



# Sponsorship & Exhibitor Prospectus

**25<sup>th</sup> Congress and General Assembly  
of the International Union of Crystallography**

22-29 August 2020, Prague



# Welcome to 25<sup>th</sup> IUCr Congress

Modern crystallography is an interdisciplinary subject covering structural biology, pharmacy and chemistry as well as physics and materials science. It includes the study of protein structures and also the crystal structures and microstructures of minerals, new functional materials, nanoparticles, bulk materials, thin films, etc. It is interested also in the relationship between the structure and function of materials. Development of instrumental techniques including large facilities – XFELs, synchrotrons and neutron sources as well as continuous improvement of laboratory equipment allow investigation of structural changes under extreme conditions such as high and low temperatures, high pressures, time-resolved studies, different in-situ experiments in external fields (magnetic, electric) or chemical reactions. The core methods of modern crystallography are X-ray and neutron scattering, but in recent years also electron diffraction and microscopy, NMR and different spectroscopies have become of increasing interest.

**The 25<sup>th</sup> anniversary IUCr congress will complete one era of these congresses that started in 1948.**

The congress programme is prepared by the International Programme Committee (IPC) representing mainly the IUCr commissions that are also the main focus of the congress.

All the organizers and IPC will do the best in setting up an attractive programme covering the latest advances in crystallography and related sciences to attract both young and senior scientists as well as companies.

The inauguration of the congress will take place on the evening of August 22, 2020 followed by seven full days of scientific sessions, 8-9 in parallel, in maximum. The closing ceremony will take place in the evening of August 29, 2020. Workshops (half and full day) can be held on August 21-22, and also on August 30, after the congress. There are two equivalent web sites: [www.iucr2020.org](http://www.iucr2020.org) and [www.iucr25.org](http://www.iucr25.org) where more information, links and photos can be found.

**It is our pleasure to invite you to Prague for the 25<sup>th</sup> Congress and General Assembly of the International Union of Crystallography in August 2019.**

Radomir Kuzel  
Congress Chair - IUCr 2020

25<sup>th</sup> anniversary  
congress

7 days of  
sessions

2-3 thousands of  
participants

22-29  
August 2019







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## About the IUCr

The IUCr is a scientific union attached to the International Council for Science (ICSU). Its objectives are to promote international cooperation in crystallography and contribute to all aspects of crystallography, promote international publication of crystallographic research, facilitate standardization of methods, units, nomenclatures and symbols, and to focus on the relations between crystallography and other sciences.

The IUCr fulfils these objectives by publishing primary scientific journals through Crystallography Journals Online, the series of reference volumes International Tables for Crystallography, by distributing the quarterly IUCr Newsletter, maintaining the online World Directory of Crystallographers, awarding the Ewald Prize and organizing the triennial Congress and the General Assembly.

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

## Congress organizers

The main organizer of the congress is the Czech and Slovak Crystallographic Association (CSCA). This association publishes its own crystallographic journal "Materials Structure" and organizes annual meetings ([www.xray.cz](http://www.xray.cz)).

The CSCA has organized several international conferences in the past. It began a series of Size-Strain meetings in 1995, organized the European Crystallographic Meeting (ECM-18 in 1998, with 1200 participants), the European Powder Diffraction Conference (EPDIC-IX in 2004, 330 participants), XTOP - the X-ray topography and high-resolution conference (2004 in Prague, 2016 in Brno, 150 participants), Aperiodic 2015 (Prague, 130 participants) and the International Conference on Crystallization of Biological Macromolecules (ICCBM-16, 2016, 200 participants). During these meetings, we succeeded to put together an organizing team of enthusiastic colleagues and volunteers having now invaluable experience.

Because of its size, the congress is organized in a close cooperation with PCO Auletris ([www.auletris.com](http://www.auletris.com)).





## Prague and Crystallography

Prague is the capital of the Czech Republic and one of the principal European cities with a rich and fascinating history. Its original medieval monuments are attractive for visitors from any part of the world and its modern infrastructure makes it easily accessible and friendly.

