

Sponsoring & Exhibition prospectus

Connecting to GAS Analysis 2021 creates an excellent opportunity to profile your company worldwide among a targeted audience!

In today's economic climate, your business decisions are as crucial as ever. The 11th international GAS Analysis event allows you to maximise your time and marketing budget while receiving immediate feedback and possible prospects on your technologies, products and services in a 3-day time window.

The GAS Analysis 2021 Organisation Team is preparing an inspiring, high-quality 3-day programme consisting of lectures from world-leading experts, practical short courses, a poster session, an exhibition and networking events.

We anticipate around 300 participants to attend this premier event. Your organisation will benefit from an excellent opportunity to showcase your advanced technologies and innovative products and services to a targeted international audience.

This prospectus provides you an overview of several opportunities that we offer to increase your visibility at our 11th international GAS Analysis event and to give your organisation another boost.

Targeted audience

Starting 20 years ago, the GAS Analysis events are nowadays considered the global forum in the field of gas analysis, bringing together:

- experts from internationally recognised institutions (metrology, university / academia, public / private research)
- experts from world-renowned industry
- policy makers
- (lab) technicians and analysts
- (end) users
- producers / manufacturers



GAS Analysis 2021 PREMIUM SPONSORSHIP PACKAGES

Benefits for sponsor partners include exposure at our event's website and networking app, in our flyer and electronic newsletter and through other (social) media, which are viewed by many gas analysis experts worldwide!

We offer the following sponsor partnership packages (see details next page):

- Platinum sponsor
- Gold sponsor | Session sponsor
The symposium programme of GAS Analysis 2021 is built around four appealing session themes:
 - 1) *advances in gas metrology,*
 - 2) *energy transition,*
 - 3) *industrial innovation, and*
 - 4) *climate and air quality.*
- Silver sponsor
- Bronze sponsor | Short course sponsor
GAS Analysis 2021 includes several practical half-day short courses during the 2nd day. At that day, no lectures will be provided. This will give all participants the opportunity to take part in two short courses. Also other interested parties can register for one or two short courses. Persons taking part in a short course will be rewarded with a certificate of participation. For the topics of the short courses contact the organisation or look at our website.

In addition, we offer several other sponsorship opportunities to expose your organisation!

Whatever sponsorship partnership package you choose, we offer several means to support you in promoting your participation in the 11th international GAS Analysis event among your business network, like:

- GAS Analysis 2021 banner (general or personalised) to display on your website, incorporate in your e-mail signature and to use in other communications
- GAS Analysis 2021 logo
- Promotional view draft (PowerPoint slide) for presentations prior to the start of GAS Analysis 2021
- Profiling through social media LinkedIn and Twitter

Other ideas from your side are warmly welcomed.

“GAS is a very good show for a company like ours. All the major actors of our business are present and it is very easy and convenient to have conversations with people, considering the size of the event. We will definitely be there in 2021!”

Nicolas Collinet, Orthodyne

“The absolute MUST attend event for anyone interested in or involved with measurement of gases for regulatory use, custody transfer or gas analysis of high value products. This is where the real gas analysis experts meet up and discuss.”

Martin Vasarhelyi, Air Liquide Danmark A/S

GAS Analysis 2021 PREMIUM SPONSORSHIP PACKAGES

Feature	Platinum sponsor	Gold sponsor	Silver sponsor	Bronze sponsor
Price	€ 15.000,-	€ 12.000,-	€ 10.000,-	€ 5.000,-
Exhibition package ^a including: — 2 free entrance tickets — 3 business relations entrances for one daypart — 3-minute corporate movie	Package 3 (15 m ²)	Package 2 (12 m ²)	Package 2 (12 m ²)	—
Additional free entrance tickets	2	1	1	—
Additional business relations entrances	2	1	—	—
Commercial lecture (Speaker's Corner)	✓	✓	✓	✓
Scientific lecture (sponsored session) ^b	—	✓	—	—
Company brochure in registration portfolio	✓	✓	✓	✓
Promotion – standard ^c	✓	✓	✓	✓
Online promotion – additional	Exclusively and frequently mentioning	Linked to sponsored session	—	Linked to sponsored short course
On-site promotion – additional	Large banner above exhibition	Banner at stage and logo display at announcement screen session room	—	Banner at stage and logo display at announcement screen session room
Branded promotional materials	—	—	—	Pencils and notepads at tables short course room

^a See section 'GAS Analysis 2021 Exhibition' section for more information about the exhibition package.

