

PALSA

PAN AMERICAN LIGHT SOURCES
FOR AGRICULTURE

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 **2nd International Pan American Light Sources for Agriculture (PALSA 2021)** meeting from **14 to 16 April, 2021** and will be preceded by the **2nd AgroEnviro Workshop** on **12 and 13 April, 2021** as a satellite event.

The theme of PALSA 2021 is **“Elucidating Dynamic Processes in Agricultural Systems Using Synchrotron Light”**. Invited talks will showcase state-of-the-art synchrotron research aimed at measuring time-dependent physical, chemical and biological processes in soils, plants, the rhizosphere, animals and micro-organisms of relevance to agricultural systems. The conference will also include volunteered oral and poster presentations, as well as open discussions.

The AgroEnviro Workshop aims to enable both new and experienced users to develop impactful agricultural and environmental research projects that take advantage of the unique capabilities of the Sirius synchrotron. Presentations and demonstrations will highlight complementary capabilities of Sirius beamlines; preparation of proposals for beamtime; experimental design, sampling, and sample preparation for synchrotron experiments on soils and plants; and collection and processing of data from various synchrotron techniques.



Due to the COVID-19 pandemic, the organizing committee will promote the meeting in a **full remote and online format** via the *Whova* platform. The online model will enhance the attendance by researchers and participants who live in other regions of Brazil and from abroad. Considering these advantages, we expect to have more participants in the online compared to previous in-person editions of these events.

Sponsorship Package at Whova Virtual Platform

The **PALSA 2021** virtual platform is based on the Whova app, which is a multipurpose, all-in-one platform for managing online events.

The Whova app offers a role called “Sponsor” with specific features inside the platform because the developers understand the needs of partner companies that want to join and collaborate with the event. 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 **PALSA 2021**.

Logo at **PALSA 2021 website**, available at:

- Home page (<https://pages.cnpem.br/palsa2021>)
- Sponsors page (<https://pages.cnpem.br/palsa2021/sponsor/>)

All the **Sponsor functionalities** at Whova:

- Company added to the Sponsor Center listed on the Whova homepage of web app and mobile app
- Opportunity to reach attendees individually via chat
- Virtual booth, where the companies can:
 - Add videos (embedded URL),
 - Add company information,
 - Upload files,
 - Add link for livestreaming,
 - Add contact information.
- Possibility to organize livestreams during breaks or at any time of the event schedule
- Live Chat with attendees who request information via virtual booth
- Banner ads in the conference mobile app
- Banner ads in the conference web app for computers
- Company logo displayed at the screen saver between sessions and breaks

To commit to sponsoring PALSAs 2021, we kindly ask to a company's representative to submit and conclude the payment process at:

<https://pages.cnpem.br/pay/en/produto/sponsorship-for-palsa-2021-and-agroenviro-workshop/>

With the payment done you automatically become a PALSAs 2021 Sponsor! After up to 48 hours your company will receive **one Whova link by e-mail**, giving access to the customization page to edit your Sponsor area.

IMPORTANT

One company representative must be designated as booth staff on the Sponsor page with full access to the conference. Two registration fees (regular participant) will be grant and as soon as the sponsoring is paid, the representative will receive the discount coupon to register the two participants.

PRICES AND DEADLINES

We are offering a special price to companies that become PALSAs 2021 Sponsors according to:

Up to March 1st, 2021	BRL 5,400 (~ USD 1,000)
From March 2nd, 2021	BRL 7,600 (~ USD 1,400)

CODE OF CONDUCT POLICY

All attendees, speakers and sponsors at **PALSAs 2021** are required to agree with the following code of conduct. Organizers will enforce this code throughout the event. Creating a supportive environment to enable scientific discourse is the responsibility of all participants.

Our meeting provides a harassment-free conference experience for everyone. Participants must agree to be professional and courteous regardless of gender, age, sexual orientation, disability, race, ethnicity, or religion.

It is strictly prohibited any of the following actions on *Whova* platform during the online conference:

- Recording, copying, or capturing any conference material presented;
- Sharing content with nonregistered users;
- The use of hostile or profane language;

- Offering or soliciting products or services in the event app, outside of the virtual sponsor area and from any attendee not designated as companies' representatives.

Violations of this code of conduct policy should be reported to directly to eventos@cnpem.br or to any PALSA staff or organizing committee member.

Sanctions may range from verbal warning, to ejection from the meeting without refund or to notifying appropriate authorities. Your co-operation will help ensure an enjoyable and safe experience for everybody.

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 contact form available on the [website](#). 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.

The terms and conditions contained in this proposal may be changed at any time by CNPEM. In this case, CNPEM must immediately communicate any changes.

CONTACT

To commit to sponsoring or for more information, contact **Priscila Alves** (priscila.alves@lnls.br).

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

To edit your Sponsor page, you will receive **one Whova link by e-mail**, giving access to the pages' customization form.

The company representative is responsible for uploading all information at the sponsor 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 page.

Please: beware that the customization form does not require any login to be editable. Only share the link with people allowed to manage your Sponsor page.

IMAGE FORMATING FOR SPONSOR PAGE:

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

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

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

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

- **Whova Sponsor Guide**

<https://whova.com/pages/whova-sponsor-guide/>

- **Maximize Benefits of Event Sponsorship with Whova**

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

Sponsor Link Preview:

The image displays the Whova app interface for managing sponsors. On the left, the 'Whova' dashboard includes sections for 'Company Showcase' (with 'Add Live Showcase' and 'Add Company Video' buttons), 'Handouts' (with an 'Upload PDF File' button and a 10 MB limit), and 'Company Information' (with fields for 'Phone Number', 'Website', and 'Address', and a 'Change Logo' button). On the right, 'Example Sponsor List in the mobile & web app' shows three mobile phone screens displaying a list of sponsors (Apple, Starz, NBC) and a detailed view of 'Bell Computers and Technologies' with 100 visits and a 'Send Inquiry' button. Below the mobile screens is a tablet view showing a sponsor's profile with a photo and contact information.

