

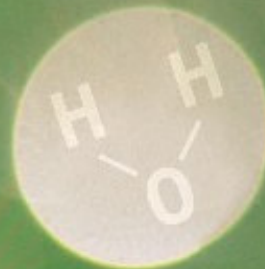
# PROJECT FOR THE SPONSOR

5<sup>th</sup>

International Symposium  
on Humidity and Moisture

**ISHM 2006 Brazil**

2-5 May 2006 Rio de Janeiro, Brazil



## **EXECUTIVE SUMMARY**

One of the world's most important symposiums on humidity and moisture, **The International Symposium on Humidity and Moisture - ISHM**, will be held for the first time in Brazil, and Latin America, from May 2 to 5 2006 at the Hotel Rio Othon Palace's Convention Center located in Copacabana, Rio de Janeiro. An equipment manufacturer and device distributor exhibition will be undertaken simultaneously.

The performance of this event in Brazil is the result of the international credibility that the National Institute of Metrology, Normalization and Industrial Quality (Inmetro) has achieved.

In addition to the scientific significance that the event has for the country, the importance of metrology in the international commerce of services and industrial products must also be emphasized, which requires measurements and tests with high accuracy. The country must not only be qualified to make measurements and tests, but such qualification must be acknowledged internationally. In this context, participating in and holding international events related to the science of measurement, aimed at divulging research, promoting exchange of knowledge and at attesting the technical competence of both industries and of the National Metrology Institutes (NMI) is indispensable. Therefore, divulging the results obtained in these global forums is seen as being one of the most relevant means by which to insert the country into the world of the scientific and metrological scene, decisively contributing to the development of science and to overcoming the current technical barriers imposed against exports.

## **PREVIOUS EVENTS**

The ISHM has been a relevant forum for the discussion of research, developments and applications undertaken in the humidity and moisture measurement science field since 1963. The two first symposia were held in the United States, in 1963 and 1985. The third one was carried out in the United Kingdom in 1998 and the fourth was held in Taiwan in 2002. The previous symposia were very successful and provided a program of high quality to the participants, which contributed immensely to the development of the humidity and moisture measurement science and technology.

| <b>Previous Symposia Years &amp; Locations</b> |            |               |      |
|--|------------|---------------|------|
| 1 <sup>st</sup> ISHM                           | Washington | United States | 1963 |
| 2 <sup>nd</sup> ISHM                           | Washington | United States | 1985 |
| 3 <sup>rd</sup> ISHM                           | London     | England       | 1998 |
| 4 <sup>th</sup> ISHM                           | Taipei     | Taiwan        | 2002 |

## **INMETRO**

Inmetro (National Institute of Metrology, Normalization and Industrial Quality) is a federal autarchy currently connected to the Ministry of Development, Industry, and Foreign Trade (MDIC), created by Law No. 5966 dated 12/11/1973.

Inmetro basic attributions include the following activities:

- I – To implement the national policies on metrology and quality;
- II – To verify whether the technical and legal norms are being complied with, in relation to the measurement units, measurement methods, materialized measurements, measurement instruments and pre-measured products;
- III – To maintain and preserve the standards of the units of measurement, as well as to implement and maintain the traceability chain of the standards of the units of measurement in the country, aiming at harmonizing them internally and making them compatible internationally in order to, on the primary level, achieve universal acceptance and, on the secondary level, to use them to support the productivity sector to achieve product and service quality;
- IV – To strengthen the country's participation in international metrology and quality activities as well as to promote exchanges with foreign and international bodies and agencies;
- V – To provide technical and administrative support to the National Metrology, Normalization, and Industrial Quality Council – CONMETRO, as well as to its assistance committees, performing as its Executive Secretariat.
- VI – To encourage the use of the quality management technique in Brazilian companies;
- VII – To plan and carry out activities of accreditation of calibration and testing laboratories, of proficiency test suppliers, of certification bodies, of inspection, drilling and others necessary for the development of the infrastructure of technological services in the country;
- VIII – To coordinate, in the ambit of SINMETRO, the compulsory and voluntary certification of products, processes, services and the voluntary certification of personnel.