^b Gold sponsors (i.e. session sponsors) have a timeslot in the sponsored session. The lecture should meet the acceptance criteria for scientific lectures.

^c Concerning standard online promotion, GAS Analysis Events has a dedicated website, uses LinkedIn and Twitter as social media, issues regularly electronic newsletter and will use an event app for promoting companies that provide sponsorship. Concerning standard on-site promotion, sponsorships will be displayed at several sponsorship banners at the venue and company logos will be displayed at LCD screens at the exhibition.

GAS Analysis 2021 ADDITIONAL SPONSOR ITEMS

Opening ceremony and opening reception

Price € 5.000,-

Sponsoring the opening ceremony on Tuesday 22 June 2021 and the opening reception (17.00-19.00 h) provides you:

- **name and logo** displayed on sponsor banners and displayed on LCD screens at exhibition floor during the opening ceremony and the opening drinks
- opportunity to distribute your organisation's **flyers at reception**
- opportunity to distribute **branded gifts** to participants on departure
- **branded invitation** reminder about opening reception in registration portfolio
- **advertisement** (1x A5 format) in registration portfolio

Lunch sponsor (per day)

Price € 5.000,-

Network lunches are included in the participation fee and will be served to the all participants on all three days at the exhibition floor. Day 1 and day 3 cover the symposium programme while day 2 is dedicated to short courses (with other interested parties), poster session and commercial lectures.

We offer you the possibility to sponsor one (or more) lunches, which includes:

- **branded invitation** reminder in registration portfolio
- **announcement** at the lunch buffet
- **name and logo** displayed on LCD screens at exhibition floor during the lunch
- **advertisement** (1x A5 format) in registration portfolio
- **logo on sponsor banner** to be prominently exposed during the GAS Analysis event

Dinner sponsor

Price € 7.000,-

A social dinner event will be organised on the second day for all participants including sponsorship partners, speakers, session chairs, exhibitors and invited guests. Our social dinner events are much appreciated by the participants.

Sponsoring the dinner includes:

- **five passes** for your business relations to take part in social dinner event
- **branded invitation** in registration portfolio
- **announcement** at the dinner location
- **advertisement** (1x A5 format) in registration portfolio
- **logo on sponsor banner** to be prominently exposed during the GAS analysis event
- the possibility to address the attendants in a **welcome speech**



Being the exclusive dinner sponsor offers your organisation possibilities of giving this dinner your own touch that will be remembered by participants when talking about the dinner

Network app sponsor

Price € 2.500,-

The network app will be the leading tool during GAS Analysis 2021. All participants are connected to the network app and can compose their own programme. The app contains information about all lectures, short courses and posters, provides biographies of the speakers and other presenters, lists all registered participants enabling arranging 1-to-1 meetings, and will be used for polls and Q&A sessions. Your **company logo and profile** will be prominently displayed in the network app, so that participants cannot miss this when using the app. Network app sponsor also includes an **advertisement** (2x A5 format) in registration portfolio.

Speaker's Corner sponsor

Price € 2.500,-

New at GAS Analysis 2021 is the Speaker's Corner. This special area at the exhibition floor will be used for pitches on the scientific posters and for the commercial lectures during the event. The Speaker's Corner can be branded with your **company logo and colours**. Speaker's corner sponsor also includes an **advertisement** (2x A5 format) in registration portfolio.

Lanyard & badge sponsor

Price € 2.000,-

All participants are obliged to wear their badge visibly during GAS Analysis 2021 at any time. The badge and lanyard can be branded with your **company logo**, so that you are also visible during three days.

Promotional banner at the exhibition floor

Price € 2.000,-

This promotional banner with your **company name and logo** will be visible for all participants at **three different places on the exhibition floor** during GAS Analysis 2021. It is a great opportunity to mark your booth at the exhibition!

