prize of \$1000 to the winner. An international panel of experts will judge the posters and vote confidentially. The poster can be on any aspect of synchrotron instrumentation, but preference will be given to topics of benefit to the broad synchrotron community and/or novel with high potential impact.

We seek a sponsor to provide \$2000 to cover the cost of a banquet ticket for the winner and the cash and award, which will be presented at the Conference Dinner by a senior representative of the sponsoring company. Sponsoring this award would give the company excellent publicity and a high positive impact, as well as being fun and educational.

Company branding and promotion

- Company logo on the Conference website including a link to your website
- Company logo on the sponsor acknowledgement board
- Company logo and acknowledgement in the Conference program (subject to printing deadlines)

Company Lunch Presentations Sponsor

\$10,000

Four (4) opportunities

This is your opportunity to demonstrate your product by offering lunch for up to 100 conference delegates of your choice during one of the daily lunch breaks.

- Room and AV equipment provided for your presentation
- Demonstration time and location advertised
- Two (2) full conference registrations. Each registration includes one (1) ticket to the Welcome Reception and one (1) ticket to the Conference Dinner.

Company branding and promotion

- Company logo on the Conference website including a link to your website
- Company logo on the sponsor acknowledgement board
- Company logo and acknowledgement in the Conference program (subject to printing deadlines)

Sponsorship Opportunities

SOCIAL EVENTS

Welcome Reception

\$10,000

Two (2) opportunities

This provides an opportunity to welcome delegates on the first evening of the Conference. Your branding will be displayed throughout the Welcome Reception. The Welcome Reception will be held in the Broadway Ballroom Lounge on the 8th floor.

- Company name and logo will be displayed on several monitors located in the Broadway Ballroom during the Welcome Reception.
- Opportunity to provide branded napkins for delegates' use throughout the Welcome Reception (at sponsors additional cost)
- Opportunity to display two (2) pull up banners during the Welcome Reception
- Two (2) full conference registrations. Each registration includes one (1) ticket to the Welcome Reception and one (1) ticket to the Conference Dinner.

Company branding and promotion

- Company logo on the Conference website including a link to your website
- Company logo on the sponsor acknowledgement board
- Company logo and acknowledgement in the Conference program (subject to printing deadlines)

Conference Dinner

\$15,000

Three (3) opportunities

The Conference Banquet is the social highpoint of the Conference, and will guarantee you the opportunity to host delegates for an entertaining evening in a relaxed atmosphere. Don't miss out on this extremely valuable networking and branding opportunity which includes:

- Acknowledgement as one of the sponsors of the Conference Dinner
- Opportunity to provide delegate gifts pre set on dinner tables (at sponsors additional cost)
- Opportunity to display two (2) pull up banners during the Conference Banquet
- Three (3) full conference registrations. Each registration includes one (1) ticket to the Welcome Reception and one (1) ticket to the Conference Dinner.

Company branding and promotion

- Company logo displayed on a holding slide during the Conference Dinner
- Company logo on the Conference website including a link to your website
- Company logo on the sponsor acknowledgement board
- Company logo and acknowledgement in the Conference program



Coffee/Tea Break

\$5,000 per break

Seven (7) opportunities

\$8,000 per day (2 breaks)

Three (3) opportunities

\$25,000 all days (7 breaks)

Exclusive opportunity (subject to availability)

This is an opportunity to brand catering stations during selected catering breaks. Breaks offer the occasion for conference delegates to mingle, your company will be remembered for providing the delightful atmosphere and refreshments that made this possible.

- Opportunity to display one (1) pull up banner at each catering station for the duration of the break
- Opportunity to provide branded napkins for delegate use over the duration of the break (at sponsors additional cost)
- Each \$5k and \$8k sponsorship includes one (1) full conference registration. \$25k sponsorship includes five (5) full conference registrations. Each registration includes one (1) ticket to the Welcome Reception and one (1) ticket to the Conference Dinner.

Company branding and promotion

- Company logo on the Conference website including a link to your website
- Company logo on the sponsor acknowledgement board
- Company logo and acknowledgement in the Conference program (subject to printing deadlines)

Late Afternoon Poster and Exhibitor Session

\$10,000 per session, per sponsor

Two (2) opportunities

(Tuesday or Thursday Poster Sessions)

Your sponsorship will be acknowledged by conference delegates as they peruse the poster and exhibitor session enjoying light refreshments provided by your commitment to the scientific program.

