



**3<sup>rd</sup> Croatian  
Microscopy  
Congress**  
April 26 - 29, 2015, Zadar

**SPONSORS AND  
EXHIBITORS KIT**



**ORGANIZED  
BY**



Croatian Microscopy Society



Ruđer Bošković Institute



**INNOmOL**

Innovation Pipeline

Zagreb, Monday, November 10, 14

Dear Madame or Sir,

We are pleased to announce and cordially invite you to join the **3<sup>rd</sup> Croatian Microscopy Congress (HMK 2015)** that will be held at the Falkensteiner Resort, Zadar, **April 26-29, 2015**.

Program of the Congress will include presentations of the applications of electron, light and scanning probe microscopy in Biomedicine, Biology, Physics and Chemistry of Materials, and related fields of research. The Congress will also feature recent methodological developments in microscopy, presented by scientists and equipment manufacturers.

HMK has become a traditional meeting point for scientists, industry professionals and students from Croatia and the wider region where they can present their recent developments and exchange ideas in the field of Microscopy. HMK 2015 will be a great opportunity for your company to promote your newest products and services directly to users from Croatia and also to gain insight into the latest scientific developments in the field of Microscopy.

The 3-day conference will include 20 plenary and invited talks, 16 selected talks and a poster session. A list of plenary and invited speakers will be announced later, and additional speakers will be selected from submitted abstracts. Apart from the plenary sessions, the congress will be organized in two parallel sections: Materials Science and Life Sciences.

**Topics will include, but are not limited to**

#### **Materials Science**

Nanomaterials and engineered nanostructures

Thin films, coatings and surfaces

Metals, alloys and metal matrix composites

Ceramics and inorganic materials

Polymers and organic materials

Composite materials and hybrids

Semiconductors and materials for information technologies

Amorphous and disordered materials, liquid crystals, quasicrystals

Magnetic, superconducting and ferroelectric materials

Materials in geology, mineralogy and archaeology

#### **Life Sciences**

Imaging of cells, tissues and organs in vivo

Structure and function of cells and organelles

**3rd Croatian Microscopy Congress, April 26 - 29, 2015, Zadar**  
**[www.microscopy2015.irb.hr](http://www.microscopy2015.irb.hr) / [microscopy2015@irb.hr](mailto:microscopy2015@irb.hr)**

Structure of macromolecules and macromolecular assemblies  
Cellular transport and dynamics  
Microbiology and virology  
Plant science and mycology  
Environmental sciences  
Advances in immunohistochemistry and cytochemistry  
Embryology and development biology  
Neuroscience

With this letter we would like to invite you to start planning your participation at the Congress as an industrial exhibitor or sponsor. Various options are available for exhibition and advertising in the ample exhibition space, immediately adjacent to the lecture and poster area. Information for exhibitors is attached. In case you find it interesting to join us at the congress, please fill in and send the attached registration form. For any further questions concerning the exhibition and sponsoring, please contact the conference secretariat. Please note that the exhibition place is limited and will be attributed on the first come, first served basis.

If you do not find an appropriate offer among those listed below, please contact [microscopy2015@irb.hr](mailto:microscopy2015@irb.hr) for a tailor-made sponsorship package that meets your marketing requirements.

We are looking forward to seeing you in Zadar.

Yours sincerely,

On behalf of the HMK 2015 scientific  
committee,

Prof. Igor Weber, chair

On behalf of the HMK 2015 organizing  
committee,

Ana Vidoš, marketing and event coordinator

## INFORMATION FOR EXHIBITORS AND SPONSORS

HMK 2015 is organized by the [Croatian Microscopy Society](#), [Ruđer Bošković Institute](#) and [FP7 project InnoMol](#).

**Expected No. of Participants:** 150.

**Expected Regional Distribution:** 80% Croatia, 20 % International

<b>Big Exhibition Booth</b>	<b>800 EUR</b>
<b>Benefits:</b> <ul style="list-style-type: none"><li>✓ 8 m<sup>2</sup> standard exhibition booth</li><li>✓ Information table (120 × 80 cm) with two chairs</li><li>✓ Company logo and URL placed on the official conference website and in the Book of Abstracts</li><li>✓ Acknowledgement during the Conference dinner</li><li>✓ Electric plug (230V), WiFi</li></ul>	

Prices are net amounts, VAT (25%) is excluded.

