

## **SID- ME**

### **Chapter Spring Meeting 2017**



Dresden | Germany | March 13 – 14, 2017

Sponsoring Options

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### SID- ME Chapter Spring Meeting 2017

#### WELCOME

Annually selected European display-related entities organize SID Mid-Europe (SID-ME) meetings with technical and scientific presentations, attracting many display professionals from Europe and abroad. The 2017 spring meeting will be organized by Fraunhofer FEP and sets its focus on different aspects of Wearable and Projection Displays.

The symposium is to target basic technologies for micro- and small-size, or flexible / rollable displays, their back- and frontplane technology and embedded sensors. This is complemented by system integration aspects like system hardware design, sensor and software / service integration. Applications will focus on automotive, medical, sports and leisure, safety / security markets as well as smart devices, wearable signage and training / education sectors.

Symposium lecture and poster sessions will be organized, as well as on-site exhibition. Special emphasis is given to presentations of related collaborative projects funded by the European Commission (EC). One highlight of the conference will be an evening event. The meeting will close on the second day with a visit to the laboratories of Fraunhofer FEP.

We are looking forward to welcoming you in Dresden!



Dr. Uwe Vogel, Head of Division Microdisplays and Sensors  
Deputy Director

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## PROGRAM

### Technologies

- Micro- and small-size displays
- Bendable, flexible, rollable displays
- Display-embedded sensors and actors (e.g., optical, haptic, sound)
- Non-standard display form-factors (e.g., round-shaped)

### System Integration

- System design and manufacturing
- Sensor and service integration (e.g., gesture recognition, interaction)
- Optics (e.g., near-to-eye, micro-projection, light-field, illumination)
- Low-power electronics, data interfaces, image processing, power supply (e.g., energy harvesting, batteries)
- Software, firmware

### Applications / Markets

- Near-to-eye projection, smart glasses, smart contact lenses; augmented / virtual reality (AR / VR)
- Personal and professional wearable display applications
- Ergonomics
- Training / Education
- Markets

## 2. Dresden – the “Florence at the Elbe river“

The name of Dresden is synonymous with art and culture. The Saxon capital offers cultural and art treasures of European rank, world-famous art collections, but also a lively theatre and music scene. Architectural jewels blend into a charming natural landscape. The fine and applied arts look back over long traditions of extraordinary quality. The rich variety of cultural activities characterises the proud and creative atmosphere in Dresden and is an essential component of the high quality of life in the city.

The 800years old Baroque town at the river Elbe and its surrounding is offering a wide variety of different sightseeing tours. The splendid Zwinger, the Old Masters Pictures Gallery, the Green Vault with the Royal treasury, the majestic Palace, the Semper opera House, the Dresden Cathedral, the castles of Moritzburg, Meißen and Pillnitz, the Porcelain Manufactory in Meißen, the fortification of Königstein, a steamboat tour on the river to the Saxon Switzerland are only a few examples of possibilities Dresden is offering. Nearly 100 museums are awaiting its guests.



## 3. Travelling to the border between east and west

Dresden is situated on the borderline of the Eastern and Western part of Europe. Hence, especially visitors from the Eastern part have various opportunities to reach the city.

Dresden is well connected to public transport facilities (planes, trains and roads). There are several international flights going directly to Dresden, i.e. from Basel, Moscow and London City or with only one stop at the international airports of Frankfurt, Munich and Dusseldorf (every two hours) or from 7 other German airports.

The ICE train from Frankfurt and Düsseldorf, IC from Berlin and Munich and EC from Prague is another opportunity to reach Dresden in a comfortable way.

Dresden is also easy to reach on an extensive motorway system. Travelling by car or bus to Dresden there can be used several highways, i.e. from Munich, Frankfurt, Leipzig, Prag or Berlin.

Within Dresden, a modern and efficient public transportation system of trams and busses is available. From the new airport guests can take the train, which is connecting the airport with the city centre in about 20 minutes.



