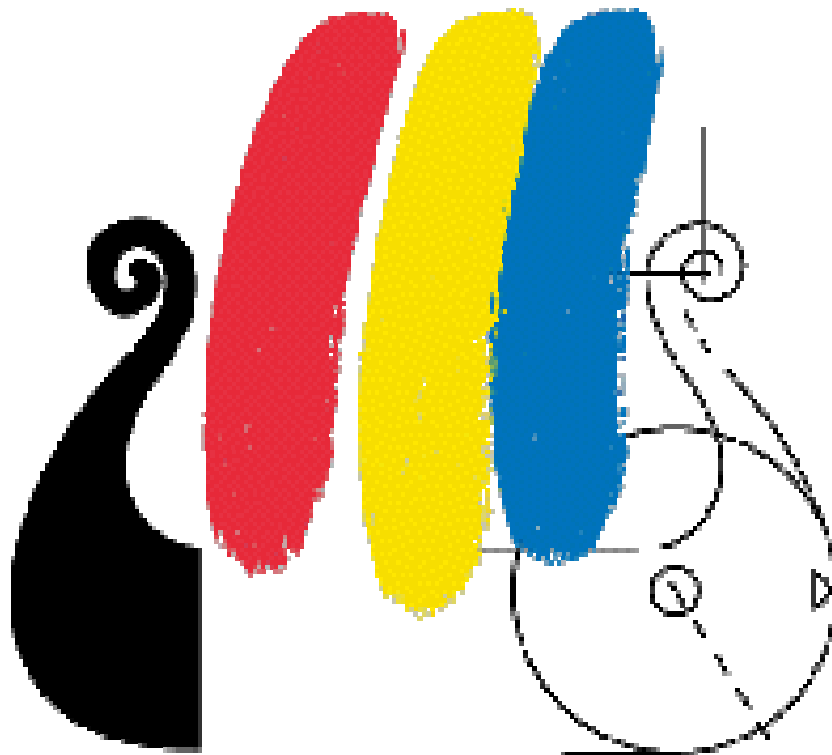


Exhibition Information
ICME-10



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Sponsor & Exhibitor manual

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About the International Congress on Mathematical Education

Under the auspices of ICMI (International Commission on Mathematical Instruction) the 10th International Congress on Mathematical Education, ICME-10, will be held in Copenhagen, Denmark, July 4-11, 2004.

Since the start in Lyon, France in 1969, the ICME has been held quadrennially in different parts of the world. The aim of the ICME congresses is to:

- Show what is happening in mathematics education worldwide, in terms of research as well as teaching practices
- Exchange information on the problems of mathematics education around the world
- Learn and benefit from recent advances in mathematics as a discipline

ICME attracts a worldwide range of researchers in mathematics education, mathematics educators, including teachers, and others working within the educational system.

ICME-10 July 2004 in Copenhagen Denmark

Copenhagen in July

The 10th International Congress on Mathematical Education will be held in Denmark from July 4-11, 2004. This is a very comfortable period of the year in Denmark: the weather is nice (see www.dmi.dk) and the international Jazz Festival is being held (see <http://festival.jazz.dk/>).

The ICME-10 venue is 14 km from the centre of Copenhagen. The Technical University of Denmark, DTU, was built in the fifties and sixties on an old airstrip and was at the time the largest joint built area in Denmark. It is a centre of science and research within mathematics, physics and technical sciences. The place is ideal for plenary activities for up to 4000 persons as well as for small group activities of which up to 100 will run in parallel.

The large DTU complex being entirely ICME-10 will give the participants the experience and atmosphere of a city where everything is in some way connected to mathematics.

The programme contains approximately 100 main lectures, 29 Topic Study Groups (mini conferences), 24 Discussion Groups, 5 Survey Teams, 5 national Presentations, 5 themes for a Thematic Afternoon, a large number of workshops, and poster exhibitions.

The carrying through of ICME-10 is based on cooperation between the Nordic countries, Denmark, Norway, Sweden, Finland and Iceland. The congress is supported by all relevant bodies of mathematics education in these countries. All Scandinavian Ministries of Education officially support the congress. Her Majesty Queen Margrethe II of Denmark is the official protector for the congress.

Registration status and budget

During the congress an expected 3,000 – 4,000 participants from around 100 countries will be at DTU to discuss and study mathematics education. The expectation is that a third will come from Scandinavia, a third from the rest of Europe and a third from the rest of the world.

