

# 19th AUSTRALIAN INSTITUTE OF PHYSICS CONGRESS

INCORPORATING THE

## 35th AUSTRALIAN CONFERENCE ON OPTICAL FIBRE TECHNOLOGY

*Associated event:*

**AUSTRALIAN OPTICAL SOCIETY CONFERENCE**

5-9 December 2010 MELBOURNE

**SPONSORSHIP  
& EXHIBITION**

# PROSPECTUS



[www.aip2010.org.au](http://www.aip2010.org.au)



AUSTRALIAN INSTITUTE OF PHYSICS  
[www.aip.org.au](http://www.aip.org.au)



AUSTRALIAN OPTICAL SOCIETY



ENGINEERS  
AUSTRALIA



ACOFT  
Optical Fibre Technology

Formed in 1963, the Australian Institute of Physics (AIP) has many members and branches throughout Australia. The AIP is the largest physics organisation in this country incorporating AIP groups and cognate societies.

The role of the AIP is to promote and further the development of physics and its applications, facilitate the exchange of information and ideas amongst members and with industry and disseminate knowledge relating to physics and its applications to the broader community.

The AIP provides individuals with recognition and organisations access to a talent pool of critical importance to Australia's cultural and economic development.

For more information visit [www.aip.org.au](http://www.aip.org.au)

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First held in 1977 as a workshop on guided wave photonics, the Australian Conference on Optical Fibre Technology (ACOFT) is the second oldest conference series in the world in this topic area. Conferences have been held annually, supported by researchers from both the university and industrial sectors and the 2010 Conference marks the 35th meeting.

The role of the ACOFT Conference series is to disseminate important new developments in this fast growing area, and facilitate the exchange of ideas amongst attendees. The conference series is the equal responsibility of the Australian Optical Society and Engineers Australia.

ACOFT provides individuals and organisations with the opportunity to learn from both international and Australian experts and to see the latest technology displayed at the technical exhibition.

For more information visit [www.acoft.com.au](http://www.acoft.com.au)

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## Organising Committee

ASSOCIATE PROFESSOR  
ANN ROBERTS  
The University of Melbourne  
AIP 2010 Co-Chair

ASSOCIATE PROFESSOR  
ELISABETTA BARBERIO  
The University of Melbourne  
Program Co-Chair

PROFESSOR  
PETER HANNAFORD  
Swinburne University of Technology  
Program Co-Chair

ASSOCIATE PROFESSOR  
ANDREW PEELE  
La Trobe University  
AIP 2010 Co-Chair

ASSOCIATE PROFESSOR  
TREVOR FINLAYSON  
The University of Melbourne  
Treasurer

ASSOCIATE PROFESSOR  
SHANE HUNTINGTON  
The University of Melbourne

ASSOCIATE PROFESSOR  
STEPHEN COLLINS  
Victoria University  
ACOFT 2010 Chair

MS GABY BRIGHT  
VeRSI  
Secretary

MS CATRIONA MCAULIFFE  
Engineers Australia

DR DAVID MOSS  
University of Sydney  
ACOFT Program Chair

## Congress Venue

MELBOURNE CONVENTION AND EXHIBITION CENTRE  
South Wharf, Melbourne Victoria 3000  
Website: [www.mcec.com.au](http://www.mcec.com.au)



# Your invitation to join us...

On behalf of the Australian Institute of Physics and the Victorian branch, it is our pleasure to invite you to play an important role in the 19th Australian Institute of Physics Congress to be held at the Melbourne Convention and Exhibition Centre from 5 – 9 December 2010.

The 2010 Congress is the biggest and most diverse scientific meeting of the Australian physics calendar.

The Congress has an excellent profile in Australia and overseas and traditionally attracts many leaders from the broad range of activities that are spawned by the discipline of physics – Nobel Laureates and heads of major industry, government and professional bodies are typically represented in the list of plenary speakers. In 2010 the Congress will incorporate another major conference – the 35th Australian Conference on Optical Fibre Technology – increasing the representation at the Congress of delegates from this important technology sector.

The four day program includes plenary lectures, parallel sessions, catered poster sessions, exhibitions, public lectures, industry forum, the Congress dinner and a strong social program, all of which provide a variety of settings for sponsors and exhibitors to interact with delegates. The Congress theme of **Living Physics** reflects the richness of the field and brings a wealth of opportunities for sponsors and exhibitors to engage with attendees.

