



## 2016 SPONSORSHIP & ADVERTISING OPPORTUNITIES

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The **50<sup>th</sup> Applied Superconductivity Conference (ASC 2016)** will be held in Denver, Colorado, USA from September 4-9, 2016. Sponsoring a session or activity at the ASC helps promote your company, laboratory or university while helping to offset expenses including costs for junior scientists, students and colleagues who could not otherwise afford to attend. The organizers anticipate a record attendance at the Colorado Convention Center! Your support will be recognized in various ways, as outlined in the following descriptions. Please feel free to contact us for more information!

### 50<sup>th</sup> Anniversary Sponsorships

Organizations and individuals will be recognized for their sponsorships of opportunities listed below, and will receive special designation on badges as 50<sup>th</sup> Anniversary Sponsors. [Platinum: \$10K +, Gold: \$5K +, Silver: \$2K +, Bronze: \$1K +]

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### Sponsorship Opportunities

#### General Support

**\$2,000 +** (multiple sponsors)

Your unrestricted contribution will provide critical general conference support for organizing and implementing ASC 2016, including logistics and scientist and student support. Each sponsor's name, logo and web link will appear on the ASC website and on appropriate sponsor signage displayed during the meeting. Sponsors will be acknowledged in the ASC press releases, and acknowledgments will also be given in the program book and conference transactions (selected peer reviewed papers will be published in a special issue of *IEEE Transactions on Applied Superconductivity*).

*Initial Sponsors include: Northrop Grumman and Out of the Fog Research LLC*

#### Scientist & Student Support

**\$2,000-\$10,000** (multiple sponsors)

This important sponsorship provides support for scientists and students who could not otherwise afford to attend. The funds will not be used for food and beverage. Each sponsor's name, logo and web link will appear on the ASC website and on appropriate sponsor signage displayed during the meeting. Sponsors will be acknowledged in the ASC press releases, and acknowledgments will also be given in the program book and conference transactions (selected peer reviewed papers will be published in a special issue of *IEEE Transactions on Applied Superconductivity*).

*Initial Sponsors include: GE Global Research and IEEE Council on Superconductivity*

**Editorial & Publication Support****Call for Information** (multiple sponsors)

Sponsorships help lessen the cost of publication of selected peer-reviewed conference manuscripts in the *IEEE Transactions on Applied Superconductivity*. Each sponsor's name, logo and web link will appear on the ASC website and on appropriate sponsor signage displayed at the Conference. Sponsor acknowledgment will also be included in the program book and conference Transactions.

*Initial Sponsors include: IEEE Council on Superconductivity*

**Best Student Paper Contest Support****\$500 - \$ 10,000** (multiple sponsors)

ASC continues the Best Student Paper contest among young scientists. Before the Conference begins, six best extended abstracts in each category (Electronics, Materials and Large Scale) will be selected. Monday, September 5, each selected contestants will make an Oral presentations and compete for a Prize. IEEE Council on Superconductivity sponsors three prizes in each category. In addition, there are corporate sponsored prizes for advances of science and technology in sponsor-specified areas. Multi-year sponsorship of the awards is encouraged. Sponsors will be acknowledged in the awards to the contest winners, ASC press releases as applicable, and acknowledgments will be given in the program book and conference Transactions, whereby selected peer reviewed papers will be published in a special issue of *IEEE Transactions on Applied Superconductivity*.

*Initial Sponsors include: A. A. Bochvar High-Technology Research Institute of Inorganic Materials (JSC VNIINM), IEEE Council on Superconductivity, JSC "TVEL" and "Friends of Viktor Keilin"*

**Graduate Student Activities Program Support****\$2,000 +** (multiple sponsors)

The GSAP provides special structured opportunities for student-led discussions, a special luncheon session with leading senior scientists and industry leaders on career opportunities, and participation in outings with other student attendees and mentors. Sponsorship helps offset room and AV costs, refreshments and printed materials. Each sponsor's name, logo and web link will appear on the ASC website, on appropriate sponsor signage displayed at the conference, and in the program book and conference Transactions.