- Exclusive naming rights to the specific poster session
- Opportunity to display two (2) pull up banner for the poster session
- Opportunity to provide branded napkins for delegate use over the duration of the session (at sponsors additional cost)
- Two (2) full conference registrations. Each registration includes one (1) ticket to the Welcome Reception and one (1) ticket to the Conference Dinner.

Company branding and promotion

- Company logo on the Conference website including a link to your website
- Company logo on the sponsor acknowledgement board
- Company logo and acknowledgement in the Conference program (subject to printing deadlines)

Bierstube

\$10,000

Exclusive opportunity

(During Wednesday Afternoon Poster Session)

This will give your company the opportunity to refresh conference attendees with a cold beer from Brooklyn Brewery, a local New York brewery. Your company will be remembered for this unique occasion.

- Opportunity to display one (1) pull up banner at each beer station during the Wednesday Poster/Exhibitor session
- Opportunity to provide mugs with the company logo branded napkins for delegate use over the duration of the break (at sponsors additional cost)
- Two (2) full conference registrations. Each registration includes one (1) ticket to the Welcome Reception and one (1) ticket to the Conference Dinner.

Company branding and promotion

- Company logo on the Conference website including a link to your website
- Company logo on the sponsor acknowledgement board
- Company logo and acknowledgement in the Conference program (subject to printing deadlines)
- Company acknowledged on beer ticket as sponsor, one ticket per delegate

Sponsorship Opportunities

CONFERENCE MATERIALS

Conference Bags

\$8,000

Exclusive opportunity

Your company name and/or logo together with the SRI 2015 Conference logo to be printed on the Conference Bags. The Conference will produce approximately 800 – 1000 bags, the life of which extends long after the Conference. (The Local Organizing Committee reserves the right to select the Conference bag and approve associated artwork).

- Your company logo along with the Conference branding on all Conference bags
- One (1) 8" x 11 ½" page insert or promotional piece for inclusion in the Conference bag (to be provided by sponsor and subject to Local Organizing Committee approval and delivery deadline of April 15)
- One (1) full conference registration. Includes one (1) ticket to the Welcome Reception and one (1) ticket to the Conference Dinner.

Abstract USB Stick

\$10,000

Exclusive opportunity

All conference attendees will receive a 4 GB USB stick storing the Conference program/abstracts and other important Conference information. Give them the opportunity to see your company name and logo each time they use the USB stick. USB sticks are often used after the event, providing you with maximum exposure.

- Your company logo along with the Conference branding printed on all USBs
- Opportunity to include promotional material on the USB, along with the Conference abstracts and Conference program in pdf format (content is subject to Local Organizing Committee approval and delivery deadline of April 15)
- Two (2) full conference registrations. Each registration includes one (1) ticket to the Welcome Reception and one (1) ticket to the Conference Dinner.

Conference Lanyards

\$7,000

Exclusive opportunity

All conference attendees receive a name badge and lanyard to be worn for the duration of the Conference. Have your branding on each lanyard which will be captured in Conference photos. Your branding will continue long after the Conference concludes.

- Your company logo along with the Conference branding on all attendee lanyards (logo must be submitted by April 15)
- One (1) full conference registration. Includes one (1) ticket to the Welcome Reception and one (1) ticket to the Conference Dinner.

CONFERENCE E-COMMUNICATIONS

Wifi Service

\$5,000 per day

Five (5) opportunities

\$20,000

Exclusive opportunity (subject to availability)

Sponsor wifi service within the Conference areas for Conference attendees.

- Company logo and information will appear on logon page with the message "Wifi courtesy of XXX" during the sponsored day(s)
- Company logo on the sponsor acknowledgement board
- Company logo printed in the Conference program
- Each \$5k sponsorship includes one (1) full conference registration. \$20k sponsorship includes four (4) full conference registrations. Each registration includes one (1) ticket to the Welcome Reception and one (1) ticket to the Conference Dinner.

Advertising Opportunities

Advertising is available in the Conference program (subject to printing deadlines). A maximum of one [1] half page and one [1] full page advertisement will be accepted.