Prague has an accommodation capacity of about 100 000 visitors. There are almost 800 guest rooms in 4 or 5 star hotels in the immediate vicinity of the congress centre. Many other hotels and dormitories in all thinkable categories and prices from 20 to 200 EUR per night are easily accessible via public transport in less than 30 minutes. Our frequently running and comfortable Metro ensures very fast transport from any part of Prague.

Crystallography has a long and rich tradition in the region of the former Czechoslovakia. It was cultivated under the auspices of two principal Czech scientific organizations, Charles University (founded in 1348), and the Academy of Sciences (formerly the Academy of Sciences and Arts, founded in 1770). Johannes Kepler, known as a famous astronomer, during his stay in Prague (1600-1612) wrote a paper „On hexagonal snow flakes”. This work is the oldest written document of the new era of crystallography and deals with the outer symmetry seen in the morphology of crystals as a reflection of the inner symmetry of matter, without any idea about the nature of building elements at that time. Ivan Puluj developed an X-ray emitting device as early as 1881 in Prague; Friedrich Reinitzer discovered liquid crystals there.

## Prague Congress Centre

The congress will take place in the modern and well-equipped Prague Congress Center (PCC) that has already hosted several large congresses, the largest of which were the NATO Summit in 2002 (8 000 participants), the Annual Meeting of the International Monetary Fund and World Bank Group (17 000 participants), and some international medical conferences. The center has five halls for 400 - 3 000 people and 8 rooms with a capacity of about 100 people (<http://www.praguecc.cz>). The total number of meeting rooms is 50 and the exhibition space covers 13 000 m<sup>2</sup>. The conference center is located within walking distance from the city center and offers a magnificent view of the historical part of the city, including the Prague Castle.

**800** rooms in 4\* or 5\* hotels nearby PCC

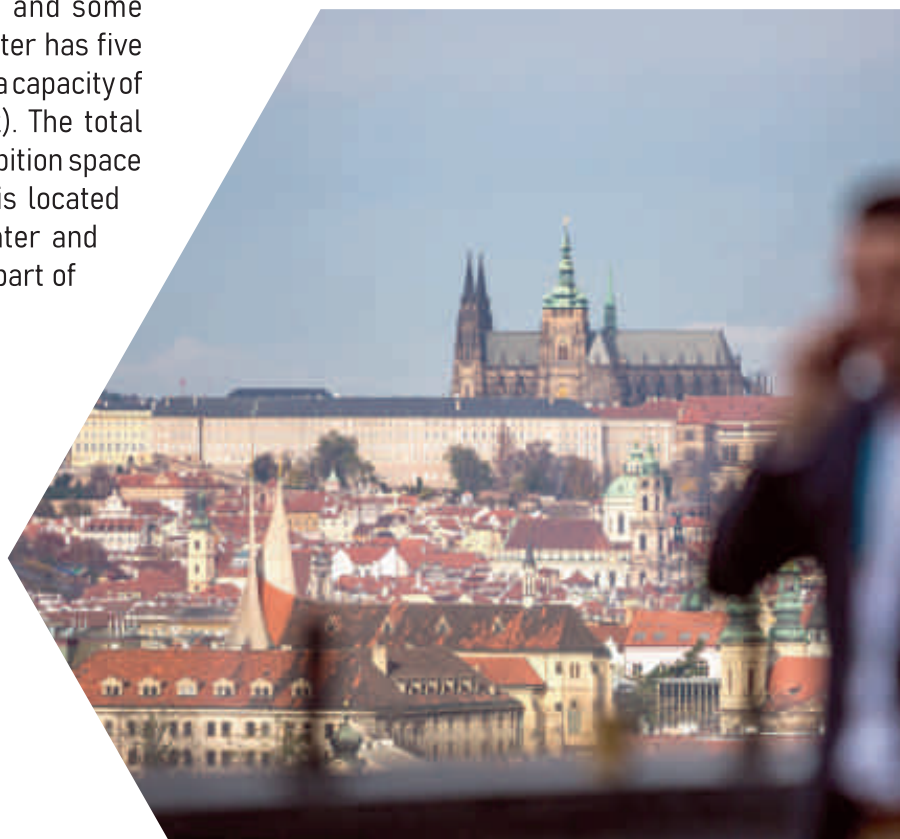
**Amazing view** from the Prague Congress Centre

**5** halls for 400-3 000 people

**8** rooms for 100 people

**50** meeting rooms in total

**13 000** m<sup>2</sup> of exhibition area







## Sponsorship Invitation

Based on our experience from the preceding IUCr congresses in this century in Europe, we can reliably estimate that there are between 2 000 and 3 000 scientists working in the field of crystallography and all its applications in chemistry, physics, biology, medicine, material sciences, mineralogy and other areas. They are the representatives of academic institutions, industry and government laboratories from more than 80 countries.

