



M²S 2015 Geneva
SPONSORING/EXHIBITION
CATALOGUE

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THE M2S2015 CONFERENCE

The M2S2015 conference is the 11th conference in the successful series of tri-annual conferences on materials and mechanisms of superconductivity. The first one took place in 1988 in Interlaken in the wake of the discovery of high superconductivity by the Swiss Nobel Prize winners Georges Bednorz and Karl Alex Müller.

The meeting has since then taken place in Palo Alto, Kanazawa, Grenoble, Beijing, Houston, Rio de Janeiro, Dresden, Tokyo, Washington and now will return to Switzerland in the summer of 2015.

Superconductivity is the phenomenon of electrical current flow without any loss of energy due to resistance. This extremely useful phenomenon is nowadays routinely applied in medical applications of magnetic resonance imaging (MRI), in large scale magnetic guiding systems such as CERN, the presently constructed nuclear fusion energy plant ITER, in high throughput electrical power cables, as well as the maglev train presently in construction by Japanese Railways.

Based on the attendance of the previous meetings in this series **we expect about 800 participants** from all continents, including several Nobel Prize winners. The field of superconductivity is heavily driven by experimental progress using the most advanced technology available.

Consequently the participants of M2S are actively involved in materials science, experimental techniques, theoretical research and/or applications of superconductivity.

The experimental techniques involve materials processing, crystal growth and characterization, low temperature techniques, ultra high vacuum, various kinds of neutron-, electron-, optical-, X-ray, and scanning probe techniques.

We look forward to receiving you in Geneva!

Dirk van der Marel
Chair M2S 2015

ORGANIZING COMMITTEE

Dirk van der Marel - *Université de Genève, Chair*
Jean-Marc Triscone - *Université de Genève, Co-Chair*
Felix Baumberger - *Université de Genève, Treasurer*
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Carmine Senatore - *Université de Genève, Program Co-Chair*

PROGRAM COMMITTEE

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Eduardo	Fradkin	University of Illinois Urbana Champaign (USA)
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Boris	Gorshunov	Russian Academy of Science - Moscow (Russia)
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Brian	Maple	UC San Diego (USA)
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Andy	Millis	Columbia University (USA)
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T.Maurice	Rice	ETH Zürich (Switzerland)
Subir	Sachdev	Harvard University (USA)
Alain	Sacuto	Université Paris Diderot (France)
George	Sawatzky	University of British Columbia (Canada)
Douglas	Scalapino	UC Santa Barbara (USA)
Zhi-Xun	Shen	Stanford University (USA)
Qimiao	Si	Rice University - Houston (USA)
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Frank	Steglich	MPI for Chemical Physics of Solids - Dresden (Germany)
Greg	Stewart	University of Florida - Gainesville (USA)
Oleg	Sushkov	University of New South Wales (Australia)
Hidenori	Takagi	MPI für Festkörper Forschung - Stuttgart (Japan)
Jeffrey	Tallon	Victoria University of Wellington (New Zealand)
Joe	Thompson	Los Alamos National Laboratories (USA)
Yoshinori	Tokura	University of Tokyo (Japan)
Erio	Tosatti	Scuola Internazionale Superiore di Studi Avanzati - Trieste (Italy)
John	Tranquada	Brookhaven National Lab - Upton (USA)
Shin-ichi	Uchida	University of Tokyo (Japan)
Kasuo	Ueda	University of Tokyo (Japan)
Kees	van der Beek	Ecole Polytechnique - Palaiseau (France)
Chandra	Varma	UC Riverside (USA)
Valerii	Vinokur	Argonne National Laboratory (USA)
Dieter	Vollhardt	Universität Augsburg (Germany)
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Hai-Hu	Wen	Nanjing University (China)



Jochen	Wosnitza	Dresden High Magnetic Field Laboratory (Germany)
Karol	Wysocki	Maria Curie - Sklodowska University Lublin (Poland)
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Fu-chun	Zhang	Hong Kong University (China)
Zhong Xian	Zhao	Chinese Academy of Sciences - Beijing (China)

GENERAL INFORMATION

1. Exhibition Set-up and dismantling

Set-up of the Exhibition

- Friday August 21st, 08h00 – 19h00
- Saturday August 22nd, Congress Centre is closed
- Sunday August 23rd, 08h00 – 15h00 (15h00: opening of the registration desk, 18h00: Welcome Reception in the Congress Centre)

Dismantling of the Exhibition

- Friday August 28th, 14h00 – 19h00 (closing session: 13h00 – 13h30)

2. Exhibition Opening Hours

- Sunday August 23rd, 18h00 – 20h00 (Welcome Reception in the Congress Centre)
- Monday August 24th, 08h00 – 19h00
- Tuesday August 25th, 08h00 – 19h00
- Wednesday 26th, 08h00 – 19h00
- Thursday 27th, 08h00 – 19h00
- Friday 28th, 08h00 – 13h00

