WELCOME

to the 1st meeting of the extended Joined Organizing Committee

Agenda

• Introduction: Twente, location, theme
• Budget: fees & targets
• Organization: committees, MANCEF network
• Marketing: network, material
• Sponsoring: packages, potential sponsors
• Programme: themes, YTA
• Agreement
**Conference location**

- On campus / Kennispark:
  - SolMateS, SmartTip, Micronit, Medimate, Medspray, U-Needle, Xsens, Demcon, Maser, ....
  - MESA+, NanoLab, High-Tech Factory, ....

- Building ‘De Waaier’:
  - 4 conference rooms available: 477, 307, 135, 151
  - exhibition space:
    - 30 normal & 15-20 small ones

**Hotels**

- Country site: Bloemenbeek, Ros van Twente, Wilmersberg
- Campus: Broeierd, Drienerburght
- City: Hengelo
Ingredients...

- Sunday Reception in City of Enschede
- Young Technology Award – on Monday
- Workshops – bootcamp, pitch training – on Sunday
- 3 day conference
- Company visits
- NanoLab, High Tech Factory, Kennispark
- City, Campus & Countryside
- Conference dinner – on Tuesday
- Cheese, cheese, .... & Grolsch
- ..... 

- Feeling: collaboration, across borders, connecting, ambitious, creative, down-to-earth, making it happen, fun, ..... 

-> ‘Connecting different worlds, realizing creative systems’

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**Conference fee**

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Based on a budget of 330 k€

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Based on a budget of 280 k€
Fee & Targets

Fee
• Conference fee -> 850 €
• Early-bird -> 750 €
  – registration before 1 June 2013
• Students -> 350 € and early bird 300 €

Targets
• Sponsorship target -> 170 k€
  – 150 k€ + 20 k€ to cover exhibit related costs
• Participants target -> 200 full conference participants

Organization

• Extended Joint Organizing Committee – ExtendedJOC
• Joint Organizing Committee - JOC
• Local Organizing Committee - LOC
• Programme Committee - PC
• Marketing Committee - MC
• Sponsoring/Exhibitor Committee – SEC

• Involvement MANCEF network
Committees (1)

- Extended JOC:
  - Stein Ivar Hansen, Sikha Ray, David Tolfree, Volker Saile, Kees Eijkel, Annerie Heesink, Miriam Luizink

- JOC:
  - Volker, Kees (MANCEF); Annerie, Miriam (MESA+)

- Local Organization Committee
  - Annerie, José Nijhuis, Miriam (MESA+); Kees, Janinka Feenstra (Kennispark); Nancy Trip (Powered by Twente)

Committees (2)

- Program Committee:
  - Stein; Kees; Sikha; Dick Koster (NanoNextNL); Miriam
  - & Skype meetings with MANCEF community for input
  - MANCEF: ask some people to go for certain keynote speakers

- Marketing Committee:
  - Janinka; Sikha; Nicole Wylde (MANCEF); Annerie
  - MANCEF: ask members GABs / contacts for active marketing in certain countries & regions?

- Sponsoring & Exhibitors Committee:
  - Kees; Miriam (Organizer); XXX, XXX (MANCEF)
Marketing & Communications

• Online:
  – Goal: awareness / get more info and registration
  – What: web banners, announcements in newsletters (ours and other networks) and LinkedIn ads in relevant groups

• Print:
  – Goal: awareness / save the date
  – What: advertisements in (primarily European) magazines, direct mailings (hard copy)

• Conferences by others:
  – Goal: awareness / save the date
  – What: flyers, roll-up banners and ads in programme booklets

Channels/Networks (open to suggestions)

• Announcements and news via platforms:
  – NanoNextNL, MANCEF, Technology Circle Twente, Twente branding, organizing committees COMS 2008-2012, etc…..

• Announcements via conferences:
  – MAMS, Switzerland (15 January)
  – Nanotech Expo, Tokyo (30 January)
  – Nanotechnology Symposium, Enschede (31 January)
  – MEMS Executive Congres, Amsterdam (12 March)
  – etc ….
SAVE THE DATE
25 – 28 AUGUST
ENSCHÉDE
THE NETHERLANDS

COMMERCIALIZATION OF MICRO- AND NANOSYSTEMS
Important dates

- 17 January: sending Save the Date
- 17 January: signing contract / determining budget
- 4 February: final website and registration COMS 2013 online
- 4 February: 1st Call for Papers
- 4 February: attracting sponsors
- 11 February: finalizing first set of keynote speakers
- 18 February: 1st news letter
- 18 February: 2nd Call for Papers
- 31 March: Closing Call for Papers and review abstracts
- 15 April: finalizing parallel programme
- 15 April: finalizing keynote speakers
- 6 May: finalizing programme
- 13 May: 2nd newsletter
- 13 May: speakers consultations
- 10 June: 3rd newsletter
- 10 June: exhibitors plan
- 5 August: finalizing conference script
- 25-28 August: COMS 2013
- 16 September: (final) 4th newsletter
- 31 October: financial reporting

Partnerships ‘13

- Diamond partner 25 k€
  - Pavilion + 4 passes
- Platinum partner 20 k€
  - Pavilion + 3 passes
- Gold exhibitor 10 k€
  - Booth + 2 passes
- Silver exhibitor 6 k€
  - Booth + 1 pass
- Bronze exhibitor 3 k€
  - Tabletop + 1 pass
Sponsors & Exhibitors

- Oost NV
- NanoNextNL
- MESA+, Kennispark, High Tech Factory
- Overijssel / Twente / Enschede
- PPM Oost
- Saxion
- Spin-off companies
- Philips, Unilever, ASML, Holst, Thales, Ten Cate, Demcon, Océ, DSM, Panalytical, WWINN/IMS
- Business Cluster Semiconductors
- Munsterhuis, Grolsch,

- MicroTec SouthWest, KIT, NCE, Australia, MicroNarc (Switzerland), EUMinaFab, Minatech, Centech Munster, IVAM, MST.factory, CSEM/EPFL, Bosch, Raith, Zeiss, InnovationLab (Heidelberg), ...