## 4. General information

<b>Conference Venue:</b>	Quality Hotel Plaza Dresden Königsbrücker Straße 121a <a href="http://www.qualityhotelparkplazadresden.de">www.qualityhotelparkplazadresden.de</a>	
<b>Date / Conference hours</b> (tentative schedule)	March 13, 2017	01.00 pm – 06.00 pm
	March 14, 2017	09.00 am – 04.30 pm
<b>Date / Exhibition hours</b> (tentative schedule)	March 13, 2017	01.00 pm – 06.00 pm
	March 14, 2017	09.00 am – 04.30 pm
<b>Conference Chairs:</b>	Dr. Uwe Vogel, Fraunhofer FEP (General Chair) Ines Schedwill, Fraunhofer FEP (Executive Chair) Dr. Beatrice Beyer, Fraunhofer FEP (Program Chair)	
<b>Executive Chair:</b>	Dr. Uwe Vogel, Fraunhofer FEP, Dresden, Germany	
<b>Conference Management Congress Agency/ Industrial Exhibition/ Registration/ Hotel bookings/</b>	Intercom Dresden GmbH Markus Walther Zellescher Weg 3, D-01069 Dresden Tel : +49 (0)351-320 173 60 Fax : +49 (0)351-320 173 33 E-Mail: <a href="mailto:mwalther@intercom.de">mwalther@intercom.de</a> Home: <a href="http://www.intercom.de">www.intercom.de</a>	
<b>Conference homepage:</b>	<a href="http://www.fep.fraunhofer.de/de/events/sidme17.html">www.fep.fraunhofer.de/de/events/sidme17.html</a>	

## 5. Hotels

Dresden is offering a wide variety of hotel accommodation in all categories. The conference agency blocked hotel rooms in the hotel, where the conference takes place with a special rate (incl. breakfast, tax and service) for the conference attendees.

**Quality Hotel Plaza Dresden                      Single Room: 79,00 EUR**

Reservations in other hotels are possible. Please contact the conference agency.

## 6. Conference Venue

The conference venue is the Quality Hotel Plaza Dresden

This elegant 4-star hotel enjoys a central location in the Neustadt area of Dresden, only a few tram stops from the Elbe promenade.

The Quality Hotel Plaza Dresden blends beautifully into the vibrant Neustadt area with its impressive 19th century Wilhelminian-style buildings. The hotels offers a modern business centre, conference facilities an different restaurants. There are excellent public transport connections. The Neustadt ICE train station is only 500 metres away. The hotel is only a 10-minute drive from the A4 motorway and Fraunhofer FEP.

The conference takes place in the ballroom of the hotel. The registration, exhibition and the poster exhibition will be situated in the foyer. Coffee breaks will take place in the area of the industrial exhibition.



## 7. Sponsorship, support and advertisement

Industrial representatives have been offered various options to sponsor the spring meeting.

### Presentation of products or services

During the conference, the industrial exhibition in addition to the coffee breaks will be held in foyer of the conference room of the hotel. Intercom reserves the right, in its sole discretion, to accept or deny applications for exhibition space and to allocate space among exhibitors.

### 7.1 Industrial Exhibition / Booth

**Conference venue:** **Quality Hotel Plaza Dresden**  
Königsbrücker Straße 121a, Dresden  
Foyer: Exhibition / Poster / Catering

#### Fee:

The fee amounts                      EUR 1.500                      up to 6 sqm + VAT 19%  
   EUR 190                      per every further sqm  
(maximum height 2,50 meters, the rental fee includes only the space without any furniture and equipment.)  
Exhibitors will be mentioned as sponsors in the programme book.

Booth staff                              up to 6 sqm:                      1 x booth staff included  
   every next 3 sqm:                      1 x more booth staff included  
   EUR 150                      every further booth staff

Charge covers admission to the conference, coffee breaks, lunch and the evening event.

