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Dear Sir/Madam,

## Invitation for Commercial Exhibition & Sponsorship

The International Society of Biomechanics in Sports, one of the most important and active organizations of biomechanics in the world, holds its annual conference to provide opportunities for scholars to share their new findings and communicate with each other. These conferences are very important for the development of biomechanical research in sports.

Northern Michigan University will be the host of the ***XXVIII International Conference of Biomechanics in Sports*** on 19th – 23rd July 2010, in Marquette, MI, USA. We invite your company to participate in this international conference and to display your products to the world by joining us as a Commercial Exhibitor or a Sponsor.

##### This is a unique event with a high scientific profile

Sport biomechanics organizations and research groups have developed steadily in recent years throughout the world. It is expected that over 300 scientists will attend the meeting to share, discuss and analyze the latest discoveries of sport biomechanics. The meeting is also attended by delegates from a wide range of sub-disciplines such as physical education, sports engineering, strength & conditioning and fitness & health. In addition, a *Preconference Symposium on Teaching Biomechanics* will be held on 19 July in conjunction with the Biomechanics Academy of the National Association of Physical Education and Sport. Your company will benefit a great deal from this event by taking part as a Products Exhibitor or a Sponsor by donating support or funds.

Sponsorship

The conference organizers will award a sole individual or a company with the Platinum Sponsor title. The individual or company who provides the largest support to the conference before the deadline (15th April, 2010) would be acknowledged as the platinum sponsor. In addition, Gold and Silver sponsorship packages are available. Opportunities are additionally available for sponsorship of specific prominent items and events during the **XXVIII International Conference of Biomechanics in Sport** at Marquette, MI. We will be happy to negotiate prices, please contact us with your queries.

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| Platinum Conference Sponsor | 1 available | $10000 |
| Gold Conference Sponsor | 1 available | $7,500 |
| Silver Conference Sponsor | 3 available | $5,000 |
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| Conference Banquet | 1 available | $5000 |
| Conference Back Pack | 1 available | $5000 |
| Conference Cruise | 1 available | $5000 |
| Conference Lunches | 1 available | $3500 |
| Conference Picnic | 1 available | $3500 |
| Conference T-shirt | 1 available | $2000 |
| Conference Notepad | 1 available | $1500 |
| Conference Pen | 1 available | $1000 |
| Company Literature Giveaway | 10 available | $300 |
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## Platinum Sponsorship Package

## The platinum conference sponsorship package combines marketing and branding association before the event and maximum exposure during the conference. Only one sponsorship at this level is available. Benefits include:

* + 1. The platinum sponsor’s logo will appear on the surface of the conference bag distributed to each participant, less prominent than the bag sponsor.
    2. Entitlement to mention in any press engagement related to the conference.
    3. The logo will appear on delegates’ conference pass.
    4. The logo will also appear at the noticeable places during the opening ceremony, farewell banquet, and the main conference spot.
    5. The platinum sponsor’s advertisement/logo will be put on the conference internet home page.
    6. As the platinum sponsor your company logo will appear on the cover of the attendee pack and notebook. Only the Conference pack platinum sponsor and the ISBS Conference logos are featured more prominently on the cover of the attendee pack and notebook.
    7. Company information may be placed free of charge inside the bag or conference pack.
    8. Company logo may be placed on the delegate t-shirt alongside the ISBS logo but less prominently than the t-shirt main sponsor.
    9. One-page advertisement will be added in the program booklet.
    10. A total number of 500 copies of the conference proceedings with approximately 800 pages in each copy will be distributed to all participants. In addition, the proceedings will be published online.
    11. Two exhibition booths with ~8 foot X 8 foot (6 m2) each are available and free of charge to the platinum sponsor.
    12. Your company logo will appear alongside the ISBS Conference logo and more prominently than those of any gold sponsor on the default projection backdrop in the main conference hall and parallel session venues.
    13. The platinum sponsor will be offered 5 complimentary attendee passes with the option to purchase five (5) more at a 25% discount off the applicable full conference registration fee.

