

30th

RAU

Annual Users Meeting

LNLS | CNPEM

SPONSORSHIP PROPOSAL

Dear Mr./Ms.,

The Brazilian Synchrotron Light Laboratory (LNLS), part of the Brazilian Center for Research in Energy and Materials (CNPEM), will hold the 30th Annual Users Meeting (RAU), from **November 9th to 12th, 2020**. Due to the COVID-19 pandemic, the organizing committee will promote the first RAU in a full remote and online format via Whova platform.

The online meeting aims to gather around 500 researchers who use LNLS scientific instrumentation to perform cutting edge experiments in areas such as Materials Science, Health and Pharmacology, Energy, Biotechnology, Oil and Gas, Chemistry, and others. The event will promote the exchange of experiences between users and debates on future facilities, which shall be in operation in the coming years.

RAU is an important forum for discussion, evaluation, and presentation of proposals for the improvement of the research projects to be performed at the new Brazilian synchrotron light source, Sirius – one of the most advanced synchrotron machines in the world. With the commissioning of Sirius, which has its first beamlines in final phase of assembling, the participation of the scientific community becomes essential to describe their needs and expectations for the new source. The RAU meeting is the ideal place to foster this debate.



Due to the COVID-19 pandemic, the organizing committee decided to promote RAU in a full remote and online format. The registration for RAU 2020 is free of charge for regular participants, and the online model is easier to be attended by researchers who live in other regions of Brazil and also from abroad. Considering these advantages, we expect to have more participants in the online RAU, compared to the past presential editions.

Sponsorship Package at Whova Virtual Platform

The 30th RAU virtual platform is based on the Whova app, which segments Exhibitor and Sponsor as two separate roles. However, the organizers decided to give all companies interested in sponsoring RAU both roles by default. The Exhibitor functionalities can give you the opportunity of interacting with the participants via virtual booths, and the Sponsor functionalities will allow your company to expose your brand in banners spread over the virtual platform, both in web and mobile views.

Below we present the online functionalities which will be offered to the companies sponsoring the 30th RAU:

Logo at **RAU website**, available at:

- Homepage (www.pages.cnpem.br/rau)
- Sponsors page (<https://pages.cnpem.br/rau/sponsors/>)

All the **Sponsor functionalities and Exhibitor functionalities** at Whova:

- Company added to the Sponsor Center and to the Exhibition Center, both listed on the homepage of web app and mobile app
- Opportunity to chat with the attendees individually
- Virtual booth, where the sponsor can add videos, company information, files, link for livestreaming and contact information.
- Possibility to organize livestreams during breaks or at certain times of the schedule
- Live chat with attendees who asked for information through the virtual booth
- Banner ads in the conference mobile app
- Banner ads in the conference virtual platform for computers
- One push notification per day
- Lead Generation through coupons, raffles and giveaways

In addition, the organizing committee of the 30th RAU will offer a **new feature** for the sponsoring companies:

- Publishing one sponsor live stream session within the official agenda of 30th RAU.

VALUE:

We are offering a special price to companies that become RAU sponsors until September 30th:

R\$ 7,900 (around US\$1,500)

From October 1st:

R\$ 9,500 (around US\$1,800)

Please read carefully all the information bellow:

In order to sponsor RAU, we kindly ask the company and its representatives to fill the sponsor registration form at: <https://pages.cnpem.br/rau/sponsors/>.

After that, a link will be sent to the registered email with payment instructions.

With the payment done you automatically become a sponsor! After up to 48 hours your company will receive two Whoova links by e-mail, giving access to the customization pages to edit your Sponsor page and Exhibitor virtual booth.

Important

The company is responsible for uploading all information at the sponsor page and at the exhibition booth, including logo, pictures, videos, files, product information and contact.

Videos must be uploaded to an online platform as Vimeo or YouTube and embedded at the sponsors and/or exhibitors pages.

New Feature

Each company can hold one live stream session during the lunch break, with a maximum duration of 30 minutes.

The sponsor's live stream session will be published once on the official agenda of RAU. In other words, sponsors might choose 1 of the 4 lunch breaks of the event and schedule the 30-minute session to be highlighted within the official agenda.

The live stream session link must be generated by the sponsor and sent to the organizers to be included on the official agenda.

Sponsors live streams may occur simultaneously depending on the number of sponsoring companies for the event.

Companies may carry out other live stream sessions in their exhibit areas without official publishing on the agenda.

Prices and deadlines

We are offering a special price R\$7.900 (around US\$ 1,500) to companies that become RAU sponsors until September 30th. After October 1st, the sponsorship package price will be updated to R\$9.500 (around US\$1,800).

