



FUNDRAISING PROJECT

8th Brazilian Congress on Metrology

XI International Congress on Electrical Metrology (SEMETRO)

II Brazilian Congress on Metrology of Ionising Radiation (CBMRI)

II Workshop of the Chemical Metrology Network of Inmetro (Remeq-I)

Brazilian Congress on Optical Metrology (CBMO)

November 29 to December 2, 2015

Bento Gonçalves, RS

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Metrologia 2015

Better measurements, more quality, more trust!

The year 2015 will be celebrated by the United Nations initiative as the International Year of Light. By a curious coincidence, many notable events in science and technology complete multiple of 50 or 100 years this coming 2015. From pioneering work wise Ibn Al-Haytham in 1015, through Fresnel, Maxwell, Einstein until the discovery of the cosmic radiation background to the use of optical fibers in communications in 1965.

More and more electromagnetic radiation is present in our daily lives in a large number of applications. And there is no way to think of these applications without thinking of measurements. From entangled photons to more prosaic lighting our of daily life, we relate all the time with luminous phenomena.

Among other things, the light allows us to communicate globally and on a large scale. And that strengthens an internationalization of production processes, which brings considerable changes in the relations, processes and economic, social, political and cultural structures the country.

These conditions require the interchangeability of parts of complex systems, translated by strict adherence to standards and specifications using measurement techniques increasingly accurate, as well as the growing demand of the consumer markets for products higher quality and services.

We also require innovation and improvements in domestic production, to leverage the industry's competitiveness in domestic and foreign markets. Thus, the country is organized to give increasingly bold steps towards economic and social development.

In this edition of the Brazilian Congress of Metrology, in addition to the thematic sessions in various areas of Metrology and Conformity Assessment, will hold several satellite events, which are already traditional events or highlighting major current issues such as those relating to the International Year of Light. The meetings will be on Electricity (XI International Seminar on Electrical Metrology - SEMETRO) Ionizing Radiation (CBMROI) and the Meeting of the Brazilian Chemical Metrology Network.

Repeating the initiative undertaken in 2013, on the occasion of the seventh Brazilian Congress of Metrology, the best works, selected by the Scientific Technical Committee, will be published in a special issue of the Journal of Physics Conference Series, published by IOP Publishing.

As in previous events, we will promote the Metrology Expo 2015 trade show and exhibition of measuring equipment. We will also have the Metrology 2015 offer classroom courses in various areas of interest Metrology and Conformity Assessment, conducted by the National School of Basic Industrial Technology - ENTIB, of SBM.



Target Audience

In order to broaden the discussion of advanced topics of Metrology, we are inviting organizations and personalities of world metrology, bringing them closer to the Brazilian community of entrepreneurs, professionals and researchers interested in the science of measurement.

The organization, with the support of the credibility held by Inmetro, SBM, and IRD and other sponsoring institutions of side events, guarantee that the Metrology 2015 has a diverse audience of great interest to many sectors of industry and commerce and, in particular, for all research institutions related to metrology.

We can list as target audience professionals in the following areas:

- Researchers and students in the various areas of knowledge, especially in the areas of Engineering, Natural Sciences, Mathematics and Statistics;
- Specialists in the areas of quality and management;
- Quality Area Evaluators;
- Laboratory professionals in the areas of calibration and testing;
- Professionals responsible for the dissemination of technological information;
- Representatives of professional associations and educators from engineering, physics, mathematics, statistics and technology areas in general, responsible for curriculum development and new educational technologies;
- Metrology businesspeople;
- Representatives and leaders of Brazilian industries;
- Owners and staff of micro and small enterprises;
- Representatives and leaders in business;
- Government agencies
- R&D&I Institutions;

The Metrology in 2015, along with the events held simultaneously, will count with the participation of about 700 direct participants and will be publicized to over 20,000 potential participants, bringing together entrepreneurs, manufacturers and service providers and equipment suppliers and demanders of metrology, lab professionals, researchers, scientists and academics, in order to promote the dissemination and marketing of products and services.