The AIP/ACOFT 2010 Congress is keenly aware of the importance and value sponsors and exhibitors bring to the overall atmosphere and success of the Congress. We want to ensure that as a sponsor and/or exhibitor, your organisation will have appropriate exposure to our delegates. You can become involved through one of the various packages described in this document. However, if there are other ways in which you would like to participate we would be more than happy to discuss your individual needs.

We look forward to your participation in the 2010 Congress **Living Physics** and working alongside you to ensure the Congress is a great success for all involved.

ASSOCIATE PROFESSOR  
ANDREW PEELE  
La Trobe University  
AIP 2010 co-chair

ASSOCIATE PROFESSOR  
ANN ROBERTS  
The University of Melbourne  
AIP 2010 co-chair

# Who will attend AIP/ACOFT 2010?

AIP/ACOFT 2010 is the largest physics Congress in Australia. It attracts between 700 - 1000 delegates and will involve most active groups in physics from around the country. Groups represented include:

- Academic institutions
- State and Federal institutes (CSIRO, DSTO, ANSTO, Australian Synchrotron)
- Teachers and students
- Hospitals
- A diverse range of industry sectors (manufacturing, telecommunications, biomedicine, defence, transport, electronics)

## Why you should be at AIP/ACOFT 2010

- You will have the opportunity to engage in valuable dialogue with delegates regarding your products and services
- Delegates represent much of the equipment and services purchasing power in Australian physics
- Academic delegates will have been informed of the outcome of Australian Research Council funding applications for major projects just a month or two before the Congress
- Networking opportunities with senior scientists and technologists from industry, government and university bodies
- Exposure to cutting-edge developments in physics
- Access to leading specialists across a range of disciplines
- The Congress has a strong student contingent – a perfect opportunity to make that valuable good first impression on the decision makers of tomorrow
- A special industry forum will give retail and employer groups a dedicated session in which to showcase their material
- Increased opportunities for interaction including exhibition and sponsorship exposure during:
  - » Welcome Reception (Sunday 5 December)
  - » Morning and afternoon tea (Monday 6 – Thursday 9 December)
  - » Catered poster sessions (Monday 6 and Wednesday 8 December)
  - » Public lecture (Wednesday 8 December)
  - » Industry forum (scheduled during the Congress)

## Past sponsors and exhibitors include

- Australian Government Department of Defence, Defence Science and Technology Organisation
- Australian Institute of Physics
- Australian Research Council Centre of Excellence for Quantum-Atom Optics
- Australian Synchrotron
- AVT Services
- Centre for Ultrahigh Bandwidth Devices for Optical Systems
- Cisra
- Coherent Scientific
- Hearne Scientific Software
- The Ian Potter Foundation
- Institute of Physics
- Institute for Photonics and Advanced Sensing
- John Morris Scientific Pty Ltd
- Lambda Scientific Pty Ltd
- Lastek Pty Ltd
- Madderns Patent and Trade Mark Attorneys
- Newspec Pty Ltd
- Pearson
- Phillips Ormonde and Fitzpatrick
- Scitech Pty Ltd
- Scitek Australia Pty Ltd
- The Sir Ross and Sir Keith Smith Fund
- Tekmark Australia
- The University of Adelaide
- Australian Universities

# Sponsorship Opportunities

AIP/ACOF 2010 provides many different and valuable opportunities for your participation as listed below. Alternatively, AIP/ACOF 2010 is pleased to work with you to tailor individual packages to suit your budget and marketing objectives. Please contact the Congress Managers for further information.

## Albert Einstein Sponsor \$25,000

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### EXCLUSIVE

The Albert Einstein sponsorship package will offer the sponsor a high profile association with a prestigious scientific Congress that will attract a significant number of delegates as well as media interest. This is a special opportunity for your company or organisation to gain the highest level of exposure to the physics community.

