

The conference of the Metrology Society of Australasia

MSA Melbourne 2020
3rd - 5th March
Angliss Conference Centre
555 La Trobe St,
Melbourne, Vic 3000



**Metrology Society
of Australasia**



AUSTRALASIAN MEASUREMENT CONFERENCE

What is it?

Metrology is about measurement – good measurement, accurate measurement, traceable measurement. The Metrology Society of Australasia exists to promote measurement quality and to provide a forum for interaction of metrologists throughout Australia, New Zealand and the neighbouring communities. The MSA conference is an opportunity for measurement professionals to meet, discuss, learn, interact, and enjoy a high-quality scientific programme.

Who will attend?

Over 100 people, including testing and calibration laboratory staff, experts from national metrology institutes, laboratory accreditation and quality assurance practitioners, scientists, educators, consultants, and students from a wide variety of disciplines across all fields of metrology.

Conference topics

The conference will be seeking interest for presentations in all fields of metrology, including or related to:

- ▶ Traceability and the SI
- ▶ Environment and climate change
- ▶ Laboratory practice, accreditation and proficiency testing
- ▶ Chemical and biological measurement
- ▶ Temperature metrology
- ▶ Mass metrology
- ▶ Flow metrology
- ▶ Electrical metrology
- ▶ Pressure metrology
- ▶ Dimensional metrology
- ▶ Photometry and radiometry
- ▶ Acoustics and vibration metrology



Why sponsor?

Promote your brand to high-end professionals, launch a new product or service, advertise a breakthrough or new technique, contribute to and support the measurement community, network, learn, inspire, enjoy!

Trade stands

The trade stands will be situated right in the thick of the action – on either side of the main auditorium in an open-plan arrangement. Meals and refreshments will be served in the exhibition area to ensure the flow of conference delegates around your stand. Stands consist of a trestle table draped with a cloth, with a free-standing board behind the table and one or two chairs as required. Selection of trade stand location will be offered in order of sponsorship value and thereafter on a first come first served basis.

Contact

Keith Fordham, Sponsorship Coordinator: keith.fordham@mt.com or 0438 093 243
Tony Bergen, Organising Committee Chair: tonyb@photometricsolutions.com or 0400 237 431

Sponsorship opportunities

A summary of the sponsorship opportunities is as follows:

Platinum sponsor:	\$15,000
Gold sponsor:	\$10,000
Dinner sponsor:	\$10,000
Silver sponsor:	\$5,000
Welcome reception:	\$5,000
Coffee sponsor:	\$3,500
Bronze sponsor:	\$2,500
Lanyard sponsor:	\$2,500
Lunch, three days:	\$2,500
Lunch, per day:	\$1,000

More details are given on the following pages.

All prices shown are in Australian dollars (AUD). The Metrology Society of Australasia is not registered for GST.

Platinum Sponsor

Principal conference partner

- Full conference naming rights
- 4x Conference delegates
- 2x trade stands
- First pick of trade stand locations
- 5-minute talk on the opening day of the conference
- Training or advertising seminar within one time slot of the programme
- Prominent banner displayed near lectern in the main auditorium
- Company profile on the MSA website with profile of company
- Free advertisement in the MSA newsletter in every issue from your commitment through to the conference
- Editorial in the MSA newsletter at the time of your commitment and in the review issue after the conference
- Logo on conference bag
- Insert in the conference bag
- Contact details of all attendees
- Company logo in all conference literature
- Name and logo on main screen between each session

Package cost: \$15,000.

One platinum sponsorship is available.

The background of the entire page is a close-up photograph of various mechanical tools resting on a dark, textured wooden surface. In the top left, a portion of a metal tool with a yellow dial is visible. Below it, a pressure gauge with a yellow face and black markings is partially shown. To the right of the gauge, a silver-colored mechanical component with a knurled grip and a scale is visible. At the bottom, another similar silver-colored tool with a knurled grip and a scale is shown, along with a black circular object. The lighting is soft, highlighting the textures of the wood and the tools.

Gold Sponsor

- 3x Conference delegates
- 2x trade stands
- Training or advertising seminar within one time slot of the programme
- Free advertisement in the MSA newsletter in every issue from your commitment through to the conference
- Insert in the conference bag
- Contact details of all attendees
- Company logo in all conference literature
- Name and logo on main screen between each session

Package cost \$10,000.

Two gold sponsorships are available.

Dinner Sponsor

- 3x Conference delegates
- 2x trade stands
- Prominent banner at the conference dinner
- 5-minute talk during the conference dinner
- Free advertisement in the MSA newsletter in every issue from your commitment through to the conference
- Insert in the conference bag
- Contact details of all attendees
- Company logo in all conference literature
- Name and logo on main screen between each session

Package cost \$10,000.

One dinner sponsorship is available.



Silver Sponsor

- 2x Conference delegates
- 1x trade stand
- 5-minute talk before a specified presentation or workshop in the programme
- Free advertisement in the MSA newsletter in every issue from your commitment through to the conference
- Insert in the conference bag
- Contact details of all attendees
- Company logo in all conference literature
- Name and logo on main screen between each session

Package cost \$5,000.
Four silver sponsorships are available.





Welcome Reception Sponsor

- Prominent banner at the welcome reception
- 5-minute talk during the welcome reception
- 1x conference delegate
- Insert in the conference bag
- Contact details of all attendees
- Company logo in all conference literature
- Name and logo on main screen between each session

Package cost \$5,000.

One welcome reception sponsorship is available.



Bronze Sponsor

- 1x Conference delegate
- 1x trade stand
- Insert in the conference bag
- Contact details of all attendees
- Company logo in all conference literature
- Name and logo on main screen between each session

Package cost \$2,500.

Coffee Sponsor

- 1x Conference delegate
- Coffee service will be upgraded from the traditional self-service to full barista service for “real” coffee!
- Prominent banner at the coffee area
- Acknowledgement given at the conclusion of the session leading in to the morning and afternoon tea breaks.
- Company logo in all conference literature
- Name and logo on main screen between each session

Package cost \$3,500.

One coffee sponsorship is available.



Lanyard Sponsor

- Company name and logo or trade mark (in colour) on the lanyards holding the delegates' name tags
- Company logo in all conference literature
- Name and logo on main screen between each session

Package cost \$2,500.

One lanyard sponsorship is available.

Lunch Sponsor

- Acknowledgement given at the conclusion of the session leading in to the lunch breaks.
- Placards indicating the sponsorship placed on the food tables
- Company logo in all conference literature
- Name and logo on main screen between each session

Package cost \$1,000 per day (three available) or \$2,500 for the three days (one available, becomes unavailable if any of the individual days are taken).



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