<b>Small Exhibition Booth</b>	<b>500 EUR</b>
<b>Benefits:</b> <ul style="list-style-type: none"><li>✓ 4 m<sup>2</sup> standard exhibition booth</li><li>✓ Information table (60 × 80 cm) with two chairs</li><li>✓ Company logo and URL placed on the official conference website and in the Book of Abstracts</li><li>✓ Electric plug (230V), WiFi</li></ul>	

Exhibitors can install their own booth; in this case a preliminary graphic/plan is required. Standard booth refers to the space rental only. Back wall, side wall, and the technical equipment is not included.

For tailor made booth options (extra services, specially sized booths, etc.) please contact [microscopy2015@irb.hr](mailto:microscopy2015@irb.hr).

### APPLICATION DEADLINE

Deadline for application is **January 15, 2015**.

## SPONSORSHIP OPPORTUNITIES

<b>GOLDEN SPONSOR (MAX 2)</b>	<b>2000 EUR</b>
<ul style="list-style-type: none"> <li>✓ Company logo and URL placed on all corresponding materials, press releases and circular announcements</li> <li>✓ Acknowledgement during the Welcome party and Congress Opening</li> <li>✓ Acknowledgement in media</li> <li>✓ 20 minutes of company presentation within the Congress programme</li> <li>✓ Company name and logo on banners located in the Poster Session area</li> <li>✓ Big Exhibition Booth (8 m2 standard exhibition booth)</li> <li>✓ Company logo and URL placed on the official conference website and in the Book of Abstracts</li> <li>✓ Company description (max. of 2 page) with contacts in the Book of Abstracts</li> <li>✓ Acknowledgement during the Conference dinner</li> </ul>	
<b>SILVER SPONSOR</b>	<b>1200 EUR</b>
<ul style="list-style-type: none"> <li>✓ Acknowledgement during the Welcome party and Congress Opening</li> <li>✓ 10 minutes of company presentation within the Congress programme</li> <li>✓ Company name and logo on banners located in the Poster Session area</li> <li>✓ Small Exhibition Booth 4 m2 standard exhibition booth</li> <li>✓ Company logo and URL placed on the official conference website and in the Book of Abstracts</li> <li>✓ Company description (max. of 1 page) with contacts in the Book of Abstracts</li> </ul>	

Prices are net amounts, VAT (25%) is excluded.

### APPLICATION DEADLINE

Deadline for application is **January 15, 2015.**

## ADVERTISING OPPORTUNITIES

<b>Advertise in the Book of Abstracts (one page)</b>	<b>€ 300</b>
<b>Conference Bag Insert</b>	<b>€ 300</b>
✓ Insert into Conference bag ✓ Maximum size of inserted brochure: A4 The deadline for sending the brochure: <b>March 1, 2015</b>	
<b>Roll-up Placement</b>	<b>€ 100</b>
✓ Roll-up placement in the lecture rooms (Roll-up is provided by the sponsor) The deadline for sending the roll-up: <b>March 1, 2015</b>	
<b>Company Poster / each</b>	<b>€ 100</b>

Prices are net amounts, VAT (25%) is excluded.

### APPLICATION DEADLINE

Deadline for application is **January 15, 2015.**

## TERMS AND CONDITIONS

### 1. DEFINITIONS

In These terms and conditions, the following expressions shall have the following meanings:

- a) **Contract** means the contract made between the Organiser and the Exhibitor/Sponsor comprising a Booking Form and the terms and conditions contained herein;
- b) **Event** means the IBA 2015 Conference in which you are participating;
- c) **Event Charge** means the payment to be made by the Exhibitor/Sponsor for the Exhibition space at, or the sponsorship of, the Event;
- d) **Exhibitor** means the company or person, its employees and agents applying for and being granted exhibition space at the Event;
- e) **Organiser** means the Ruđer Bošković Institute;
- f) **Sponsor** means the company or person, its employees and agents applying for and being granted sponsorship of the Event; and a reference to "Exhibitor/Sponsor" applies to both Exhibitors and Sponsors.

### 2. EXHIBITION/SPONSORSHIP PACKAGES

All types of Exhibition/sponsorship packages are listed in the Exhibitor and Sponsor Kit under the section Information for Exhibitors and Sponsors. Prices of the Exhibition/sponsorship packages excluded Value Added Tax at the standard rate (25%) which will be additionally charged.