### INCLUSIONS

- Recognition and acknowledgement as the Albert Einstein Sponsor on the Congress website, print material and onsite signage/slides
- Opportunity for a five minute address to Congress delegates during the Congress opening
- Acknowledgement by the Congress chairs at the Congress opening and closing
- Opportunity to introduce and host one invited speaker
- A full page advertisement in the Congress program and abstract book
- Two exhibition booths in a premium position
- Four registrations including access to sessions and social functions
- Additional registrations for staff participating in the exhibition can be purchased for \$350 per person for the duration of the Congress. Access to sessions and the Congress dinner is not included. Congress dinner tickets can however, be purchased at an additional cost
- Two Congress bag inserts

## Archimedes Sponsor \$20,000

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### EXCLUSIVE

Eureka! Be the first to discover the Archimedes sponsorship package! The Archimedes sponsorship package is an excellent opportunity to promote your alliance with the physics community.

### INCLUSIONS

- Recognition and acknowledgement as the Archimedes Sponsor on the Congress website, print material and onsite signage/slides

- Opportunity for a five minute address to Congress delegates during the Congress opening
- Acknowledgement by the Congress chairs at the Congress opening and closing
- Opportunity to introduce and host one invited speaker
- A half page advertisement in the Congress program and abstract book
- One exhibition booth in a premium position
- Two registrations including access to sessions and social functions
- Additional registrations for staff participating in the exhibition can be purchased for \$350 per person for the duration of the Congress. Access to sessions and the Congress dinner is not included. Congress dinner tickets can however, be purchased at an additional cost
- One Congress bag insert

## Sir Isaac Newton Sponsor \$15,000

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Over five days, the Sir Isaac Newton sponsorship package will allow your company or organisation the opportunity to stand out from the masses.

### INCLUSIONS

- Recognition and acknowledgement as the Sir Isaac Newton Sponsor on the Congress website, print material and onsite signage/slides
- Acknowledgement by the Congress chairs at the Congress opening and closing
- Opportunity to introduce and host one invited speaker
- A quarter page advertisement in the Congress program and abstract book
- One exhibition booth
- Two registrations including access to sessions and social functions
- Additional registrations for staff participating in the exhibition can be purchased for \$350 per person for the duration of the Congress. Access to sessions and the Congress dinner is not included. Congress dinner tickets can however, be purchased at an additional cost
- One Congress bag insert

## Nucleus Internet Cafe and Lounge **\$10,000**

### EXCLUSIVE

Your exclusive opportunity to naming rights and branding of the Nucleus Internet Cafe and Lounge – the well appointed, comfortable Congress hub for all Congress attendees.

### INCLUSIONS

- Naming rights to the Nucleus Internet Cafe and Lounge ie [Insert Sponsors Name] Nucleus Internet Cafe and Lounge
- Recognition and acknowledgement as the sponsor of the Nucleus Internet Cafe and Lounge on the Congress website, print material and onsite signage/slides
- Branding opportunities within the Nucleus Internet Cafe and Lounge including banners or signage provided by your company, your website set as the homepage with your logo as a screensaver on each computer within the Nucleus Internet Cafe and Lounge
- Opportunity for you to provide mouse pads, writing pads and pens for the internet terminals
- One Congress bag insert

## Public Lecture Sponsor **\$7,700**

### EXCLUSIVE

An evening public lecture will take place on Wednesday 8 December. Sponsorship of the public lecture cements your presence within both the Congress delegation and the public realm.

### INCLUSIONS

- Recognition and acknowledgement as the sponsor of the public lecture in the Congress program, associated promotional material including media releases, public advertisements, and during the public lecture; on the Congress website, print material and onsite signage/slides
- Naming rights in conjunction with the Congress to the public lecture ie [Insert Sponsors Name] Australian Institute of Physics 19th National Congress Public Lecture
- Opportunity for a five minute address to Congress delegates to open the public lecture
- Opportunity to provide a chair for the public lecture

## Special Session **\$5,500**

Sponsor a special session from within the final program sessions including plenary, parallel, poster and specialist sessions ie Women in Physics and link your company or organisation to the program content.

### INCLUSIONS

- Recognition and acknowledgement as the sponsor of the special session in the Congress program and during the special session; on the Congress website, print material and onsite signage/slides
- Naming rights to the special session ie [Insert Sponsors Name] Plenary 1
- Opportunity for a five minute address to Congress delegates to open the special session
- Opportunity to provide a chair for the special session

## Living Physics Congress Bag **\$5,500**

### EXCLUSIVE

A Congress bag will be distributed to all delegates, the life of which extends long after the Congress has concluded – a great promotional opportunity for your company or organisation during and after the Congress.

