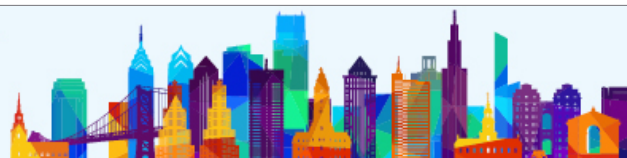


# Pangborn 2025

16th Pangborn Sensory Science Symposium

CONNECTING SENSES AND MINDS



August 17-21, 2025 • Philadelphia, USA

## Supporting Publication



## About the Conference

At the heart of Sensory & Consumer Science stands collaboration – integrating approaches and findings from different disciplines, working across functional areas, and connecting across borders, time zones, and cultures.

This collaborative mindset sits at the center of our discipline, to truly understand sensory perception, gain consumer insights, and to deliver impactful results.

We invite you to join us in 2025 for the 16th Pangborn Sensory Science Symposium - Connecting Senses & Minds!

## Conference Chairs

Helene Hopfer, *Pennsylvania State University, USA*

Curtis Luckett, *SCiFi Foods, USA*

Alissa Nolden, *University of Massachusetts Amherst, USA*

## Conference Topics

- SCS with 'Artisan' experts
- Non-food sensory & consumer science
- Sensometrics & data science
- Understudied populations
- Sensory methodology
- Fundamentals of human perception
- Texture perception and food oral processing
- Intersection of health and sensory consumer science
- Human machine interface

## Organised by

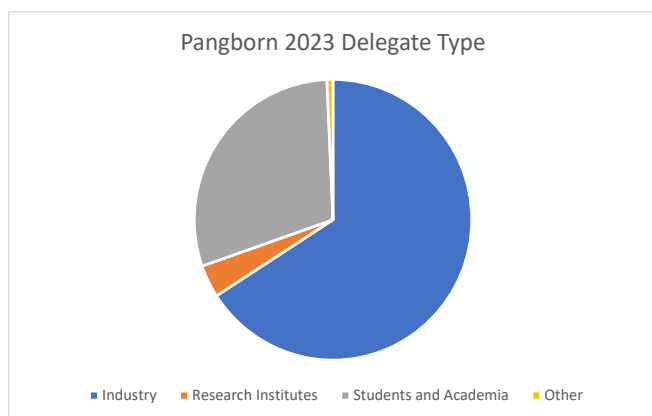


ELSEVIER



# Sponsorship and Exhibition Information

Elsevier's extensive global network of physical scientists in academia, business and government is being targeted to generate a highly qualified audience from the Pangborn community.



## USE YOUR PRESENCE AT PANGBORN TO:

- 1 Launch new products and highlight existing ones
- 2 Increase brand awareness and elevate your company profile
- 3 Network with specialists, seek international partners and form new alliances
- 4 Increase visibility in focused markets
- 5 Communicate your message to a highly qualified scientific and expert community
- 6 Build relationships for the future
- 7 Attract new talent and strengthen partnerships
- 8 Generate sales leads and educate the market

# Marketing Reach

An extensive marketing campaign will be used to promote Pangborn to ensure maximum exposure for your organisation.

## Website



A website devoted to the Conference, [www.pangbornsymposium.com](http://www.pangbornsymposium.com) is live and will be updated continuously in the lead up to the event providing all current information on the program, speakers, networking functions and a section dedicated to sponsors and exhibitors.

## Social media/Twitter #Pangborn2025



## E-Mail Marketing



Direct email broadcasts will be distributed regularly in the lead up to the event. The email broadcasts include Congress updates such as program announcements, registration opening, networking functions, newly confirmed sponsors and exhibitors and more.

For further information on sponsorship and exhibition opportunities, Please contact:

**Daphne Llewellyn Davies**

T: 07905 762721

E: [daphne.davies@outlook.com](mailto:daphne.davies@outlook.com)

PLATINUM SPONSOR

\$ 23,500

- Company acknowledgement on all official conference support signs and on all marketing collateral
- Special recognition on the conference website
- Complimentary registration for 5 delegates
- Complimentary 6x2m shell scheme booth
- One set of promotional material to be handed out at registration
- A complimentary meeting room
- A complimentary advertisement in the Conference App
- Option to brand specific portions of the meeting, including 3 of the following\*:
  - Welcome reception • Coffee break • Lunch break • Workshop
  - Poster award • Lanyards • Conference app