## **ISHM 2006 PROGRAM**

**ISHM 2006 Brazil's** technical program include the following topics: Humidity and Moisture Standards; Inter-comparison and Transfer Standards; Calibration Methods; Standard Reference Materials for Humidity and Moisture Measurements; Humidity Measurement in Gases; Moisture Measurement in Solids and Liquids; Interaction of Water Molecules with Gases, Liquids and Solids; Hygrometers and Moisture Sensors; Industrial Processing Applications; Climate and Weather Applications; Accreditation and Legal Metrology.

## PUBLIC TARGET

The following segments will participate in the event: academics, students, government agency representatives, scientists and researchers, metrology executives, R&D center managers, calibration and testing laboratories professionals and others.

## DIVULGING STRATEGY

The event's Organizing Committee, counting on the support of Inmetro and of partner organizations' press and communication services, will rely on the following divulging means to promote the event:

- Printed Material
- Signage
- Website

## OPPORTUNITY FOR SPONSORS

Different society segments benefit directly from the strategic environment that **ISHM 2006 Brazil** provides. The event favors the approximation among the scientific community, laboratories, specialists and organizations and is attractive to the industrial sector because it brings a significant number of opinion formers from several countries to Brazil and because it will be held in Rio de Janeiro, the capital city of one of the most important and industrialized states in Brazil, and the main place of arrival for international tourists.

Considering the complexity and global costs involved in this venture, which will have international visibility, Inmetro opens attractive opportunities to companies and organizations interested in sponsoring and supporting the **ISHM 2006 Brazil**. The different sponsorship modes and institutional support possibilities that are offered are described among the alternatives below.

A Service and Equipment Exhibition will be held in a noble location of the area reserved for the **ISHM 2006 Brazil**. The Exhibition will create opportunities for manufacturers, distributors and users of equipment of measurement and generation of humidity to showcase their products and develop their articulations and contacts with the international Metrology community the **ISHM 2006 Brazil** will attract.

Stands will be made available to exhibitors of different areas, allowing the interested parties to purchase the most appropriate space for their needs.

A limited space for approximately 15 stands (see figure 1), equipped with the appropriate infrastructure for the event's expected high attendance, will be offered to the exhibitors at the event's location.

## FORMS OF SPONSORSHIP

|             |                   |                             |
|-------------|-------------------|-----------------------------|
| <b>GOLD</b> | <b>\$9,000.00</b> | <b>9m<sup>2</sup> Stand</b> |
|-------------|-------------------|-----------------------------|

- Access to the event;
- Logo application on all graphical pieces, on the main auditorium's panel, and on the bag that will be delivered to each person registered for the event;
- Mentioning of sponsor's name during the event's opening and closing ceremony, as well as in any other type of divulging effort;
- Insertion of the institution's promotional material in the event participant's bag;
- Granting of 5 (five) free registrations, with the right to the complete kit with the material for the participants;
- 2 (two) lunch tickets during event period for exhibitors who are not registered for the event;
- Space will be offered in one of the event's plenary rooms for company and product presentation at a time to be defined with the organizing committee, according to the event's program.

|               |                   |                               |
|---------------|-------------------|-------------------------------|
| <b>SILVER</b> | <b>\$6,500.00</b> | <b>7.5m<sup>2</sup> Stand</b> |
|---------------|-------------------|-------------------------------|

- Access to the event;
- Logo application on all graphical pieces, on the main auditorium's panel, and on the bag that will be delivered to each person registered for the event;
- Mentioning of sponsor's name during the event's opening and closing ceremony, as well as in any other type of divulging effort;
- Insertion of the institution's promotional material in the event participant's bag;
- Granting of 3 (three) free registrations, with the right to the complete kit with the material for the participants;

|                  |                   |                               |
|------------------|-------------------|-------------------------------|
| <b>EXHIBITOR</b> | <b>\$2,500.00</b> | <b>7.5m<sup>2</sup> Stand</b> |
|                  | <b>\$2,100.00</b> | <b>6m<sup>2</sup> Stand</b>   |

