



Microanalysis Society
EPMA 2016 Topical Conference Planning Committee
Sponsorship Opportunities

Dear MAS Sustaining Member,

On behalf of MAS, the Microanalysis Society, we invite your sponsorship of the 2016 MAS Topical Conference *EPMA 2016*, which will be held May 16-19, 2016 at the University of Wisconsin, in Madison, WI, and will bring together approximately 125 scientists from academic, industry, and government environments. This meeting will provide many opportunities for you to interact with current and future customers, provide technical and sales information individually and to the full attendee group, and observe the needs of users in the microanalysis community. These opportunities are outlined in the sponsorship section below.

About EPMA 2016

EPMA 2016 is an MAS-branded Topical Conference (TC), which is a comprehensive meeting focusing on microanalysis by EPMA and SEM. The TC will consist of user group meetings on Monday May 16, followed by a three day plenary meeting Tues-Thurs May 17-19. The TC will include invited and contributed presentations on microanalysis, tutorials, group problem-solving sessions, poster sessions, and laboratory demonstrations. The group will have coffee breaks, meals, and a banquet together. These technical and social events will allow for ongoing conversations between sponsors and attendees during the meeting. The attendees will learn about and discuss quantitative analysis by EPMA and SEM using wavelength-dispersive and energy-dispersive spectrometry, instrumentation and detector technologies, microanalysis standards, and other topics.

EPMA 2016 will support up to 30 MAS Early Career Scholar (ECS) awardees who are the young scientists in the field of microanalysis. These ECS awardees will receive an education and build professional relationships with both scientists and sponsors that will form their go-to list for help in the future.

MAS has held 14 TCs to date and continues this program with two TCs in 2016, EPMA 2016 and EBSD 2016. In our experience, attendees come from academic and industry environments and typically do not attend the annual Microscopy & Microanalysis conference. The MAS TC provides a common ground for attendees to find microanalysis solutions to the analytical problems they face every day in their particular discipline.

Sponsorship Opportunities and Benefits

The MAS Topical Conference provides an environment of enhanced involvement between the scientific and sponsor communities by encouraging participation of the sponsors in both the technical and social portions of the meeting. These opportunities are listed below.

Monday User Group Meetings

EPMA 2016 will provide space for user group meetings on Monday May 16 so that TC sponsors can meet with existing customers as well as those interested in instrumentation and software solutions. These user group meetings will be up to 2 hours in length, and may include discussion of products, technical capabilities, new developments, and discussion with attendees regarding current and future capabilities. Each sponsor will run these group meetings and will need to bring any special AV equipment beyond that available in the University of Wisconsin classrooms that we will use.

EPMA 2016 Sponsor Technical Session

The EPMA 2016 scientific program includes a session specifically for technical presentations by TC sponsors. This session is a part of the main scientific program and all attendees will be present. Each sponsor will have a 15 minute contributed talk which is intended for technical presentations with inclusion of product-specific information. Sponsors may supplement this presentation by presenting in the poster session. The purpose of this technical session is to give each sponsor the opportunity to present technical content but to feel free to also cover aspects of their products that represent that technical capability.

Professional and Social Events

Attendees will have morning and afternoon breaks, which are specifically designed to provide for interaction and discussion with the vendors at their tables. The attendees will also have several meals and a banquet together.

Banquet Presentations

For sponsors at the Platinum level, the banquet includes time for 15-minute presentations which can combine technical, historical, and product-specific information. These presentations have been well-received at past MAS TCs.

Laboratory and Video Demonstrations

For sponsors at the Platinum level, laboratory demonstrations may be conducted (subject to instrument and detector-port considerations), where there is the possibility of demonstrating detector systems on the SEM instrumentation at the University of Wisconsin. These laboratory sessions are an integral part of the TC program structure. We have identified a location where an SEM could be installed for the duration of the TC and used for local demonstrations.

For sponsors at both the Gold and Platinum level, video presentations of products can be viewed by small groups of attendees. Please check with Paul Carpenter (paul.carpenter.epma@gmail.com) and John Fournelle.

The MAS TC program represents the unique environment in which to have extended interaction with attendees, existing and new customers, and is an excellent opportunity to increase dialogue with influential members of the microanalysis community.

MAS EPMA 2016 Sponsorship Level Summary

The sponsorship levels and benefits are summarized below. We will work with sponsors to ensure that their goals are addressed during the TC. MAS Sustaining Members are given priority for sponsorship placement.

Sponsor level	Contribution	Benefits
Platinum	\$3200	Gold level benefits plus additional TC registration (total 2) Banquet sponsorship and presentation Laboratory demonstration of instrumentation
Gold	\$1600	Silver level benefits plus meal sponsorship signage Video demonstration of products
Silver	\$800	Exhibit table 1 EPMA 2016 TC registration Silver level logo placement on sponsor slide and TC program materials
All levels		Hold Monday user group meeting Technical presentation in sponsor platform or poster session Pre-meeting attendee contact list

We value your support and look forward to your partnership in making EPMA 2016 a success.

Sincerely,



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