#### Liabilities / Terms and conditions:

Space assignment will be made on a first come, first served basis. Wherever possible, space will be allotted according to the exhibitor's choice, but the final arrangement will be determined by Intercom in such a way as to produce the most advantageous grouping of the exhibition. There is no demand for a special exhibition space. There is no guarantee to any specific stand area within the exhibition area.

Applications for space must be received by January 18, 2017 to be listed in the programme book as sponsor. Intercom reserved the right to short term changes.

The exhibitor is responsible for all other risks and further costs regarding the construction and support of the company's stand and insurance against civil liability and damages.  
The exhibitor covers all other costs and risks in relation to the building and the construction and the support of the company's stand and has to take out an insurance policy against civil liability and damages. The total costs of the exhibit space must be paid before installation otherwise you are not allowed to install the booth.

#### Please note:

After the receipt of your application form your application is binding. In case of a cancellation we are allowed to charge a cancellation fee in the amount of 50% of the ordered services. In case of a cancellation after January 18, 2017 there will be no refund.

If you are interested in the participation of the SID- ME Chapter Spring Meeting in Dresden we ask you to fill in the application form, you find enclosed. After receiving your application form, Fraunhofer FEP will send you a contract and you will receive an exhibitor's manual including forms for additional services.

#### Storage, Set up and dismantling

Because of the limited storage space we can not guarantee to fulfil all requirements concerning the storage. Please take this into your consideration for the delivery of your material. Intercom assumes no liability for damage and theft. Times for set up and dismantling as well as information on sending materials will inform be announced at latest 4 weeks prior to the conference.

## 7.2 Advertisement final programme

Outside Back Cover (4 <sup>th</sup> cover page)*	1.500 EUR	+ VAT 19%
Inside Front Cover (2 <sup>nd</sup> cover page)*	1.200 EUR	+ VAT 19%
Inside Back Cover (3 <sup>th</sup> cover page )*	1.200 EUR	+ VAT 19%

\*Colour: 4 coloured advertisement

Full page – Interior‘	900 EUR	+ VAT 19%
½ page – Interior‘	500 EUR	+ VAT 19%

‘ Colour: black/white, 4 colours on request

The contractor is responsible for the graphic design of the advertisement. The advertisement material has to be delivered ready to press and at the expenses of the contractor. The position of the advertisement is assigned on a first- com, first- service basis until sold out.

## 7.3 Additional Options for Sponsorship / Packages

### Packages

<b>Sponsor Package 1 – Gold</b>	5.000 EUR	+ VAT 19%
- Insert of company flyers in the congress bags		
- Full page advertisement in the final program ( 2 <sup>nd</sup> cover page)		
- your logo by adding “Gold Sponsor” on the sponsoring list in the final programme book		
- your logo on the homepage SID-ME 2017 with link to your webpage		
- 2 conference registrations		

<b>Sponsor Package 2 – Silver</b>	3.000 EUR	+ VAT 19%
- Insert of your flyers in the congress bags		
- Full page advertisement interior in the final program		
- 1 conference registration		
- your logo on the homepage SID-ME 2017 with link to your webpage		

### Other Items

Leaflets in the conference bags (max. 5 pages DIN A4)	250 EUR	+ VAT 19%
Conference delegates name badge with logo of the sponsor	1.000 EUR	+ VAT 19%
Financial support of the Evening on March 13, 2017	from 2.500 EUR	+ VAT 19%
Sponsoring of a coffee break/ lunch from	1.000 EUR	+ VAT 19%
Providing of Congress Bags with logo of the sponsor – costs of material + sponsoring fee	1.000 EUR	+ VAT 19%
Providing of writing materials (writing pads, pens) - costs of material + sponsoring fee	500 EUR	+ VAT 19%

**If you have special wishes please do not hesitate to contact us.**

If you are interested in sponsoring and/ or an exhibition please fill in the enclosed form.

All sponsoring and advertising services will be agreed between Fraunhofer and your company. After sending your application form, you will get a confirmation and a contract to be signed by Fraunhofer and you.