3. Scientific Programme:

- 08h30 – 12h00: sessions
- 12h00 – 13h30: lunch
- 13h30 – 15h30: posters
- 15h30 – 18h00: sessions

A Provisional Program will be available on the M2S 2015 web page soon: <http://www.m2s-2015.ch>

4. Social Events:

- 23.08.2015, 18h00: Welcome Reception, CICG
- 25.08.2015, 20h00: Public Lecture, tbd
- 27.08.2015, 19h00: Conference Dinner, tbd

5. Delivery

CICG

Centre International de Congrès Genève

M2S 2015 Congress

Reference: Name of the exhibiting company + Booth number

17 Rue de Varembe

1211 Genève / Switzerland

The Congress Centre will check and sign for the incoming goods/parcels/boxes from Wednesday, August 20th onwards. If you wish to make an earlier delivery, please contact us. The Congress Centre is not responsible for any shipping, delivery and/or reception error.

Any delivery fee incurred (VAT, customs fees, etc.) will be at the charge of the sender and has to be paid in advance or invoiced directly to the sender. In addition, any cash shipped with the order deliveries shall be refused.

Deliveries take place through the delivery courtyard. It would be useful – and we highly recommend it for security reasons - to clearly display a telephone number at the front and at the rear of your vehicle when loading and unloading.

Only articulated lorries (lorries with trailers) shall be authorized on the main esplanade in front of the CICG (with prior request).

6. Storage

The CICG does not own any room to store exhibition materials. It is therefore mandatory that the exhibitor withdraw all material at the end of the event.

7. Parking

Trucks: Parking P49 – Geneva Airport

Reservation form on request. A 48-hour advance notice is required. Fee: CHF 80.00 per day (payment on site at delivery, cash or credit card).

NB: In Switzerland, it is forbidden to drive trucks on Sundays, bank holidays and during the week between 22h00 and 05h00.

Cars: Parking des Nations, 50 meters from the CICG (maximum height 1,90m).

A 48-hour advance notice is required. Fee: CHF 11.00 per day (payment on site at delivery, cash or credit card).

8. Set up

Maximum floor weight:

A floor weight of more than 250kg/m² must obtain special authorization. A prior request is mandatory.

Height of Ceilings:

Ground floor → 3.80 meters

First Floor → 2.30 meters

Please note that it is not possible to hang anything from the walls or ceilings!

9. Accommodation

If you are looking for hotel accommodation during the exhibition period, please contact Symporg at m2s2015@symporg.ch

10. Contact

Symporg SA

Bertrand Joehr / bjoehr@symporg.ch

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1201 Geneva / Switzerland

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Fax: +41 22 839 84 85

EXHIBITION AND SPONSORING – HOW DOES IT WORK?

In the upcoming sections you will find multiple ways to be present throughout the conference, including:

- Exhibition
- Advertising in the Final Program
- Sponsored Social Events
- And many more

How does it work?

1. Choose a level of participation that matches your marketing strategy and budget requirements
2. Select the advertising or marketing items and / or exhibition space that match your marketing and budget criteria
3. Depending on your total spend, you may profit from up to ten additional benefits! (See chart below)

SPONSORSHIP LEVELS & ADDITIONAL BENEFITS

Participating companies will receive the benefits & acknowledgments in recognition of their generous support according to the overall sponsorships and exhibition spend.

Chart of Sponsors Benefits	Platinum Sponsor From CHF 25'000	Gold Sponsor From CHF 17'500	Silver Sponsor From CHF 12'500
Acknowledgment of your company on the Congress Website (<i>main sponsors page</i>)	Yes	Yes	Yes
Acknowledgment in the final programme	Yes	Yes	Yes
Logo Link on Congress Website (homepage)	Yes	Yes	Yes
Meeting room (private office, 20 sqm)	Yes	Yes	No
Advance mailing to delegates ⁽¹⁾	Yes	Yes	No
Complementary Invitations to the congress dinner	4	2	2
Advertisement in the final programme (inside page)	Full Page	Full Page	Half page
Leaflet in Delegate Bags	Yes	Yes	No

⁽¹⁾The mailing will be sent by the Congress Organizer

EXHIBITION SURFACE / BOOTH

Booth, naked surface **CHF 400.00/sqm**

Included:

- Access to the exhibition for 2 staff
- Coffee breaks
- Logo, short description and link on website exhibition page.

Booth width:

Booth length:.....

Total sqm:..... x CHF 400.00 =

Booth Nr ⁽¹⁾:

⁽¹⁾ The location will be assigned by the Congress Organizers on a “first come first served” basis.

Booth equipment **CHF 200.00/sqm**

- White walls, spotlights, name panel as shown on the illustration below, electricity (230V 13A - 2.3kW). The set-up of the walls is based on the location and/or the exhibitor’s request. The booth surface is covered by CIGC’s carpet.