*Initial Sponsors include: Northrop Grumman and Texas Center for Superconductivity at the University of Houston (TcSUH)*

**Recruitment: Career Opportunities Program****\$1,000** (discount for Exhibitors/Sponsors, subject to availability)

This program was created at the ASC 2014 conference to promote and facilitate the interchange between graduate students, postdocs and more senior members of the workforce who are looking for job opportunities. You are invited to be a lead player in the activities we are planning for 2016. Plans for the 2016 ASC Career Opportunity program include the addition of twelve separate private areas in the Exhibit Hall of the Denver Convention Center for sponsors who wish to be on site for recruitment purposes and/or disseminate career information. The booths will be accessible to the company sponsor throughout the posted Exhibit Hall dates and times. Security will be provided in the Exhibit Hall at all times. Each private stand-alone 8'x10' 4-sided draped booth (with 8' high drapery) will have a 6' skirted table and two chairs, and an 11"x17" company sign hung on the outside drape facing the Exhibit Hall floor. Your company name, logo and website URL/postings link will be on the ASC 2016 website and in the printed program book provided to all conference participants. The information on job postings will be visible to all who access "Student Program and Career Opportunities" section of the website, and may remain on the site for 30 days after the conclusion of the meeting. Sponsor logos will be placed on the ASC Job Postings and Resume board, located in the conference registration area or near the Exhibits Hall entrance. Two tickets will be available to Sponsors for the special Student-Mentor event being planned. The Student Events Calendar will be posted at a later date. Sponsors may also distribute recruiting literature at the Student Information Desk. For more information, contact Ms. Butler at sbutler@uh.edu.

**Plenary Sessions****\$2,500** (multiple sponsors)

Each sponsored plenary session will contain the name of the sponsor in the program book. The sponsor's name, logo and web link will also be projected on the screen at the beginning of each plenary session and verbal acknowledgment will be given. Each sponsor's name, logo and web link will appear on the ASC website and on appropriate sponsor signage displayed at the conference. Sponsors will also be acknowledged in the conference transactions.

*Initial Sponsors include: ATI (Allegheny Technologies Incorporated), Bruker EAS GmbH, High Precision Devices, Inc. and HYPRES, Inc.*

**Special Sessions & Memorial Sessions****\$2,000** (multiple sponsors)

Eight **Special Sessions** have been formed to serve as major highlights of the conference in keeping with interests of the superconductivity community. Three **Memorial Sessions** have also been designated, whereby an oral session has been thematically structured in honor of the contributions of a departed colleague.

ASC 2016 recognizes that a thriving international network of professional communication is critical to ensuring rapid advancement in applications of superconductivity. Toward this end, ASC 2016 welcomes the opportunity to cooperate with other technical societies and organizations in co-sponsorships or endorsements of special sessions.

Each sponsored session will contain the name of the sponsor in the program book. The sponsor's name, logo and web link will also be projected on the screen at the beginning of the session, and verbal acknowledgment will be given. This information will also appear on the ASC website and on appropriate sponsor signage displayed at the conference. Sponsors will also be acknowledged in the conference transactions.

**Initial Sponsors include: National High Magnetic Field Laboratory and Luvata**

A list of Plenary Lectures, Memorial Sessions and Special Sessions is appended to this document. *Please call for additional information.*

**Mobile Conference App****\$10,000 +** (multiple sponsors)

This sponsorship provides support for the new ASC mobile conference app. The mobile app provides attendees with the opportunity to create a personal agenda for the conference, network with their peers, review sessions, interact with sponsors and exhibitors, and more. Sponsorship helps offset development and maintenance costs for the app. Each sponsor will have their own dedicated advertisement in the app and the sponsor's name, logo, and web link will appear on the ASC website, on appropriate signage displayed at the conference and in the program book and conference transactions. *Please call for additional information.*

**Wireless Internet Connectivity****\$5,000-\$10,000** (exclusive or multiple sponsors)

The conference organizers intend for the full convention center space to be provided with continuous wireless Internet connectivity. In our age of ubiquitous connectivity, such offering is indispensable in an engineering/scientific meeting such as ASC. Since not all cities have adopted such universal access, ASC will commission such connectivity and sponsorship will enable full access to all participants. WiFi will default to the sponsor website. The sponsor will be acknowledged at the beginning of the conference as providing such universal connectivity. The sponsor's name, logo and web link will also appear on the ASC website, on appropriate sponsor signage displayed at ASC, and in the program book and conference transactions. *Please call for additional information.*

**Internet Café****Sponsored**

A dedicated space will be arranged at an Internet café with wired Internet connections. The Internet café plays an important role at the conference. It is free of charge to participants and will enable them to stay in touch with laboratories and colleagues. The sponsor's name, logo and web link will also appear on the ASC website, on appropriate sponsor signage displayed at ASC, and in the program book and conference transactions.

**Sponsored by: Italian Consortium for Applied Superconductivity S.C.r.l**

**Opening Reception: Welcome to Denver! (9/4/2016 – Hyatt Regency Denver)****\$5,000-\$10,000** (multiple sponsors)

Help ASC 2016 kick off the 50<sup>th</sup> Anniversary by sponsoring the Opening Reception! Each sponsor's name, logo and web link will appear on the ASC website and on appropriate sponsor signage displayed at ASC 2016. Sponsor acknowledgments will also be given in the program book and conference transactions. Sponsors will also be acknowledged in ASC 2016 relevant press releases, and will be introduced at the event. Additional branding opportunities within the event can be discussed.