### INCLUSIONS

- Your logo (one colour) together with Congress branding displayed prominently on the Congress bag
- Recognition and acknowledgement as the sponsor of the Living Physics Congress bag on the Congress website, print material and onsite signage/slides

## Name Badge **\$4,400**

### EXCLUSIVE

Delegates all receive a Congress name badge which is to be worn for the duration of the Congress – another great promotional opportunity for your company or organisation during the Congress.

### INCLUSIONS

- Your logo (full colour) together with Congress branding printed on the Congress name badge
- Recognition and acknowledgement as the sponsor of the name badge on the Congress website, print material and onsite signage/slides

## Terminal Velocity Congress Dinner **\$11,000**

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### EXCLUSIVE

The social highlight of the Congress will guarantee you the opportunity to host delegates for an evening of merriment in a relaxed atmosphere. An extremely valuable networking and branding opportunity.

### INCLUSIONS

- Recognition and acknowledgement as the sponsor of the Congress dinner on the Congress website, print material and onsite signage/slides
- Verbal acknowledgment of your sponsorship by the MC when welcoming delegates to the dinner
- Signage provided by your company to be displayed during the Congress dinner
- Company logo printed on the dinner menus
- Opportunity to provide the lucky table prize for the evening. Prize to be announced during the evening and delegates must be in the room to receive their prizes (prizes x 10 are at sponsors additional cost)
- Opportunity to place a small gift for each delegate on dinner tables (gift at sponsors additional cost)
- Reserved table in premium position
- One Congress bag insert
- One registration including access to sessions and social functions
- Nine additional complimentary tickets to the Congress dinner

## Big Bang Welcome Reception Sponsor **\$6,600**

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### EXCLUSIVE

Held within the exhibition area, sponsorship of the welcome reception ensures you are the first to be noticed.

### INCLUSIONS

- Recognition and acknowledgement as the sponsor of the welcome reception on the Congress website, print material and onsite signage/slides
- Acknowledgement by the Congress Chairs at the welcome reception
- Signage provided by your company to be displayed during the welcome reception
- One Congress bag insert
- One registration including access to sessions and social functions
- Five additional complimentary tickets to the welcome reception

## Sustenance Sponsor (Morning and Afternoon Tea Catering) **\$3,300 per day or \$9,900 for all four days**

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### FOUR OPPORTUNITIES AVAILABLE OR EXCLUSIVE

Most remembered is the catering at all Congresses! Become a daily catering sponsor for one or all of the days and enjoy knowing your company or organisation will be responsible for satisfying the hunger of the Congress delegation. Please note, lunch will not be supplied at the Congress therefore morning and afternoon tea will be a central meeting point for delegates.

### INCLUSIONS

- Recognition and acknowledgement as the daily sponsor of morning and afternoon tea on the Congress website, print material and onsite signage/slides
- Opportunity to place a total of four free standing banners nearby to major catering stations
- Opportunity to provide branded napkins for delegate use on the day of sponsorship (napkins are at sponsors additional cost)

## Congress Program and Abstract Book Advertising – Full Page **\$2,200**

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### INCLUSIONS

- One full page colour advertisement in the Congress program and abstract book (digital artwork to be supplied by the sponsor accompanied by colour laser prints)

## Congress Program and Abstract Book Advertising – Half Page **\$1,320**

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### INCLUSIONS

- One half page colour advertisement in the Congress program and abstract book (digital artwork to be supplied by the sponsor accompanied by colour laser prints)

## Living Physics Congress Bag Insert **\$660**

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### INCLUSIONS

- One Congress bag insert

## Trade Exhibitor

\$3,700

With stunning views overlooking Melbourne and the Yarra River, the trade exhibition will form the main conference hub. The welcome reception, two catered poster sessions and morning and afternoon tea daily will take place within this area ensuring maximum traffic throughout the Congress.