Themes

The papers presented will be organized according to the themes of each event:

- Physical Metrology (Optical, Thermal, Mechanical, Acoustics, Magnetism, Telecommunications);
- Materials Metrology;
- Chemical Metrology;
- Biological Metrology;
- Metrology and Instrumentation in Ionizing Radiation;
- Metrology in health and nutrition;
- Uncertainty, Statistics and Mathematics;
- Legal Metrology;
- Management systems;
- Infrastructure for laboratories;
- Instrumentation, Automation and Robotics;
- Metrology, Standardization and Conformity Assessment.



Expected Results

- Collaborate in the development of world metrology, particularly in Latin America, through the presentation of technical and scientific papers, presentation of lectures by invited scientists with significant and current contributions to the field, exchange of experience and scientific and technical exchanges between professionals and institutions, both domestic and foreign.
- Deepen the integration of metrology and conformity assessment;
- Discuss recent advances in metrology in general and quality;
- Present and discuss the implications of metrology and quality in the economy, industry,
- Present and discuss the implications of metrology and quality in the economy, industry, environment, health, within the national and international levels, in view of the major issues generated by globalization, especially those related to tariff barriers;
- To present and discuss new techniques of measurement and calibration, developed and being developing by the industry;
- Discuss metrology infrastructure and quality to support the development of developing countries.



Event Visibility

- Metrology in 2015 - the event aims to better update technicians in charge of the areas of measurement and quality of the companies, as well as present new processes and new technologies;
- Possibility to interact with the technicians from Inmetro, IRD, as well as researchers from other research and development institutions in metrology, Calibration Laboratories and Certification Bodies;
- Professional update with courses.

The Metrology 2015 will bring together researchers, representatives of national and international institutions to study and work in technology and metrology products and conformity assessment. In this context, we emphasize the importance of the participation of organizations and Brazilian companies that develop projects and work in this area, or that rely on new technologies that are being developed in order to demonstrate Brazil's potential in the sector. The event will also promote a great interactivity between the projects developed in Latin America and can be a facilitator in the exchange of information on technologies.

Equipment and measurement technologies suppliers:

The Metrology 2015 is an excellent opportunity for companies that market or develop sophisticated instruments or measurement systems, as well as the exchange of experiences, the event also aims to drive economic of this market, with exposure and possibility of business with equipment and materials. The public participating the event is potentially interested in these new technologies, among the participants are representatives from various sectors such as oil and gas, food, electrical, strength, hardness, optical, metallurgical mass, agribusiness, chemistry, physics, engineering, forensics, among others.

Metrology Laboratory and Research and Innovation Centers

The Metrology 2015 will also include the participation of representatives of laboratories and institutions from various fields, who develop and apply new methods and measurement products, to present their new technologies.



Sponsors Shares:

Diamond Sponsor Category
Share value per Diamond Sponsor: Above R\$60,000.00

Benefits offered to the Diamond Sponsor:

- a) Sponsor's name in the event's documents and promotional material, including the marketing instruments and verbal references made during the opening ceremony in the presence of authorities;
- b) Space to present institutional lecture in time to be defined with the organizing committee, according to the schedule;
- c) Space in one of the event rooms for presentation of the company and its products, in time to be defined with the organizing committee, according to the schedule;
- d) Banner of the institution, highlighted, especially during the event;
- e) Space for exhibition, with first priority in choosing the location and size, corresponding to a stand of 18 m² in the exhibition area of the event;
- f) Logo displayed on all the graphic materials of the event;
- g) Logo displayed in the folder that will be delivered to each person registered for the event;
- h) Up to 8 (eight) free registrations, with the right to full information kit containing the material to be distributed to participants;
- i) Free distribution of promotional material of the institution in the event folder with the possibility of parallel distribution of catalogs and other products;
- j) Logo, with Diamond highlighting in any promotional material such as: brochure, website and calls for papers;
- k) Access to the register of participants.