Advertisement in registration portfolio

Price € 750,-

All participants will receive the registration portfolio at their registration. This portfolio can include an advertisement, maximum 2x two-sided A5 format, to promote your organisation. For other promotional materials or branded gifts, please contact the organisation.

Make your own package

Didn't you find a package that meets your needs? Please contact the organisation to tailor a package suiting your individual requirements and budget.

GAS Analysis 2021 EXHIBITION

The exhibition floor will cover the large and inspiring terminal area of the meeting venue (the 'Hangar'). The exhibition is the perfect place to introduce your innovative products, technologies and services, and will offer great opportunity to meet customers and prospects. Over the years, the exhibition floor has become a unique meeting point in this specific field of analysis of gases.



Full-service exhibitor package

We offer three different packages (prices excl. VAT):

- | | | |
|--|-------------------------------|-----------|
| • Package 1 includes booth size | 9 m ² (3 m x 3 m) | € 3.150,- |
| • Package 2 includes booth size | 12 m ² (4 m x 3 m) | € 3.675,- |
| • Package 3 includes booth size | 15 m ² (5 m x 3 m) | € 4.200,- |

All packages include:

- **Free entrance for two persons** for the whole event, including symposium and social dinner event.
- **Three business relations entrances** for one daypart. We offer exhibitors the opportunity to invite business relations to their booth and experience the inspiring ambience of GAS Analysis 2021.
- 3-minute **corporate movie** that will be shown during our event at the exhibition floor.

We offer our exhibitors several means to support you in promoting your participation in the 11th international GAS Analysis event among your business network, like:

- GAS Analysis 2021 banner (general or personalised) to display on your website, incorporate in your e-mail signature and to use in other communications
- GAS Analysis 2021 logo
- Promotional view draft (PowerPoint slide) for presentations prior to the start of GAS Analysis 2021
- Profiling through social media LinkedIn and Twitter

Other ideas from your side are warmly welcomed.

Specifications MP AluSystem basic booth and extra options

Used materials in the basic booth are decorative and functional MP AluSystem (an open aluminium construction with white panels and blue decoration panels). This ensures "unity in mixture". Standard measures of the basic construction are: 3 m x 3 m, 4 m x 3 m or 5 m x 3 m, height 250 cm.

The booth is provided with carpeting and lighting with two or three spots on a rail. Each booth construction has a back panel of total 3 m, 4 m or 5 m long, respectively. Corner booths are open on one side. Coupled booths are separated by a panel (3 m).

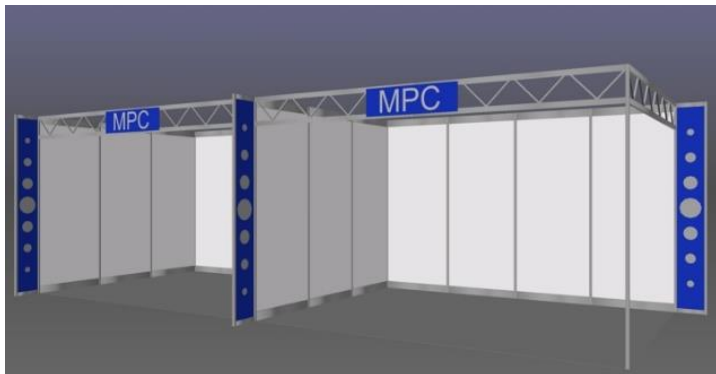
Company name on freeze

The booth includes a freeze with your company name.

Electricity supply

Each booth construction is provided with a double partition socket (230 V, max. 2 kW) and with lighting on a rail: two spots in a booth with a back panel of 3 m, and three spots in a booth with a back panel of 4 m or 5 m.

Basic booth and furniture



Basic furniture:

2 bar stools

1 round bar table (height 110 cm)



Extra: Basic Plus set

Price € 45,-

Basic Plus furniture:

2 bar stools

1 rectangular bar table (120 cm x 80 cm; height 110 cm)



Upgrade your booth with your own design in full-colour print!

For maximum exposure in your booth!

