



TURKISH
CHEMICAL SOCIETY

İTÜ



I U P A C
International Union of Pure and Applied Chemistry

Bridging Continents & Bridging Molecules

MACRO 2016

World Polymer Congress Istanbul 17-21 July

46th IUPAC WORLD POLYMER CONGRESS

Istanbul / Turkey
July 17-21, 2016

Halic Congress Center

INVITATION FOR
SPONSORS AND EXHIBITORS

www.macro2016.org



Bridging Continents & Bridging Molecules

MACR 2016

World Polymer Congress Istanbul 17-21 July



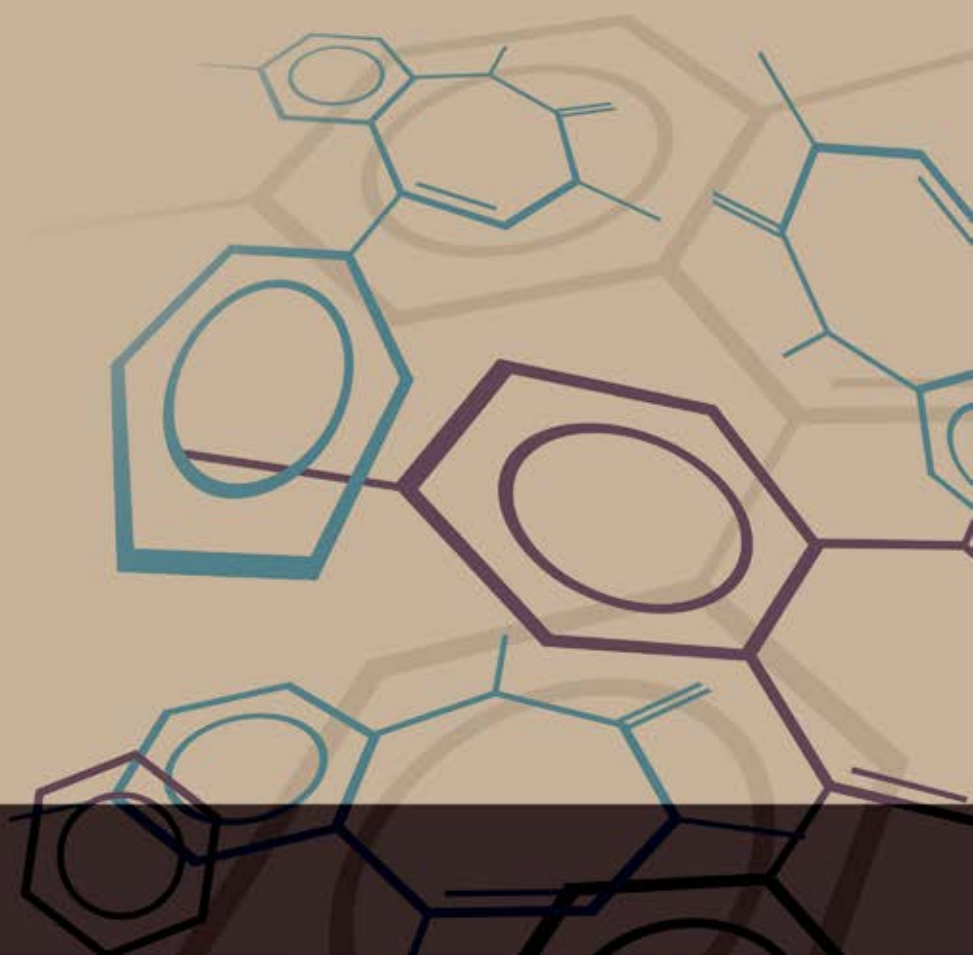


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With great pleasure and pride, we would like to officially invite you to attend the 46th IUPAC WORLD POLYMER CONGRESS, taking place July 17-21, 2016 in Turkey, Istanbul. The IUPAC sponsored biannual congress series has some features such as a large scale more than 2000 participants and will offer you a possibility to contact to the experts, academicians, researchers, students and company representatives in the all fields of polymeric materials. Polymeric materials are essential for a sustainable development of the society and the basis for innovations in modern technologies. They contribute significantly to advance in life science, mobility, and communication technologies, and address essential challenges of energy and environment. All these cutting-edge topics will be in the focus of the congress.

We are looking forward to welcoming you in ISTANBUL.

Prof. Yusuf Yagci

*Istanbul Technical University
Chairman of the MACRO2016*

LOCAL CONGRESS ORGANISER



TURKISH CHEMICAL SOCIETY

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CONGRESS SECRETARIAT



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GENERAL INFORMATION

Congress Destination

ISTANBUL



Area: 5.712 km²

Population: 10.018.735

Istanbul, historically known as Byzantium and Constantinople, is the largest city of Turkey. Istanbul metropolitan province had 13.26 million people living in it as of December, 2010, which is 18% of Turkey's population and the 3rd largest metropolitan area in Europe (if its Asian half is counted) after London and Moscow. The city in its administrative limits had 8.8 million residents counted in the latest Turkish census from 2000. Istanbul is a megacity, as well as the cultural, economic, and financial centre of Turkey. It is located on the Bosphorus Strait and encompasses the natural harbour known as the Golden Horn, in the northwest of the country. It extends both on the European (Thrace) and on the Asian (Anatolia) sides of the Bosphorus, and is thereby the only metropolis in the world that is situated on two continents. Istanbul is a designated alpha world city.



