

INTERNATIONAL MICROSCOPY CONGRESS

IMC17

September 19-24



2010 - RIO - BRAZIL

INFORMATION
AND GUIDELINES
FOR EXHIBITORS

September
19 - 24

IFSM Ciasem



Dear Exhibitors,

We are very pleased to offer you this official invitation to present your latest innovative material and equipment at the trade exhibition of the **17th International Microscopy Congress (IMC17)**, which will be held at Rio de Janeiro, Brazil, one of the most beautiful cities in the world September 19 -24, 2010. The congress will bring together scientists from all over the world. The venue of the meeting will be Windsor Barra Hotel facing Barra da Tijuca Beach.

The **International Microscopy Congress (IMC)** held every four years under the auspices of the International Federation of Societies for Microscopy (IFSM) has been providing an international forum for the state of the art of microscopy at the frontiers of research and applications in Materials Sciences and in Life Sciences. The Brazilian Society for Microscopy and Microanalysis (SBMM) is proud and happy to host the **IMC 17**.

IMC 17 will host a major trade exhibition, which will bring together manufacturers of all different kinds of microscopy techniques, as well as suppliers of accessories and consumables, preparation tools, image analysis systems, and all important publishers in the field. The manufacturers are invited to present their latest developments and highlight new potential applications in technical lectures. The commercial exhibition will form an integral part of the Congress and will contribute to the fact that **IMC 17** will be an all-embracing source of information for anybody interested in microscopy.

In this brochure you will find the details that will allow you to plan your corporate presentation at the trade exhibition as well as several possibilities to further promote your company and your products. You will also find information material on the venue and the exhibition space, on the deadlines, as well as a registration form to inform us about your preferences and to help us in better planning the exhibition packages. Based on your requests and technical specifications we can then offer you a package which best possibly matches your needs and your possible financial commitment. For most updated information, please visit the website at **www.imc17.com**. We are convinced that you will use this outstanding opportunity to bring your valuable products closer to the international microscopy community and we look forward to hearing from you soon.

Guillermo Solórzano
Chairman of IMC1

■ ABOUT RIO

Brazil covers the majority of the South American Continent and **Rio de Janeiro** is an exuberant and cosmopolitan city with very pleasant weather in September. Easy access from all over the world allows participation of delegates from all the IFSM affiliate societies that will come to friendly Rio and feel at home.

Rio de Janeiro, the marvelous city, dramatically set between rainforest clad cliffs and the sea, is always awash with joyful existence. Locals love **Rio** calling it "cidade maravilhosa" and referring to themselves as Cariocas for being part of what is undoubtedly the world's most beautiful city setting. One of the world's densest cities, it never sleeps and it is easy to get around day or night.

Rio de Janeiro is also famous for its natural settings, its carnival celebrations, samba and other kinds of music, and hotel-lined tourist beaches, such as Copacabana and Ipanema. Some of the most famous landmarks, in addition to the beaches, include the giant statue of Christ, known as Christ the Redeemer ('Cristo Redentor') atop Corcovado mountain, named one of the New Seven Wonders of the World; Sugarloaf mountain (Pão de Açúcar) with its cable car; the Sambódromo, a giant permanent parade stand used during Carnival, and Maracanã stadium, one of the world's largest football stadiums.

Rio is not only a beautiful city but also a vibrant scientific, intellectual, and cultural center in Brazil. IMC 17 will be the event for an update on the challenges at the frontier of microscopy research.

CONFERENCE VENUE

The conference will be held at Windsor Barra Hotel, located in front of the privileged Barra da Tijuca beach, surrounded by beauty, just a few minutes from shopping malls, restaurants, theme parks and ecological reserves. Exuberant nature enters through its doors and blends with its 5-star elegance.

Barra da Tijuca is Rio's most modern living complex and community; sophisticated, only 15km from Ipanema Beach and 18km from Copacabana. Easy access to airports is provided from the meeting venue.

