



## Information for Sponsors and Exhibitors



7<sup>th</sup> International Conference on  
Methods and Techniques in Behavioral Research

Eindhoven, The Netherlands  
24 – 27 August 2010

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## Welcome at *Measuring Behavior 2010*

Dear Madam/Sir,

It is our pleasure to invite you to *Measuring Behavior 2010*, the 7th International Conference on Methods and Techniques in Behavioral research, which will be organized from 24 – 27 August 2010 at the Conference Center on High Tech Campus Eindhoven, in Eindhoven, The Netherlands.

We expect some 400 highly qualified researchers in the broadest range of behavioral disciplines, including behavioral neuroscience, cognitive, developmental or social psychology, psychiatry, psychophysiology, human factors research, public safety, smart homes, movement science, ethology, behavioral ecology, neurotoxicology, linguistics, etc. Each of them has an explicit interest in scientific data collection and analysis.

Therefore, *Measuring Behavior 2010* will be the place to be and show your products and services. In addition to the above:

- Since the conference focuses on methodology and techniques, companies and products related to behavioral research and its integration with physiological measurements are expected to receive extra attention.
- Great package deals for those who want great exposure.
- The exhibition will be integrated with other conference activities: coffee- and lunch breaks, poster displays, demonstrations, etc., which will encourage participants to visit your booth.

We expect that a sponsorship or an exhibit at *Measuring Behavior 2010* will meet your company's objectives. If you have any questions concerning sponsoring and exhibiting possibilities, please do not hesitate to contact us.

We look forward to seeing you in Eindhoven in August 2010!

Yours sincerely,

Natasja Bogers  
Chair, Local Organizing Committee  
*Measuring Behavior 2010*  
[info@measuringbehavior.org](mailto:info@measuringbehavior.org)

**PS: Exhibit space is limited so reserve your booth as soon as possible! In addition if you reserve a booth space before June 7 you can benefit from an attractive early bird discount.**

## 1 General information

This prospectus has been prepared by the conference organization. The submission of the 'Booking Form' shall imply an acceptance of the requirements contained therein.

### 1.1 Terminology

For the sake of brevity, the following terms are used in the 'Information for Sponsors and Exhibitors':

#### *Organizers*

Whenever the term Organizers is used, it is understood to mean members of the Local Organizing Committee.

#### *Venue*

High Tech Campus Eindhoven

Conference Center

High Tech Campus 1

5656 AE Eindhoven

The Netherlands

Phone: +31(0)40 274 29 94

Fax: +31(0)40 274 39 05

E-mail: [thestrip@philips.com](mailto:thestrip@philips.com)

Web: [www.hightechcampus.nl/thestrip](http://www.hightechcampus.nl/thestrip)

#### *Exhibitor*

The company which is to be regarded as exhibitor as result of an application for exhibit space followed by a space assignment.

### 1.2 Accommodation

*Measuring Behavior 2010* will be held in Eindhoven, situated in the southern part of The Netherlands. Eindhoven is well known for its academic and industrial research and product development.

The conference will take place on the High Tech Campus Eindhoven, an ecosystem of high-tech R&D companies and a hotspot for open innovation, in the vicinity of Eindhoven University of Technology. More information on the conference venue can be found on the site of Philips High Tech Campus: [www.hightechcampus.nl/thestrip](http://www.hightechcampus.nl/thestrip).

### 1.3 Important dates

1 June 2010	Deadline for early reservation of exhibit space (reduced fee)
1 July 2010	Cancellation after this date: 50% refund of the exhibit fee
1 July 2010	Deadline for registration exhibitors, whose company name and address will be mentioned in the Program Book
1 August 2010	Cancellation after this date: no refund of the exhibit fee
24 August 2010	Exhibition, Tutorials, User Meetings + welcome reception
25– 26 August 2010	Exhibition
27 August 2010	Exhibition, Farewell drinks+ dismantling as of 17.00 - 20.00 hours (not earlier if no approval has been given by the Organizers)

## 2 Exhibition and other activities

### 2.1 Booth Size & Exhibit Fee

	Reservation before 28 June 2010	Reservation from 28 June 2010
Single booth (effective floor space approx. 5 m <sup>2</sup> )	€ 1.150	€ 1.500
Double booth (effective floor space approx. 10 m <sup>2</sup> )	€ 1.950	€ 2.200

