



Photronics Applications Week

Event Partners Document

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

Expectations towards cooperating organisations

A Photronics Applications Week Steering Committee has been found with the aim of selecting appropriate activities allowed to carry the Photronics Applications Week reference and logo. The aim is to come to a consistent programme in which all activities contribute to the goal of the event week. These activities shall be selected on the basis of:

- The added value for potential visitors;
- The organisers' experience in organising events in line with the one proposed;
- The proposed investment of the organiser in terms of time, budget, non-liquid assets;
- The organisers outreach / promotional capacity; and
- The proposed event has a clear link with the Photronics Applications Weeks' topic related to the vertical markets and the use of photonics.

Cooperating organisations are furthermore expected to:

- Set up (a) Photronics Applications Week banner(s) (or similar) at the event(s) location, provided by Photronics Applications Week;
- Agree on the terms in this document;
- Take care of their own communication, registration procedures, location and catering management, etc...;
- Consult with the steering committee 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;
- Report number of attendants and company names (if registered); and



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- Send a link of the Photronics Applications Week generic evaluation form to the attendants. The purpose of this evaluation is to improve overall quality in subsequent years.

A (selected) Steering committee representative is allowed free access to the event (not obliged for “closed” events, but definitely appreciated/ acknowledged). If possible/appropriate, a steering committee representative will be given an opportunity to address the public at the event.

Contribution?

As it is the intention to support the growth of Applications applying photonics as a whole, it has been decided to allow other stakeholders to join the effort at minimal cost. However, as the Photronics Applications Week has operating costs, a small contribution is due in order to cover common expenses. These contributions will be used exclusively to cover for expenses benefitting the Photronics Applications Week, such as:

- Cooperation with national/regional/international communication platforms/media.
- Photronics Applications Week logo and website development
- Website maintenance (updates, agenda, referral to different activities,...)
- Brochures or flyers development
- Distribution of marketing material (e.g. banners or similar), on -and offline
- Promotion through communication channels (newsletters, website, ...) of the Photronics Applications Week.

Depending on the type of event and type of cooperating organisation, the following contributions apply:

- Events or activities taking place under the umbrella of the Photronics Applications Week that are non-commercial *and* do not charge an entry fee to visitors/participants, are subject to a **contribution of € 300 (excl. VAT)** to the Photronics Applications Week.
- Events or activities taking place under the umbrella of the Photronics Applications Week that are commercial *and/or* charge an entry fee to visitors/participants, pay a **contribution of € 500 (excl. VAT)** to the Photronics Applications Week.

Only selected events can carry reference to, and/or name and/or logo of the Photronics Applications Week.



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What to do?

You would like to use the opportunity of the Photronics Applications Week to organise your own event or activity yet you don't really have a clear idea yet on what to do? Here are some possible examples:

- Product launches
- Symposium / event, also sectoral (automotive, aero, medical)
- Company visits
- Masterclasses
- Membership event
- Exhibition / Fashion show / creative
- Matchmaking and/or networking event
- Hackaton
- Start-up event
- Photonics business creation accelerator
- Consortium meetings
- ...

What to expect?

Committing to the Photronics Applications Week ensures the organizer 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 Photronics Applications Week will be the major 2021 event 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.

Furthermore, participating organisations can expect:

- Mention of the activity on the Photronics Applications Week website, with weblink.
- Promotional activities of all Photronics Applications Week activities and at least one specific mention of the organisers' activity – either through press releases, social media or other.
- Mention on other promotional material (flyers, mailings, brochures,... where appropriate and feasible).
- Support with the organiser's own promotion of his/her event (e.g. social media likes/shares, forwarding press releases, etc.)
- Last but not least, the platform will facilitate event-organisers in their ambition to organise events on specific niche topic, that individually would not be feasible, but by joining forces with likeminded companies and more promotion under the Photronics Applications Week we can make it happen

Further Selection details

Overlap in scope/focus/region of different events will not necessarily lead to non-acceptance of an event. However, direct competition for commercial events/activities will be avoided (e.g. two



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commercial events in the same region on the same topic will not be allowed). Where possible, cooperation between these activities will be stimulated. If no cooperation can be achieved, the Steering Committee will decide which activity is selected, based on the above-mentioned selection criteria. However, already accepted activities will get priority.

The Steering Committee will meet on a regular basis to evaluate the proposed activities. Applicants will be informed of the decision as soon as possible hereupon. Applicants of activities that have not been accepted by the Steering Committee can request for a meeting to discuss the proposal and a subsequent re-evaluation.

Deadlines for 2021 edition

01 November 2020

Open for submissions

16 August 2021, 23.59 hrs

Deadline for submissions

From 20 May 2021

Uploading text, images and information — important in connection with the incorporation in the public campaign, promotional channels and other publicity activities for PHAPPS Week

27 September - 1 October 2021

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How to apply?

Just fill out the online [activity proposal form](#).