

# International Workshop on Data-driven Computational and Theoretical Materials Design (DCTMD)

October 9-13, 2024 Shanghai, China

Organized by: 

Partners and Sponsors: 



## Sponsorship plan for the "International Workshop on Data-Driven Computational and Theoretical Materials Design" (DCTMD2024) in Shanghai, China

### Event Overview

- **Event Name:** International Workshop on Data-Driven Computational and Theoretical Materials Design (DCTMD2024)
- **Location:** Shanghai, China
- **Date:** October 9-13, 2024
- **Audience:** Academics, researchers, industry professionals, and students in materials science, artificial intelligence, data analytics, computational modeling, and experiments.

### Objective

To foster collaboration, share cutting-edge research, and accelerate advancements in materials design through data-driven methodologies.

### 1. Sponsorship Packages

- **Platinum Package (15,000 US\$, 100,000RMB)**
  - Logo placement in all event materials, website, social media, and promotional videos
  - Speaking opportunity as an invited talk
  - Prime exhibition space for the duration of the workshop
  - 10 all-access passes
  - Invitation to networking events
  - Banquet (speech), dinners, lunches, coffee breaks, and tour
- **Gold Package (7,000 US\$, 50,000RMB)**
  - Logo placement in selected event materials, website, and social media
  - Speaking opportunity as a contributed talk
  - Exhibition space
  - 5 all-access passes
  - Invitation to networking events
  - Banquet (no speech), dinners, lunches, and coffee breaks

- **Silver Package (5,000 US\$, 30,000RMB)**

- Logo placement on the website and selected event materials
- Exhibition space
- 3 all-access passes
- Invitation to networking events
- Dinners, lunches, and coffee breaks

#### **Add-On Opportunities**

- Branding on attendee badges and lanyards **(2,000 US\$, 15,000RMB)**
- Branding on program and abstract book **(2,000 US\$, 15,000RMB)**

#### **2. Promotional Opportunities**

- **Pre-Event:** Highlight sponsors in digital marketing campaigns, including email newsletters, event website features, and social media shoutouts.
- **During the Event:** Feature sponsors' logos prominently during sessions, on signage around the venue, and in the official event app.
- **Post-Event:** Acknowledge sponsors in a post-event report distributed to all attendees and partners, and feature them in thank-you posts across social media platforms.

#### **3. Sponsor Outreach**

- **Target Sponsors:** Leading companies in materials science, computational design software, tech firms with a focus on AI for scientific research, and academic publishers.
- **Personalized Proposals:** Tailor proposals to highlight the alignment between the sponsor's objectives and the workshop's focus on innovation in materials design.
- **Follow-Up Strategy:** Begin with an introductory email, followed by personalized presentations or meetings to discuss the sponsorship in detail.

#### **4. Value Proposition**

- **ROI for Sponsors:** Direct engagement with a highly specialized audience of decision-makers and influencers in the field of materials science and computational design.
- **Unique Selling Points:** DCTMD2024 is a leading international forum for sharing the latest developments in data-driven materials science, offering sponsors unparalleled access to potential collaborators, customers, and top talent.

#### **5. Sponsorship Agreement**

Detailed agreements covering benefits, payment terms, cancellation policies, and logistical arrangements, ensuring clear expectations on both sides.

#### **6. Evaluation and Feedback**

Compile engagement metrics and feedback from attendees and sponsors to assess the impact of sponsorship and identify areas for improvement.

Provide sponsors with a detailed report on their visibility and engagement metrics during the event.