YTA - Goals

Added value for COMS conference
- exposure for MANCEF / COMS as an attractive conference for young technology driven companies in adding an exciting competition to the conference program
- marketing tool for next COMS editions, great addition to event

Added value for participating companies
- free publicity, media attention (worldwide and local)
- feedback and learning from each other: strategy improvement
- exposure during COMS

Message
- COMS participants are young promising knowledge intensive companies that have the potential for growth and the ambition to reach the top
### YTA - Organization

**COMS:**
- Recruitment of the candidates with the help of ambassadors
- Communications: modify COMS website, early communication of the YTA and application; include with COMS registration form
- Choose 6 nominees based on factsheets and bootcamp August 25th
- Install strictly fair jury panel of 3-4 persons

**Kennispark Twente / Powered by Twente:**
- Deliver projectplan, communication plan
- Deliver application criteria candidates for COMS communication and website
- Support in communication / organization prior to the event
- Briefings of the jury and the nominees on location
- Logistics: location with stage (create atmosphere=must), audiovisuals, entertaining presenter, jury panel of 3-4 persons
- Overall coordination on location

### YTA – Candidates

**Criteria candidates** - Companies should:
- be younger than 10 years
- have a business model based on (their own) IP
- be able to generate a convincing increase of turnover in the coming years
- Micro/nano and high-tech (no software)

--> **Target: 15 – 20 participants, from >6 different countries**

**Acquisition**
- Based on earlier experiences it is proven hard to recruit candidates.
- Options:
  - Companies register themselves as candidates
  - Companies are nominated by ambassadors (directors of institutes, people in the network etc.) and are approached by members of the organization to convince them to apply.

--> ideas, people, ...
YTA - Jury

Profile of the jury members - The members of the jury should:
• meet one or more of the following criteria:
• (serial) entrepreneur
• background in technology
• former prizewinner
• investor
• attention grabber

-> Potential jury members: ....

• The members of the jury will be briefed about the candidates and about the finale program. They will have to select the nominees for the finale out of appr. 15 candidates in the day before the finale takes place, on Sunday, August 25th.

YTA – Promo/ces

Promotion
• COMS and MANCEF website
• Websites of organizations in the MANCEF network
• Newsletters of organizers and partners in the network
• Local media

Proces
• Inform companies and press of the election
• The website will be open for online registration asap
• Companies apply filling out a factsheet
• Registration for the Sunday bootcamp is obligatory
• Both factsheets and results/impressions of the candidates during the bootcamp on Sunday will be used for the selection of the 6 nominees
• Bootcamp on Sunday August 25th will thus be used as a preselection stage for about 15-20 participating companies
• Finally 6 companies are invited to pitch on stage during the final
YTA

Prizes

• Jury prize: The winner takes a prize of 5,000 euro’s, offered by external party - name.
• Audience prize: The audience votes for their favorite candidate: this prize is 1,000 euro’s
• Candidates can start to gather votes through a poll on the website, or through another practical way during COMS. This way the audience is committed as of the early start of the competition.

YTA - Finale

Program (~3 hrs)
10 min    Word of welcome by the presenter and introduction of the members of the jury
5 min     Members of the jury are seated
15 min    Pitch nominee 1 and QA jurypanel
15 min    Pitch nominee 2 and QA jurypanel
15 min    Pitch nominee 3 and QA jurypanel
15 min    Short break
15 min    Pitch nominee 4 and QA jurypanel
15 min    Pitch nominee 5 and QA jurypanel
15 min    Pitch nominee 6 and QA jurypanel
30 min    Jury deliberation
Entertainment for the audience: Quiz or other entertainment (singer, acrobat, quiz, …)
Audience votes for their favorite candidate
10 min    Awards ceremony
30 min    Conclusion of the finale; congratulations, interviews, drinks etc.

Location
• The location, ATAK Enschede, is just big enough for the audience (100-150 people)
Event Ingredients...

- Sunday Reception in City of Enschede
- **Young Technology Award** – on Monday -> candidates, jury
- Workshops – bootcamp, pitch training – on Sunday
- 3 day conference -> **themes &/chairs, keynotes**
- **Company visits**
  - NanoLab, High Tech Factory, Kennispark
  - City, Campus & Countrysite
  - Conference dinner – on Tuesday
  - Cheese, cheese, ….& Grolsch
  - ..... 
- Feeling: collaboration, across borders, connecting, ambitious, creative, down-to-earth, making it happen, fun, ..... 

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Agenda

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- Budget: fees & targets
- Organization: committees, MANCEF network
- Marketing: network, material
- Sponsoring: packages, potential sponsors
- Programme: themes, YTA

- Agreement
Thank you very much!

for the 1st meeting of the extended Joined Organizing Committee