For further information do not hesitate to contact:

Intercom Dresden GmbH

Mr. Markus Walther

Zellescher Weg 3, D-01069 Dresden, Germany

Phone: +49 (0) 351 – 320 173 60

Fax: +49 (0) 351 – 320 173 33

Email: [mwalther@intercom.de](mailto:mwalther@intercom.de)

[www.intercom.de](http://www.intercom.de)

# EXHIBITION / SPONSOR Application Form



## SID - ME Chapter Spring Meeting March 13 – 14, 2017 in Dresden | Germany

Please fill in the form and send it back until **January 18, 2017** to:

**Intercom Dresden GmbH**  
**Markus Walther**  
**Zellescher Weg 3**  
**01069 Dresden**

**Tel.: +49 - 351 320 173 60**  
**Fax: + 49- 351- 320 173 33**

Company Name:	
Name of the Contact Person:	
Address: Street / Zip Code/ City	
Phone:	Fax:
E-mail:	

### We order as follows:

#### Exhibition

We would like to have a booth

**Booth size:** \_\_\_\_\_ sqm                      Size: length \_\_\_\_\_ m x width \_\_\_\_\_ = \_\_\_\_\_ m<sup>2</sup>

Special requests: \_\_\_\_\_  
\_\_\_\_\_

#### Advertisement in Final Programme:

- |   |                  |
|---|------------------|
| <input type="checkbox"/> Outside Back Cover (4 <sup>th</sup> cover page): | EUR 1.500 (+VAT) |
| <input type="checkbox"/> Inside Front Cover (2 <sup>nd</sup> cover page): | EUR 1.200 (+VAT) |
| <input type="checkbox"/> Inside Back Cover (3 <sup>th</sup> cover page):  | EUR 1.200 (+VAT) |
| <input type="checkbox"/> Full page – Interior:                            | EUR 900 (+VAT)   |
| <input type="checkbox"/> ½ page – Interior:                               | EUR 500 (+VAT)   |

#### Sponsoring

- |  |                                |
|--|--------------------------------|
| <input type="checkbox"/> Sponsor Package 1 – Gold  | EUR 5.000 (+VAT)               |
| <input type="checkbox"/> Sponsor Package 2 – Silver  | EUR 3.000 (+VAT)               |
| <input type="checkbox"/> Leaflets in the conference bags:  | EUR 250 (+VAT)                 |
| <input type="checkbox"/> Conference delegates name badge with logo of the sponsor                                | EUR 1.000 (+VAT)               |
| <input type="checkbox"/> Sponsoring of a coffee break / lunch  | starting from EUR 1.000 (+VAT) |
| <input type="checkbox"/> Sponsoring of the evening event   | starting from EUR 2.500 (+VAT) |
| <input type="checkbox"/> Providing of congress bags with logo of the sponsor (cost of material + sponsoring fee) | EUR 1.000 (+VAT)               |
| <input type="checkbox"/> Providing of writing materials (writing pads, pens) (cost material + sponsoring fee)    | EUR 500 (+VAT)                 |
| <input type="checkbox"/> Sponsoring to support the conference, amount: EUR _____ (+ VAT)                         |                                |

Others: \_\_\_\_\_

#### Cancellation:

Once having received your application, you will get a confirmation and a sponsoring contract of Fraunhofer. The registration will be binding after a mutual signed contract between Fraunhofer and your company. We will confirm your requested booth space or sponsoring immediately. We will send you a confirmation in which you have to make specifics concerning required electricity, tables, chairs and others. You will receive an invoice by Fraunhofer. The charge for exhibition space, advertisement and booth staff is payable within 14 days of the invoice date. Notification of cancellation should be sent in writing to Fraunhofer FEP. If the cancellation is received before January 18, 2017 50% of the total amount paid will be refunded, no refund thereafter. Substitution is possible.

**Herewith I agree to the above (incl. general conditions). I will receive a contract with detailed information I have to send back within 10 days. After receipt of the invoice I transfer the due amount within 14 days.**

.....  
Signature

.....  
Company/stamp

.....  
date