



MSC2015

IEEE MULTI-CONFERENCE ON SYSTEMS AND CONTROL
21-23 SEPTEMBER 2015 | NOVOTEL MANLY PACIFIC | SYDNEY AUSTRALIA

PARTNERSHIP & EXHIBITION PROSPECTUS

HOSTED BY



Invitation to MSC 2015

The 2015 IEEE Multi-Conference on Systems and Control (MSC) will be held Monday through Wednesday, September 21 - 23, at the Novotel Manly Pacific Hotel, Manly Beach, Sydney. Manly is one of Sydney's iconic beaches and the Novotel is directly on the beach overlooking the Pacific Ocean. Manly features numerous cosmopolitan cafes and quality accommodation. Also, Manly is a short ferry ride across Sydney Harbour to Circular Quay in downtown Sydney. The city of Sydney has a wide-ranging cultural life, a dynamic food scene, iconic beaches and a vibrant cityscape of outstanding contemporary and colonial architecture. Sydney's climate is temperate sub-tropical. The conference will be held in Spring, which in Sydney runs from September to November. Sydney boasts an enviable outdoor lifestyle because of its sunny weather.

The conference includes two international conferences sponsored and promoted by the IEEE Control Systems Society:

- The IEEE Conference on Control Applications (CCA)
- The IEEE International Symposium on Intelligent Control (ISIC)

MSC 2015 provides a unique opportunity for researchers and practitioners from different areas to formulate new challenges, to discuss the state-of-the-art and the future directions in advanced control technology and intelligent systems. Presentations of theoretical results along with applications and research involving control related experiments are encouraged. MSC 2015 will feature outstanding Plenary and Keynote speakers, contributed and invited papers, special and tutorial sessions, and pre-conference workshops covering a broad range of topics relevant to control applications and methods.

I welcome all control researchers and practitioners to Sydney in 2015.



With best regards
Ian Petersen, General Chair

Benefits on partnering with MSC 2015:

MSC 2015 wants to partner with you and offer a unique platform for you to interact with a captive audience of international specialists allowing you:

- Wide acknowledgment of your organisation leading up to and during the Conference
- Excellent networking opportunities during the Conference to promote your products and services to a relevant audience
- An opportunity to utilise the Conference experience to showcase your organisation's position of support for this important study area
- An opportunity to source new contacts and business leads or maintain relationships with existing researchers, customers, suppliers and important institutions
- The possibility to launch new initiatives, products or services directly to your primary users
- Gaining access to Conference delegates who are keen to improve their knowledge within the field, and through your organisation's support, closely align your organisation with delegates' professional development on a personal level
- An opportunity for your key staff to connect face to face with the most influential people, bodies and organisations representing this academic field in one place over a short period of time



Partnership Opportunities

A variety of partnership packages are being offered for your organisation's exposure at MSC2015 with three tiered partner packages with exclusive options built in, along with partner program opportunities and of course, exhibition. The Conference is also happy to tailor packages not currently available in this prospectus and we encourage those with interest in exposure to contact our Sponsorship and Exhibition Sales Manager to discuss what is possible.

All listed pricing is inclusive of GST and in AUD.

Platinum Partner

\$11,000 (Limit of two opportunities)

- Acknowledgment as a Platinum Partner during the opening and closing sessions
- Two (2) complimentary full registrations including tickets to the Welcome Reception and Gala dinner
- One (1) complimentary exhibition table
- Two (2) complimentary exhibitor registrations including tickets to the Welcome Reception and Gala Dinner
- Opportunity to display one (1) sponsor provided banner at the Conference registration desk
- Opportunity to display one (1) sponsor provided banner at the Entrance to the Main Session Room
- Full page advertisement in the MSC2015 program book
- Company profile (100 words) and logo displayed in the program book
- Logo displayed on the sponsor's slide
- Logo displayed on each MSC2015 E-zine (subject to time of confirmation)
- Logo displayed on the Conference website with a hyperlink to your organisation's website

- Logo on sponsor signage at the venue
- One insert included in delegate satchel
- A copy of the MSC2015 Delegate list (subject to privacy laws)

Included with this partnership is the choice of one of the exclusive opportunities below

Company Branded USB *(Exclusive Opportunity)*

Each delegate will receive a USB of the conference proceedings and abstracts. This resource will no doubt be used time and again ensuring continuing exposure of your organisation

Acknowledgements

- In the program book
- Company Logo on USB*

** The organising committee reserves rights on the placement of the logo*

OR

Conference Program Book Branding

(Exclusive Opportunity)

The MSC2015 Program Book will be distributed on site to all participants and will be a regularly used reference source after the event. It will contain the final definitive scientific program and the following related information:

- Schedule and overview
- Author and subject index
- Information on the Organising Committee
- Exhibition Floor Plan
- The Social Program and information on tours and workshops