Full Page Advertisement

\$2,500

- Sponsor to supply print ready digital artwork
- Full color advertisement in Conference program
- Logo and hyperlink will appear on Conference website

Half Page Advertisement

\$1,500

- Sponsor to supply print ready digital artwork
- Full color advertisement in Conference program
- Logo and hyperlink will appear on Conference website

Meeting Bag Insert

\$1,500 per insert

- Insert to be provided by sponsor
- One page insert per sponsorship
- Printed material must be received no later than April 15, 2015

Special Requests

If any of the above items do not quite suit your current marketing aims, we are willing to work with you to create a package that will meet your objectives. Please feel free to contact the sponsorship office to discuss your needs: sri2015@bnl.gov.

Acknowledgements

Please note that all sponsors will be acknowledged in the final program, on the acknowledgements board at the Conference and on the Conference website. Please forward your company logo (jpg, tiff, or eps in high resolution) to sri2015@bnl.gov.



Exhibition Opportunities

An industrial exhibition will be held during the Conference from Monday, July 6 to Friday, July 10 (dismantling from 2 pm on Friday July 10). The floor plan is designed to maximize the exhibitor's exposure to conference attendees. Coffee breaks will be held in the exhibition area. Posters will also be located near the exhibition booths.

The standard booth size is 8' x 10' and fully equipped with the items listed below. Additional items, as well as shipping and set-up information, can be obtained by contacting Freeman Online.

Exhibition Hall is located on the fifth floor of the Marriott Marquis. The floor plan is available on the following page. Registration and additional information will be posted on the conference website (www.bnl.gov/sri2015). You may also contact Nancye Wright, Exhibitor Coordinator, at 631-344-5132, wright@bnl.gov.

Exhibition Booth Fees

Standard Locations

\$4,000 per booth

Premium Locations – Limited opportunities

\$5,000 per booth

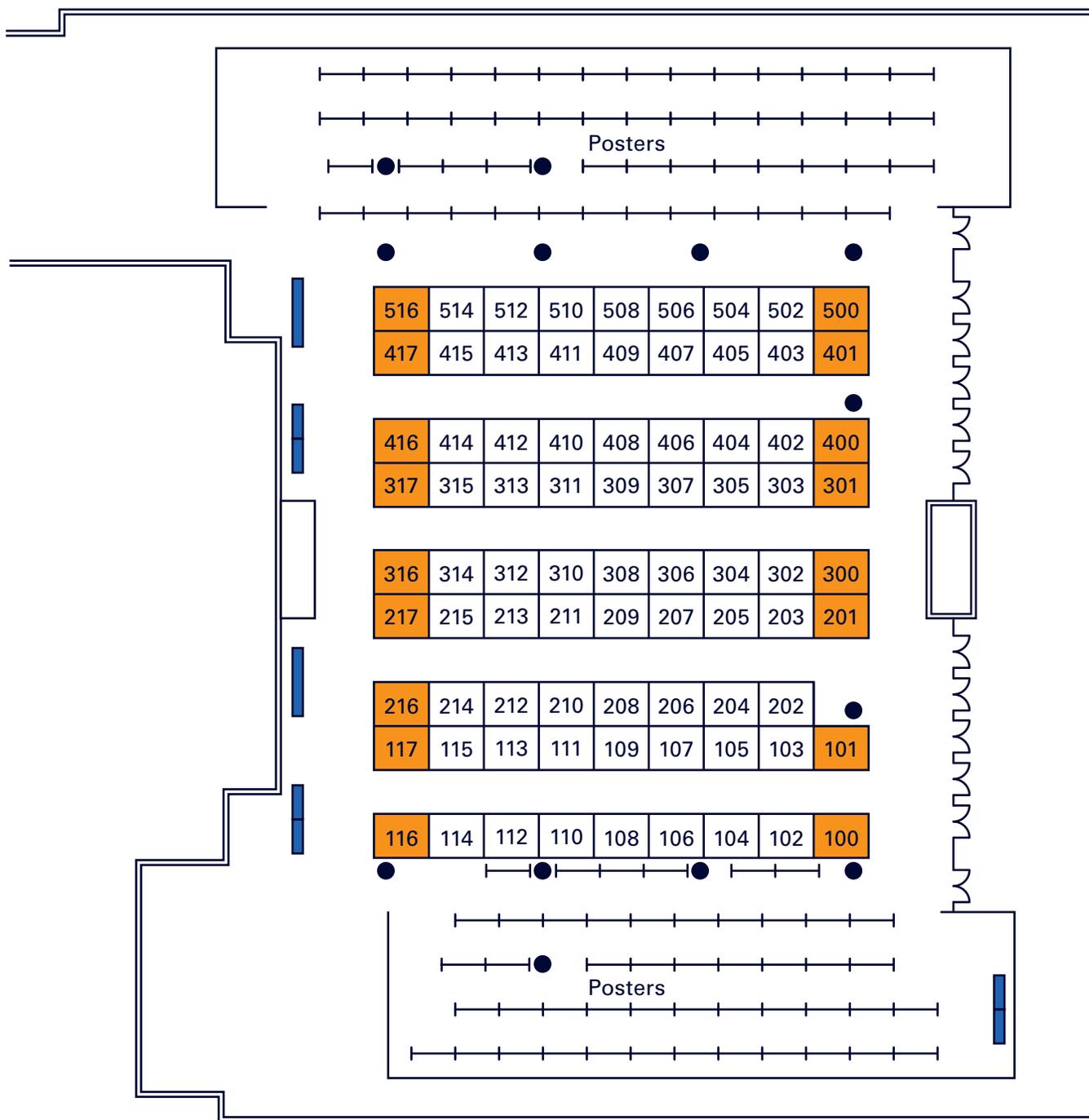
Double Exhibition Booths – Limited opportunities