We hope the 25<sup>th</sup> anniversary IUCr congress and General Assembly will provide an opportunity for an excellent representation of the crystallographers not only from Europe, but from all over the world showcasing large countries like USA, Russia, China as well developing countries.

As a sponsor of the 25<sup>th</sup> IUCr congress, you will be given the opportunity to meet a broad community of scientists from several above mentioned fields from all over the world. We are pleased to invite you to take part in supporting this congress by selecting one or more of the many sponsorship opportunities listed in this document. The wide selection of sponsorship opportunities in this brochure will assist your company in achieving its marketing and sales goals for the congress. Sponsors can also actively participate in the programme, and we look forward to receiving your suggestions and proposals.

## Visitors Profile

The typical visitors will be structural researchers and PhD students in crystallography and its applications in chemistry, physics, biology, medicine, material sciences, mineralogy and other areas. Furthermore, there will also be participants from the steel industry and suppliers to the steel industry, as well as pharmaceutical industry.

## Branding

IUCr 2020 provides your business with unique marketing possibilities through the congress website, emails, newsletters, invitations, brochures, banners and merchandise before and during the conference.

## Networking

IUCr 2020 provides your business with ideal conditions for networking by creating informal spaces in between sessions, at the reception and breaks where you can meet with potential clients, decision makers and the future specialists in the area of crystallography.

## Exhibition Stand

Display your products or services. We challenge you and all our sponsors to bring your latest innovations and visions, to present them at the conference and show it at a stand in the exhibition area. The exhibition area will be in the same place as coffee and lunch breaks.

25<sup>th</sup> IUCr congress in Prague is a perfect opportunity to get in touch with your customers and partners in a unique place with charming atmosphere.

We are happy to invite you to Prague, the capital of the Czech Republic.

emails  
brochures  
newsletters  
exhibition stands  
website  
presentations  
invitations  
banners

Radomir Kuzel  
Congress Chair - IUCr 2020



## Platinum Sponsor

EUR 35.000

- ☆ Limited to one sponsor.
- ☆ First priority placement in exhibition hall and complimentary 24 m<sup>2</sup> of exhibition space.\*
- ☆ Sponsor logo will be listed prominently in all official congress communication including advance brochures, call for abstracts, posters, website, final program, etc.
- ☆ 5 keynote lectures and 10 microsymbposia sponsorship of your choice.\*\*
- ☆ 1 full page colour advertisement in the final program + 1 additional page color advertisement in the final program.
- ☆ 1 page A4 size inserts in the delegate bag + 1 additional page / CD / USB disc of inserts in congress bag (inserts to be shipped by the sponsor).
- ☆ 7 complimentary registrations.
- ☆ Prominent display of logo on all sponsor acknowledgements signage across the venue.
- ☆ The right to use the status as platinum sponsor of 25<sup>th</sup> IUCr 2020 Congress in all corporate advertising.
- ☆ Your choice for free registration of two participants under the IUCr 2020 outreach program (registration fee only).

Coffee machine + small snacks available free of charge at the exhibition stand during all days of the exhibition.

- ☆ 30 % discount across any IUCr advertising opportunities.\*\*\*

The Platinum Sponsor may choose one of the three high visible branding opportunities. The Platinum sponsor will be there the exclusive sponsor:

- ↳ Welcome reception – on Saturday 22 August 2020. Musical entertainment and light refreshments will be provided to all participants with extensive branding at the reception.  
OR
- ↳ Banquet – on Friday 28 August 2020. Dinner will be preceded by a show with extensive branding at the banquet. All tables will carry the sponsor's name and the sponsor will be given an opportunity to do a short presentation about their organization.  
OR
- ↳ Delegate bag + e-Poster area – each congress delegate will receive a delegate bag that will have great utility beyond the 2020 Congress. The sponsor's name and logo will be embossed in the form of a durable luggage tag. Sponsor branding will be shown from Sunday 23 August 2020 to Saturday 29 August 2020 at regular intervals on the e-Poster screens.