The following items are included in the price:

- Booth space
- Tables & 2 chairs (no table cloths)
- Electricity (220 V, 50 Hz, no extension cords included)
- Free coffee, tea, and lunch
- Cleaning general hallways and paper bins
- One list of participants (distributed at the conference)
- Two admission badges to the exhibition area and scientific sessions
- Company name, address and a short description of company/products included in the Program Book (only applicable when your registration comes in before 7 June 2010)
- Company name, address, logo, and a short description of company/products published on the conference website with a link to your company's website after receipt of payment (this information will remain on-line after the conference)

### 2.2 Tutorial

Whereas the general presentations at the conference deal with new and innovative methods in behavioral research, tutorials focus on teaching existing methods. Tutorials provide a valuable opportunity to instruct participants of *Measuring Behavior 2010* in specific methods, techniques and equipment for behavioral research.

Tutorials usually last 90 minutes. We encourage tutors to present the material in an interactive way, with discussions and/or hands-on elements.

#### 2.2.1 *Submission of a tutorial proposal*

You can submit a proposal for a tutorial (deadline 19 April 2010) by sending an e-mail to [info@measuringbehavior.org](mailto:info@measuringbehavior.org) with the following information:

- Proposed title of the tutorial
- An abstract (max 300 words), which describes the material that will be covered in the tutorial. The abstract should be included as Word-attachment (the file name should be formatted using the primary organizer's name such as: lastname\_firstname\_tut.doc). The abstract will be published for advance publicity on the conference website and in the program book.
- A few lines on why you feel that this tutorial belongs at *Measuring Behavior 2010*
- List of additional instructors
- The estimated duration

There is no additional charge for the organization of a tutorial. Both attending and organizing tutorials is free for registered exhibitors.

#### 2.2.2 *At the conference*

The audio/visual support for a tutorial consists of the use of a data projector (beamer).

### 2.3 User Meeting

User meetings provide forums in which users:

- Exchange information and experience with fellow users
- Learn about the latest product developments
- View prototypes of new products
- Discuss product development, release schedules, installation and support procedures, etc.

It is only possible to organize a user meeting if you also reserve exhibit space. There is no additional charge for the organization of a user meeting. Both attending and organizing a user meeting is free for registered exhibitors.

#### 2.3.1 *Submission of a user meeting proposal*

Your company can also organize a user meeting. Submit a proposal for a user meeting (deadline 19 April 2010) by sending an e-mail to [info@measuringbehavior.org](mailto:info@measuringbehavior.org) with the following information:

- Description of the content of the user meeting (including a list of speakers)
- A few lines on why you feel that this user meeting belongs at *Measuring Behavior 2010*
- The estimated duration

#### 2.3.2 *At the conference*

The audio/visual support for a user meeting consists of the use of a data projector (beamer).

### 2.4 Demonstration showcase

Would you like to demonstrate a prototype of a measuring device you have made or show a beta version of your new software? At *Measuring Behavior* you have the perfect forum for getting feedback from colleagues and potential users. Furthermore, the conference organizers are offering a prize for the most innovative demonstration. Interactive demos add to the lively character for which *Measuring Behavior* conferences are known.

There is no fixed format for your demonstration; it depends what you have to demonstrate. This could either be on a laptop in front of your poster or can also be in a seminar room. If you let us know what sort of demonstrations you have in mind, we will work with you to see how best to achieve that.

#### 2.4.1 *Submission*

You can send your demonstration proposal to the program chair Andrew Spink ([andrew@measuringbehavior.org](mailto:andrew@measuringbehavior.org)).

### 3 Sponsoring

What better way to ensure full attention to your company and its products than exposure on the conference website or by sponsoring a social event, advertising in the program book or display your company online?

#### 3.1 Website sponsoring

Website sponsoring is an ideal opportunity to bring maximum exposure to your company and products. If your company will not exhibit at the conference but would like to reach a group of dedicated researchers and scientists in the broadest range of behavioral disciplines, this is a great option. Viewed by a broad audience, conference website [www.measuringbehavior.org](http://www.measuringbehavior.org) is updated constantly until the conference and remains online afterwards.

- **Web link** **€ 800**  
Your company logo will be published on the conference website with a link to your company's website after receipt of payment. This information will remain online after the conference.