\$7,500 (Includes 4 exhibitor registrations)

Standard and Premium location booths include two (2) exhibitor registrations (unless otherwise noted) per booth, including coffee breaks and access to the Welcome Reception (excludes Conference Dinner). Additional exhibitors must register as a "General Attendee" with a registration fee of \$750.

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- Each booth will be equipped with:
 - 8' high back wall
 - 7" x 44" one-line ID sign
 - 3' high side drape
 - Wastebasket
 - 6' draped table
 - 2 side chairs
 - Company name and location number on Conference website Exhibitor's page with link to your website
 - Company name and acknowledgement in the Conference program (subject to printing deadlines)

Exhibition Floor Plan



- Premium Location
- Standard Location
- Refreshments and Coffee

Additional Information

Sponsor and Exhibitor Registration

SRI15 is an integrated event and all staff in attendance at your booth must be registered for the Conference. Where complimentary registrations are included in the sponsorship and/or exhibition package, you will still be required to complete a registration form with the details of the attending delegate. If additional exhibitor personnel are required, they must be registered as a "General Attendee" with a registration fee of \$750. Further details will be provided upon confirmation of booth booking.

Sponsor and Exhibitor Accommodations

Sponsors and exhibitors will be able to book accommodations at the Marriott Marquis where competitive room rates have been negotiated. Further details can be found on the website: <http://www.bnl.gov/sri2015/>.

Confirmation of Participation

To fully confirm your sponsorship package and/or exhibition space, payment in full is required upon booking or within 14 days of receipt of your invoice. Your booking will only be fully processed and secured upon receipt of payment at the Conference office. All payments must be received no later than March 31, 2015 in order to guarantee your booth location and/or sponsorship selection.

Cancellation Policy

All cancellations must be received in writing to the Organizers Office. If you cancel a sponsorship or exhibition booth(s), unless that particular area of sponsorship or exhibition space is resold, the Organizer reserves the right to retain monies received. If the space or sponsorship item is fully resold a full refund will be made post Conference. Any booth or sponsorship package cancelled after March 31, 2015 will incur 100% forfeit. If the balance of payment is not received by the due date, the allocated sponsorship or exhibition booth/s will be cancelled. Full terms and conditions are available on the website at <http://www.bnl.gov/sri2015/>.