- Furniture Package** **CHF 300.00/package**

- *One table (75x75cm) and 2 chairs – only available white.*



- Additional Staff badge** **CHF 250.00/person**
 Access to the exhibition area, coffee breaks and lunches
- Electricity** (230V 13A - 2.3kW) – for naked surface only **CHF 400.00**
- Other furniture** **On demand**

ADVERTISING IN FINAL PROGRAM

Your advertising in the M2S 2015 final program

- 2nd cover page⁽¹⁾ **CHF 2'000.00**
- 3rd cover page⁽¹⁾ **CHF 2'000.00**
- 4th cover page⁽¹⁾ **CHF 3'000.00**
- Inside full page **CHF 1'000.00**

⁽¹⁾ Limited to one sponsor

CONFERENCE BAGS

- Conference Bags**⁽¹⁾ **CHF 5'000.00**
- Notepads and pens**⁽²⁾ **CHF 2'500.00**

⁽¹⁾ Limited to one sponsor.

⁽²⁾ Limited to one sponsor. Provided by the sponsor with name and logo. Design to be approved by M2S 2015.

- Your leaflet in the M2S 2015 conference bags** **CHF 1'500.00**

Technical information:

- A5, A4 or folded A4

BRANDING

- | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|
| <input type="checkbox"/> Company lanyards for badge holders ⁽¹⁾
Lanyards provided by the company with name and logo.
Design to be approved by M2S 2015.
⁽¹⁾ Limited to one sponsor | CHF 5'000.00 |
| <input type="checkbox"/> Logo of the company on Delegates' badges ⁽¹⁾
⁽¹⁾ Limited to one sponsor | CHF 5'000.00 |
| <input type="checkbox"/> Pocket Programme ⁽¹⁾
Your company advert or logo will be printed on the outside back cover. The pocket programme will be distributed to all participants onsite.
⁽¹⁾ Limited to one sponsor | CHF 7'500.00 |

WEBSITE & MOBILE APP

Add on the M2S 2015 website

- | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|
| <input type="checkbox"/> Logo on the welcome page, with internet link to your website | CHF 1'500.00 |
| <input type="checkbox"/> Foot banner on every page of the website, with link ⁽¹⁾
⁽¹⁾ Limited to one sponsor | CHF 5'000.00 |
| <input type="checkbox"/> Mobile App Package ⁽¹⁾
<i>For iPhone & Android smartphones (Samsung, LG, Motorola, etc.)</i>
<i>An Application including scientific program, sponsors, E-posters, Geneva links, etc.</i>
Package includes: <ul style="list-style-type: none"> • Splash screen (advertising page at the opening of the app) • Banner on the bottom of each page with link to the company website • 2 notifications during the congress (info to all the participants who downloaded the app) ⁽¹⁾ Limited to one sponsor | CHF 15'000.00 |

SOCIAL EVENTS

- | | | |
|--------------------------|--------------------------|---------------------------|
| <input type="checkbox"/> | Coffee Break | CHF 3'500.00/break |
| <input type="checkbox"/> | Welcome Reception | CHF 10'000.00 |
| <input type="checkbox"/> | Conference Dinner | CHF 15'000.00 |

Company name and logo of the sponsor on posters or banners. Banners to be provided by the sponsor. Design to be approved by M2S 2015.

OTHER SPONSORING OPPORTUNITIES

- | | | |
|--------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|
| <input type="checkbox"/> | Meeting Room (private office, 20sqm)
Availability during the entire congress, with regular office set-up (2 chairs, 2 desks).
Custom set-up possible, at charge of the sponsor. | CHF 2'500.00 |
| <input type="checkbox"/> | Free sponsoring | To be discussed |

PAYMENT AND CANCELLATION

VAT

All amounts are quoted in CHF and exclude VAT.

Conditions of payment

After receipt of the enclosed application form by the Congress Secretariat, Symporg SA will invoice a non-refundable deposit of 25% of the total amount due. The remaining amount will be invoiced in May 2015 and must be paid prior to the congress.

Any cancellation or amendment must be made in writing to Symporg SA. The effective date of cancellation or amendment is the date on which Symporg SA receives the written notice. In case of cancellation after 15 May 2015, no refund is granted.

The General Terms and Conditions can be found on the official website, as well as below. By sending a signed copy of this agreement, the Sponsor or Exhibitor agrees to the conditions set forth in the General Terms and Conditions as well as those of the payment conditions set out above.

SIGNATURE

Company Name:

Full Name:.....

Email:

Place and Date:.....

Signature:.....

Invoicing Address:

.....
.....
.....
.....

