

MEASURING BY LIGHT



**BECOME A
SPONSOR**

SPONSOR MANUAL
2025

INCREASE YOUR EXPOSURE

Dear MBL enthusiast,

This is the start of a very interesting journey. First of all, we want to thank you for your interest in becoming a sponsor of the Measuring By Light 2025 conference.

Being highly appreciated by the photonics community since 2013, MBL is the ideal opportunity for your company to stand out, gaining a broad marketing exposure and enhanced product or brand visibility. You will be in the constant spotlight of our event, resulting in increased networking chances and getting involved with your target audience.

But that's not all. As a sponsor, you contribute to the future of photonics innovation, supporting our mission to bring inspiring people together, discussing the application of (optical) measurement techniques and solutions.

In this document, you will find our interesting sponsor packages and their benefits.

ABOUT THE CONFERENCE

We welcome you to the 7th edition of Measuring By Light. Our conference will take place from 1-3 April in the Aula Conference centre at the Technical University of Delft.

MBL offers a very balanced participation from academics and industry (about 50%-50% share). Most other conferences focus either on academics or industry with limited interaction between both communities. Our conference is focused on measurement of deformations, vibrations and geometry using optical measurement techniques in a wide variety of fields.

Choosing Delft as the Measuring By Light 2025 host city was a logical step. We can define the Netherlands as a sophisticated business environment where innovation thrives and where business can flourish. Fueled by world-class research institutes, top notch technical universities and strategic partnerships between science, industry and government, the Netherlands is a hub for R&D innovation. With TU Delft, our conference is hosted at the heart of the oldest and largest technical university in the Netherlands.

We are presenting a high-quality programme with lectures on state-of-the-art optical measuring techniques and applications in a variety of fields. Additionally, we offer an informal atmosphere and the right networking tools, enabling our participants to actively expand their network. The conference also includes a unique dining experience at the Prinsenhof Museum in Delft.

Building upon the resounding success of our previous edition in 2023, which saw a diverse and engaged group of participants, we are enthusiastic about the opportunities that lie ahead for Measuring By Light 2025. The positive feedback and strong connections forged during the last conference continue to inspire our commitment to providing an even more exceptional experience this year. We have listened to your valuable input and have worked diligently to incorporate your suggestions, making Measuring By Light 2025 an event that surpasses all expectations. We are dedicated to maintaining the tradition of excellence that you have come to expect from MBL, and we look forward to achieving new heights together.

We hope to welcome you as a sponsor on our conference soon.

MBL IN NUMBERS

- 200 attendees per day
- 50% academics, including students, decision makers and young professionals.
- 50% Industry representatives, interested in the latest photonics solutions.

PARTNER BENEFITS

- Access to relevant target groups.
- Extensive networking opportunities.
- Insights into the latest photonics trends and applications.
- Access to qualified young professionals.
- Brand exposure towards leading technology experts and industry representatives.
- Marketing activities supported by an external agency.

OUR APPROACH

✓ Direct marketing

✓ Professional website

✓ Social Media Marketing

✓ E-mail marketing

OPPORTUNITIES

- Logo integration + company presented on professional event website.
 - Integration into strategic marketing campaigns
 - E-mail communication to thousands of addressees (invitations)
 - Newsletter communication towards thousands of addressees (MailChimp)
 - Visibility on social media channels of all our organizing partners (Mikrocentrum, TUDelft)
- = Visibility on LinkedIn
- Visibility on printed materials such as flyers, programmes and e-mail banners.