### 2. APPLICATION FOR EVENT SPACE AND PAYMENT

- a) Any person or company wishing to partake in either sponsoring the Event or exhibiting at the Event must apply to the Organiser's Application Form. The Application Form received without signature shall be rejected.
- b) Upon receipt of a completed Application Form the Organiser will confirm in writing whether or not it accepts an application. For the avoidance of doubt, the Organiser reserves the right to refuse any application without giving reasons for such decision.
- c) At the same time as the Organiser gives the confirmation referred to in 2. b) above it will, if it accepts an application, send an invoice for the full amount of the Event Charge.
- d) All EU countries are required to provide their EU VAT number.
- e) Event payment is due within 15 days of invoice date.
- f) If the Exhibitor/Sponsor fails to pay the Event Charge within the time and manner referred to above, the Organiser may, in writing, cancel the

exhibition space or sponsorship of the Exhibitor/Sponsor.

### 3. TERMS OF BUSINESS

- a) The Organiser reserves the right to alter, amend or add to any part of the Contract by serving written notice on the Exhibitor/Sponsor, but no variation, amendment or addition to the Contract proposed by the Exhibitor/Sponsor shall be effective without agreement in writing by a director of the Organiser.
- b) No alteration, amendment, addition or waiver of any term or condition of the Contract shall operate to release the Exhibitor/Sponsor from the Contract.
- c) The Exhibitor/Sponsor shall not act as the agent of the Organiser, nor shall it have the power or authority to bind or make any commitment, statement or representation on behalf of the Organiser or to pledge the credit of the Organiser in any way. The Contract is not intended to constitute a partnership between the Organiser and the Exhibitor/Sponsor and, accordingly, the Organiser and the Exhibitor/Sponsor shall be responsible for their own respective commitments under the Contract.
- d) The Exhibitor/Sponsor shall not sublet the whole or any part of the exhibition stand or space allocated to it without the prior written consent of the Organiser.
- e) The Exhibitor/Sponsor shall not assign, transfer or otherwise dispose of all or any part of its rights in general in best interest of the Event.
- f) The sponsor, for itself and its employees, agents and representatives, agrees to abide by the foregoing rules and by any amendments that may be put into effect by the Organiser.

### 4. EXHIBITS

- a) Exhibition space will be allocated on a first come, first served basis. We reserve the right to rearrange the floor-plan. There is no discount or refund for any facilities not used.
- b) All stands and their exhibits must be completed by the night before the Event is stated as being open, in accordance with the details provided by the Organiser, unless given prior notice to the contrary.
- c) Exhibits must not be removed and displays must not be dismantled, either partially or totally, before the closing time on the last day of the Event. All exhibits and display material must be removed as soon as possible thereafter and, in any event, by the time given by the Organiser.
- d) The Exhibitor/Sponsor must ensure that all

exhibits are properly protected so as to avoid danger to any person or persons visiting or taking part in the Event.

e) The Exhibitor/Sponsor will be required to ensure that its stand is staffed during the opening hours of the Event, and must not remove any equipment before the published closing time of any day of the Event.

f) Under no circumstances, may the Exhibitor/Sponsor alter or add to the external structure of the stands. Further interior design fittings, lighting and decoration may be added at the expense of the Exhibitor/Sponsor only if it continues to comply with all provisions of the Contract and any fire regulations or other relevant requirements of any local or other authority existing at the time of the Event (details of which the Exhibitor/Sponsor is deemed to have knowledge). In no circumstances will the total enclosure of any stand be permitted.

g) The Exhibitor/Sponsor will not, and will ensure that its employees or agents do not, interfere with the building in which the Event is held in any way whatsoever, and any damage caused by the act, omissions or negligence of the Exhibitor/Sponsor, its employees or agents will be the sole responsibility of the Exhibitor/Sponsor.

h) The Exhibitor/Sponsor shall be responsible for the removal from the site of the Event, and for the storage of, all crates, empty cartons and other packaging not required on the stand.