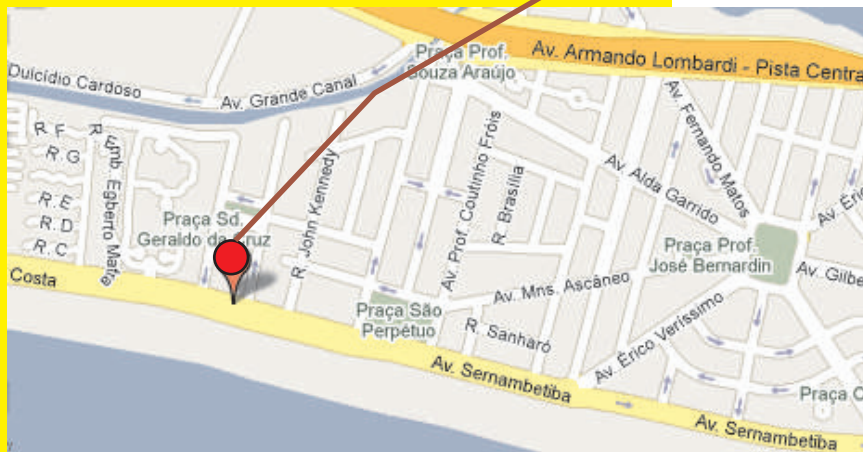
With its own entrance and reception area, the Barra Windsor's convention center with more than 32,000m² meeting rooms is impressive in its magnitude and is prepared to install the microscopes and receive all attendees and exhibitors of the IMC17 Congress. Special rooms are available for meetings with customers and for discussions in private atmosphere.

Its daring architecture provides 26 air conditioned salons equipped with the latest generation devices in audio, video and lighting with ceiling heights of up to 5.55m. The ample corridors with multiple accesses facilitate the simultaneous flow of thousands of participants.

Address

Av. Sernambetiba, 2630 Barra da Tijuca, CEP 22620-170,
Rio de Janeiro, Phone:(55)21- 21955000- Fax:(55)21- 21955050
www.windsorhoteis.com

LOCATION MAP



EXHIBITION AREA



The exhibition will be situated on the ground floor with direct access through the main entrance of the convention center and on the same floor as the main hotel restaurant.

The exhibition area is equipped with all the required media and technical capabilities to accommodate your audiovisual needs as well as to safely run and demonstrate your instruments.

The exhibition area will be reserved for the meeting from 16 to 25 of September. Furthermore, the coffee break areas will be an integral part of the exhibition area. Sufficient floor space will be reserved for the walkways between the booths to ensure that participants can visit the exhibition in a relaxed atmosphere.

The Poster Session will take place on the underground floor just below the exhibit so the attendees will have to walk through the exhibition area first to access the poster session.

In the exhibition area, the maximum weight load supported by the ground floor is 500kg/m². Electricity can be provided at 220 or 110V at the Versailles area and at 380 or 220V at the Louvre area. The total power available at the Versailles area is 13.8kVA while at the Louvre area is 47.8kVA. There is also the possibility of providing up to 152kVA through the installation of an external diesel power generator unit. There is a cargo dock where the cranes can be removed from trucks directly to a cargo elevator which supports a maximum load of 1,800kg; its dimensions are 2.0m width, 1.8m depth and 2.25m height, with an entrance door of 1.1m width for 2.1m height. Optional entrance routes may be available upon request with a 2.40m limit in height and practically no problem in width. In addition, liquid nitrogen may be provided for microscope operation. A wireless LAN network will be accessible throughout the exhibition area and exclusive cable LAN access (3Mb/s) may be provided, rates to be announced.

On the following page, an overview of the exhibition area will be given.