## Gold Sponsor

EUR 25.000

- ☆ Second priority placement in exhibition hall and complimentary 12 m<sup>2</sup> of exhibition space.\*
- ☆ Sponsor logo will be listed prominently in all official congress communication including advance brochures, call for abstracts, posters, website, final program, etc.
- ☆ 3 keynote lectures and 8 microsymbosia sponsorship of your choice.\*\*
- ☆ 1 full page colour advertisement in the final program.
- ☆ 1 page A4 size inserts in the delegate bag + 1 additional page / CD / USB disc of inserts in congress bag.
- ☆ 4 complimentary registrations.
- ☆ Display of logo on all sponsor acknowledgements signage across the venue.
- ☆ The right to use the status as a gold sponsor of 25<sup>th</sup> IUCr 2020 Congress in all corporate advertising.
- ☆ 30% discount across any IUCr advertising opportunities.\*\*\*

## Silver Sponsor

EUR 15.000

- ☆ Third priority placement in exhibition hall and complimentary 9 m<sup>2</sup> of exhibition space.\*
- ☆ Sponsor logo will be listed prominently in all official congress communication including advance brochures, call for abstracts, posters, website, final program, etc.
- ☆ 2 keynote lectures and 5 microsymbosia sponsorship of your choice.\*\*
- ☆ 1 full page colour advertisement in the final program.
- ☆ 1 page A4 size inserts in the delegate bag.
- ☆ 3 complimentary registrations.
- ☆ Display of logo on all sponsor acknowledgements signage across the venue.
- ☆ The right to use the status as a silver sponsor of 25<sup>th</sup> IUCr 2020 Congress in all corporate advertising.
- ☆ 30% discount across any IUCr advertising opportunities.\*\*\*

## Bronze Sponsor

EUR 10.000

- ☆ Fourth priority placement in exhibition hall and complimentary 6 m<sup>2</sup> of exhibition space.\*
- ☆ Sponsor logo will be listed prominently in all official congress communication including advance brochures, call for abstracts, posters, website, final program, etc.
- ☆ 1 keynote lecture and 3 microsymposia sponsorship of your choice.\*\*
- ☆ 1 full page colour advertisement in the final program.
- ☆ 1 page A4 size inserts in the delegate bag.
- ☆ 2 complimentary registrations.
- ☆ Display of logo on all sponsor acknowledgements signage across the venue.
- ☆ The right to use the status as a bronze sponsor of 25<sup>th</sup> IUCr 2020 Congress in all corporate advertising.
- ☆ 30% discount across any IUCr advertising opportunities.\*\*\*

All sponsorship and exhibition tariffs are exclusive of VAT 21%.

\* Sponsorship opportunity and exhibition booth selection will be offered on a first-come, first-served basis within the sponsorship category.

\*\* Keynote lecture and microsymposia will be offered on a first-come, first-served basis as per the level of sponsorship category and then within the individual category. Sponsor acknowledgement will be made during the respective sessions.

\*\*\* All packages include a 30 % discount off any additional advertising taken out across the IUCr websites (please see [http://journals.iucr.org/services/media\\_kit.html](http://journals.iucr.org/services/media_kit.html)). The offer applies to bookings made from the time you sign up to sponsor IUCr 2020 to the end of the congress. Please contact Andrea Sharpe ([as@iucr.org](mailto:as@iucr.org)) for more information.