## Gold Sponsorship Package

## The gold conference sponsorship package combines marketing and branding association before the event and maximum exposure during the conference. Only one sponsorship at this level is available. Benefits include:

1. The gold sponsor’s logo will appear at the noticeable places during the opening ceremony, farewell banquet, and the main conference spot.
2. The gold sponsor’s advertisement/logo will be put on the conference internet home page.
3. Company information may be placed free of charge inside the bag or conference pack.
4. One-page advertisement will be added in the program booklet.
5. A total number of 500 copies of the conference proceedings with approximately 800 pages in each copy will be distributed to all participants. In addition, the proceedings will be published online.
6. Two exhibition booths with ~8 foot X 8 foot (6 m2) each are available and free of charge to the gold sponsor.
7. Your company logo will appear alongside the ISBS Conference logo and platinum sponsor logo on the default projection backdrop in the main conference hall and parallel session venues.
8. The gold sponsor will be offered 5 complimentary attendee passes with the option to purchase five (5) more at a 25% discount off the applicable full conference registration fee.

## Silver Sponsorship Packages

## The silver conference sponsorship packages combine marketing and branding association before the event and exposure during the conference. Three sponsorship packages at this level are available. Benefits include:

1. The silver sponsor’s logo will appear at the noticeable places during the opening ceremony, farewell banquet, and the main conference spot.
2. The silver sponsors’ advertisement/logo will be put on the conference internet home page.
3. Company information may be placed free of charge inside the bag or conference pack.
4. Half-page advertisement will be added in the program booklet.
5. A total number of 500 copies of the conference proceedings with approximately 800 pages in each copy will be distributed to all participants. In addition, the proceedings will be published online.
6. One exhibition booth with ~8 foot X 8 foot (6 m2) is available and free of charge to the major sponsor.
7. The silver sponsor will be offered 3 complimentary attendee passes with the option to purchase three (3) more at a 25% discount off the applicable full conference registration fee.

## Individual Sponsorship Packages

## Individual sponsorship packages for events or conference materials include:

Conference Banquet

The conference banquet sponsor’s logo will appear at the noticeable places during the closing banquet, and at all times when the banquet is mentioned in print or verbally, the sponsor will be recognized.

Conference Cruise

The conference cruise of the Pictured Rocks National Lakeshore is expected to be very popular among international ISBS delegates, representing one of the top tourist attractions of Michigan’s Upper Peninsula. The Pictured Rocks stretch for 37 miles (60 km) along Lake Superior, rising 200 feet above the water and is an area of outstanding natural beauty about one hour from Marquette. <http://picturedrocks.com/Home.php>

Conference Lunches

The conference lunches sponsor’s logo will appear at the noticeable places during the formal lunches at the Northern Michigan University, and at all times when the lunches are mentioned in print or verbally, the sponsor will be recognized. The package includes sponsorship of lunches on all 4 days of the conference.

Conference Picnic

The conference picnic sponsor’s logo will appear at the noticeable places during the picnic, and at all times when the picnic is mentioned in print or verbally, the sponsor will be recognized.

Conference T-shirt

The conference t-shirt will be distributed to all delegates inside the conference bag. The conference t-shirt sponsor’s logo will appear anywhere on the t-shirt desired, and will be more prominent than the ISBS conference and Platinum sponsor’s logo also on the t-shirt. Alternatively, your company may wish to donate t-shirts with your logo already printed, to which less prominent ISBS and platinum sponsor logos will be embroidered. There will be no charge for sponsors wishing to donate t-shirts.

Conference Backpack

The conference backpack will be distributed to all delegates. The conference backpack sponsor’s logo will appear anywhere on the backpack desired, and will be more prominent than the Platinum sponsor’s logo also on the backpack. Alternatively, your company may wish to donate backpacks (300) with your logo already printed, to which a less prominent platinum sponsor logo will be embroidered. There will be no charge for sponsors wishing to donate backpacks.

Conference Notepad

The conference Notepad will be distributed to all delegates and will be used and distributed widely before, during and after the ISBS 2010 Conference. The conference notepad’s sponsor’s logo will appear alongside the ISBS Conference print details. Alternatively, your company may wish to donate notepads (500) with your logo and ISBS text (to be agreed) already added. There will be no charge for sponsors wishing to donate notepads.

Conference Pen

The conference Pen will be distributed to all delegates and will be used and distributed widely before, during and after the ISBS 2010 Conference. The conference pen sponsor’s logo will appear alongside the ISBS Conference print details. Alternatively, your company may wish to donate pens (1000) with your logo and ISBS text (to be agreed) already added. There will be no charge for sponsors wishing to donate pens.

Company Literature Giveaway

Your company may place one piece of promotional material inside the conference bag or pack. Most size/material requests will be considered, but general guidelines are that material should not be bigger than A4 in size.

The agreement below for sponsors should be signed and returned on or before April 15th, 2010 to ensure placement of the advertisements in the brochures. Please enclose photo-ready copies of the advertisements that will appear in the programs, and proceedings.

Address : Department Health Physical Education Recreation

Northern Michigan University

Marquette, MI 49855 USA

Email: infoisbs@nmu.edu

Fax: 1-906-227-2181

## Products Exhibition

The Products exhibition will be located near the foyer of the lecture theatres in a space dedicated to research poster presentation and where coffee-breaks will be held. In the conference schedule there will be 5 research poster sessions and 5 coffee breaks, totaling 6 hours over 4 ½ days when all delegates (>300) will meet in the exhibition area. In addition, delegates are free to view exhibitions, posters and stands during lunch and between parallel oral sessions The exhibition area will be completely isolated from the general public and trained security will patrol round the clock so the products on exhibition are secured.

The basic rate for a product exhibit is $1,750 for ~8 foot X 8 foot (~6 m2). The company representative will be entitled to all the benefits offered to the delegates, including morning and afternoon tea, lunch and dinner, conference bag with program and proceedings, reception banquet, and all social activities. Should your company not wish to receive the delegate package (lunches, proceedings, banquet, social activities etc.) the stand charge will be $1,500. If there is more than one representative for the exhibition, each additional representative will be charged $200.

Individual days may be taken, and the daily rate for exhibitors is $500 per day. Stand and program only are included.

Additionally, an unmanned table, for book and journal display only; has a rate of $500 for the duration of the conference. Products should be delivered to the conference organizers at least one month in advance of the event.

An exhibitor’s stand will include shell stand, company name signage and table. Details available upon request.

The submission of agreement for exhibition should be returned on or before April 15th, 2010.

**Terms and Conditions**

1. All sponsorships will be awarded on a first come, first served basis. The ISBS 2010 Executive Committee retains the right to reject any sponsor that it deems inappropriate.
2. After written acceptance by the ISBS 2010 Executive Committee the sponsor must provide the sponsorship funds, logo image (in the format required to be agreed) and other details required (such as correct use of the sponsor’s name, trademarks etc) to the ISBS 2010 Executive Committee within 21 days of receipt of acceptance.
3. Sponsorship pledges cannot be processed without payment. Funds must be payable in US Dollars currency.
4. The sponsorship fee does not include free conference registration unless specifically stated in the sponsorship opportunity details.
5. Provision of ISBS 2010 conference sponsorship does not entitle the sponsor to a waiver of any applicable annual ISBS membership fee.
6. All sponsorship materials must be submitted before 1st June 2010 to ensure inclusion in productions schedule. Sponsorship pledges after this date may still be accepted with caveats.
7. Sponsors may not sublet, assign or apportion any part of the item(s) sponsored nor represent advertise or distribute literature or materials for the products or services of any other firm or organization except as approved in writing by the ISBS 2010 Executive Committee.
8. ISBS 2010 will not be liable for damage or loss to a sponsor’s properties through fire, theft, accident, or any other cause, whether the result of negligence or otherwise.
9. No part of an exhibit and no signs or other materials may be pasted, nailed, or otherwise affixed to walls, doors or other surfaces in a way that mars or defaces the premises or equipment and furnishings. Damage from failure to observe this notice is payable by the sponsor/exhibitor.
10. Sponsorship is not limited to financial support per se, but can also take the form of provision of material hardware/software/food & beverage etc. Should your company be interested in sponsorship package not listed in this brochure then please feel free to contact us to discuss your preferences.
11. For sponsorship opportunities that include signage please note - Signage space may be limited. The conference organizers will inform each sponsor of the maximum size, number of signs etc.
12. In order to limit costs the ISBS 2010 Executive Committee may limit the number of colours used for the printing of sponsor logos. The executive committee will negotiate costs if required.
13. If a sponsor wants to negotiate for a higher priced item (e.g., higher quality shirt, bag, menu etc) than the ISBS 2010 Executive Committee has budgeted for then the sponsor must pay any additional cost for that item in additional to the applicable sponsorship fee.