GOLD SPONSOR

\$ 15,000

- Company acknowledgement on all official conference support signs and on all marketing collateral
- Special recognition on the conference website
- Complimentary registration for 4 delegates
- Complimentary 3x2m shell scheme booth
- One set of promotional material to be handed out at registration
- A complimentary advertisement in the Conference App
- Option to brand specific portions of the meeting, including 2 of the following\*:
  - Welcome reception • Coffee break • Lunch break • Workshop
  - Poster award • Conference app

SILVER SPONSOR

\$ 9,500

- Company acknowledgement on all official conference support signs and on all marketing collateral
- Special recognition on the conference website
- Complimentary registration for 3 delegates
- Complimentary 3x2m shell scheme booth
- One set of promotional material to be handed out at registration
- A complimentary advertisement in the Conference App
- Option to brand specific portions of the meeting, including 1 of the following\*:
  - Coffee break • Poster award • Conference app • Lunch break

EXHIBITION

- An exhibition will run alongside the conference providing you with the opportunity to network with the delegates, demonstrate your products, generate new sales leads and raise your profile within the scientific community. This is centrally located next to the catering and posters to ensure good footfall
- The exhibition package includes company acknowledgement on all official support signs, conference website and on all marketing collateral
- The following option is available:

Shell Scheme 3x2 Shell Scheme (including complimentary registration for 1 delegate)	\$ 4,500
6x2 Shell Scheme (including complimentary registration for 2 delegates)	\$ 8,000

(\*) Based on first come first served receipt of commitments







## ADDITIONAL SPONSORSHIP OPPORTUNITIES

Promotion exposure for our sponsors includes:

- Listing of your logo and company name, short description and link through to your company website on the conference website
- Packages can also be tailor-made to suit individual requirements

See below for additional specific benefits and exposure

### BRANDING AND VISIBILITY

<div>REFILL BOTTLES</div> <div>\$ 8,250</div> <div><ul style="list-style-type: none"><li>• Your company logo on every refill bottle available at the conference</li><li>• Complimentary registration for 2 delegates</li></ul><div>EXCLUSIVE</div></div>	<div>LANYARDS</div> <div>\$ 6,600</div> <div><ul style="list-style-type: none"><li>• Your company logo on the woven conference lanyard given to each delegate and worn throughout the conference</li><li>• Complimentary registration for 1 delegate</li></ul><div>EXCLUSIVE</div></div>
<div>CHARGING STATION</div> <div>\$ 4,500</div> <div><p>Located within the exhibit hall, these 2 new standalone Charging Stations will provide attendees with the facility to charge their cell phones, tablets or lap tops during the day. This package offers the sponsor full branding on the standalone unit cover (attendees use the facility at their own risk)</p><ul style="list-style-type: none"><li>• Complimentary registration for 1 delegate</li></ul><div>EXCLUSIVE</div></div>	<div>REGISTRATION DESK</div> <div>\$ 3,850</div> <div><ul style="list-style-type: none"><li>• Your company logo on poster and signage at the registration desk</li><li>• Your company logo on pens distributed at the conference</li><li>• Complimentary registration for 1 delegate</li></ul><div>EXCLUSIVE</div></div>
<div>SEAT DROP</div> <div>exclusive per session*</div> <div>\$ 1,900</div> <div><ul style="list-style-type: none"><li>• Your promotional material can be distributed on attendees seats at a designated session</li></ul><div>EXCLUSIVE</div></div>	<div>REGISTRATION HANDOUT</div> <div>\$ 1,500</div> <div><ul style="list-style-type: none"><li>• Your promotional material can be handed out to each delegate during the registration process on-site. This applies to light weight materials only – books etc. will not be inserted into delegate bags, but are more appropriate for literature displays. Materials should be sent to the Project Lead in time for insertion - specific dates and quantities will be provided on application</li></ul></div>