GENERAL TERMS AND CONDITIONS

1. Acceptance of an application represents a binding agreement for the booth space and rent that are specified in the order confirmation from Symporg SA or in other correspondence from Symporg SA. The booth space must not be occupied until the registration fee and booth rent have been paid in full.
2. Symporg SA reserves the right to decide which exhibitors are allocated space and how booth space is allocated, as it deems appropriate. In general, a first come – first served rule will apply.
3. The transfer of rented space, in part or in full, is not permitted without the approval of Symporg SA. The cancellation of rented space by an exhibitor does not release the exhibitor from the obligation to pay the rent for the space ordered, nor entitle the exhibitor to repayment of rent that has already been paid.
4. Exhibitors undertake to read and abide by the “General Regulations for Exhibitors” that are enclosed with the application, as well as all other regulations concerning order and safety, or instructions of a technical nature, that are issued Symporg SA or the Congress Venue and are effective at the time.
5. Only those items that are deemed by Symporg SA to be in accordance with the aims of the relevant exhibition, and meet reasonable quality requirements or are deemed suitable in some other way may be exhibited. If an exhibited item is regarded as failing to meet the specified requirements of Symporg SA, the exhibitor is obliged to remove the item from the booth immediately and at his own cost. Exhibitors are not entitled to partial or full repayment of booth rent that has been paid, nor to receive any compensation from Symporg SA for costs or damages, direct or indirect that may arise as a result of such a decision by Symporg SA.
6. Penalty interest will be debited in the event of late payment at a rate of 1.5% per commenced month. An administrative charge of 4% of the invoiced amount, incl. VAT, will be debited for card payments.
7. The exhibition halls are accessible to exhibitors from the date and time indicated by Symporg SA. All exhibit items shall be fully assembled prior to the opening of the exhibition. Exhibitors are required to accept any changes in the allocated space that circumstances dictate. The space allocated to the exhibitor may not be exceeded either in height or any other dimensions. Exhibitors must abide by any regulations that may be set forth by the State or local authorities. Symporg SA is not liable for costs or damages that may arise in connection herewith.
8. Exhibitors are reminded of their obligation to ensure that equipment exhibited for the purpose of sale or promotion provides adequate protection against danger to health and the risk of accident or injury.
9. Exhibitors are obliged to ensure that the space rented to them is kept clean.
10. All exhibits must be removed from the exhibition area after the close of the exhibition on the date and time specified by Symporg SA. If this is not done by the specified date Symporg SA is entitled to remove the items at the exhibitor’s own cost and risk.
11. The exhibitor is liable for any damage caused either by himself or by any of his assistants to the exhibition premises and grounds. The exhibitor is also liable for any other damage arising from the

exhibitor's failure to supervise the space rented by him. Symporg SA is not responsible for the exhibited property. It is the responsibility of the exhibitor to secure and maintain the necessary insurance cover that is required to use the exhibition space.

12. Symporg SA is freed from its obligation to meet its part of the agreement and from any obligation to pay compensation if it is unable to fulfil its undertaking, or could only do so at exceptionally high cost, due to events such as riot, war, strike, lock-out, fire, explosion or intervention by a government authority, over which Symporg SA has no control and could not be reasonably expected to foresee.
13. Any taxes, including VAT, and other surcharges that may be imposed in connection with the exhibitor's use of the space will be charged to the exhibitor. In those cases where catalogues, databases or other information are compiled (for example for use on the Internet or in printed form) Symporg SA is free from any liability for any errors in such information.
14. Exhibited objects may not be removed from the exhibition place for the duration of the exhibition. Products liable to customs duty may only be removed after examination and with the written permission of the Swiss Customs Authorities. Exhibitors must bear the cost of transport, erection and dismantling of booths, tents, pavilions, etc., as well as the cost of connection to electricity, water, etc., if applicable. If any items or waste are left on the booth after the final day for moving out, the Congress Venue is entitled to have them removed at the exhibitor's own cost and risk.
15. The height must not exceed the height specified by Symporg SA without special reason, and then only in consultation with Symporg SA. Advertisements for other exhibitions or displays are not permitted in the exhibition area. Posters may be affixed only where indicated by Symporg SA.
16. The liability of Symporg SA to pay damages to exhibitors in connection with the contract is limited to direct damages up to an amount equivalent to the charge for the rented space. Symporg SA is not liable under any circumstances, with the exception of gross negligence, for indirect damages such as loss of profits, expected savings, loss of income or any other general capital damages.
17. Exhibitors give Symporg SA the right to handle personal details during the processing of applications. The application indicates which information is obligatory. The exhibitor accepts that such information is recorded for the purpose of contracts and administration. (Information may be passed on to external partner companies for use in marketing.)
18. Political propaganda is not permitted on booths or in any other part of the exhibition area.
19. All disputes in connection with the interpretation or implementation of this agreement shall be resolved in a Swiss court of law. Swiss substantive law shall apply. The arbitration proceedings shall be held in Geneva.