



Mechanical Engineering  
Design of Synchrotron  
Radiation Equipment and  
Instrumentation

15–19 September 2025



Sponsorship  
Opportunities

Dear Sponsors and Exhibitors,

It is our pleasure to announce that the 13th International Conference on Mechanical Engineering Design of Synchrotron Radiation Equipment and Instrumentation (MEDSI 2025) will take place in the historic city of Lund, Sweden. We invite you to become one of the esteemed sponsors of this event. Hosted by MAX IV Laboratory, the conference will run from September 15th to 19th, 2025.

This year marks a significant milestone—the 25th anniversary of the inaugural MEDSI, which began as a two-day international workshop at the Paul Scherrer Institute. Over the past quarter-century, MEDSI has evolved into the foremost meeting point for leaders in synchrotron instrumentation and key players from facilities worldwide.

Our five-day program will feature a variety of invited and contributed talks, poster sessions, and industrial exhibitions, offering excellent opportunities for direct engagement with mechanical engineers and leading suppliers. The conference programme will provide multiple opportunities to connect with the community during coffee breaks and social events, all within the brand new venue, The Loop, located in the Science Village - a vibrant area located between the research facilities of MAX IV Laboratory and European Spallation Source (ESS).

We are excited to offer you a great opportunity to contribute to the community through a specific sponsorship programme with multiple options to ensure your visibility and contribution in the field. Reservations for our sponsorship opportunities will open in autumn 2024, and we advise reserving early to secure your place.

We look forward to your participation and welcoming you to Lund for a memorable and rewarding conference.  
For further information, please visit [www.meds2025.com](http://www.meds2025.com).

Best Regards,  
Joaquín B. González  
MEDSI 2025 Conference chair  
On behalf of the MEDSI 2025 Local Organizing Committee.



# MAX IV Laboratory, Sweden's double-ringed synchrotron light source, will proudly host MEDSI 2025

This year marks the 25th anniversary of the inaugural MEDSI, which began as a two-day international workshop at the Paul Scherrer Institute in 2000. Over the past quarter-century, MEDSI has evolved into the leading global forum for mechanical engineers in the accelerator community and related fields, providing a platform for sharing experiences and innovations from facilities worldwide.

Our five-day program will feature a variety of invited and contributed talks, poster sessions, and industrial exhibitions. Delegates will also have the opportunity to tour the MAX IV Laboratory, Sweden's double-ringed synchrotron light source and home to the first 4th generation storage ring.





# MEDSI 2025 will be hosted in Lund, a picturesque university city in the south of Sweden

In Lund, tradition and innovation go hand in hand. The heart of the city, with its cobbled streets and imposing cathedral, has a medieval feel. This atmosphere is enhanced by the presence of Lund University (LU), which dates back to 1666.

LU's oldest buildings are interspersed with historic clerical and trade houses in the city centre, while the new 'kunskapsstråket' (line of knowledge) connects the centre to Skåne's university hospital, LU's modern campus, and various spin-offs and established research laboratories, including MAX IV Laboratory and the neutron facility ESS. All these sites are easily accessible by a convenient tramline.

Lund is easily reached via Copenhagen Airport (45 minutes by train, with approximately 80 trains per day), which crosses the iconic Öresund Bridge. Direct train connections to Hamburg (and further into Europe) are available five times a day





# The venue

The Loop is a modern innovation and conference centre located in the Science Village area of Lund, Sweden. Designed to be a hub for innovation, collaboration, and development, it features state-of-the-art facilities for various events, including conferences, seminars, and workshops.

The architecture and design of The Loop reflect Scandinavian aesthetics, offering a sophisticated and inspiring environment for attendees. As a net zero energy house, The Loop produces as much energy as it uses annually. The building is centrally located in the Science Village, between ESS and MAX IV, and is conveniently connected to the centre of Lund by tram.





# Sponsorship opportunities

MEDSI 2025 offers an exceptional opportunity to sponsor a well-established conference with a history of attracting over 300 delegates. Attendees include national and international participants from facilities worldwide and research institutes. The conference will cover key topics such as storage rings, beamlines, optics, end-station instrumentation, and advancements in technology areas like vacuum, cryogenics, and precision mechanics.

As a sponsor, your company will receive exposure and recognition through the following benefits based on the different levels of sponsorship.