## Main Sponsorship Opportunities Overview

	Platinum	Gold	Silver	Bronze
Sponsor's logo on all marketing materials	✓	✓	✓	✓
Sponsor's logo and company description on the website	✓	✓	✓	✓
Sponsor's logo in the abstract book	✓	✓	✓	✓
Sponsor's logo on the congress bags	✓	✓	✓	✓
Sponsor's logo on signage in PCC	✓	✓	✓	✓
1 page / CD / USB disc of inserts in congress bag	✓	✓	✓	✓
1 full page color advertisement in the final program	✓	✓	✓	✓
Priority placement of logo on all marketing materials	✓	✓		
Prominent display of logo on signage in PCC	✓	✓		
1 additional page / CD / USB disc of inserts in congress bag	✓	✓		
1 additional page color advertisement in the final program	✓			
Registration of two participants in IUCr 2020 outreach program	✓			
Lunch time commercial user workshop free of charge	✓			
Coffee machine + small snacks at the exhibition stand during all days of the exhibition	✓			
One of the three special and high visibility branding opportunities (Welcome reception, Banquet, Delegate bag + e-Poster area)	✓			
30 % discount across any IUCr advertising opportunities	✓	✓	✓	✓
First priority placement in exhibition hall and complimentary 24 m <sup>2</sup> exhibition space	✓			
Second priority placement in exhibition hall and complimentary 12 m <sup>2</sup> of exhibition space		✓		
Third priority placement in exhibition hall and complimentary 9 m <sup>2</sup> of exhibition space			✓	
Fourth priority placement in exhibition hall and complimentary 6 m <sup>2</sup> of exhibition space				✓
Keynote lectures sponsorship	5	3	2	1
Microsymposia sponsorship	10	8	5	3
Complimentary registrations	7	4	3	2

## Other Sponsorship Opportunities

Welcome reception	Signage + company logo associated with the event + 10 free tickets	20 000 €
Gala dinner	Signage + company logo associated with the event + 5 free tickets + short welcome speech	20 000 €
Congress bags sponsorship	Sponsor's logo in a prominent position on all the congress bags	10 000 €
e-Poster session	Signage poster at the area with sponsor's logo, sponsor's mentioned on all marketing materials for the event. Sponsor branding will be shown at regular intervals on the e-Poster screens	10 000 €
Lanyards sponsor	Sponsor's logo on the congress lanyards	8 000 €
All plenary sessions	Sponsor's name is mentioned by chair at the beginning of each plenary + sponsor's logo displayed during the plenary sessions	6 000 €
Congress pens	Sponsor's logo on the congress pens (to be provided by the sponsor)	5 000 €
Cultural evening	Signage at the cultural evening	5 000 €
Coffee break	Signage with sponsor's logo + napkins with sponsor's logo during one coffee break	5 000 €
Congress notepads	Sponsor's logo on the congress notepads (to be provided by the sponsor)	4 000 €
Registration area	Sponsor's logo on the screens at the registration	4 000 €
Final program outside back cover	Full page color	3 500 €
Signage sponsor	Logo displayed on all PCC signage	3 000 €
Public water fountains sponsor	Sponsor's logo on all drinking water fountains	3 000 €
Final program inside front cover or inside back cover	Full page color	2 500 €
e-Poster viewing stand	Company name on the screen of e-Poster	2 000 €
Plenary sponsorship	Sponsor's name is mentioned by chair at the beginning of a plenary + sponsor's logo displayed during the plenary session	2 000 €
Final program advertisement full page	Full page color	2 000 €
Keynote sponsorship	Sponsor's name is mentioned by chair at the beginning of a keynote + sponsor's logo displayed during the keynote	1 800 €

## Other Sponsorship Opportunities

Microsymposia sponsorship	Sponsor's name is mentioned by chair at the beginning of microsymposia + sponsor's logo displayed during the microsymposium	1 500 €
Relax Zone poster display	Sponsor's banner displayed nearby the relax zone (banner to be provided by the sponsor)	1 500 €
Congress bag inserts	1 page A4 (inserts provided by sponsor)	1 000 €
Final program advertisement half page	Half page color	1 000 €
Congress run sponsor	Sponsor's logo on T-Shirts distributed to the runners	1 000 €
Football tournament sponsor	Sponsor's logo on T-Shirts distributed to the players	1 000 €
Student bursary / Sponsored participant	Includes registration fee and shared accommodation	700 €
Congress website	Logo displayed on congress website (included also in other sponsorship items)	600 €

Other sponsorship possibilities are subject of agreement. Please do not hesitate to contact us with your suggestions.