Cancellation Policy

1. Requests for cancellation of the registration fee and/or sponsorship must be written and sent to the email: eventos@cnpem.br or using the form available on the contact page. Each case will be individually analyzed.

2. Cancellations with refund must be made up to 30 days before the event starts. Cancellations requested after this date will not be refunded.

3. An administrative fee will be charged for refunding, in the amount of:

- 10% of the total value paid by credit card and bank slip plus taxes and fees applicable to the financial reimbursement operation;
- 40% of the total value on payments made by international bank transfer (invoice) plus taxes and fees applicable to the financial refund operation.

3.1 The amount to be reimbursed will be calculated in reais (BRL), considering the formula contained in the previous item. The conversion of the amount in reais (BRL) to the foreign currency will be carried out according to the exchange rate on the repayment date;

4. The refund can be made by reversing the charge on the credit card or by bank transfer, depending on the original payment method;

5. In case of event cancellation due to unforeseeable circumstances or force majeure, no refund will be due by CNPEM;

6. In case of cancellation of the event for reasons of technical or operational need of CNPEM, registrations will be refunded as follows:

- 5% on payments by credit card and bank slip plus taxes and fees applicable to the financial reimbursement operation;
- 10% on payments by international bank transfer (invoice) plus taxes and fees applicable to the financial refund operation.

6.1 The amount to be reimbursed will be calculated in reais (BRL) considering the formula contained in the previous item. The conversion of the amounts in reais (BRL) to foreign currency will be carried out according to the exchange rate on the repayment date.

Customization at Whova Platform

To edit your Exhibitor and Sponsor pages you will receive two Whova links by e-mail, giving access to the pages' customization forms.

Please beware that the customization forms do not require any login to be editable. Only share the links with people who are meant to manage your Exhibitor and Sponsor pages.

Image Formatting for Exhibitor and Sponsor areas:

For Sponsor logo: Recommended image dimensions: 700px x 210px (Max 1000px x 1000px). Accepted Files: .jpg, .jpeg, .png

For Sponsor Video: Please include link to a video already uploaded to an online platform. We recommend Youtube or Vimeo.

For Sponsor LiveStream: Zoom or Vimeo recommended (embeds). Any other link will open a new tab.

For Exhibitor Logo: Recommended image dimensions: 256px x 256px (Max 1000px x 1000px). Accepted Files: .jpg, .jpeg, .png

For Exhibitor Video: Please include link to a video already uploaded to an online platform. We recommend Youtube or Vimeo.

For Exhibitor LiveStream: Zoom or Vimeo recommended (embeds). Any other link will open a new tab.

For Exhibitors Images: Accepted formats are PNG or JPEG. Any size will work.

Contacts:

If you have any further queries do not hesitate to contact **Priscila Alves** (priscila.alves@lnls.br).

For issues nonrelated to sponsoring, please contact eventos@cnpem.br.

Additional Instruction and Advice

Here you can find some Whova instructions, pieces of advice and information to take the most advantage of the sponsoring functionalities at Whova virtual platforms:

- LeadGen Tutorial for Exhibitors and Sponsors: Generate More Leads and Conveniently Retrieve Them:

<https://whova.com/resources/how-to-guide/leadgen-tutorial/>

- Whova APP Exhibitor Guide:

<https://whova.com/pages/whova-app-exhibitor-guide/>

- 12 Ideas to Help Exhibitors Get Great ROI at Your Virtual Events:

<https://whova.com/blog/12-ideas-to-help-exhibitors-get-great-roi-at-your-virtual-events>

- Maximize Benefits of Event Sponsorship with Whova:

https://www.youtube.com/watch?v=a_lr0kR4nOU&feature=emb_logo

Exhibitor Link Preview:



Event

Please submit any promotional offers you may have and add members to your booth staff

Chung's Trivia Org

Booth Location: Coral 4

Promotional Offers

Promotion Type:

Raffle

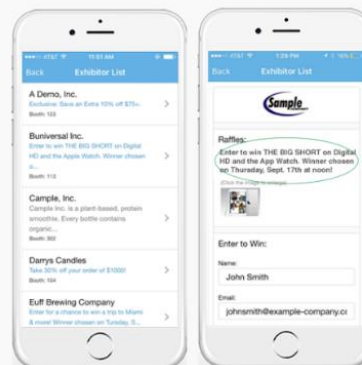
Promotion details:

Enter below and you'll be entered to win a free trivia pack!

Images

You can upload up to 5 images

Upload Image



Example Exhibitor List in the app

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