EXHIBITION FEES:

Basic Fee

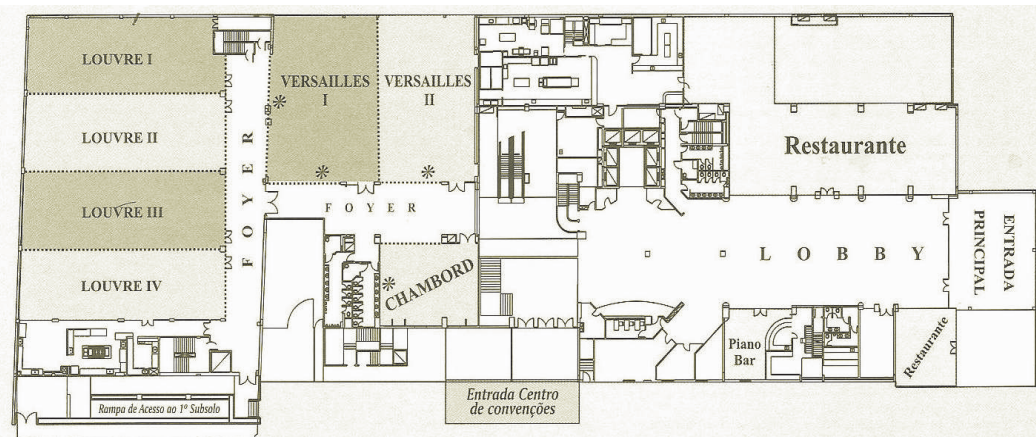
The use of floor space in the exhibition area will be subjected to a basic fee which is dependent on the sizes:

TYPE	SIZE	SBMM Members	Non-members
Basic	9 m ²	R\$ 6.300,00	R\$ 7.200,00
Medium	18 m ²	R\$ 12.600,00	R\$ 14.400,00
Large A	27 m ²	R\$ 18.900,00	R\$ 21.600,00
Large B	36 m ²	R\$ 25.200,00	R\$ 28.800,00

Participating companies can rent exhibition area in units ranging from 9m² to a maximum of 36m². The stands distribution will be set according companies need. Stands 6, 16 and 49 have 27m² and should be rented as a single unit. Floor-space will be allocated on a first-served basis and we reserve the right to assign space if the preferred location is no longer available.

Registered exhibitors will be informed about the proposed location of their stand on the floor plan shortly after submission of the registration form. Upon acceptance of this proposal a 30% deposit of the exhibition space rental cost becomes due (non-refundable after March 31, 2010) to validate the registration. Full payment is required upon receipt of final invoice.

WINDSOR BARRA HOTEL GROUND FLOOR



Rua Martinho de Mesquita

Av. Sernambetiba, 2.630



PRAIA - BEACH

THE EXHIBIT ON AREA



Registered exhibitors will receive an information package by means of which all available services can be booked. The basic fee also includes free registration of two company representatives for every 9m² of rented exhibition space. This registration includes access to all scientific and technical sessions, welcome reception and closing ceremony, as well as a copy of CD-ROM, proceeding and one volume of the printed proceeding.

We also offer the possibility to submit a scientific contribution.

As for any other submitted abstract, these will be screened for scientific quality by the session and symposium chairs, who have the right to assign the paper for oral or poster presentation.

Additional company representatives may register as full delegates or at a reduced rate of R\$ 450.00, which entitles to participate in the exhibition (and opening reception/closing ceremony) but not in any of the scientific and technical sessions.

Basic booths will be delivered in basic assembly, with the following characteristics:

- Graphite gray nylon carpet applied directly on the floor.
- Anodized aluminum sides of the octanorm system structure, in natural color, closed with white TS.
- Two electrical plugholes. (5A)
- A 100W light for each 3m² of area.
- Company name board on the front of the booth, in clipping vinyl black letters, helvetic standard.

Chairs, desks and additional furniture can be ordered according to the specific needs of each exhibitor, rates to be announced. The Congress Secretariat will send an information package to each registered exhibitor.