## **5. CONDUCT OF EXHIBITOR/SPONSORS**

a) The Exhibitor/Sponsor shall not bring any animal into the Event nor permit any animal to be brought into the Event without prior written consent of the Organiser.

b) The Exhibitor/Sponsor shall not insert any nail, screw or hook into any of the walls or woodwork in the Event site.

c) The Exhibitor/Sponsor shall not bring, or permit to be brought, any petrol or similar spirit or any other explosive or combustible material into the Event site. The Exhibitor/Sponsor shall not use any oil heaters, gas heaters or any appliance using a naked flame in the Event site unless it has the prior written approval of the Organiser and all safety regulations are complied with.

d) The reasonable use of microphones or any device which emits sound (including, without limitation, mobile phones) is permitted provided that such devices are operated and controlled so as not to cause any annoyance to other exhibitors or visitors to the Event. The Organiser reserves the right to prohibit the use of such devices if, in the Organiser's opinion, an annoyance is being caused.

e) The Exhibitor/Sponsor shall not, and shall procure that all necessary employees, agents and

connected third parties shall not, do permit or authorise to be done, any act or omission that may adversely affect the Organiser's reputation and goodwill, or otherwise may adversely affect the Event.

f) Exhibitors are required to wear their name badges during exhibition hours.

## **6. ADVERTISING MATERIAL**

a) For advertising the Exhibitor/Sponsor shall deliver all promotional materials (advertisement – in high resolution, company vector logo, company description, etc.) at last 30 days prior to the beginning of the Event, otherwise the Organiser does not take the responsibility for failure to publish advertising material.

b) The Exhibitor/Sponsor shall at all times take full responsibility for the contents of all printed matter or advertisements and the Organiser shall have no liability for the contents of any such material, whether or not subject to its prior approval.

## **7. INDEMNITY**

a) The Exhibitor/Sponsor shall be liable for and shall indemnify the Organiser, its employees and agents against any liability, loss, costs, expenses, claims or proceedings whatsoever arising out of or in connection with the acts or omission of the Exhibitor/Sponsor its agents and employees, including without limitation any breach, non-performance or non-observance of any obligation, duty or liability imposed on the Exhibitor/Sponsor either by the Contract or by operation of law provided always that this indemnity shall not apply in respect or personal injury or death to the extent due to the negligence of the Organiser or its employees.

b) The Organiser shall not be responsible for the safety of any exhibit or property belonging to the Exhibitor/Sponsor or to any other person, and shall not be liable for the loss, damage or destruction of the same by the theft or fire or any other cause whatsoever except to the extent that such loss or damage is caused by the negligence of the Organiser.

## **8. POSTPONEMENT, ABANDONMENT AND CANCELLATION**

a) The Organiser reserves the right, at any time, to change the date or venue of the Event or to cancel the Event if it deems necessary by reason of fire, flood, extreme weather conditions, acts of war or violence, malicious damage, explosion, earthquake, strike, civil disturbance, political unrest, labour dispute, power cut or event of force majeure or any other cause beyond the Organiser's control.

b) In the event of any cancellation, abandonment or postponement pursuant to a) above, the



Organiser shall reimburse the Event Charge to the Exhibitor/Sponsor subject to first deducting an amount to cover the Organiser's reasonable administration costs.

c) In addition to a) above, the Organiser reserves the right to cancel or postpone the Event for commercial reasons, in which event the Organiser shall reimburse the Event Charge in full.

d) In the event of the Exhibitor/Sponsor cancelling its participation in the Event cancellation will be accepted in writing only. Cancellation received before May 1, 2015 will entitle 50% refund of the payment. No refund will be possible after that.

e) Any cancellation by the Exhibitor/Sponsor must be made in writing to the Organiser.

f) The Organiser shall have absolute discretion to deal with any cancelled stand or sponsorship as it thinks fit.

#### **9. TERMINATION**

a) The Organiser reserves the right, at its sole discretion, to terminate the Contract by written notice to the Exhibitor/Sponsor following any breach of the Contract by the Exhibitor/Sponsor, or any disclosure in accordance with Clause 3 i).

b) Following termination the Exhibitor/Sponsor shall only be entitled to a refund of the Event Charge, or any part of it, provided that a replacement Exhibitor/Sponsor is found.

#### **10. STATUTORY OBLIGATIONS**

The Exhibitor/Sponsor agrees, at all times to comply with all relevant Republic of Croatia and EU legislation, regulations, directives, orders or

byelaws in force at the time of the Event including, without limitation, all regulations in respect of health and safety at work.