## Exhibition

The Commercial Exhibition will be an integral part of the scientific program. Companies offering innovative products in this field are encouraged to seize the opportunity to exhibit. The scientific program will attract the top professional in the field, with approximately 2 500 participants from academia, industry and government expected to attend. All coffee breaks will be held in the exhibition area. All exhibitors will have free access to wi-fi on the event dates. A logo of each exhibitor will be published on the congress website and will be projected on the main screens in the halls during breaktime.

<b>4 200 €</b>	3x3 m area package
<b>3 800 €</b>	2x4 m area package
<b>2 900 €</b>	2x3 m area package
<b>2 700 €</b>	2x2 m area package
<b>450 €</b>	additional square meter

### Rental fee includes:

- ✓ The exhibition space
- ✓ One exhibitor badge (includes receptions, coffee breaks and scientific sessions without active participation)
- ✓ One additional exhibitor badge (for area 2x4 m and larger)

Exhibition area reservation made after 1 May 2020 is subject to 10 % surcharge.

A stand reservation is confirmed after the payment of 10 % of the total price of the stand rent is made. If you are interested in reserving a stand, please, download the reservation form at [www.iucr2020.org](http://www.iucr2020.org) and send it filled and signed to [exhibition@iucr2020.org](mailto:exhibition@iucr2020.org).

A table and two chairs for the exhibition stand cost 50 EUR per event.

<b>530 €</b>	3x3 m area package
<b>470 €</b>	2x4 m area package
<b>355 €</b>	2x3 m area package
<b>235 €</b>	2x2 m area package

### Stand fee includes (to be ordered separately):

- ✓ Shell scheme stand construction: silver construction, white panels, height 2,5 m, floor carper
- ✓ Fascia board: company name, max. 20 characters (name only, not a logo)
- ✓ Electrical power supply 3,5 kW (single-phase, 230 V, 16 A, 50 Hz) + extension cable
- ✓ Additional items such as furniture, equipment, graphic design & branding, decorations or other stand related services can be ordered via special Order forms

### Exhibition hours

August 22 19:00-21:00  
 August 23 09:00-19:30  
 August 24 09:00-19:30  
 August 25 09:00-19:30  
 August 26 09:00-17:00