The exhibitors will occupy an area that is destined to Product Exhibition and will be provided with basic resources to assemble their stands. The construction is made out of "octanorm" material with "ts" frontlets, lighting spots, logo application on the front part, 1 outlet and 1 table with four chairs.

|                |                   |   |
|----------------|-------------------|---|
| <b>SUPPORT</b> | <b>\$1,500.00</b> | <b>Logo application on all graphical pieces, on the main auditorium's panel, and on the bag that will be delivered to each person registered for the event.</b> |
|----------------|-------------------|---|

An Event supporter is a company, laboratory, or organization that is interested in supporting the event by providing financial or material resources solely to pay for the event's expenses.

## EXPO ISHM 2006 Brazil PLANT

### 5<sup>o</sup> ISHM

Rio Othon Palace Hotel - Rio de Janeiro  
2 a 5 de maio de 2006

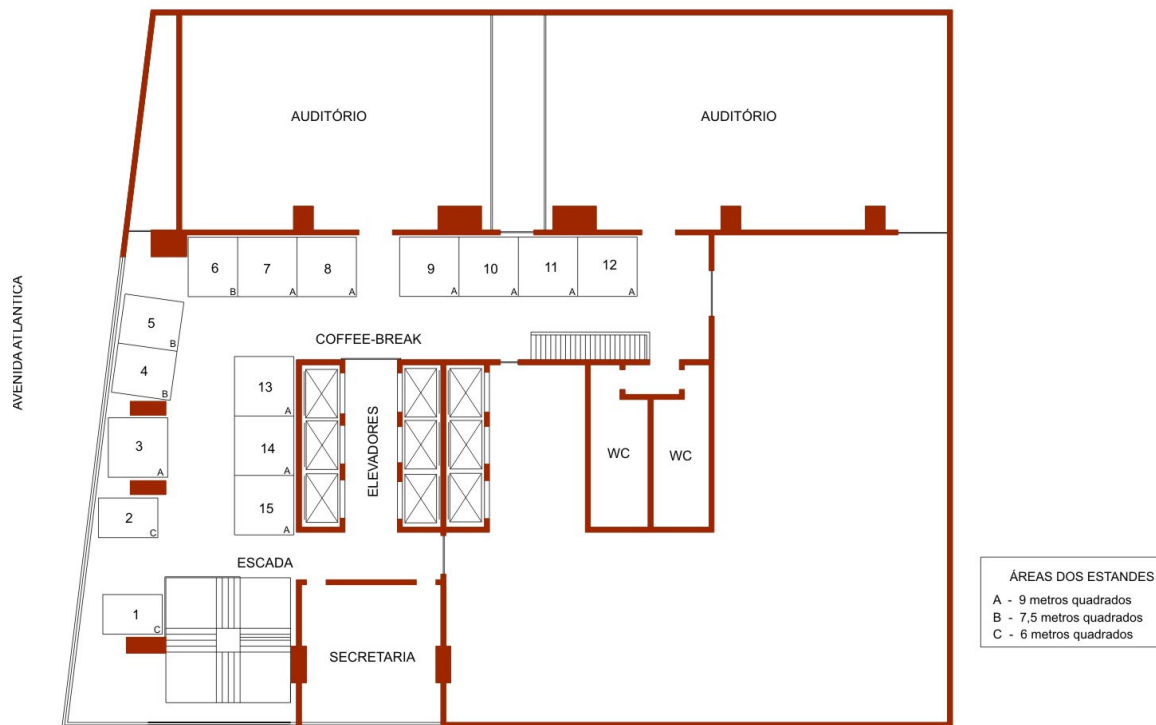


Fig. 1 Low Plant for the Stands  
Foyer 1<sup>st</sup> Floor – Rio Othon Palace – Rio de Janeiro

## EXPO ISHM 2006 Brazil STAND LAYOUT



Fig. 2 – Upper perspective of the stands offered to the ISHM 2006 exhibitors



Fig. 3 – Front perspective of the stands offered to the exhibitors

## CONTACT

Interested companies should contact:

### **GAUCHE EVENTOS**

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### **ISHM 2006 SECRETARIAT**

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