# Gold Sponsorship € 8500

## Prominent Logo Placement

Your company's logo will be featured prominently on all digital and printed materials of the conference, including:

- Conference flyers and program booklet.
- Plenary stage with a roll-up banner (80x200cm) of your company (to be provided by the sponsor).
- Opening slides of the sessions.
- Conference main landing webpage.

## Advertisements

- Full-page ad in the program booklet (printed and digital).
- Full-page ad flyer included in the conference bag (to be provided by the sponsor).
- Your ad or commercial video will be prominently displayed on the giant LED screen above the main entrance of the main hall, where the industrial exhibition and coffee breaks will take place.

## Exhibition Space

Includes a large booth package (shell scheme booth) located in a prominent area of the exhibition, centrally positioned where coffee breaks will be held. Gold sponsors will have priority over other exhibitors for space allocation, on a first-come, first-served basis.

## Registrations

Up to 4 conference registrations for representatives from your company or your guests, including the conference dinner.

## Speaking Opportunity

A 15-minute speaking slot in the main session room.

## Social Media Mention

Your company will be mentioned on our social media platforms.

## Verbal Acknowledgment

Your company will be verbally acknowledged at the Opening and Closing Ceremonies.



## Silver Sponsorship € 5000

### Logo Placement

Your company's logo (medium-sized) will be featured on digital and printed materials of the conference, including:

- Conference flyers and program booklet.
- On stage (joint mention, on roll-up).
- Conference main landing webpage.

### Advertisement

Half-page ad in the program booklet.

### Exhibition Space

Includes a large booth package (shell scheme booth) to present your company in the exhibition area where coffee breaks will be held. Silver sponsors have priority over bronze exhibitors in space allocation (on a first-come, first-served basis).

### Registrations

Up to 2 conference registrations for representatives from your company or your guests, including the conference dinner.

## Bronze Sponsorship € 3000

### Logo Placement

Your company will be listed as an exhibitor at the conference, including:

- Program booklet.
- Conference main landing webpage.

### Exhibition Space

Includes a light booth package (table) to present your company in the exhibition area where coffee breaks will be held. Space allocation on a first-come, first-served basis after gold and silver exhibitors.

### Registration

1 conference registration, including the conference dinner.

# Extra sponsorship options

## A. Sponsor a Social Event

### **Welcome Reception or Conference Dinner (Exclusive) – €5000**

- Two complimentary conference full registrations.
- Your company's logo featured on digital and printed material of the conference.
- Roll-up banner of your company (to be provided by the sponsor) in a prominent location during the event.
- Verbal acknowledgement at the event.
- Company logo set on the tables.

### **Coffee Breaks (Exclusive) – €4000**

- Two complimentary conference full registrations.
- Your company's logo featured on digital and printed material of the conference.
- Verbal acknowledgement at the event.
- Company logo set on the tables/high tables.

### **Best Poster or Young Poster Prizes (Exclusive) – €2000**

- One complimentary conference full registration.
- Verbal acknowledgement at the event.
- Award presented by a company representative.

## B. Advertisement

- Outside Back Cover in program booklet – €2000
- Inside Front Cover in program booklet – €1500
- Inside Back Cover in program booklet – €1500
- Full Inner Page in program booklet – €1000
- Full page (A4) ad flyer included in the conference bag – €1000
- Logo on a throwcube microphone used in plenary/parallel sessions (max. 2) – €1000
- Your ad or commercial video on the large LED screen in the Atrium, outside the main hall (maximum duration of 1 minute), displayed throughout the conference - €1000



## C. Merchandise Conference products

**Attendee gifts to be included in every participant's conference bag:**

- Your logo on Wallet Ruler <https://geniuslabgear.com> (exclusive) – €4000
- Your logo on the conference tote bag (max. 2) – €1500
- Your logo on the conference notebooks (max. 2) – €1250
- Your logo on the conference pen (exclusive) – €1500
- Your logo on mini Swedish folding ruler <https://medtryck.com/verktyg/nyckelring-och-mattstock> (exclusive) – €1000
- Your logo on the conference lanyard (exclusive) – €3000

## D. Others

- Roll-up banner (60x200cm) in the Exhibition area (to be provided by the sponsor) – €1000
- Speaking opportunity (15 min) in the main hall during one coffee break (max. 7) – €1000
- Presentation opportunity (40 min) in the main hall during one lunch break (max. 3) – €2000