During its long history, Istanbul has served as the capital of the Roman Empire (330–395), the Eastern Roman (Byzantine) Empire (395–1204 and 1261–1453), the Latin Empire (1204–1261), and the Ottoman Empire (1453–1922). When the Republic of Turkey was proclaimed on 29 October 1923, Ankara, which had previously served as the headquarters of the Turkish national movement during the Turkish War of Independence, was chosen as the new Turkish State's capital. Istanbul was chosen as a joint European Capital of Culture for 2010 and the European Capital of Sports for 2012. Istanbul is currently bidding to host the 2020 Summer Olympics. The historic areas of the city were added to the UNESCO World Heritage List in 1985.

GENERAL INFORMATION

HALIÇ CONGRESS CENTER



Imagine a meeting venue by the sea where urban sounds mingle with the cries of gulls and waves lapping against the shores of the Halic Congress Center; an unforgettable scenic location where you can take a break from the chaotic city without actually having to leave it.

The Center's unique setting along the banks of the Halic, also known as 'the Golden Horn' presents an unforgettably panoramic and spectacular view of historic İstanbul. As one of the few venues in the world where indoor, outdoor and waterfront events can be held simultaneously, the Halic Congress Center stands out with its low-slung architecture.

Spread out over an area of 102,000 m², with 16,000 m² of outdoor space, the Halic Congress Center is comprised of Galata Ball Room and four main interconnecting structures called Sadabad, Kuleli, Pera and Halic.

The Halic Congress Center bears the distinction as the convention center which offers the most alternatives available for all types of organizations in İstanbul. Its halls, auditoriums, foyers and outdoor areas are the most sought after for holding conventions, meetings, conferences, product launchings, exhibits / fairs, cocktail parties, wedding receptions, film galas and special theatrical performances. Incorporating the latest technological infrastructure, the Halic Congress Center also hosts the largest auditorium in İstanbul.



SPONSORSHIP PACKAGES

Premium Sponsorships:

DIAMOND

\$ 25,000

This package will associate the congress directly with your organization.

You will be named as one of the primary sponsors of Macro 2016 giving you a unique profile throughout the lead up and during the Macro 2016 : your logo will feature prominently in the print and web publications relating to Macro 2016 and on-site at the congress.

The Diamond package includes:

- Acknowledgement as sponsor of the whole congress.
- Plus
- Logo on every delegate bag
- Logo on the front cover of the final program
- Acknowledgement in all press releases and printed promotions

As a premium sponsor (Diamond or Platinum), in addition to the benefits listed above, you will get:

- Full page color advertise in the final program
- Your logo on printed promotions
- The option to insert pens and pads into delegates' packs
- Two booths in the location of your choice
- Access to compliant delegate data for post-event mailing
- Advertising banner and hyperlink on official congress website
- Insert literature in all Congress participants packs
- Sponsorship of one Plenary Speaker

PLATINUM

\$ 15,000

This package will give your organization an exceptional profile within a prominent zone at the congress or during a main congress theme of your choice.

In acknowledgment of your sponsorship at the Platinum level, we are pleased to offer your organization the opportunity to feature prominently in our advertising and to be named as the sponsor of a main theme or an event of similarly high standing at Macro 2016.

The Platinum package includes:

Sponsorship of ONE of the following options:

- Main congress theme
- Poster session
- Cyber cafe
- Symposium

As a premium sponsor (Diamond or Platinum), in addition to the benefits listed above, you will get:

- Full page color advertise in the final program
- Your logo on printed promotions
- The option to insert pens and pads into delegates' packs
- Two booths in the location of your choice
- Access to compliant delegate data for post-event mailing
- Advertising banner and hyperlink on official congress website
- Insert literature in all Congress participants packs
- Sponsorship of one Plenary Speaker

SPONSORSHIP PACKAGES

Other Sponsorships:

GOLD

\$10,000

The Gold Level sponsor will receive:

- Sponsorship of a symposium /refreshment breaks/plenary speaker

Plus:

- Free single exhibition booth in a prime location
- Acknowledgement on the final program
- Half page color advertise in the final program
- Access to all compliant delegate data for post event mailing
- Acknowledgement on official congress website (with hyperlink)
- Literature in Congress participants packs

SILVER

\$ 7,000

All Silver Level sponsor will receive:

- Sponsorship of an individual speaker within the symposium

Plus:

- Free exhibition booth in a prime location
- Acknowledgement on the final program
- Quarter page color advertise in the final program
- Access to all compliant delegate data for post event mailing
- Acknowledgement on official congress website (with hyperlink)
- Literature in Congress Participants packs

EXHIBITOR

Exhibition spaces prices at Macro 2016 start at a competitive \$2,000 for a single booth.

