

8th International Masonry Conference

Dresden / Germany, 4th - 7th July 2010

Innovative Solutions for Sustainable Masonry Construction

www.masonry-conference.com



SPONSORSHIP AND TRADE EXHIBITION INFORMATION

The series of International Masonry Conferences commenced in 1986 under the former British Masonry, now The International Masonry Society, open to participants and topics from all over the world. It is one of the four most important international events in the world of masonry research, application and practice. This will be the first time that the conferences will be held outside Great Britain, showing the willingness of the Council and members of the IMS to rotate the venue in accordance with its international character throughout masonry centres in Europe.



The skyline of Dresden seen from the east bank of the Elbe river by night

The 8th Masonry Conference is held in Dresden and provides an opportunity for academics, engineers, architects, builders and bricklayers from Europe and around the world to obtain the latest information on the design and construction of masonry in all of its forms. The sustainability and the possible contribution of the material and construction industry to it will play an important role during the conference.

Sponsorship enables organizations like yours to contribute to the success of the 8th International Masonry Conference while benefiting from a high degree of visibility for your products and services to your target audience. The sponsorship program includes options comprising complete marketing exposure at the conference, such as verbal and signage recognition, logos on delegate satchels and programs and networking opportunities.



The "Place of Tranquillity" masonry shell in the future court yard of the Dresden Faculty of Architecture

Additional exposure is offered through an array of printed advertising, including the conference program, conference satchels and the pre-event marketing.



Masonry facades of reconstructed houses at the Dresden "Neumarkt" with the "Frauenkirche"

CONFERENCE PROGRAM

The program will feature:

- Keynote addresses by national and international speakers
- Concurrent sessions
- Trade exhibition

Attendance*: It is anticipated that 200 – 300 delegates will attend.

There are special events available for sponsoring, such as:

- Music performance in the Frauenkirche
- Welcome reception on Sunday
- Mortar mixer on Monday
- Dinner (also partly) on Tuesday

If these special events are of interest, please inform the conference contact person and express your interest by filling in and returning the completed form on the last page.

CONFERENCE DETAILS

Conference Dates: 4-7 July 2010

Venue: Hilton Hotel, Dresden, Germany

Conference Sponsorship Contact:

Prof.Dr.-Ing.Wolfram Jäger

Technische Universität Dresden,

Faculty of Architecture

D-01062 Dresden, Germany

Email: 8imc@jaeger-ingenieure.de

Tel.: +49 351 832960

Fax: +49 351 8329640

http://: www.masonry-conference.com

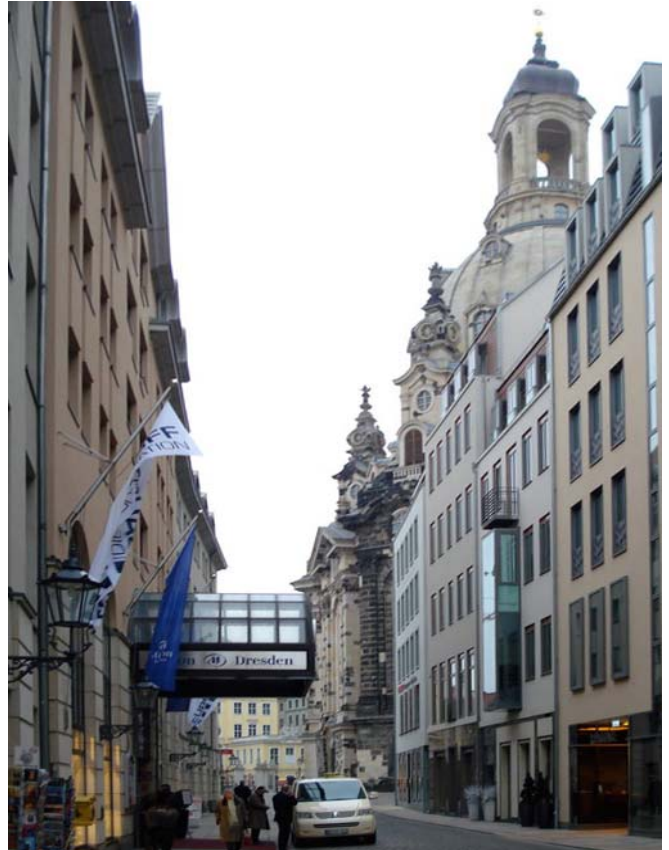


Masonry buildings in the exclusive "Lukas Areal" residential area in the town of Dresden (Architects: Müller-Reimann Berlin/Dresden)

APPLICATION PROCEDURE

To apply for sponsorship or a trade booth, please complete the attached form and return together with a cheque – a tax invoice will be provided. In the event that you need to cancel your package, cancellation in writing must be received before 28th February 2010.