At this point, April 8th 2004, the number of registered participants is as shown in the tables.

For details on the scientific program please refer to the 2nd Announcement, downloadable from the congress homepage, or simply refer to the congress homepage, www.icme-10.dk.

Number of registered delegates

Actual figures as of April 8th 2004

Region	Actual registered participants
Scandinavia	371
Rest of Europe	465
Rest of world	880
Delegates total	1,716

Top 10 countries

Actual figures as of April 8th 2004

Country	Actual registered delegates	Budget
USA	297	300
Denmark	115	300
UK	105	250
Sweden	99	500
Australia	87	100
Norway	80	200
Germany	65	100
Canada	52	60
Japan	51	75
Iceland	51	50

Promotion opportunities at ICME-10

Generally, the delegates at ICME-10 will be interesting for companies in mathematical publishing, mathematical software and classroom aids from rulers to calculators.

This section contains suggestions to promotional activities. Should you have other ideas on how to raise awareness of your product amongst the participants, please let us know.

Sponsorships

The main sponsors of ICME-10 are Casio and Texas Instruments.

At this stage there are two types of sponsorships, general sponsorships and specific sponsorships.

General sponsorships

A general sponsorship may include advertisements in the congress papers, exhibition space, inlays in the congress bags, logo and link from the congress web page, symposia and more. In all, a general sponsorship supports the congress in return for which ICME-10 acknowledges your company as one of the companies making this large, international congress possible.

A general sponsorship may vary greatly, and so does the price of a sponsorship. Ballpark figures could be between € 8,000 and € 25,000 depending on what the sponsorship includes.

Specific sponsorships

A specific sponsorship sponsors one or more events and/or practicalities during ICME-10. Some examples are listed below:

- Abstract books
- Coffee breaks
- Congress newspaper
- Cultural evening
- Entertainment during happy hours
- Final programme booklet
- Happy hour catering
- Mathematical Circus
- Participants' notepad and pen
- Pre-registration event
- Proceedings
- Software & hardware at the congress
- Tour day
- Welcome reception

The idea of entering into a specific sponsorship is the same as for the general sponsorship: to highlight your company as one that is supportive of the international community in mathematics education and mathematics education research – and hereby raise a positive awareness of your product.

The specific sponsorships can be exclusive or non-exclusive and the price naturally depends on this and on what you are sponsoring.

Satellite workshops

You may want to show how your product works in the classroom. In this case a workshop or a symposium may be just the right thing. A workshop or symposium will enable you to demonstrate your product for an audience of between 100 and 1600 persons depending on the type of room you pay for. Prices range from € 5,000 to € 25,000.

It must be pointed out that this type of workshop or symposium will be placed outside the scientific programme of ICME-10.

Exhibitions

Exhibitions will be centrally placed at ICME-10. There will be exhibition space in the foyers of the lecture halls or – in the case of the Oticon hall – next to the major lunch hall.

Along with the commercial exhibitors, there are non-commercial exhibitors – confirmed commercial and non-commercial exhibitors are listed in the last section of this section.

Prices for commercial exhibitions

The price for commercial exhibition includes:

- Floor space
- Two regular Danish 220 V plugs
- Daily cleaning
- Acknowledgement as an exhibitor in the programme: logo, directory text (120 characters) and address.
- Regular congress updates prior to the Congress
- Two free Exhibitor registrations per 9 m² including:
 - Admission to the exhibition (no access to scientific sessions)
 - Congress bag with programme
 - Participant list
 - Badge

Rates for commercial stand

Price in € (EUR) excluding VAT. Minimum 9 m²

Size	Rate pr m ²
< 9 m ²	250
10 – 18 m ²	200
> 18 m ²	150

Example; a stand of 15 m² will cost:

$$9 \cdot 250 + 6 \cdot 200 = 3450 \text{ €}$$

Please observe that the stand does NOT include shell scheme, carpet or furniture

N.B. All personnel present at the exhibition **must** register either as exhibitor or participant due to safety precautions.

Prices for book display

Book displays are intended for selling books and can only be reserved in sizes between 4 m² and 8 m². The price for book display includes:

- Floor space
- Two regular Danish 220 V plugs
- Daily cleaning
- Acknowledgement as an exhibitor in the programme: logo, directory text (120 characters) and address.
- Regular congress updates prior to the Congress
- One free Exhibitor registrations per 4 m² including:
 - Admission to the exhibition (no access to scientific sessions)
 - Congress bag with programme

Rates for book display

Price in € (EUR) excluding VAT. Maximum 8 m²

Size	Rate pr m ²
< 4 m ²	250
5 – 8 m ²	200

Example; a stand of 5 m² will cost:

$$4 \cdot 250 + 1 \cdot 200 = 1200 \text{ €}$$

- Participant list
- Badge

Please observe that the stand does NOT include shell scheme, carpet or furniture

N.B. All personnel present at the exhibition **must** register either as exhibitor or participant due to safety precautions.