**Initial Sponsors Include: Northrop Grumman**

**ASC Banquet: Celebrating 50 Years (9/8/2016 – Colorado Convention Center)****Sponsored**

A unique Major Event Sponsorship is available as we celebrate the 50<sup>th</sup> year of the ASC Conference series! The sponsor's name, logo and web link will appear on the ASC website and on appropriate sponsor signage displayed at ASC. Sponsor acknowledgment will also be given in the program book and conference transactions. Sponsors will also be acknowledged in relevant ASC press releases, and will be introduced at the event. Additional branding opportunities within the event can be discussed.

**Sponsored by: ATI (Allegheny Technologies Incorporated)**

**ASC/CWsWiSE Diversity in Science and Engineering Luncheon (9/7/2016) \$500-\$2,000 (multiple sponsors)**

Since 2002, the Applied Superconductivity Conference (ASC) has held a range of events at each conference including networking lunches, talks and workshops. The aim of the program is to embrace the full human potential that could contribute to superconductivity, broaden the ASC activities and be proactive in attracting more women into the research field. This year we are expanding our reach to a wider diversity and invite you to attend a presentation by Dr. Laura H. Greene, an internationally renowned physicist and National Academy of Science member. Dr. Greene is the Francis Eppes Professor of Physics at Florida State University, and chief scientist at the National High Magnetic Field Laboratory. She is the incoming President of the American Physical Society (2017). The gathering will be held on Thursday from 11:50 a.m. until 1:10 p.m., enabling further opportunities during the week for networking, activities and engagement with mentors. The sponsor's name, logo and web link will also appear on the ASC website, on appropriate sponsor signage displayed at ASC, and in the program book and conference transactions.

*Initial Sponsors include: CSIRO and North Carolina State University / College of Engineering, Department of Materials Science and Engineering*

**Sponsored Coffee Breaks \$1,000 (multiple sponsors)**

Branding opportunities are available for coffee breaks throughout the week. Your organization's logo will be displayed on beverage tables. Additional branding items may be provided by the sponsor subject to approval. Each sponsor's name, logo and web link will appear on the ASC website, and on appropriate sponsor signage displayed at ASC. Sponsor acknowledgments will also be given in the program book and conference transactions.

*Initial Sponsors include: AIP Publishing (Tuesday), HYPRES, Inc. (Wednesday) and North Carolina State University/ College of Engineering, Department of Materials Science and Engineering (Thursday)*

**Lanyards for Badge Holders*****Sponsored***

The sponsor logo or company name will be printed on lanyards for badge holders and distributed to all conference participants, companions and guests. The ASC logo will also appear on the lanyard. The sponsor name, logo and web link will appear on the ASC website, on appropriate sponsor signage displayed at the conference, and in the program book and conference transactions.

*Sponsored by: Cryomech, Inc.*

**Conference Bag*****Sponsored***

A sponsor opportunity is available to brand a multi-purpose tote bag that will hold conference materials. The sponsor logo, name, and web link will be printed on the front of the bag, along with the ASC 50<sup>th</sup> Anniversary logo. The sponsor name, logo and web link will appear on the ASC website, on appropriate sponsor signage displayed at the conference, and in the program book and conference transactions.

*Sponsored by: SuperPower Inc., a Furukawa Company*

## Plenaries, Memorial Sessions & Special Sessions

The 50<sup>th</sup> Applied Superconductivity Conference (ASC 2016) is scheduling seven Plenary Lectures during the conference week. The final schedule will be posted on the conference website at [www.asc-inc.org](http://www.asc-inc.org).

### Plenary Lectures: Topics

- **Monday: Superconductors for the Future - From the Perspective of the Past** – David Larbalestier, Florida State University – *Sponsored by ATI*
- **Tuesday: FCC – High Energy Collider** – Michael Benedikt, CERN – *Sponsored by Bruker EAS GmbH*
- **Wednesday: Low-energy High-performance Computing based on Superconducting Technology** – Nobuyuki Yoshikawa, Yokohama National University – *Sponsored by HYPRES, Inc.*
- **Thursday: One HTS Josephson Junction - An Array of Applications: Has anything come from HTS devices in the last 30 years?** – Cathy Foley, CSIRO
- **Thursday: 30 Years to HTS: Status and Perspectives** – Carmine Senatore, University of Geneva
- **Thursday: Unconventional Superconductivity: From History to Mystery** – Laura Greene, FSU/NHMFL
- **Friday: Voltage Metrology with Superconductive Electronics** – Sam Benz, NIST – *Sponsored by High Precision Devices, Inc.*
- **Friday: Recent Research Activities of Applied Superconductivity in China** – Liye Xiao, IEE Chinese Academy of Sciences, China

### Memorial Sessions *(any additional sessions will be posted on the website) List these by day of the week?*

Sessions that pay tribute to an esteemed colleague who has left an impact on the field of applied superconductivity are being structured. While the talks within each session have been selected by the ASC Program Committee during the customary peer review process, the first 15-minute talk will serve as a memorial given by friends and colleagues.