### Exhibitor move in

August 21 08:00-20:00  
 August 22 09:00-16:00

### Exhibitor move out

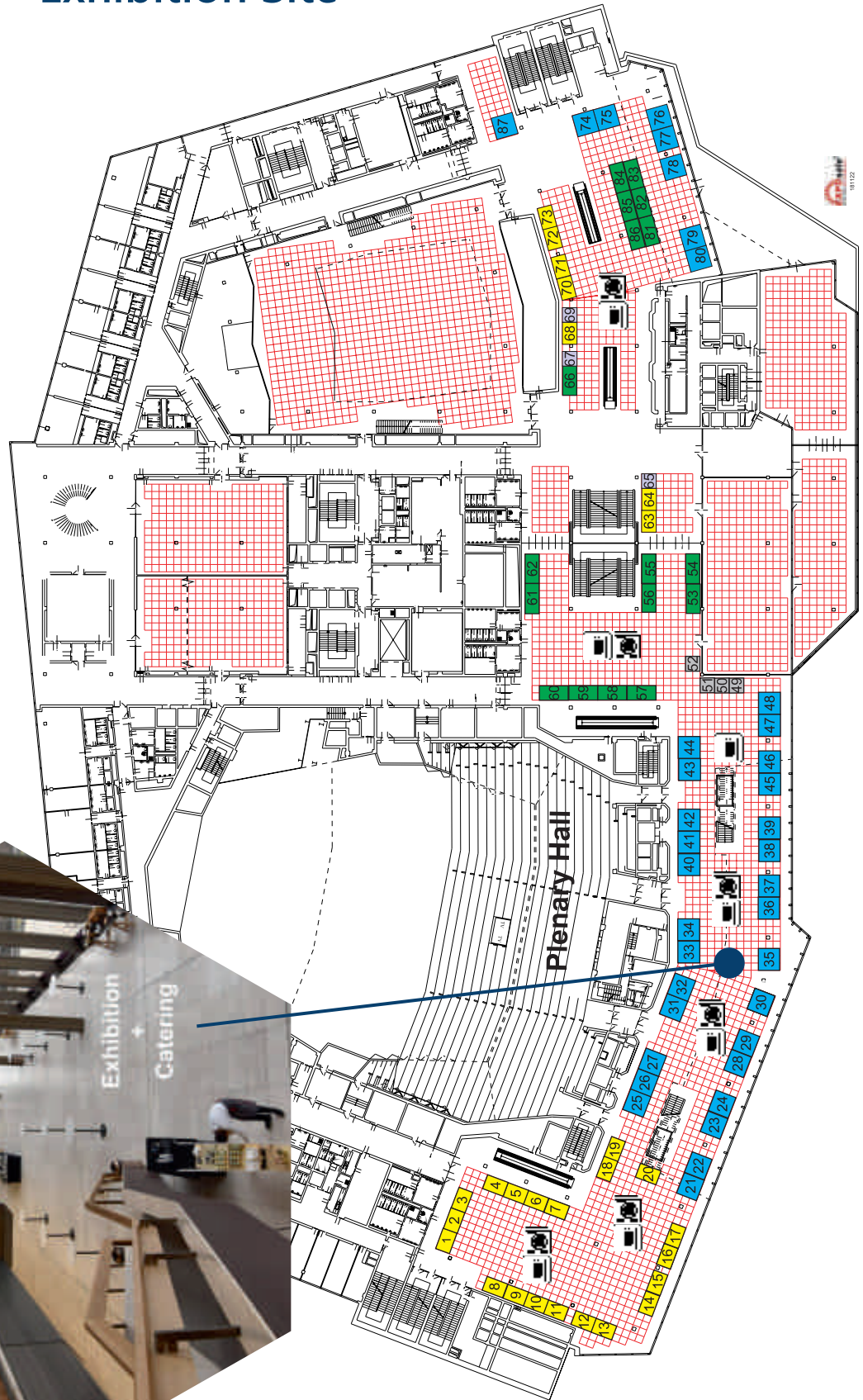
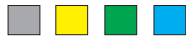
August 26 17:00-23:00

## Cancellation Policy

Upon written notification to the Congress Management Office, refunds for booth space reduction will be issued up to May 1, 2020 less an administrative fee of 500 EUR. No refunds will be issued after this date.

# Floor Plan + Exhibition Site

- 4 m<sup>2</sup> (2x2 m)
- 6 m<sup>2</sup> (3x2 m)
- 8 m<sup>2</sup> (4x2 m)
- 9 m<sup>2</sup> (3x3 m)





## Booking of Sponsorship and Exhibition

If you are interested in sponsorship, please contact us on e-mail address [exhibition@iucr2020.org](mailto:exhibition@iucr2020.org).

For a stand reservation please download the [reservation form](#) at [www.iucr2020.org](http://www.iucr2020.org) and send it filled and signed to [exhibition@iucr2020.org](mailto:exhibition@iucr2020.org).

## Important Dates

Exhibitor Registration  
Deadline  
**May 2020**

Exhibitor Move In  
August 21 08:00–20:00  
August 22 09:00–16:00

Exhibitor Move Out  
August 26 17:00–23:00

Exhibition Hours  
August 22 19:00–21:00  
August 23 09:00–19:30  
August 24 09:00–19:30  
August 25 09:00–19:30  
August 26 09:00–17:00

## Contacts

### Booking of Exhibition Area and Sponsorship

Auletris - Event management services  
Tomanova 2302/12a  
169 00 Prague  
Czech Republic

E-mail: [exhibition@iucr2020.org](mailto:exhibition@iucr2020.org)

Web: [www.auletris.com](http://www.auletris.com)

Contact Person:

Martin Haloun – Exhibition Supervisor

Mobile : +420 606 441 285

### Exhibition Stand Constructor

EXPOSALÉ-CZ s.r.o.

Školská 33/3

250 92 Šestajovice

Czech Republic

Tel: +420 277 278 411

Contact Person:

Linda Skarkova - Account Manager

E-mail: [linda.skarkova@exposale.cz](mailto:linda.skarkova@exposale.cz)

Mobile : +420 777 725 129