Prices for non-commercial exhibitions

To qualify as a non-commercial exhibitor, the aim of the activity must be non-profitable. Examples of non-commercial exhibitors are local ICMI sub-committees, research projects and truly freeware software.

Please send in a full description of your activities to the congress secretariat for evaluation by the ICME-10 organisers.

The price for a non-commercial exhibition includes:

- Exhibition space (Floor space only)
- Two regular Danish 220 V plugs
- Daily cleaning
- Acknowledgement as an exhibitor in the programme: logo, directory text (40 characters) and address

Please observe that the stand does NOT include shell scheme, carpet or furniture.

These costs are actual costs. The congress does not profit financially on the non-commercial exhibitors.

Non-commercial exhibitors cannot reserve a specific exhibition area. Information on the allocated exhibition area will be given no later than June 22nd, 2004.

N.B. All personnel present at the exhibition **must** register either as exhibitor or participant due to safety precautions.

Leaflets

A leaflet or a brochure is another way of informing the ICME-10 participants of your company and your products. Your leaflet will be inserted into the official conference bags. This is a direct way to ensure that all participants at some point will have your leaflet in their hands. The price is € 3,500.

It is also possible to have your leaflet or brochure at display with other leaflets. At € 500 this is the most economic promotional opportunity at ICME-10.

Rates for non-commercial stand

Price in € (EUR) excluding VAT. Maximum 30 m²






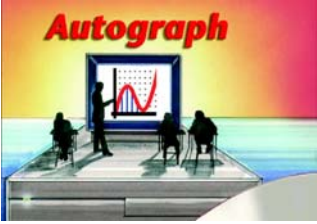












Size	Rate pr m ²
< 6 m ²	42
7 – 30 m ²	50

Example; a stand of 15 m² will cost:

$$6 \cdot 42 + 9 \cdot 50 = 700 \text{ €}$$

Confirmed sponsors and exhibitors

We are grateful to the companies and organisations that have already agreed to take part in ICME-10.

		
		
		
		
		
		
<p>Unione Matematica Italiana</p>		<p>Mathematical association UK</p>

Practical information for companies at ICME-10

Congress Secretariat

Congress Consultants act as the Congress Secretariat. We will be your contact to ICME-10 throughout the process of decision, preparation, attendance and evaluation. We have the following coordinates:

ICME-10 Secretariat

Congress Consultants
Martesens Allé 8
DK-1828 Frederiksberg C
Denmark

Tel +45 70 20 03 05
Fax +45 70 20 03 05
E-mail: icme@congress-consult.com
Web: www.congress-consult.com

VAT number: 21 57 12 37

Bank:
BG-Bank
Nørre Voldgade 68,3
Postbox 1193
DK-1011, Copenhagen K
Denmark
BIC/Swift Code: DABADKKK
Account No. 9541 477 70 69608
IBAN No. DK84 3000 4777 0696 08

Shipping Agent

Schenker will handle all shipping to ICME-10/Schenker will be the ICME-10 handling agent. Their address is:

SCHENKER A/S
Helseholmen 31-39
DK-2650 Hvidovre (Copenhagen)

Phone : + 45 36 86 95 00
Fax: + 45 36 86 95 09

The primary ICME-10-contacts are Mrs Lone Moldt, lone.moldt@schenker.com or Mr Kim Lundgren, kim.lundgren@schenker.com

For a proper coordination of your consignments, your booking is to be made to the exhibition forwarding agent, Schenker A/S in Hvidovre/Copenhagen, who will assist you with your transport to/from Denmark and the preparation of all relevant customs and transport documents.

Naturally, you may choose any agent for delivery to the Schenker office in Denmark, but please use Schenker as handling agent in Denmark.

Stand builder

The official stand builder at ICME-10 is Holmud A/S. They are capable of delivering all types of stands and materials. For your convenience Holmud have made a prototype stand. If this fulfils your requirements simply order the "Turn Key" stand from the stand builder.