- **Monday: Memorial Session Honoring Prof. Harry Jones, University of Oxford: 1L0r2A - High Field Magnets (Large Scale Session)** – Organizer: Ziad Melhem, Oxford Instruments NanoScience
- **Monday: Memorial Session Honoring Dr. Charles “Chuck” Oberly, Air Force Research Laboratory – AFRL/RQQ, UES Inc.: 1L0r3A - HTS Motors and Generators (Large Scale Session)** – Organizer: Timothy Haugan, Air Force Research Laboratory
- **Thursday: Memorial Session Honoring Prof. Bill Fowler, BNL/UC Berkeley/FNAL: 4L0r3A - Accelerator Magnets (Large Scale Session)** – Organizer: Bruce Strauss, DOE Office of Science *(tentative)*

### Special Oral Sessions

Special Oral Sessions are being planned to focus around a narrow hot topic. While the session will be constructed as others are in the program, these sessions will begin with an Invited Overview talk, and each Special Session organizer has selected talks to enhance the theme.

- **Monday through Thursday: Transition-edge Sensors (TES) Workshop (multiple sessions)** – Organizer: Randy Doriese, NIST Boulder
- **Monday: 1SPOr1A - Screening Currents in HTS Magnets** – Organizer: Naoyuki Amemiya, Kyoto University
- **Monday: 1SPOr2A - HTS Roadmap for Electric Power Sector Applications** – Organizer: Brian Marchionini, Energetics Inc.
- **Tuesday: 2SPOr3A - No-Insulation HTS Coils** – Organizer: Seungyong Hahn, FAMU/Florida State University – *Sponsored by National High Magnetic Field Laboratory*
- **Wednesday: 3SPOr3A - 50 Years to ASC** – Organizer: Michael Green, FRIB / Michigan State University – *Sponsored by Luvata*
- **Thursday: 4SPOr2A - HTS High Current Cables I** – Organizer: Anna Kario, KIT/Itep
- **Thursday: 4SPOr3A - HTS High Current Cables II** – Organizer: Antonio della Corte, ENEA
- **Friday: 5SPOr1A- Nano-scale Artificial Pinning** – Organizer: Mike Sumption, Ohio State University



## Advertising Opportunities

### Program Book

A special **50<sup>th</sup> Anniversary Advertising Section** will be included in the ASC 2016 Program Book, which is utilized by participants throughout the conference. The ASC 2016 program book's front and back covers will be a colored glossy, with the inside text pages printed in black and white. Ad space is available for organizations that wish to increase their visibility while showing their support for the Conference.

**Outside back cover** (color): **SOLD** – *ATI (Allegheny Technologies Incorporated)*

**Inside front cover** (color): **SOLD** – *Cryomech, Inc.*

**Inside back cover** (color): \$1,500: **SOLD** – *Janis Research Company, LLC.*

**Full page internal** (black and white): \$1,000

**Half-page internal** (black and white): \$600 – Advertisers include: *CCAS*

Copy **deadline** for advertising in the Program Book is **July 1, 2016**.

### Promotional Materials & Inserts for Conference Bags\*

Individual items of use to conference participants may be provided by the advertiser and included in the delegate bags (approximate quantity = 1700). Each item is limited to one advertiser (e.g., the conference bags will not contain more than one pen and one notepad). Examples of accepted items are listed below. Other branding opportunity ideas are welcome!

<b>Promo pen</b>	\$1,800
<b>Luggage tag</b>	\$1,800 – <b>SOLD</b> – <i>High Precision Devices, Inc.</i>
<b>Promo stylus</b>	\$1,800
<b>Promo highlighter</b>	\$1,800
<b>Promo notepad</b>	\$1,800
<b>Promo leaflet</b>	\$1,800 – <b>SOLD</b> – <i>Shanghai Superconductor Technology</i>
<b>Promo flash drive</b>	\$1,800

All materials for insertion into conference bags must be received by GES Services, the contracted ASC 2016 exhibits decorator. Information concerning shipping materials to GES will be provided along with the invoice. No refunds or returns will be given for materials received after the deadline and not inserted into conference bags.

*\*ASC 2016 - The organizers reserve the right to decline ad copy and promotional material deemed unacceptable in tone or character or that may detract from the scientific and educational nature of the conference. Pre-approval is required.*

**For questions related to sponsorship and advertising opportunities, please contact:**

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