\*Please note: website sponsoring is included for exhibitors

#### 3.2 Advertising in Program Book

The Program Book will contain the conference program, a complete schedule of scientific and social events. It will be an indispensable source of information for the participants of *Measuring Behavior 2010* during, as well as after, the conference. You can have your company or product advertisement in the Program Book of *Measuring Behavior 2010*.

- **Advertisement**  
Single, Full page (A5) **€ 550**

The advertisement should be sent as .jpg or .gif file to the *Measuring Behavior* conference secretariat ([info@measuringbehavior.org](mailto:info@measuringbehavior.org)). The advertisement has to be at the secretariat before 1 July 2010.

#### 3.3 Product Literature in Conference Bag

We offer you the possibility to have your product literature (for instance a single leaflet or brochure) included in the conference materials, which will be handed to the participants in the Conference Bag.

- **Price of product literature (per piece) in the Conference Bags**  
Single brochure (max. A4) **€ 300**

Leaflets or brochures (450 copies) have to be at the *Measuring Behavior* secretariat before 30 July 2010.

#### 3.4 Event sponsoring

There are several options for sponsoring particular events during the conference. These events include:

- **Program breaks (company logo on slide show during breaks)**
- **Coffee / lunch break**
- **Social event**
- **Welcome / Farewell reception**

Please contact the conference secretariat via [info@measuringbehavior.org](mailto:info@measuringbehavior.org) if you wish to discuss all possibilities for (event) sponsoring.

## 4 Combination bookings

The combination of several sponsor- and exhibition options is an attractive way to increase your presence and exposure at *Measuring Behavior 2010*. If you book a combination as below, but also wish to include sponsorship (or another combination which is not yet included), please contact the organization for other attractive prices.

### 4.1 Packages based on a single booth

	<b>Reservation before 28 June 2010</b>	<b>Reservation from 28 June 2010</b>
Single Booth & Insert*	€ 1.375	€ 1.725
Single Booth & Advertisement	€ 1.600	€ 1.950
Single Booth, Insert* & Advertisement	€ 1.850	€ 2.100

### 4.2 Packages based on a double booth

	<b>Reservation before 28 June 2010</b>	<b>Reservation from 28 June 2010</b>
Double Booth & Insert*	€ 2.175	€ 2.425
Double Booth & Advertisement	€ 2.350	€ 2.600
Double Booth, Insert* & Advertisement	€ 2.650	€ 2.900

\* Insert = product literature in conference bag

## 5 Social events

In addition to the scientific program, the conference offers the opportunity to meet colleagues, friends, and clients at informal occasions.

### 5.1 Welcome Reception

Date: Tuesday, 24 August 2010  
Time: Afternoon (Exact time to be announced)  
Venue: To be announced  
Fee: No extra charge

The welcome reception will take place at a yet to be announced location in Eindhoven. During the welcome reception you can register for the conference, enjoy a drink, and meet international colleagues and friends.

### 5.2 Historical Open Air Museum Eindhoven (HOME)

Date: Wednesday, 25 August 2010  
Time: 18.00 – 22.00  
Venue: Historical Openlucht museum Eindhoven  
Fee: € 50

Surrounded by nature and yet very close to the city center, the Historical Openlucht Museum Eindhoven (HOME) is located near the beautiful river Tongelreep. Experience the past and be welcomed in the medieval inn "Den Bonten Os" where you can enjoy a barbecue and entertainment in historical style. Or take a walk through the village and enjoy demonstrations and workshops by various 'medieval' craftsmen, such as a blacksmith, tanner, tinsmith, and weaver. Drinks are included. Transport to and from the museum will be arranged.

### 5.3 Walking Dinner

Date: Thursday, 26 August 2010  
Time: 18.00 – 22.00  
Venue: City center of Eindhoven  
Fee: € 57,50

What better way to get a good view of Eindhoven than to join this Walking Dinner? Get to know Eindhoven in three courses while enjoying a sightseeing tour. Walk from restaurant to restaurant, from appetizer to main course, and from main course to dessert; three courses at three different places! A tourist guide will accompany you through the modern city center and tell you about the architectural hotspots and art history. All courses can be chosen beforehand. Drinks are included. Transport to the city centre will be arranged.