No more separate banners and space loss with printed visuals on the wall(s) in your booth with the following solutions:

1. Visuals printed on foam panel: size 100 cm

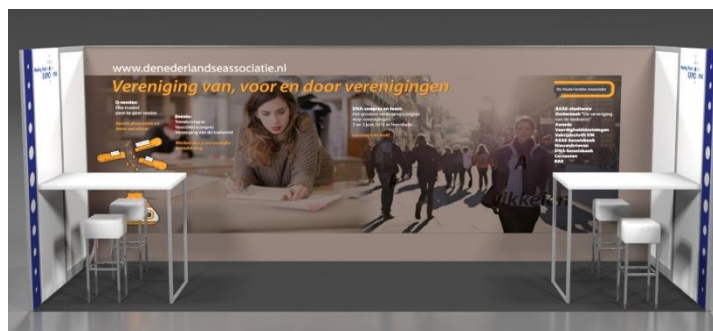
The foam panel(s) replace(s) the standard white wall; the vertical uprights remain visible.

2. Textile wall: size 200 cm, 300 cm, 400 cm or 500 cm

The textile visual, based in a special aluframe, replaces or is fixed flat against the standard white panels.



Booth with printed foam panels



Booth with textile back wall and two basic plus furniture

Extra facilities

Extra facilities are available at your own account.

Printed visuals, extra lighting, extra electricity connections, extra furniture, folder racks, (high-speed) internet connections, audio-visuals, mobile publicity and exposition systems, text boards, etc. can be ordered at our supplier Meeting Point Communications, after receipt of the contract, using the relevant form.

Storage optional

Storage of your booth and promotional materials at a central point and deliverance to your stand at the exhibition is possible. For this, deliver your materials at the Fokker Terminal on Monday 21 June 2021 between 14.00 and 18.00 h with a clear indication of event name and date (i.e. GAS Analysis 2021 | 22-24 June 2021), booth number and company name. Follow the instructions of the parking guard on site.

Decorating and furnishing

Booths will be ready for decorating and furnishing on Monday 21 June 2021 from 14.00 h. Preparations shall be finalised on Tuesday 22 June 2021 at 9.00 h at the latest.

Branded catering in your stand

Present your own (branded) chocolates, snacks, food and/or drinks in your stand. Contact the organisation for the options.

More information

Do you experience any specific needs? Or would you like to receive more information on the items above? Contact the organisation and they are pleased to help you.

Terms & conditions

Registrations as exhibitor or as sponsor are only effective after receipt of a completed and signed registration form.

- For exhibitors: at your registration you can apply for a first and second choice in options at the exhibition floor. Early registrations have priority!
- Sponsorship packages can be extended, see other sponsorship options.
- Each sponsorship package can only be granted a limited number of times.
- Invoices for exhibitors and sponsorship packages will be sent out after 1st December 2020.
- Logos should be provided electronically as eps or ai file in 300 dpi (dots per inch) for printing.
- Logos and/or advertisements will only be placed in the printed material stated in the sponsorship packages if sponsorship is confirmed by the time of printing.
Sponsor to supply art work and materials.
- Promotional material for the congress bag and/or writing case should be provided in the required number of copies.
- Congress bag and/or writing case: price includes cost of one bag/writing case per delegate.
- The participants receive a congress bag and/or writing case with events information.
Presentations, copies of scientific posters and advertisements will become available as post-event information on the events webpage. Your promotional material could also be part of this information.
- The marketing effect of your sponsorship is more effective if mentioned on (electronic) media beforehand; the sooner you decide the more often your company will be mentioned (see also sponsor packages).
- The deadline for sponsoring and/or subscribing as exhibitor is 1 May 2021.

Amendment: Changes or cancellations related to COVID-19 pandemic

The organisation is busy preparing the 11th edition of GAS Analysis to meet the high standard we have set in earlier sequences. Considering COVID-19, we hope that everything will be “back to normal” in June 2021. We continuously monitor the developments and keep the option open to change or postpone the symposium programme and or exhibition, if required by authorities or other advices.

We will be sympathetic to our sponsoring and or exhibiting companies at GAS Analysis 2021 in case they experience problems with travelling due to COVID-19 restrictions. If they need to cancel for this reason, the fee will be refunded, noting that we have to consider refunds minus any reasonable administration costs.

We will keep you informed with as much notice as possible, and expect you will do so too.

Ensure your involvement & more information

Please contact NEN Events, Mrs Carolien Wijtman by:

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