### INCLUSIONS

- Recognition and acknowledgement as an exhibitor on the Congress website and in the Congress program and abstract book
- Two registrations including access to sessions and social functions
- Additional registrations for staff participating in the exhibition can be purchased for \$350 per person for the duration of the Congress. Access to sessions and the Congress dinner is not included. Congress dinner tickets can however, be purchased at an additional cost

### One exhibition booth consists of:

- Size: 3m x 3m
- Walls: 2.5m high matt anodised aluminum frame with white laminated infills
- Fascia: Matt anodised aluminum frame 38cm high with white laminate infill
- Sign: One computer cut vinyl lettering on white laminate infill (max 26 characters)
- Lighting: Two 150-watt spotlights per booth mounted on light track inside fascia
- Power: One 240 volts/1000 watt/4 amp general purpose outlet per booth, regardless of booth size

## Further Information

To assist in your decision making or planning please contact the Congress Managers:



WALDRONSMITH Management

### HELEN MCGOWAN

Sponsorship and Exhibition Manager

WALDRONSMITH Management

Tel. +61 (03) 9645 6311

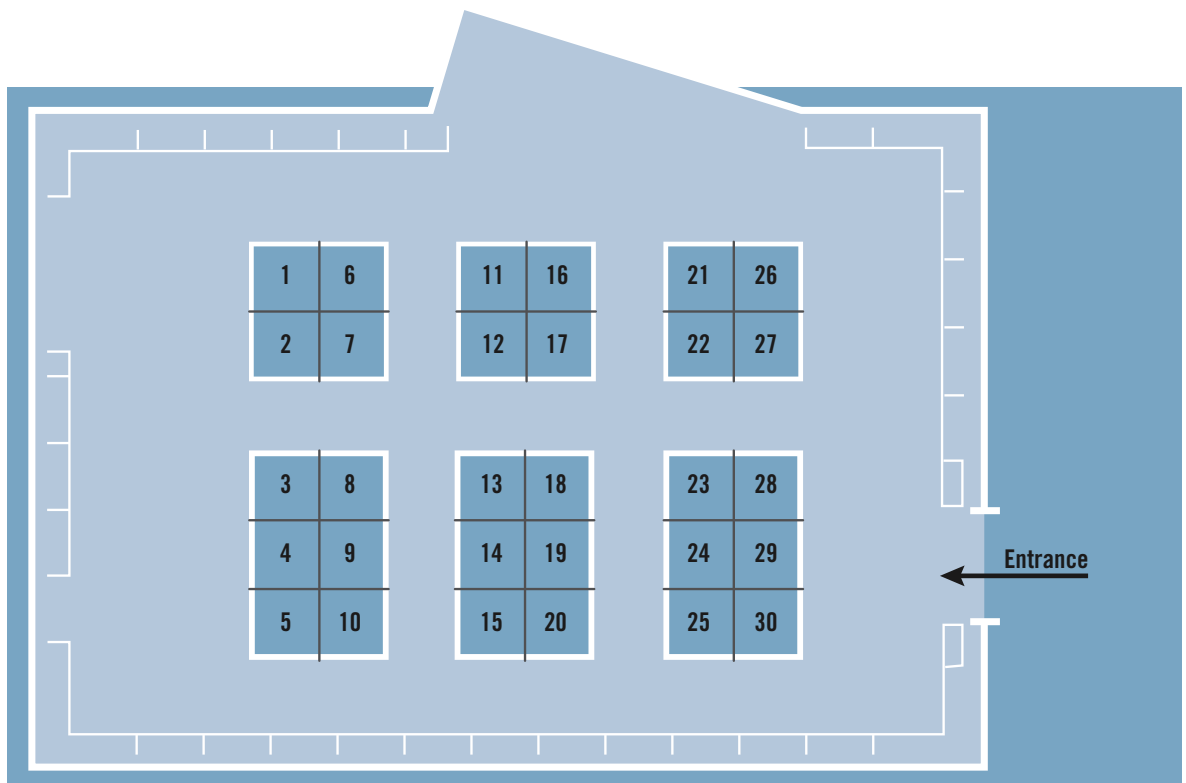
Fax. +61 (03) 9645 6322

Email. [helen@wsm.com.au](mailto:helen@wsm.com.au)

### Disclaimer

Acknowledgment in the registration brochure and Congress program and abstract book is subject to sponsorship confirmation prior to printing deadlines. All signage and banners are subject to approval by the Congress Organising Committee. Where a sponsorship item includes a full page, half or quarter page advertisement position may be specified but location of the advertisement will be at the discretion of the Congress Organising Committee. All promotional material and signage is subject to approval by the Congress Organising Committee and are at the expense of the sponsor. Sponsors are required to obtain approval of their insert from the Congress Organising Committee by Friday 1 October 2010. All sponsorship and exhibition packages are quoted in Australian dollars (AUD) and include goods and services tax (GST).