### 5.4 Farewell Drinks

Date: Friday, 27 August 2010  
Time: Afternoon (Exact time to be announced)  
Venue: Conference Center  
Fee: No extra charge

## Exhibit Space Reservations

### 5.5 Application procedure

If you are interested in exhibiting at *Measuring Behavior 2010*, please contact the organization at [info@measuringbehavior.org](mailto:info@measuringbehavior.org) or return a completed exhibition booking form the conference secretariat. The booking form can be found at the end of this document.

### 5.6 Allocation of exhibit space

Exhibit space will be allocated by the conference organization.

### 5.7 Conditions of payment

The total amount is due upon reservation of exhibit space through the enclosed booking form. No application will be processed or space assigned until the exhibit fee is received. Confirmation will be mailed to you within 14 days after receipt of the payment. All payments must be made in Euro (€).

All payments must be either by:

- **Bank Transfer**

- **Credit card (Visa or Master Card).**

Please make sure to provide the card number, card holder's name, and expiration date.

### 5.8 Conditions of cancellation

All cancellations must be made in writing. If cancellation of exhibit space is made between 1 July - 31 July 2010, 50% of the total exhibit fee is refundable. No refunds for cancellation after 31 July 2010 will be given.

## 6 Rules and regulations of *Measuring Behavior 2010*

### **Demonstrations / Audiovisual equipment**

All demonstrations shall be confined to the space allocated to each exhibitor. Activities which interfere with normal traffic flow or infringe on other exhibitors are prohibited. Any exhibition may be closed if deemed to have an excessive noise level.

### **Booth Activities**

The exhibitor is permitted to demonstrate the company's equipment and to make informational presentations regarding the product line or service in the booth. Other attention getting devices in the form of entertainment or amusement must be approved by the Organizers prior to the start of the Conference.

### **Product Samples / Promotional Items**

Exhibiting companies may distribute samples of the listed products to the *Measuring Behavior* delegates. Items other than product samples or educational materials should be tasteful and are subject to review by the Organizers.

### **Damage to facilities**

No part of any exhibits, signs, posters or displays can be nailed or attached to columns or walls or any parts of the Conference Center. Any damage to the Conference Center by an exhibitor or its representatives shall be the financial responsibility of the exhibitor.

### **Insurance**

It shall be the responsibility of each exhibitor to maintain such insurance against injury to person or theft, fire damage or loss of property in such amounts as the exhibitor shall deem adequate. Insurance protection will NOT be afforded to the exhibitor either by the Organizers or the Conference Center.

### **General**

1. All applications for booths will be handled according to their order of receipt.
2. A booth may only be occupied by the exhibitor to whom it has been allocated and by his accredited agents as approved by the organizers.
3. Organizers may reject any application for booth space, advertising or any other promotional activity.
4. Organizers cannot be held responsible in any way for the final number of participants of the conference.
5. The conditions of payment as stated on the booking form must be complied with in every respect.
6. Exhibitors will not be at liberty to cancel or withdraw his application for booth space once it been allotted. If the exhibitor notifies the organizers in advance that owing to unforeseen circumstances he is unable to occupy the space allotted to him, this will not relieve him of the agreed upon financial commitments as stated on the booking form.
7. If an exhibitor fails to pay any sum due to the organizers, or contravenes or fails to comply with these rules and regulations, the organizers reserve the right to revoke his allotment of space and prohibit his participation in the exhibition. Such action by the organizers shall not prejudice any other remedy, which they shall take against the exhibitor, nor reduce the amount paid or owing him.
8. A schedule for the installation and dismantling of booths and exhibits is given in the exhibitor's information.
9. All materials used for decorating or covering booths must be of non-inflammable material. Exhibitors must comply with any instruction given by the relevant authority in order to avoid risk of fire.
10. All electrical installations on booths must comply with the regulations and requirements currently in force of the relevant authorities.
11. Exhibitors may only display exhibits manufactured by themselves or by an associated or subsidiary company or by a company for which they are the accredited agents or distributor.
12. There must be a competent representative of the exhibitor in charge of the exhibits at all times that the exhibition is open to visitors.
13. Exhibitors may display material, distribute circulars or other material only on their own booth, except by arrangement with the organizers.

