



Photronics Applications Week

Sponsor Offer Overview

Introduction/purpose

Photronics Applications Week (PHAPPS) is a week of learning, networking and exploring on how vertical markets can make use of photonics technology. The Photonics Applications Week is a platform that unites a series of events in a week which will draw together an unseen number of vertical market specialists and users on one hand and photonics specialists on the other hand.

Photronics Applications Week explicitly invites other companies, individuals, and organisations to contribute to a successful, world-renown event. By combining several activities related to the weeks' topic, an increased visitor number is envisaged.

The fourth edition of the Photonics Applications Week will take place from September 27 to October 1, 2021. More information on the Photonics Applications Week can be found on www.phappsweek.com.

What can you expect?

Photronics Applications Week is initiated by Jakajima with strong marketing and communications in place and direct contacts with global vertical applications industry, photonics industry and media/press. Committing to the platform of the Photonics Applications Week ensures the sponsor of a wide reach with a positive message: "I stand behind the idea of joining forces, of bringing together ecosystems to contribute to a healthy global economy".

The Photonics Applications Week will be a major 2021 happening, at least in the Benelux region, and most probably far beyond. As the event week is specifically aimed at attracting other organisers as well, the outreach and visibility will be exponential in comparison with the individual organisations.



Photronics Applications Week

The following sponsor packages are available:

Photronics Applications Week Herald

€ 750 (excl. VAT)

Photronics Applications Week Ambassador

€ 2.500 (excl. VAT)

Availability: 4 packages

Offer:

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| <ul style="list-style-type: none">• Appearance (logo) on PHAPPS website, incl. weblink• Appearance in 1 online post on the website• Promotion on LinkedIn and Twitter• Digital Banner (or similar) appearance at 2 events• Sponsors can organise own event | <ul style="list-style-type: none">• Front-page appearance (logo) on PHAPPS website, incl. weblink• Appearance in 2 online posts on the PHAPPS website and newsletter• Promotion on LinkedIn and Twitter• Press release about sponsorship• Online interview with sponsor to be published on website and Youtube Channel• Digital Banner (or similar) appearance at 4 events• Speaking opportunity at one of the events• Sponsors can organise own event |
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Ambassador sponsors can claim exclusivity for a certain (sub-)sector (subject to approval by the PHAPPS organiser. All sponsorship candidacies have to be approved by the PHAPPS Steering committee.

Sponsors can organise own events or collaborate with event organisers.

Other exclusive sponsor packages can be negotiated. Photronics Applications Week is committed to supporting our sponsors to negotiate a package deal with individual Photronics Applications Week events and / or the Photronics Applications Week platform.



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What do we expect?

Sponsors are committed partners of the Photronics Applications Week. We expect our sponsors to support promotional activities and highlight the Photronics Applications Week in their own communication activities.

The sponsor is strongly encouraged to mention the sponsorship on their website(s) and carry a banner mentioning the applicable slogan (i.e. “Photronics Applications Week Herald” or “Photronics Applications Week Ambassador”) on all appropriate communication.

Cooperating organisations are furthermore expected to:

- Agree on common marketing plan and the terms in this document;
- Consult with the organiser on (main) communication activities in order to stimulate convergence and streamlined communications / media approach / marketing management;
- Mention and communicate the general Photronics Applications Week website;
- participate in some of the activities.

Interested?

Contact us through info@jakajima.eu and we'll get back to you as soon as possible. Alternatively, you can reach us through +31 653550628 (Pieter Hermans)