#### **11. WHOLE AGREEMENT**

The Contract represents the entire understanding between the parties in relation to the subject matter hereof and (except in respect of any fraudulent misrepresentation) supersedes all agreements and representations made by either party, whether oral or written. The Contract shall prevail over any inconsistent terms and conditions relating to the subject matter of the Contract and any other agreement between the parties or referred to in correspondence or elsewhere and any conditions or stipulations to the contrary are hereby excluded and extinguished.

#### **12. NO PRIVILEGE**

No provision of the Contract is intended to, or does confer, upon any third party any benefit or right enforceable at the option of that third party against either the Organiser or the Exhibitor/Sponsor (including, without limitation, any right arising pursuant to the provisions of the Contracts).

#### **13. GOVERNING LAW**

This Contract shall be governed by, and construed in accordance with, Croatian Law and shall be subject to the exclusive jurisdiction of the Croatian Courts.

## Application Form – EXHIBITION BOOTH

Ručer Bošković Institute  
Tel.: +385-1-4571 330 Fax: +385-1-4571 332  
E-mail: [microscopy2015@irb.hr](mailto:microscopy2015@irb.hr)

Company: \_\_\_\_\_  
Contact person: \_\_\_\_\_ Country: \_\_\_\_\_  
Address: \_\_\_\_\_ Post code: \_\_\_\_\_  
City: \_\_\_\_\_ VAT number: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
E-mail: \_\_\_\_\_@\_\_\_\_\_

### EXHIBITION BOOTH

<b>BIG EXHIBITION BOOTH</b>	<b>€ 800</b>	
<b>SMALL EXHIBITION BOOTH</b>	<b>€ 500</b>	

Prices are net amounts, VAT (25%) is excluded.

**By signing this form, we agree to comply with the terms and conditions, which we have read and understood.**

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature

STAMP

## Application Form – SPONSORSHIP

Ruđer Bošković Institute  
Tel.: +385-1-4571 330 Fax: +385-1-4571 332  
E-mail: [microscopy2015@irb.hr](mailto:microscopy2015@irb.hr)

Company: \_\_\_\_\_  
Contact person: \_\_\_\_\_ Country: \_\_\_\_\_  
Address: \_\_\_\_\_ Post code: \_\_\_\_\_  
City: \_\_\_\_\_ VAT number: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
E-mail: \_\_\_\_\_@\_\_\_\_\_

### SPONSORSHIP

<b>GOLDEN SPONSOR (MAX 2)</b>	<b>€ 2000</b>	<b>2000 EUR</b>
<b>SILVER SPONSOR</b>	<b>€ 1200</b>	

Prices are net amounts, VAT (25%) is excluded.

**By signing this form, we agree to comply with the terms and conditions, which we have read and understood.**

Date

\_\_\_\_\_

Signature

\_\_\_\_\_

STAMP

## Application Form – ADVERTISING

Ruđer Bošković Institute  
Tel.: +385-1-4571 330 Fax: +385-1-4571 332  
E-mail: E-mail: [microscopy2015@irb.hr](mailto:microscopy2015@irb.hr)

Company: \_\_\_\_\_  
Contact person: \_\_\_\_\_ Country: \_\_\_\_\_  
Address: \_\_\_\_\_ Post code: \_\_\_\_\_  
City: \_\_\_\_\_ VAT number: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
E-mail: \_\_\_\_\_@\_\_\_\_\_

### ADVERTISING

Advertise in the Book of Abstracts	€ 300	
Conference Bag Insert	€ 300	
Roll-up Placement / each	€ 100	
Company Poster / each	€ 100	

Prices are net amounts, VAT (25%) is excluded.

**By signing this form, we agree to comply with the terms and conditions, which we have read and understood.**

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature

STAMP

**PAYMENT INFORMATION  
FOR SPONSORS, EXHIBITORS AND ADVERTISERS**

Please, send your application form to the Ruđer Bošković Institute by e-mail or fax (E-mail: [microscopy2015@irb.hr](mailto:microscopy2015@irb.hr); F +385 1 4571 332).

According to the received application form, a pro-forma invoice will be issued. Sponsors, exhibitors, and advertisers are required to transfer the amount to our bank account.

**Bank details:**

Name	Ruđer Bošković Institute
Address	Bijenička cesta 54, 10000 Zagreb
Bank	Zagrebačka Banka
Tax/VAT Number	HR69715301002
IBAN Code	HR6623600001101210403
Giro account	2360000-1101210403