14. Exhibitors may not operate or put in motion any exhibits without prior permission of the organizers.
15. Written permission from the organizers is required for exhibits that are likely to emit dust, fumes or strong odors.
16. Guidance and approval should be contained from the organizers if exhibits contain motor spirit, oils, calcium, acetylene gas apparatus or any combustible or inflammable material.
17. The exhibitor is responsible for all personal injury or damage to property arising in connection with the erection and dismantling of the exhibitor's booth or anything permitted, omitted or done thereon or there from during the period of the exhibition or the construction and dismantling period.
18. The exhibitor will indemnify the organizers in respect of each and every such claim and all actions proceeding, costs, claims and demands in respect thereof. The exhibitor must take out adequate insurance in respect of all such claims.
19. The organizers shall not be responsible in any way for the personal injury to the exhibitor or its servants, invitees or licensees howsoever cause nor for the loss of or damage to exhibits or to the property of the exhibitor.
20. Each exhibitor exhibits entirely at his own risk and must insure himself to cover the above conditions.
21. No exhibitor may alter or interfere with the structure of the exhibition premises without written consent of the organizers and the Conference Center.
22. Exhibitors are advised to insure against costs and losses which may incur in the event of exhibition being abandoned, canceled or suspended in whole or part for causes within the organizers control, since the organizers do not accept no liability for such an eventuality.
23. Exhibitors must obtain from the organizers the necessary passes to admit their executives, representatives, workmen and contractors during the installation, exhibition and dismantling period.
24. Exhibitors are entirely responsible for the security of any goods or personal belongings brought to the exhibition.
25. Each exhibitor is bound in all respects to these rules and regulations. The organizers reserve the right to waive, add or alter any of the rules and regulations in the interest of the exhibition either generally or in any particular case.
26. Should any question arise whether provided for in these rules and regulations or not, the decision of the organizers is final.

## Booking Form

Return this form by e-mail to [info@measuringbehavior.org](mailto:info@measuringbehavior.org) or by fax to +31-317-424496

Company name		
Contact person		
Address / P.O. Box		
Postal code / City		
Country		
Telephone / Fax		
E-mail		

Check category and fill in the amount to be paid	Price (€)		No.	Total
	Before 28 June	After 28 June		
<b>Booth space</b>				
• Single booth	€ 1.150	€ 1.500		
• Double booth	€ 1.950	€ 2.200		
• Advertising in the Program Book	€ 550	€ 550		
• Product literature (per piece) in Conference Bag	€ 300	€ 300		
• Web link	€ 800	€ 800		
<b>Packages</b>				
• Single Booth & Insert	€ 1.375	€ 1.725		
• Single Booth & Advertisement	€ 1.600	€ 1.950		
• Single Booth, Insert & Advertisement	€ 1.850	€ 2.200		
• Double Booth & Insert	€ 2.150	€ 2.375		
• Double Booth & Advertisement	€ 2.350	€ 2.600		
• Double Booth, Insert & Advertisement	€ 2.650	€ 2.900		
<b>Tutorial (in combination with booth)</b>	FREE			
<b>User meeting (in combination with booth)</b>	FREE			
<b>Social Events</b>				
• Welcome Reception (Tuesday 24 August)	FREE			
• Social event - HOME (Wednesday 25 August)	€ 50			
• Social event – Walking Dinner (Thursday 26 August)	€ 57,50			
• Farewell Drinks (Friday 27 August)	FREE			
<b>Total amount to be paid (€)</b>				€

	Name(s) of representative(s) attending <i>Measuring Behavior 2010</i>
1	
2	

**Description of company and products:**

Please give a short description of your company and/or products (max. 100 words), which will be published on the conference website, and in the Program Book (only applicable when booking before 28 June 2010), or send per e-mail to [info@measuringbehavior.org](mailto:info@measuringbehavior.org):

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**URL of the company website:**

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**Company logo:**

Please send your company's logo (\*.GIF or \*.JPG) to [info@measuringbehavior.org](mailto:info@measuringbehavior.org).

**Method of payment (select one):**

Please send an invoice

Bank transfer:

The total amount due (€ \_\_\_\_\_) has been remitted to bank account number 45.24.77.468 and account name 'Measuring Behavior' (ABN Bank NV, Wageningen, The Netherlands), with reference to Exhibition Measuring Behavior, company name, and invoice number.

Swift code: ABNANL2A

IBAN code: NL41ABNA0452477468

Credit card

Type of card:  Visa  Master Card

Card number:

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Card holder's name:

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Expiration date: \_\_\_\_\_ / \_\_\_\_\_

I declare to have read the rules and regulations section.

Name:

Signature:

Date: