



## Marketing Opportunities

### Exhibition Area & Delegate Pack Inserts

ISPIIM prides itself on running high-quality events and, consequently, the symposium fee reflects this high standard. This year, the full symposium fee will be US\$ 895 (approx. EUR 696) and delegates will range from full professors to researchers, directors to managers, innovation and management consultants. Organisations represented at the 2009 conference included Airbus Deutschland, Atos Origin, Deutsche Telekom, European Space Agency, FUJIFILM Europe, Hyundai/Kia Motor Company, Nokia, Philips Applied Technologies, Pratt & Whitney Rocketdyne, SAP, Saudi Aramco, Saudi Telecom, Siemens & Slovak Telekom.

The 2<sup>nd</sup> ISPIIM Innovation Symposium expects to attract around 150-200 delegates. The following marketing opportunities are available:

#### Exhibition Area:

There will be a dedicated exhibition area situated just outside the main plenary hall with space available for 10 exhibition stands.

Two options are available for the exhibition area:

1. Roll-up bannerstand (we will provide a table, chairs, electricity point and wireless Internet access)
2. Pop-up lightweight stand with dimensions of about height 2m x depth 0.5m x width 2m (we will provide a table, chairs, electricity point and wireless Internet access)

The cost to book a space in the exhibition hall is US\$ 1275 (approx. EUR 1000) and all exhibitors will be entitled to register one delegate at the ISPIIM members rate – a saving of US\$ 125 (approx. EUR 98) – please note that additional delegates will have to register at the full delegate rate unless they are already members of ISPIIM. In addition, all exhibitors will be entitled to one free insert in the delegate packs and free use of the main display table. Additional inserts will be charged at the rates below.

#### Delegate Pack Inserts:

The cost to have an insert in every delegate pack is US\$ 1.50 (approx. EUR 1.18) per insert. All inserts should be sent directly to Vienna. If local printing is required this can be arranged at an additional cost.

### Contact Details

All exhibition stands, materials and delegate inserts need to arrive in New York City one week prior to the start of the symposium (ie by 27 November 2009) and should be clearly marked “For ISPIIM Innovation Symposium” and addressed to:

Diana Cypress  
Fashion Institute of Technology  
School of Continuing and Professional Studies  
Seventh Avenue at 27<sup>th</sup> Street, GHC-21  
New York, NY 10001  
USA  
Tel: +1-212-217-4603

**To discuss marketing opportunities, please contact [symposium@ispim.org](mailto:symposium@ispim.org).  
The 2<sup>nd</sup> ISPIIM Innovation Symposium website: [www.symposium.ispim.org](http://www.symposium.ispim.org)**