14th INSTRUMENTAL ANALYSIS WORKSHOP

SPONSORING DOSSIER

1st - 3rd Oct 2014 | Gran Via Venue

Fira Barcelona

EXPOQUIMIA
The International Chemistry Event
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1. INSTRUMENTAL ANALYSIS WORKSHOP (JAI)
   An appointment with scientific innovation
   Our aim is to gather together as much knowledge as possible

2. THE FIGURES BACKING OUR SUCCESS
   Expoquimia
   Instrumental Analysis Workshop

3. A PROGRAMME TAILORED WITH THE BEST SCIENTISTS
   An indispensable event for the key players in the sector

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5. A BESPOKE PARTICIPATION FORMULA
   Partner
   Sponsor
The **Instrumental Analysis Workshop (JAI)** is the venue where the latest analytical chemistry and instrumental analysis research and its practical application in solving our society’s specific problems is presented.

Running the JAI as part of Expoquimia encourages interaction between all the stakeholders involved in this field (scientists, companies, students, government, etc.). A unique way to **create synergies that help scientific and technological development**.
The Spanish Society of Chromatography and Related Techniques (SECyTA) will organise the **scientific programme** for the conference in cooperation with:

- Spanish Society of Analytical Chemistry (SEQA)
- Society for Applied Spectroscopy (SEA)
- Spanish Society of Mass Spectrometry (SEEM)
- Spanish Proteomics Society (SEProt)

The scientific committee and the organising committee will be coordinated by the president of SECyTA, María José González (Spanish National Research Council).
The Workshop’s scientific content will be provided by *internationally-renowned speakers* ensuring high quality in content presentation.
2. THE FIGURES BACKING OUR SUCCESS

EXPOQUIMIA

2,150 exhibitors.
37,825 professional visitors.
196 side events.
60 countries represented from all around the world.

21,209 m² for Expoquimia.
1,523 direct and indirect exhibitors.
13TH INSTRUMENTAL ANALYSIS WORKSHOP

451 communications.

50 oral communications.

346 poster communications.

392 congress attendees.

2. The figures baking our success
3. A PROGRAMME TAILORED WITH THE BEST SCIENTISTS

During the three days of the event you can attend seminars, presentations, etc., on the following topics:

- DEVELOPMENTS IN ANALYTICAL INSTRUMENTATION
- AUTOMATION AND MINIATURISATION IN CHEMICAL ANALYSIS
- NANOTECHNOLOGY
- CLINICAL ANALYSIS
- FOOD ANALYSIS
- ANALYSIS OF PHARMACEUTICAL PRODUCTS
- -OMICS TECHNIQUES
- ENVIRONMENTAL ANALYSIS
- ANALYSIS OF INDUSTRIAL PROCESSES AND PRODUCTS
- CHEMICAL SPECIATION
- CHEMICAL SENSORS AND BIOSENSORS
- THEORETICAL CONTRIBUTIONS AND CHEMOMETRICS
- OTHER FIELDS WITHIN ANALYTICAL CHEMISTRY AND INSTRUMENTAL ANALYSIS
- NEW DEVELOPMENTS IN SAMPLE PREPARATION

The high level of content, delivered by scientists of international importance, ensures the presence of the main motivators and users including:

**RESEARCH PARK DIRECTORS**

- **PLANT/FACTORY MANAGERS FROM RELATED INDUSTRIES**
- **SCIENTISTS**
- **RESEARCHERS SPECIALISING IN R&D**
- **INSTRUMENTAL ANALYSIS DECISION-MAKING BUYERS**
- **QUALITY CONTROL AND PROCESS TECHNICIANS**
- **PLANT ENGINEERS**
- **YOUNG STUDENT RESEARCHERS**
- **INSTITUTIONS AND ASSOCIATIONS**

The participation of the best scientists will make attendance at this event essential.
4. SPONSORSHIP PACKED WITH BENEFITS

Associating your company with the Workshop will boost its image to bring you significant advantages:

- Your brand will reach more than **55,000 professionals in the sector**
- Major digital presence with **over 105,000 visits on the website** in the three months beforehand which meant 674,113 pages visited.
- You will have access to the Expoquimia database with **30,000 contacts** who receive monthly emails featuring information and the latest news about the Instrumental Analysis Workshop.
- You will benefit from the **constant presence of your corporate image** linked to the event while it is being held.
- **You will receive electronic invitations** to attend the Trade Show.
- Other communication **impacts**.
• 80% of visitors think that their presence at the show laid the groundwork for their decisions about the future.

• Most visitors gave a high rating to the contacts they made.

• The triple EXPOQUIMIA, EQUIPLAST and EUROSURFAS event has become a world leader and the largest platform for commercial, technical and scientific products in the Mediterranean applied chemistry sector.
5. A BESPOKE PARTICIPATION FORMULA

TWO WAYS TO ENHANCE YOUR PARTICIPATION

PARTNER

SPONSOR

Remember we can also help you with other participation options.
THE EXCLUSIVE PARTICIPATION FORMULA

PARTNER

Get **unbeatable visibility** by associating **your logo** with one of the **plenary sessions**.

Reward **your customers** with **preferential access** to the workshop.

Generate **high value leads** that make the most of your participation.
A RELATIONSHIP WITH HIGH ADDED VALUE SPONSOR

- Expand your network of contacts at the highest level by boosting your networking in the workshop area.
- Reward your customers with an invitation to the workshop.
- Increase your brand’s visibility by presenting your logo associated with one of the parallel sessions.
- Guide industry trends by impacting top level influencers.

5. Sponsoring the JAI
### TWO WAYS TO ENHANCE YOUR PARTICIPATION

<table>
<thead>
<tr>
<th>CONCEPT</th>
<th>Before</th>
<th>During</th>
<th>After</th>
<th>PARTNER</th>
<th>SPONSOR</th>
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<tbody>
<tr>
<td><strong>NETWORKING</strong></td>
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<td>Professional invitations to visit the exhibition area</td>
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<td><strong>SEMINARS/CONGRESS/EVENTS</strong></td>
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<td>Free tickets to the congress / seminar to be arranged</td>
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<td>Discount tickets to congress / seminar to be arranged</td>
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<td>x</td>
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<td>15%</td>
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<td>Invitation to Welcome lunch / Gala dinner</td>
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<td>x</td>
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<td>Congress delegates allowance</td>
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<td><strong>CONGRESS VISIBILITY PACK</strong></td>
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<td>Sponsorship of a seminar of your choice</td>
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<td>Logo in congress programme</td>
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<td>Sponsorship of a plenary seminar (presence of logo)</td>
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<td>x</td>
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<td>Leaflets exhibition area</td>
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<td>Logo on congress homepage</td>
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<td>Logo on congress newsletters</td>
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<td>Interview in congress newsletter</td>
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<td>Leaflet in delegate welcome pack</td>
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<tr>
<td>Logo on congress signage projectors and totems</td>
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<tr>
<td>Logo in Expoquimia - Eurosufas - Equiplast Roadshow</td>
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<td>Logo on presentation screen projectors in the Conference Room</td>
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<td>Logo in post-show report</td>
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<td>Mention and following on social media</td>
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<td><strong>Prices set by Fira de Barcelona/Expouimia.</strong></td>
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These sums are to be paid to Fira for Sponsoring the JAI.

5. Sponsoring the JAI
TAKE PART AND BECOME A KEY PLAYER IN THE SEMINARS

If you would like more information please contact:

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