Gold Sponsor Category

Share value per Gold Sponsor: R\$40,000.00

Benefits offered to the Gold Sponsor:

- a) Space in one of the event rooms for presentation of the company and its products, in time to be defined with the organizing committee, according to the schedule;
- b) Banner of the institution, highlighted, especially during the event;
- c) Space for exhibition, corresponding to a stand of 14 m² in the exhibition area of the event;
- d) Logo displayed on all the graphic materials of the event;
- e) Logo displayed in the folder that will be delivered to each person registered for the event;
- f) Up to 5 (five) free registrations, with the right to full information kit containing the material to be distributed to participants;
- g) Free distribution of promotional material of the institution in the event folder with the possibility of parallel distribution of catalogs and other products;
- h) Logo, with Gold highlighting in any promotional material such as: brochure, website and calls for papers;
- i) Access to the register of participants.

Silver Sponsor Category

Share value per Silver Sponsor: R\$20,000.00

Benefits offered to the Silver Sponsor:

- a) Space for exhibition, corresponding to a stand of 12 m² in the exhibition area of the event;
- b) Logo displayed on all the graphic materials of the event;
- c) Logo displayed in the folder that will be delivered to each person registered for the event;
- d) Up to 3 (three) free registrations, with the right to full information kit containing the material to be distributed to participants;
- e) Limited distribution of promotional material of the institution in the event folder;
- f) Logo, with Silver highlighting in any promotional material such as: brochure, website and calls for papers;
- g) Access to the register of participants.



Bronze Sponsor Category
Share value per Bronze Sponsor: R\$10,000.00

Benefits offered to the Bronze Sponsor:

- a) Space for exhibition, corresponding to a stand of 10 m² in the exhibition area of the event;
- b) Logo displayed on all the graphic materials of the event;
- c) Logo displayed in the folder that will be delivered to each person registered for the event;
- d) Up to 2 (two) free registrations, with the right to full information kit containing the material to be distributed to participants;
- e) Logo, with Bronze highlighting in any promotional material such as: brochure, website and calls for papers.



Metrology 2015 Support

The term supporter of METROLOGY 2015 means the company, laboratory or organization interested in supporting the event by contributing financial or material resources to exclusively cover the event realization expenses. Among those already identified needs we include: folders for distribution to participants, services, materials, sponsored meals, travel and per diem costs of invited speakers, transfers of participants and speakers, cocktail and operational support.

Benefits offered by METROLOGY 2015 to organizations that collaborate in supporter category.

- a) Logo, with Bronze highlighting in any promotional material such as: brochure, website and calls for papers, marketing material, CD-ROM, folders;
- b) Logo displayed on all the graphic materials of the event;
- c) Copy of the event's annals.
- d) Inclusion of an A4 folder in the event's folders (the folder shall be delivered to SBM a month in advance).



Metrology in 2015 Institutional Support

The term supporter METROLOGY 2015, means the company, laboratory or organization interested in supporting the event without financial resources. The supporter should publicize the event through their email marketing and / or other means of dissemination.

Benefits offered by METROLOGY 2015 to organizations that collaborate in the category Institutional Supporter:

a) Company logo on promotional material such as: brochure, website, calls for papers and advertisements.

Expo exhibitors Metrology 2015 - fair and exhibition of measuring equipment.

In prime location of the area reserved for the METROLOGY 2015, there will be a services and measuring equipment Fair, creating opportunities for manufacturers, distributors and users of measuring devices and other sectors interested in metrology to exhibit their products and develop their links and contacts with the international community of Metrology, fostered by this Congress of global importance.

A limited number of stands for a privileged few, with all proper infrastructure adequate to the high level of the event, will be offered to exhibitors in the ambience of the venue.

The cost per 8 (eight) m2 standard stand will be R\$ 5,000.00.

The stand will be delivered assembled and with small wardrobe, table and two chairs. Exhibitors are entitled to priority access to the Convention Center where the event will be held and will receive special badges entitled to one (1) free entry to METROLOGY 2015.



INTERNATIONAL
YEAR OF LIGHT
2015



Contacts:

Purchase of Stands and Sponsor Contracts:

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For more information on the event, access:

www.metrologia2015.org.br