Partnership Opportunities

Acknowledgements

- A full page colour advertisement on the inside front cover and the back cover*

* Please Note: Other sponsor advertisements will appear in this document

Gold Partner

\$7,700 (Limit of three opportunities)

- Acknowledgment as a Gold Partner during the opening and closing sessions
- One complimentary full registration including a ticket to the Welcome Reception and Gala Dinner
- One 50% discounted registration fee for an additional staff member
- Opportunity to display one sponsor provided banner at the Conference registration desk
- Half page advertisement in the MSC2015 program book
- Company profile (50 words) and logo displayed in the program book
- Logo displayed on the sponsor's slide
- Logo displayed on each MSC2015 E-zine (subject to time of confirmation)
- Logo displayed on the Conference website with a hyperlink to your organisation's website
- Logo on sponsor signage
- One insert included in delegate satchel
- A copy of the MSC2015 Delegate list (subject to privacy laws)

Included with this partnership is the choice of one of the exclusive opportunities below

Welcome Reception Branding

(Exclusive Opportunity)

The conference will begin with an official welcoming ceremony to greet participants from around the world. The event will combine formality, entertainment and networking along with good food and wine.

Acknowledgements

- Naming rights to the Welcome Reception
- Company signage to be displayed in the Welcome Reception Venue
- Welcome Reception acknowledgement in the conference program

OR

Wi-Fi Branding

(Exclusive Opportunity)

A designated Wi-Fi area will be available for delegates at the conference, which will attract a lot of attention during break times.

Acknowledgements

- Naming rights to the Wi-Fi Area
- Company signage to be displayed in the Wi-Fi area

OR

Poster Area Branding

(Exclusive Opportunity)

The Conference Poster Area will be located within the Conference Exhibition. This will be heavily populated with delegates throughout the time of the conference.

Acknowledgements

- Naming rights to the Poster Area
- Company signage to be displayed in the Poster area

Program Partnership Opportunities

Silver Partner

\$5,500 (Limit of 3 opportunities)

- Acknowledgment as a Silver Partner during the opening and closing sessions
- Logo displayed in the program book
- Logo displayed on the sponsor's slide
- Logo displayed on each MSC2015 E-zine (subject to time of confirmation)
- Logo displayed on the Conference website with a hyperlink to your organisation's website
- Logo on sponsor signage
- A copy of the MSC2015 Delegate list (subject to privacy laws)

Included with this partnership is the opportunity to sponsor one of the delegate catering breaks at the conference

Morning Tea/Lunch/Afternoon Tea

(Choice of one break for the 3 days of the conference).

The opportunity to take up sponsorship of the delegate catering for a given break time for the duration of the Conference (e.g. Morning Tea for 3 days or Lunch for 3 days or Afternoon Tea for 3 days)

Acknowledgements

- Naming rights to the particular break chosen
- Logo printed on dedicated morning tea/lunch or afternoon tea Conference catering signage in the exhibition during the sponsored break times for the duration of the Conference
- Opportunity to display two sponsor provided banners in the exhibition during the sponsored break times for the duration of the Conference

Keynote Speaker Sponsor

\$4,400 (Two Opportunities)

Align yourself with a keynote speaker presenting a keynote session

- Logo displayed on session slide before and after sponsored session
- Logo displayed in the program book next to Speaker name
- Logo displayed on the Conference website with a hyperlink to your organisation's website
- Company provided pull up banner to be displayed in the chosen speaker session

Workshop or Parallel Session Sponsor

\$3,300

Align yourself with one of the conference workshops or parallel sessions.

- Logo displayed on session slide before and after sponsored session
- Logo displayed on the Conference website with a hyperlink to your organisation's website
- Company provided pull up banner in the chosen session

**Final choice of session will need to be approved by the program committee*



Exhibition Options

Exhibition Display Table

\$1,650

A great way to have a physical presence on-site and allow your key staff to have a base of operations to network from. Involvement in the exhibition also allows the opportunity to showcase your products and services to delegates, whilst providing an opportunity to brand your space.

Each exhibition display includes:

- Trestle table with Cloth
- 2 x Chairs
- 1 x Backboard
- 1 x Fascia with exhibiting organisation name
- 1 x 4 amp power outlet
- Exhibitor listing in the program book
- One complimentary exhibitor registration including a ticket to the Welcome Reception and Gala Dinner
- A copy of the MSC2015 Delegate list (subject to privacy laws)

General Terms and Conditions

- All costs include GST and are in AUD
- A tax invoice will be sent upon receipt of a signed application form
- The allocation of exhibition positions or confirmation of a sponsorship item is at the discretion of the MSC 2015 Organising Committee and will take into account the level of sponsorship, date of application booking, exhibition preferences and other relevant matters.
- MSC 2015 reserves the right to alter the exhibition floor plan at any time.

Contact Details

For further information please contact:

MSC 2015 Sponsorship and Exhibition Sales Manager

ICMS Australasia

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