*The prices indicated do not include VAT.*

*If you have other ideas for sponsorship, write to us; we would love to discuss them with you.*

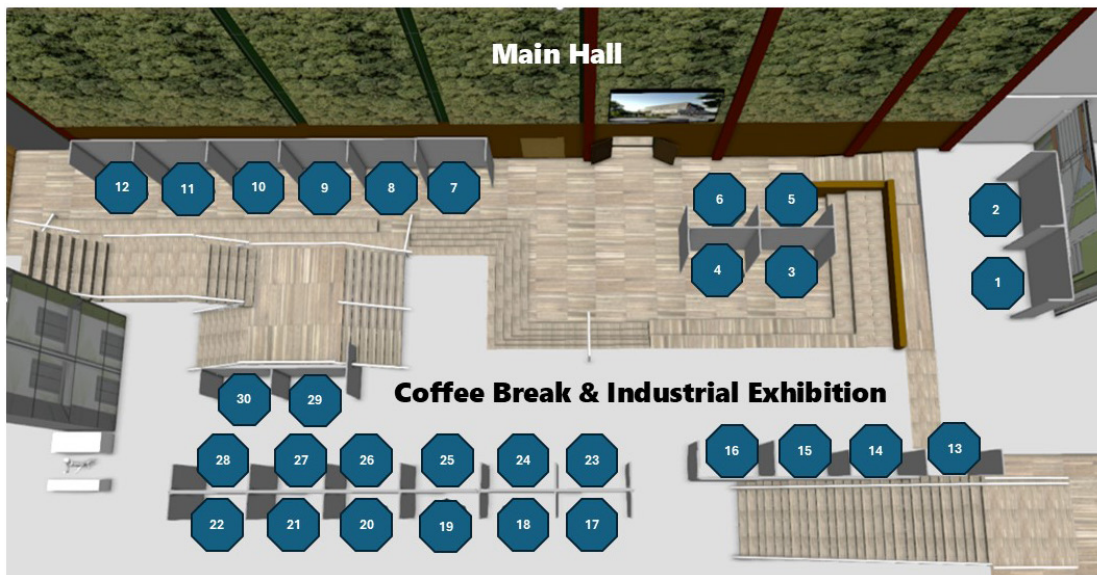
3D image of the atrium showing the large LED screen above the doors to the main hall, available for sponsor ads. Please note that the final layout is subject to change.



# Industrial exhibition

## Exhibition plan

The exhibition will take place in the Atrium of the Loop building, adjacent to the Science Village hall where the main sessions of MEDSI 2025 will be held. This central location ensures high visibility and accessibility for all conference participants. Coffee breaks and stand-up lunches will also be served in the atrium, providing ample networking opportunities in a convenient setting. The industrial exhibitor area will feature up to 30 booths within the atrium.



The illustration shows a preliminary floor plan for your reference and is subject to change.

We are pleased to offer two booth options: Light and Large. Each standard booth includes the following features:

### Large booth package

- Shell scheme booth
- 3 chairs
- Power supply at your table (max 300W)
- Dedicated Wi-Fi for sponsors
- Scale drawing to help you arrange your space
- Option to order additional services directly from the Fair service at an extra cost

### Light booth package

- A standing table (round)
- 2 chairs
- Power supply at your table (max 300W)
- Dedicated Wi-Fi for sponsors
- Scale drawing to help you arrange your space

*Please note that these options are preliminary and subject to change. Waste management will be centralized in the building to ensure proper sorting and recycling.*



# Reservations

Reservations for our sponsorship opportunities will open in autumn 2024 on [www.meds2025.com](http://www.meds2025.com). Applications will be processed in the order of receipt. Exclusive sponsorship items and exhibition space are limited and will be allocated on a first-come, first-served basis. Priority will be given as follows: Gold > Silver > Bronze, based on the payment time sequence within each category.

Further sponsorship proposals or customizations may be discussed between the Local Organizing Committee and the Sponsors; please note that these may incur additional costs.