Once the applications of exhibition or sponsorship have been accepted, each exhibitor and sponsor is required to pay a deposit up to 25% of the entire payment within one month after the notification and the rest must be paid by 1st June 2010.

Your support will ensure a successful conference. Should you have any queries, please feel free to contact us. Thank you for your attention to this invitation and we look forward to receiving your support.

Yours sincerely,

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| signature.jpg  Dr. Randall Jensen, Chair  XXVIII International Conference of Biomechanics in Sports |

### Sponsorship Agreement

To: The ISBS 2010 Chair

The XXVIII International Conference on Biomechanics in Sports

Department of Health Physical Education Recreation

Northern Michigan University

Marquette, MI USA 49855

Fax: +1-906-227-2181

\*\*Please fill in this form in print\*\* or you can download this form from our homepage:

http://www.nmu.edu/isbs

### Agreement for Sponsor

We wish to be the sponsor of the XXVIII International Conference of Biomechanics in Sports under the terms outlined in accompanying letter dated 15th February 2010.

Please tick appropriate sponsor category, and 2nd choice if you wish. You are also welcome to support more than one category.

We will provide $ \_\_\_\_\_\_\_\_\_\_\_\_\_ to support the XXVIII International Conference of Biomechanics in Sports. We understand that a 25% deposit is required within one month after notification by the organizers that the exhibition/sponsorship has been accepted. The balance will be paid on or before 1st June 2010. **We will be happy to negotiate prices, please contact us with your queries.**

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| --- | --- | --- | --- |
|  | 1st choice | 2nd choice |  |
| **Packages** |  |  |  |
| Platinum Conference Sponsor |  |  | $10000 |
| Gold Conference Sponsor |  |  | $7500 |
| Silver Conference Sponsor |  |  | $5000 |
| **Individual opportunities** |  |  |  |
| Conference Banquet |  |  | $5000 |
| Conference Back Pack |  |  | $5000 |
| Conference Cruise |  |  | $5000 |
| Conference Lunches |  |  | $3500 |
| Conference Picnic |  |  | $3500 |
| Conference T-shirt |  |  | $2000 |
| Conference Notepad |  |  | $1500 |
| Conference Pen |  |  | $1,000 |
| Company Literature Giveaway |  |  | $300 |

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Position: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Company Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Tel No.: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Fax No .: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

E-mail: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Check No.#: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature: Date:

# Please make check payable in US Dollars to Northern Michigan University.

**Exhibition Agreement**

To: The ISBS 2010 Chair

The XXVIII International Conference on Biomechanics in Sports

Department of Health Physical Education Recreation

Northern Michigan University

Marquette, MI USA 49855

Fax: +1-906-227-2181

\*\*Please fill in this form in print\*\* or you can download this form from our homepage:

<http://www.nmu.edu/isbs>

#### **Agreement on Exhibition**

We wish to be considered as an exhibitor at the XXVIII International Conference of Biomechanics in Sports under the terms outlined in accompanying letter dated 15th February 2010.

We require a space of \_\_\_\_\_\_\_ (number) exhibition stands (each stand 8ft x 8ft) and anticipate having \_\_\_\_\_\_\_ representative(s). Or, we require \_\_\_\_\_\_\_ (number) unmanned exhibition tables for book/journal display (1.21m x 0.52m). The total charge is $ \_\_\_\_\_\_\_\_\_\_\_\_\_. We understand that a 25% deposit is required within one month after notification by the organizers that the exhibition has been accepted. The balance will be paid on or before 1st June 2010. **We will be happy to negotiate prices, please contact us with your queries.**

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Position: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Company Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Tel No.: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Fax No.: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

E-mail: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Check No.#: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature: Date:

# Please make check payable in US Dollars to Northern Michigan University.

*Please contact us to discuss custom packages*