All orders regarding stand building must be handled directly with the congress stand builder. For rates and conditions please refer to www.holmud.dk or contact:

A/S Holmud
Islevdalvej 161
DK-2610 Rødovre
Denmark

Tel. + 45 44 91 80 44
Fax. + 45 44 91 30 44
holmud@holmud.dk
www.holmud.dk

Turnkey stand

Price in € excl. possible VAT, order from Holmud A/S

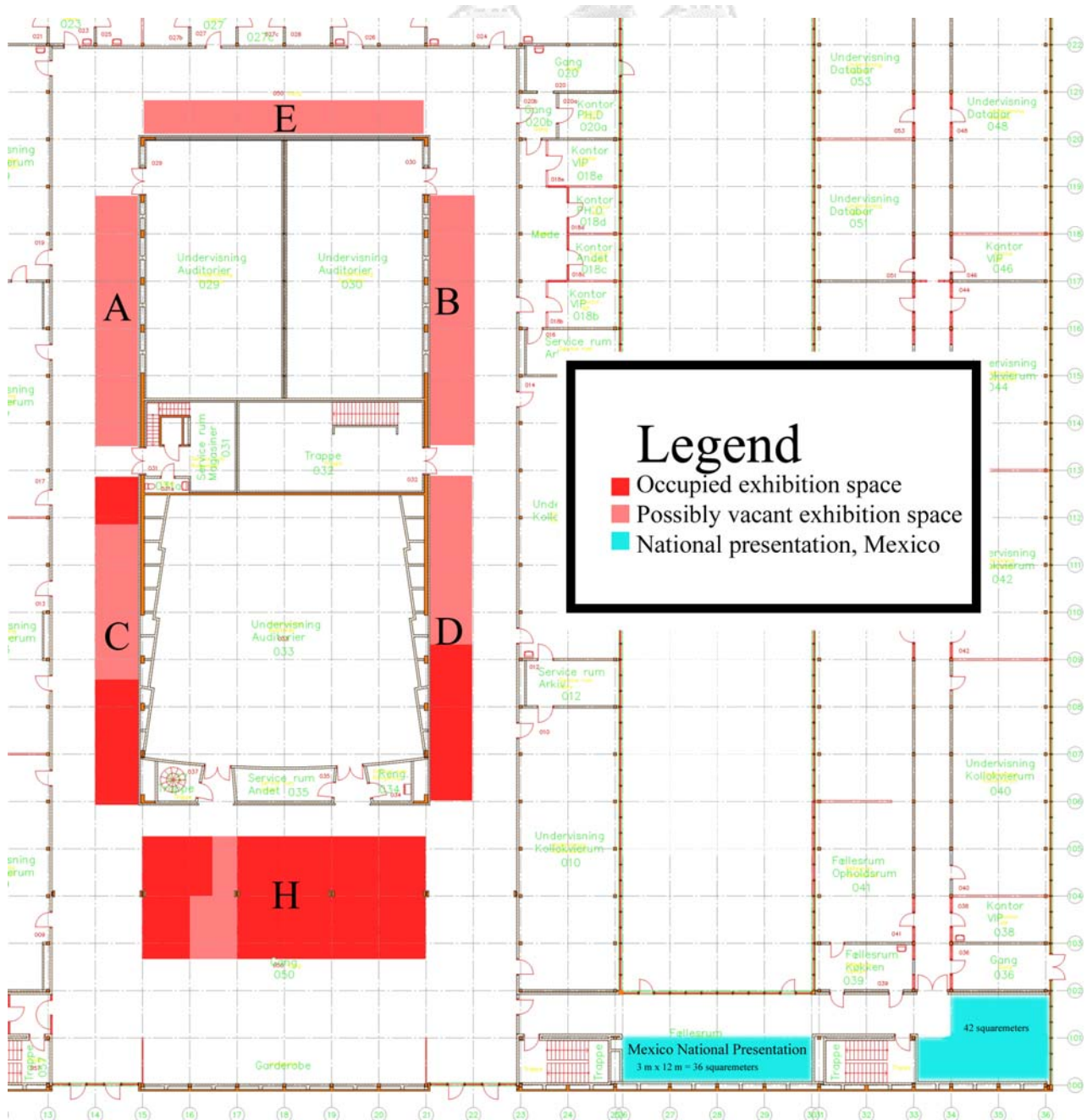
9 m² contains	€
<i>Handling</i>	130.00
<i>White stand incl front</i>	389.00
<i>Carpet</i>	90.00
<i>Power supply</i>	39.00
<i>3 halogen spots</i>	66.00
<i>Name on front</i>	36.00
<i>Reception counter</i>	73.00
<i>Two chairs</i>	17.33
<i>One plant</i>	43.33
<i>Waste bin with ashtray</i>	7.33
Total	899.99