## Contact

For questions, inquiries, please contact:

Keyu Zhou (+46) 462 226 639

Anders Bjermo (+46) 462 226 633

Email: [meds2025sponsor@maxiv.lu.se](mailto:meds2025sponsor@maxiv.lu.se)



# General Terms and Conditions

## **ART. 1 - GENERAL TERMS AND CONDITIONS**

The sponsor or exhibitor agrees without reservation to adhere to the terms outlined in these rules and regulations, as well as the provisions of Swedish public law applicable to events. They shall accept any new measures necessary for the benefit of the event that the organizer may indicate, whether orally or in writing.

## **ART. 2 – ADMISSIONS**

Reservation requests by exhibitors will only be considered valid upon receipt of an official confirmation email from the Local Organizing Committee MEDSI 2025. All reservations must be submitted through [www.meds2025.com](http://www.meds2025.com). The Local Organizing Committee MEDSI 2025 reserves the right to accept or reject any reservation request without providing justification for refusal. Applicants have no right to claim compensation for refusal, even if invited to apply by the Local Organizing Committee MEDSI 2025.

## **ART. 3 – PAYMENT**

Upon completing your reservation, an invoice for the full application fee, inclusive VAT (if applicable), will be issued. Payment is required in full upon receipt of the invoice to confirm your participation. Any reservation fee not paid before the 15th of April 2025 will not be considered. Please ensure prompt payment to secure your sponsorship and exhibition space.

## **ART. 4 - CANCELLATION**

In case of cancellation by an exhibitor before 15/05/2025, 50% of the total invoice amount will be retained by the organizer as compensation. Cancellation requests from 15/05/2025 onwards will result in the entire invoice amount being due and retained as compensation for breach of contract.

## **ART. 5 – SUBLEASE**

Admission certificates are personal, non-transferable, and non-assignable. Sponsors/Exhibitors are prohibited from assigning, subletting, or transferring their booth or exhibition space.

## **ART. 6 – OCCUPATION OF EXHIBITION SPACES**

The exhibition layout is determined by the Local Organizing Committee MEDSI 2025. Booth allocations are made based on the sponsorship levels (Gold, Silver, Bronze) and order of payment. No changes to allocated spaces are permitted without written approval from the Local Organizing Committee. The Committee reserves the right to alter the exhibition floor layout if necessary. Exhibitors must occupy their allocated spaces from September 16 to 18, 2025, inclusive; failure to do so will result in the space being considered vacant and may be reassigned without compensation or refund. Exhibitors are required to ensure that their exhibits do not obstruct or adversely affect neighboring exhibitors.



#### **ART. 7 – RULES AND SAFETY INSTRUCTIONS**

A technical file detailing stand layouts, furniture rental rules, safety regulations, and necessary services will be provided to exhibitors at a later date. Exhibitors and their personnel are required to comply with venue rules, regulations, and instructions specified in the technical file, as well as Swedish laws applicable to fairs and exhibitions. Exhibitors are responsible for their exhibited materials and are advised against leaving valuable items unattended at their booth. Insurance coverage is recommended for protection against loss or damage. Exhibitors are liable for any damage caused to other exhibitors, common property, or third parties within the exhibition area.

#### **ART. 8 - EXCLUSIVITY**

By reserving and renting a stand or advertising space, exhibitors agree not to organize or prioritize any meetings or gatherings on conference topics that have not been declared or authorized by the Local Organizing Committee.

#### **ART. 9 – DISTRIBUTION OF DOCUMENTS**

Distribution of advertisements or leaflets is only permitted within the exhibitor's stand.

#### **ART. 10 – RIGHTS AND LIABILITIES OF THE ORGANISER**

The organizer retains the right to decide on all unforeseen matters not covered by these regulations. Such decisions are final and non-appealable. Breach of any clause in these regulations may result in immediate, temporary, or permanent exclusion of the exhibitor without entitlement to refund or compensation. The organizer may also initiate legal action in case of non-payment by sending a legal notice with acknowledgment of receipt. In case of non-payment within 15 days, the contract may be cancelled without further notice. The organizer is not liable for a low number of registered delegates or lack of interest in the conference.

#### **ART. 11 – CANCELLATION OF THE EVENT**

In the event of force majeure, the conference dates or the exhibition may be changed or cancelled. In such cases, the Organizing Committee is not liable and may reimburse payments received after deducting incurred costs.

#### **ART.12 – DISPUTES**

In case of disputes, only the Tribunals of Sweden have jurisdiction.