STEP 1 - CHOOSE YOUR BASIC PACKAGE

SPONSOR PACKAGES (INCL. VAT)

PLATINUM - €4500

- 9 m2 exhibition booth space + Printed Back Wall 297x224x30cm
- 3 Conference tickets
- Full Page advertisement in conference programme Book
- 2 advertising flyers/gadgets in conference bags
- Logo advertising on printed and online ads (Social media included)
- Company profile on conference website
- Product Placement on workshop 30 March
- News article on social media and on website
- Logo on all MBL communication

GOLD - €3500

- 6 m2 exhibition booth space + Printed Back Wall 224x224x30cm
- 2 Conference tickets
- Half page advertisement in the conference programme book
- 1 advertising flyer/gadget in conference bag
- Logo advertising on printed and online ads (social media included)
- Company profile on website

SILVER - €2500

- 6 m2 booth space + Printed Back Wall 224x224x30cm
- 1 conference ticket
- Logo advertising on printed and online ads (social media included)
- Company profile on website

SEPARATE SPONSOR OPTIONS (INCL. VAT)

SOCIAL MEDIA MASTER - €1000

- Be listed on the MBL website as supporting partner
- Logo and company profile on website
- Logo advertising on printed and online ads (social media included)
(1post/week)

WEBSITE MASTER - €750

- Be listed on the MBL website as supporting partner
- Logo and company profile on website

STEP 2 - CHOOSE YOUR ADD ONS

SPONSOR PACKAGE ADD ONS

Each basic sponsor package can be complemented with separate add ons according to your preference. Please find a price list below **(incl. VAT)**

- Booth space upgrade to 9 m² **650 EUR**
- Extra conference ticket **300 EUR**
- Full page advertising in conference program book **250 EUR**
- Flyer or gadget in conference bag **200 EUR**
- Host your own product workshop (Thursday, March 30) **1000 EUR**
- Logo on all MBL communication **300 EUR**

SPONSOR APPLICATION FORM

YOUR LEGAL/OFFICIAL NAME AND ADDRESS

NAME

ADDRESS

CONTACT PERSON DETAILS

NAME

ADDRESS

E-MAIL FOR INVOICE

CONTACT PERSON

E-MAIL ADDRESS FOR INVOICES

DOES THE PO HAVE TO MENTION A PURCHASE NUMBER?

- NO
- YES, THE NUMBER IS
- YES, THE PO STILL HAS TO BE CREATED

ACCOUNTS PAYABLE

NAME

ADDRESS

TELEPHONE

E-MAIL FOR REMINDERS

YOUR LEGAL FORM

- COMPANY PUBLIC INSTITUTION PRIVATE INSTITUTION
- ASSOCIATION FOUNDATION INDIVIDUAL
- PROFESSIONAL SELF-EMPLOYED OTHER

BRIEFLY DESCRIBE YOUR CORE BUSINESS

IF YOU ARE LOCATED IN AN EU COUNTRY

DO YOU HAVE A VAT NUMBER?

- NO
- YES, OUR VAT NUMBER IS:

IF YOU ARE LOCATED IN AN NON EU COUNTRY

- IF YOU ARE LIABLE TO A SIMILAR TAX TO EUROPEAN VAT, THE FISCAL NUMBER IS:
- IF YOU ARE REGISTERED BY THE CHAMBER OF COMMERCE (OR SIMILAR), THE REGISTRATION NUMBER IS:

PREFERRED SPONSORSHIP DEAL (INCL. VAT)

- PLATINUM - €4500
 - GOLD - €3500
 - SILVER - €2500
 - SOCIAL MEDIA MASTER - €1000
 - WEBSITE MASTER - €750
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PREFERRED SPONSORSHIP DEAL ADD ONS (INCL. VAT)

- BOOTH SPACE UPGRADE TO 9 M² - €650
 - EXTRA CONFERENCE TICKET - €300
 - FULL PAGE ADVERTISING IN CONFERENCE PROGRAM BOOK - €250
 - FLYER OR GADGET IN CONFERENCE BAG - €200
 - HOST YOUR OWN PRODUCT WORKSHOP (THURSDAY, APRIL) - €1000
 - LOGO ON ALL MBL COMMUNICATION - € 300
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PLACE

DATE

SIGNATURE/STAMP