Exhibition halls

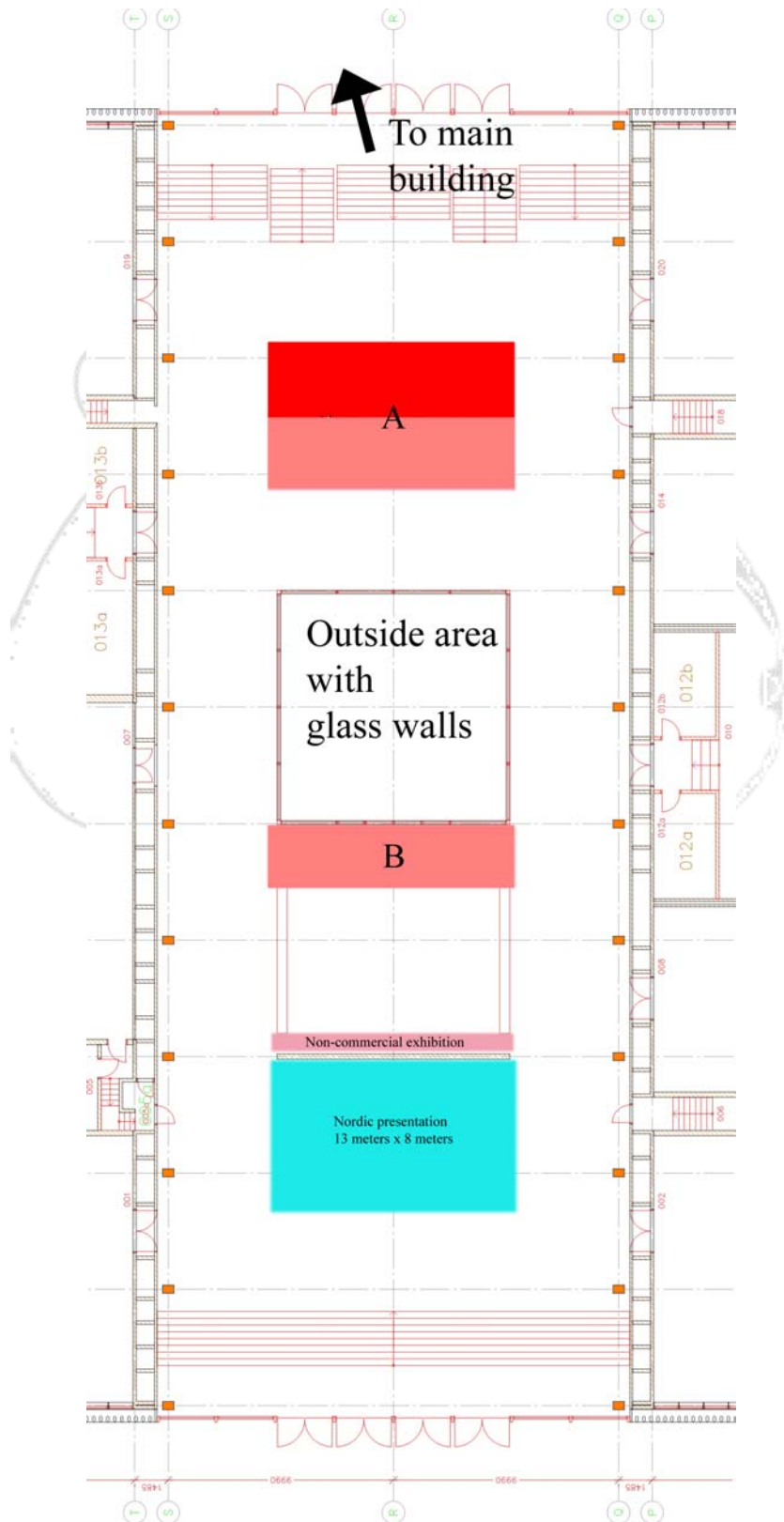
Building 116

Roof height in the hall is well over 4 meters except half of section H (south of the collonade), here the roof height is 2.66 meters.



Building 303

The roof height is 3.75 meters to the lowest part of the ceiling.



The Oticon hall

The roof height is well over 4 meters.