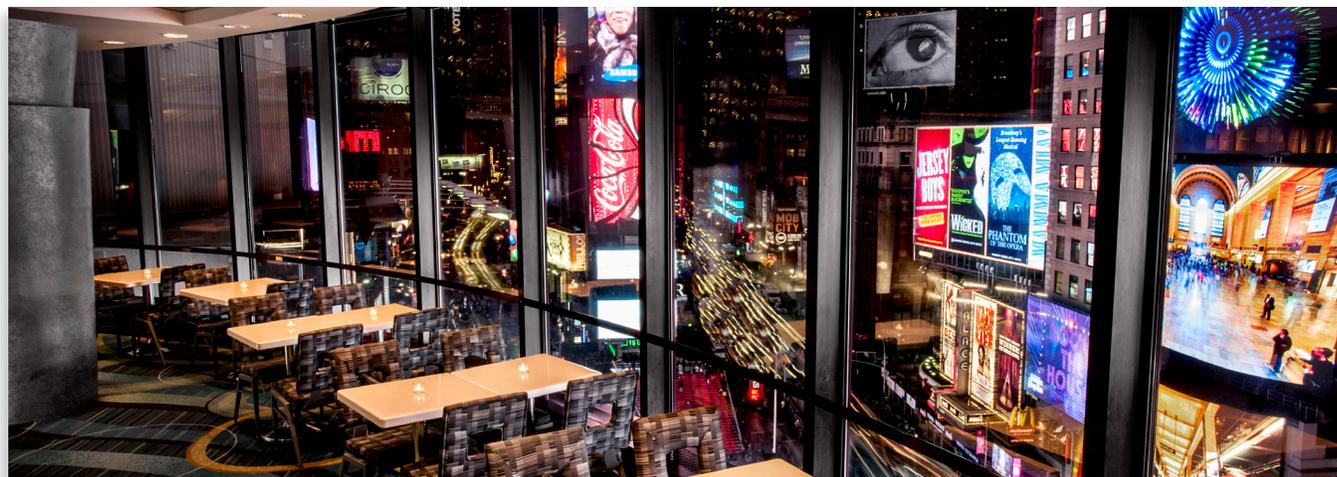
Contact

If you have any enquiries regarding exhibition or potential sponsorship opportunities, please contact:

Nancye Wright
631-344-5132
wright@bnl.gov

Mercy Baez
631-344-5763
baez@bnl.gov

sri2015@bnl.gov



The first part of the document discusses the importance of maintaining accurate records of all transactions. It emphasizes that every entry, no matter how small, should be recorded to ensure the integrity of the financial data. This includes not only sales and purchases but also expenses, income, and transfers between accounts.

The second part of the document provides a detailed breakdown of the accounting process. It outlines the steps from identifying a transaction to recording it in the appropriate ledger account. This process involves understanding the nature of the transaction, determining which accounts are affected, and then making the necessary journal entries.

The third part of the document focuses on the preparation of financial statements. It explains how the data from the ledger accounts is used to create the balance sheet, income statement, and statement of cash flows. Each statement provides a different perspective on the company's financial performance and position.

The fourth part of the document discusses the importance of internal controls. It describes various methods for preventing errors and fraud, such as segregation of duties, regular reconciliations, and the use of physical controls like locks and keys.

The fifth part of the document covers the topic of auditing. It explains the role of an auditor in verifying the accuracy of the financial statements and ensuring that the company is in compliance with applicable laws and regulations.

The sixth part of the document discusses the use of technology in accounting. It highlights how software solutions can streamline the accounting process, reduce the risk of errors, and provide real-time access to financial data.

The seventh part of the document covers the topic of tax accounting. It explains how accounting records are used to calculate tax liabilities and determine the appropriate tax treatment for various transactions.

The eighth part of the document discusses the importance of financial reporting. It explains how the financial statements are used by management, investors, and other stakeholders to make informed decisions about the company's future.

The ninth part of the document covers the topic of budgeting. It explains how a budget is used to set financial goals, allocate resources, and monitor the company's performance against those goals.

The tenth part of the document discusses the importance of financial analysis. It explains how various ratios and metrics are used to evaluate the company's financial health and performance over time.

The eleventh part of the document covers the topic of financial forecasting. It explains how historical data and market trends are used to predict the company's future financial performance.

The twelfth part of the document discusses the importance of financial risk management. It explains how various risks, such as currency fluctuations and interest rate changes, can be identified and managed to protect the company's financial interests.

The thirteenth part of the document covers the topic of financial compliance. It explains how the company must adhere to various laws and regulations, such as the Sarbanes-Oxley Act, to ensure the accuracy and reliability of its financial reporting.

The fourteenth part of the document discusses the importance of financial transparency. It explains how providing clear and accurate financial information to stakeholders can build trust and confidence in the company.

The fifteenth part of the document covers the topic of financial innovation. It discusses how new technologies and business models are changing the way that companies manage their finances and how accountants are adapting to these changes.