Medium and larger booths are entitled to additional benefits, as follows:

Medium

- 2 complimentary registrations
- Mailing of all participants of the conference

Large A

- 5 complimentary registrations
- Implantation of the logo at the Exhibition Entrance
- Implantation of the logo at the Reception Desk
- Mailing of all participants of the conference

Large B

- 10 complimentary registrations
- Implantation of the logo at the Exhibition Entrance
- Implantation of the logo at the Reception Desk
- Mailing of all participants of the conference

EXHIBITION STANDS
DESIGN OF BASIC STAND



Examples for furniture:

- Chair / High Chair / Desk
- Lockable Cabinet / Company Logo

Additional Services (rates to be announced):

- A/C Power Supply 220V/ 16A (including power consumption for full duration of congress)
- A/C Power Supply 380V/ 16A (including power consumption for full duration of congress)
- Cleaning service, garbage disposal upon request (per day)

Exhibitors will be offered the opportunity to express their appreciation of the congress organization and the presence of the participants by sponsoring different social events such as the Welcome Reception, the Congress Dinner and coffee breaks.

TECHNICAL LECTURES OF EXHIBITORS

Companies registered as exhibitors at the IMC17 are eligible to present technical lectures in special sessions held at lunch-time. No oral or poster sessions of the scientific program will be run in parallel to the technical lectures to guarantee maximum attendance to the lectures. Packed lunches may be offered to participants of the technical lectures. Exhibitors have the choice of booking a half session (25 min including 5min of discussion) or a full session (50 min including 10 min of discussion). The technical lecture program will be included in the general program book received by all delegates. Technical lectures are subject to the following reservation fees.

Half session

(25 min including 5 min of discussion)R\$ 3,000.00

Full session

(50 min including 10 min of discussion)R\$ 6,000.00

Exhibitors are expected to cover the additional costs of the packed lunches according to consumption. Details will be provided to exhibitors upon request.



■ FURTHER INFORMATION

SECURITY

The Congress Secretariat will engage security personnel to ensure the night-time safety of all exhibits. Nevertheless, exhibitors must arrange their own insurance to cover all aspects of the exhibition. For security reasons, all small portable and valuable exhibits, products and displays should be brought into the exhibition halls as close as possible to the exhibition opening dates and be stored securely at night. It is strongly recommended that at least one representative is at your stand to supervise all deliveries, packing, unpacking, installations and dismantling.

■ SPECIAL SPONSORSHIP

Exclusive sponsors will be offered the opportunity to put their company logo exclusively on the selected items. Please contact the organizers.

The sponsors will be mentioned in the program book in the specific announcements, in the speeches given at the special event and on special poster boards which will be placed at the entrance doors or at the coffee and beverage desks.

The requested financial support is negotiable. Suggestions are given in the table below:

	Small	Medium	Large
Welcome Reception	R\$ 2,000.00	R\$ 5,000.00	R\$ 10,000.00
Congress Dinner	R\$ 2,000.00	R\$ 5,000.00	R\$ 10,000.00
Coffee Breaks (full week)	R\$ 2,000.00	R\$ 5,000.00	R\$ 10,000.00

Conference Bags, Name Tags:

The congress organizers are looking for exclusive sponsors for: Conference Bags - Name tags

Flyers in Congress Bags:

Exhibitors will be offered the opportunity to enclose a product flyer in the delegate congress bags. The following handling fees apply:

Small flyer (A5 or equivalent).....R\$ 1,500.00

Full size flyer (A4 or equivalent)..... R\$ 3,000.00

Other Sponsoring Plans:

1- Lanyards, badges , 2 - Social evening, 3 - Science Café

LIABILITIES AND INSURANCE

All exhibitors participating in the exhibition must arrange at their own cost “all-risk” insurance coverage from their country of origin to the exhibition stand including the duration of the exhibition period and return to domicile. For the convenience of all contracted exhibitors, the organizer will only provide public liability insurance coverage.

STAND CATERING AND DINING

Stand catering services will be available and exhibitors may order quality food and beverages by contacting the Windsor Catering Services. Further details will be included in the Windsor Hotel Information Package. Exhibitors may also reserve tables or arrange for special company evenings with the help of Congress Secretariat, our local organization partners.