Prices:

Until February 2016:

Corner Booths : 3mx3m - \$ 3,000

Regular Booths : 3mx3m - \$ 2,000

Island : 5mx3m - \$ 5,000

After February 2016:

Corner Booths : 3mx3m - \$ 3,500

Regular Booths : 3mx3m - \$ 2,500

Island : 5mx3m - \$ 6,000

Exhibition Layout will be announced on www.macro2016.org

SPONSORSHIP PACKAGES

Other Sponsorships:

INTERNET CAFE SPONSOR

\$ 5,000

If you're searching for sponsorship opportunity that offers high visibility throughout the duration of the Congress, look no further than the Internet Cafe. Almost everyone who attends the visits the Internet Cafe (10 Computers). This popular sponsorship offers an opportunity for your company to gain visibility at the Internet terminals where attendees will connect with each other, check e-mail and surf the Web. The logo screensaver guarantees that your logo will be seen by anyone who steps in front of an Internet Cafe computer. Sponsorship is per table, only two available.

Benefits include:

- Logo at the Internet Cafe throughout the meeting
- Logo screensaver
- Four complimentary exhibit entry invitations

WELCOME RECEPTION SPONSOR

\$15,000

Make a strong impression at this popular event. The Welcome Reception offers a relaxed environment for renewing relationships, making new contacts and catching up on developments in the profession.

Benefits include:

- Logo at Welcome Reception
- Reserved table at Welcome Reception
- Four complimentary reception invitations

CLOSING RECEPTION & CHEMISTS BALL SPONSOR

\$15,000

Make a strong impression at this popular event. The Closing Reception offers a relaxed environment for renewing relationships, making new contacts and catching up on developments in the profession.

Benefits include:

- Logo at Closing Reception
- Reserved table at Closing Reception
- Four complimentary reception invitations

REGISTRATION BAG SPONSOR

\$ 7,500

These high-visibility and high-demand bags are sought after before, during and after the meeting. Your one-color logo on the bag doesn't just stay at the Congress. it will likely be more well-traveled than your company's CEO.

Benefits include:

- One-color sponsor logo on conference bags
- Three complimentary meeting registrations

SPONSORSHIP PACKAGES

Other Sponsorships:

PLENARY SPEAKER SPONSOR

\$ 7,500

This sponsorship associates your organization's name with a high-profile guest, and helps pay for speaker fees, travel stipends and honoraria. Though Macro 2016 Organizing Committee retains full responsibility for selecting plenary speakers, sponsors will be apprised of the group's interests.

Benefits include:

- Opportunity to greet sponsored speaker
- Acknowledgement at sponsored speaker's plenary session
- Logo at plenary session
- One day complimentary meeting registration

LANYARD SPONSOR

\$ 5,000

Want to see your company logo on every attendee? Then the lanyard sponsorship is for you. Lanyards (also known as neck cords) hold each name badge and are constantly visible.

Benefits include:

- One-color sponsor logo on registration lanyard distributed to all meeting attendees

NOTEPAD SPONSOR

\$ 6,000

When attendees reach into their registration bags make sure they see your company is a sponsor. Get exposure for the duration of the meeting and beyond with your logo displayed on every page.

Benefits include:

- One color sponsor logo on notepad included in registration bags
- One day complimentary meeting registration

ADVERTISEMENT IN THE FINAL CONGRESS PROGRAM

| | |
|--------------------------|----------|
| 1/4 Page | \$ 500 |
| 1/2 Page | \$ 750 |
| 1 Page | \$ 1,000 |
| Interior Covers | \$ 1,500 |
| Back Covers | \$ 2,000 |
| Center Fold (Both pages) | \$ 2,000 |
| Center Fold (One page) | \$ 1,250 |

SPONSORSHIP PACKAGES

Other Sponsorships:

OTHER SPONSORSHIPS:

| | |
|---------------------------------|---|
| Banner on the congress web-site | : 500 USD / per 2 weeks |
| Insert in Congress Bag | : 3000 USD /per insert |
| City Maps | : 5000 USD |
| LCD Screens | : 2000 USD (per one screen- logo or video presentation) |

In case of any questions please contact the [Congress Secretariat](#):

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We would be pleased to discuss all possibilities in more detail or any other alternative form of sponsorship proposed.

Your advantages as sponsor / or exhibitor:

A high profile in a professional exhibition environment for your company, your products and your services.

Meet decision makers from academia and industry in your own unique space

Present yourself as an attractive employer to the coming generation of young international chemists

Extend your network by inviting advanced students and scientific leaders to your booth and to individual vendor seminars

Focused distribution of your company's promotion material in Congress kits

Highlighted listings in the Congress programme brochures and on the website facilitate your customer contacts

Individualised presence in a unique environment:

46th IUPAC World Polymer Congress (MACRO 2016) in Istanbul will be the largest chemistry event in 2016.

LOCAL CONGRESS ORGANISER

CONGRESS SECRETARIAT



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