The organizer reserves the right to retain 50% of the money received. No refunds for cancellations will be made after 28th February 2010.



The venue of the 8th IMC: The Hilton Hotel in the immediate vicinity of the reconstructed "Frauenkirche" and the "Neumarkt"

BENEFITS OF SPONSORING AND/OR EXHIBITING

- Increased business potential
- Direct access to an interested professional audience including your customers, both current and potential
- Exposure to local, national and international delegates
- Opportunity for broad exposure to delegates through:
 - Acknowledgement in printed material
 - Signage and announcements
 - Opportunity to display your products in the trade exhibition.
- Listing on the conference website.

For details see the table on the next page.

* Attendee estimates are made based on previous events. The organisers give no guarantee as to the number of delegates and/or visitors that may attend the Conference and/or the associated trade exhibition.

8 th International Masonry Conference	SPONSORSHIP CATEGORY			
Sponsorship benefits	Gold 9,000 € + VAT *	Silver 5,000 € + VAT	Bronze 2,500 € + VAT	Associate 800 € + VAT
Inclusion of the company name & logo on the front cover of the conference satchel	✓			
Inclusion of the company name & logo on the back cover of the conference satchel	✓	✓	✓	
Inclusion of the company name & logo in the final conference program	✓	✓	✓	✓
Exposure and acknowledgement as a sponsor of the conference in all marketing activities	✓	✓	✓	
Recognition from the conference chair during the opening sessions and at appropriate points throughout the Conference	✓	✓		
Acknowledgement as a sponsor at the conference dinner	✓			
Inclusion of company name and logo on the conference website with a link to your organisation's website	✓	✓	✓	✓
Acknowledgement as a sponsor in any pre-conference media releases	✓			
Inclusion of a full-page advertisement in the conference proceedings	3	2	1	
Free 3m×2m exhibition space in a prime location	✓	✓		
Complementary registration for the conference for all sessions, morning and afternoon teas, lunches and social functions (including conference dinner)	2	1		
Invitation to the conference dinner	3	2	1	
Electronic delegate list access prior to the conference	✓	✓		
Electronic delegate list access after the conference			✓	✓

8 th International Masonry Conference	TRADE EXHIBITOR 1,700 €+ VAT*
Sponsorship benefits	
One 3m × 2m trade booth	✓
Complementary registration to the conference for all sessions, morning and afternoon teas, lunches and social functions (including conference dinner)	1
Electronic delegate list access after the conference	✓
Will be an integral and important part of the conference	✓
Morning and afternoon refreshments and lunch will be served in or near the trade area	✓

* Value added tax according to the rate valid at the time of sponsorship, currently 19%

EXPRESSION OF INTEREST - REGISTRATION FORM

Company Name	
Address	
Street	
Town	
Post Code	
Country	
Contact Person	
Position	
Telephone	
Fax	
Email	

We would like to apply for the following sponsorship package(s):			
<input type="checkbox"/>	Gold	9000,00 € + VAT* =	10.710,00 €
<input type="checkbox"/>	Silver	5000,00 € + VAT =	5.950,00 €
<input type="checkbox"/>	Bronze	2500,00 € + VAT =	2.975,00 €
<input type="checkbox"/>	Associate	800,00 € + VAT =	952,00 €
<input type="checkbox"/>	Trade Exhibitor	1700,00 € + VAT =	2.023,00 €
<input type="checkbox"/>	We would like to receive more information on the special events.		

* Value added tax according to the rate valid at the time of sponsorship, currently 19%.

Signed**

(For and on behalf of the sponsor listed above)

Cheques payable to:

8th International Masonry Conference

Return to:

Prof. Dr.-Ing. Wolfram Jäger
Technische Universität Dresden
Faculty of Architecture
D-01062 Dresden, Germany

Telephone: +49 351 832960

Fax: +49 351 8329640

Or money transfer to:

8th International Masonry Conference

Bank: **SPARKASSE MEISSEN**

Bank No: **850 55 000**

Account No: **400 119 0988**

BIC: **SOLADES1MEI**

IBAN: **DE82850550004001190988**

Email: 8imc@jaeger-ingenieure.de

Website: www.masonry-conference.com

** The signed sponsorship leaflet serves as contract between the sponsor and the organizer. Changes or amendments of the agreement must be made in written form to be effective. There are no side-agreements. The contract comes into effect upon signature of the contract by both parties. This contract is subject to German law exclusively. Court of jurisdiction for all responsibilities resulting from this contract is Dresden.