MEETING ROOMS

Some small meeting rooms are available to the exhibitors upon demand. Please contact the Congress Secretariat (contact details see reservation form) to reserve a room. ■

**INTERNATIONAL
MICROSCOPY CONGRESS**



IMPORTANT DATES (bold letters for exhibitor's dates)

January 31, 2010 : Deadline for reservation of exhibition space

March 30, 2010: Abstract Deadline

March 31, 2010: Deadline for receipt of deposit (non-refundable)

May 30, 2010: Early Registration

July 31, 2010: Deadline for delivery of flyers for congress bag

September 16, 2010: Exhibition area available for set-up

September 19-24, 2010: Dates of the Congress

September 24-25, 2010: Removal of exhibition material and instruments

EXHIBITION OPENING HOURS

Monday, 20 September: 2010 from 12:00 pm to 05:30 pm

Tuesday to Thursday, 21 to 23 September: 2010 from 09:30 am to 6:30 pm

Friday, 23 September: 2010 from 09:30 am to 03:30 pm

COMMITTEES

LOCAL ORGANIZER COMMITTEE

Guillermo Solórzano (Chairman)
Luiz Henrique de Almeida (Exhibition vice-chairman)

André Luiz Pinto (CBPF)
André Maeda Oyama (Jeol)
Andréa Martiny (Inmetro)
Andrea Porto Carrero (INMETRO)
Claudia Franca Barros (JBRJ)
Elisa Saitovitch (CBPF)
Helene Barbosa (FIOCRUZ)
Hélio Chiarini (UFMG)
Ivani Bott (PUC - Rio)
Karla Balzuweit (UFMG)
Marcia Attias (UFRJ)
Marcos Farina (UFRJ)
Rossana C. N. Melo (UFJF)
Thomas Altmann (FEI)
Wanderley de Souza (UFRJ)

IFSM - INTERNATIONAL COMMITTEE

Executive

Professor C Colliex - President IFSM (Orsay France)
Professor C B Carter - General Secretary (CT USA)
Professor David J H Cockayne FRS - Vice President (Oxford, UK)

Committee Members

Dr. Werner Hax (The Netherlands)
Professor W Baumeister (Martinsried, Germany)
Professor W de Souza (Rio de Janeiro, Brasil)
Professor Brendan Griffin (Crawley, Australia)

IMC Representative

Professor Guillermo Solórzano (Rio de Janeiro, Brasil)
Professor Peter Ingram (NC, USA)
Professor M Ng (Singapore)
Professor K Takayanagi (Tokyo, Japan)
Professor P Vanittanakom (Thailand)



■ Exhibition Registration Form

IMC17 17th International Microscopy Congress

Rio de Janeiro, Brazil September 19 - 24, 2010

Please return to:

Exhibition vice-chairman
 Prof Luiz Henrique de Almeida
 lha@metalmat.ufrj.br

Company:

Address:

Contact:

Telephone:email.....

■ Exhibition space (please select your choice. Cross with 'X')

TYPE	SIZE	SBMM Members	Non-members
Basic	9 m ²	R\$ 6,300.00 <input type="checkbox"/>	R\$ 7,200.00 <input type="checkbox"/>
Medium	18 m ²	R\$ 12,600.00 <input type="checkbox"/>	R\$ 14,400.00 <input type="checkbox"/>
Large A	27 m ²	R\$ 18,900.00 <input type="checkbox"/>	R\$ 21,600.00 <input type="checkbox"/>
Large B	36 m ²	R\$ 25,200.00 <input type="checkbox"/>	R\$ 28,800.00 <input type="checkbox"/>

■ Additional Services

AC Power 220V / 380V	<input type="checkbox"/>
Liquid nitrogen	<input type="checkbox"/>

■ Technical Lectures (please mark)

- half session _____ R\$ 3,000.00
(25 min including 5 min of discussion)
 full session _____ R\$ 6,000.00
(50 min including 10 min of discussion)

■ Special Sponsorship

- Welcome Reception _____ R\$.....
 Congress Dinner _____ R\$.....
 Coffee Breaks (full week) _____ R\$.....

■ Flyers in Congress Bag (please mark)

- Small flyer (A5 or equivalent) _____ R\$ 1,500.00
 Full size flyer (A4 or equivalent) _____ R\$ 3,000.00

Congress Bags or Name Tags (please contact the organizers)