## Floorplan



# 19th AUSTRALIAN INSTITUTE OF PHYSICS CONGRESS

INCORPORATING THE

## 35th AUSTRALIAN CONFERENCE ON OPTICAL FIBRE TECHNOLOGY

Associated event:

AUSTRALIAN OPTICAL SOCIETY CONFERENCE

5-9 December 2010 MELBOURNE

### TAX INVOICE

ABN 59 115 015 953

## APPLICATION *to* SPONSOR/EXHIBIT

Participation can only be confirmed on receipt of the 1st payment being 50% deposit. Allocations will be made strictly in order of receipt of application and payment. All prices quoted are in Australian dollars and include GST.

Please complete and return the application to sponsor/exhibit together with your 50% payment to the Congress Managers. Alternatively, complete the application to sponsor/exhibit online at [www.aip2010.org.au](http://www.aip2010.org.au).

(Please Print/Type)

COMPANY/ORGANISATION NAME:

ADDRESS:

SUBURB:

STATE:

POSTCODE:

COUNTRY:

CONTACT NAME:

(Prof/Dr/Mr/Ms/Mrs/Miss)

POSITION:

TELEPHONE:

FAX:

MOBILE:

EMAIL:

WEBSITE:

### SPONSORSHIP PACKAGE PREFERENCES

I/We would like to take up the following sponsorship package(s):

1ST PREFERENCE:

TOTAL COST: AUD\$

2ND PREFERENCE:

TOTAL COST: AUD\$

3RD PREFERENCE:

TOTAL COST: AUD\$

I/we understand that the sponsorship packages will be subject to Congress Organising Committee approval and that the decision is final.

SIGNED:

DATE:

(For and on behalf of the sponsor listed above)

POSITION:

## EXHIBITION BOOTH/S

EXHIBITION BOOTH(S) @ AUD\$3,700

\$

BOOTH PREFERENCE: 1st

2nd

3rd

SHELL SCHEME

MY COMPANY FASCIA NAME IS TO READ:

(booth sign limited to a maximum of 26 characters)

OR

RAW SPACE FOR CUSTOM BUILD

Should the exhibition floor plan require changing, the Congress Organising Committee have the right to make the necessary changes.

**Allocation:** The exhibitor understands that booths and/or space will be allocated strictly in order of receipt of payment and that the Congress Organising Committee decision will be final.

**Attendance:** The exhibitor understands that all attendees must register officially.

I agree to the terms and conditions as outlined on AIP/ACOF 2010 website, www.aip2010.org.au

SIGNED:

DATE:

(For and on behalf of the exhibitor listed above)

POSITION:

## CANCELLATION POLICY

In the event of the cancellation of sponsorship and/or exhibition booth/s, note that unless that particular area of sponsorship or exhibition is resold, the Congress Organising Committee reserves the right to retain monies received. If the balance payment is not received by the due date, the allocated sponsorship or exhibition booth/s will be cancelled.

## PAYMENT AND DEADLINES

**1st Payment Deadline: 50% BY RETURN**

(please attach payment to this form)

**Balance Deadline: 30 July 2010**

**Method of Payment:**

Payment is to be made in Australian dollars.

Cheque/Money Order/Bank Draft

Must be in Australian currency, drawn on an Australian bank and made payable to

WALDRONSMITH Management – AIP Congress

EFT

All bank fees incurred with electronic funds transfer whether International or National are at the depositor's expense. To ensure prompt reconciliation please attach a copy of the transfer record/remittance advice to the completed application form or email to helen@wsm.com.au

**Bank:** Commonwealth Bank of Australia

**Name:** WALDRONSMITH Management  
– AIP Congress

**BSB:** 063 587

**Account:** 1043 3309

Participation can only be confirmed on receipt of the 1st payment being 50% deposit. Allocations will be made strictly in order of receipt of application and payment.

**Send form and payment to:**

AIP/ACOF 2010 Congress  
WALDRONSMITH Management  
61 Danks Street West  
Port Melbourne VIC 3207 Australia  
Fax: +61 (03) 9645 6322  
Email: helen@wsm.com.au