(\*) Based on first come first served receipt of commitments

<p>CONFERENCE APP</p> <p>CONTACT US</p> <p> Sponsor Elsevier's conference App, available on all Android and iOS devices. Your company logo will be displayed prominently on the app</p> <ul style="list-style-type: none"> <li>• Details of the program and speakers</li> <li>• Abstracts of all the talks and posters</li> <li>• Presentation and Poster files</li> <li>• Information on exhibitors and sponsors</li> <li>• Conference floor plans</li> <li>• Allows participants to plan what presentations to attend, add notes to the program, make lists via the To Do feature and add custom tags to presentations and exhibitors</li> </ul> <p><b>EXCLUSIVE</b></p>	<p>POSTER SESSIONS</p> <p>\$8,500</p> <p> • Signage featuring your logo promoting your sponsorship close to the posters</p> <ul style="list-style-type: none"> <li>• Your logo on the printed poster board numbers</li> <li>• Your company name on the conference programme including the conference app as the poster session sponsor.</li> <li>• Space for your pull up banner close to the posters during the course of the session</li> <li>• Complimentary registration for 2 delegates</li> </ul> <p><b>EXCLUSIVE</b></p>
<p>NAMING OF THE PLENARY SESSION ROOM</p> <p>\$ 13,750</p> <p> • An exclusive opportunity to have high profile branding of the plenary room that will be named after your company.</p> <ul style="list-style-type: none"> <li>• Prominent branding at auditorium entrance</li> <li>• The name of the room on the online conference programme including the conference app and venue signage.</li> <li>• Complimentary registration for 2 delegates</li> </ul> <p><b>EXCLUSIVE</b></p>	<p>NAMING OF THE BREAK OUT ROOM</p> <p>\$ 6,000</p> <p> • An excellent opportunity to have high profile branding of a break out room that will be named after your company.</p> <ul style="list-style-type: none"> <li>• Prominent branding at auditorium entrance</li> <li>• The name of the room on the online conference programme including the conference app and venue signage.</li> <li>• Complimentary registration for 1 delegate</li> </ul> <p><b>EXCLUSIVE</b></p>
<p>APP ADVERT</p> <p>\$ 950</p> <p> • This action is exclusive for sponsors/exhibitors, allowing you to place a full color advert on the conference app</p> <ul style="list-style-type: none"> <li>• Image should be text lite PNG or JPG and have a size of 1500x2000px</li> </ul>	<p>TOTE BAG</p> <p>\$ 8,000</p> <p> • The tote Bag is made from an environmentally friendly fabric and given to all delegates at registration. The sponsor logo appears on the bag and the sponsor can add their own note book and pen if desired.</p> <ul style="list-style-type: none"> <li>• Complimentary registration for 2 delegates</li> </ul>

(\*) Based on first come first served receipt of commitments

NETWORKING OPPORTUNITIES

PANGBORN PARTY \$ 12,000



An unrivalled opportunity to have high profile branding at the main social event of the conference

- Entertain 10 of your colleagues/delegates at your own table located in a prime position at the main social event of the conference.
- Your company logo on available paraphernalia (eg napkins, doilies etc.)
- Your company logo on A1 sized foam-backed posters where the dinner will be taking place
- One set of promotional materials to be handed out at registration
- Complimentary full registration for 2 delegates
- 10 dinner tickets for you to distribute to your dinner guests



LUNCH SESSION Exclusive per break \$ 5,500



- Your company logo on available paraphernalia (e.g napkins)
- Your company logo on A1 sized foam backed posters where the lunch is taking place
- Opportunity to display your literature on a table within the lunch area for the duration of the break
- One set of promotional material to be handed out at registration
- Complimentary registration for 1 delegate



WORKSHOP \$ 5,500



- Showcase your products to the conference delegates at a dedicated workshop session
- Promoted on the conference website
- Open to all pre-registered delegates
- Full AV support included
- Complimentary registration for 1 delegate

COFFEE BREAK Exclusive per break \$ 3,300



- Sponsorship of one of the Conference Coffee Breaks
- Your company logo on available paraphernalia (eg. napkins, doilies etc.)
- Your company logo on A1 sized foam-backed posters where the breaks will be taking place
- Complimentary registration for 1 delegate



WELCOME DRINKS \$ 8,000



- Opportunity to give a short address at the beginning of the reception
- Your company logo on available paraphernalia (eg napkins, doilies etc.)
- Your company logo on A1 sized foam-backed posters positioned around the reception area
- One set of promotional materials to be handed out at registration
- Complimentary registration for 2 delegates



SUNRISE YOGA SESSIONS \$6600 TO SPONSOR 1 SESSION OR \$8000 TO SPONSOR ALL SESSIONS



- Start the day with a gentle yoga practice suitable for all ages. (MAX 50 per session) The sessions will be led by an experienced practitioner and take place within the conference complex commencing at 6.30 for 45 minutes per session.(Allowing time to attend the Commercial Workshops afterwards)
- Your company logo on the A1 sized foam-backed posters where the sessions will take place
  - Your company logo on the sweat towel available to each session for the delegate to take home as a reminder of the experience.
  - Complimentary registration for 2 delegates



## SPONSORSHIP AND EXHIBITION ORDER FORM

## 1. YOUR DETAILS

Company contact name for correspondence

Title (Prof. Dr. Mr. Ms.)      First Name

Surname

Job Title

## Organization

Address

State/Country

Post/Zip Code

Tel	Fax
-----	-----

Email

## 2. SPONSORSHIP OPPORTUNITIES

- |   |           |
|---|-----------|
|  Platinum Sponsor | \$ 23,500 |
|  Gold Sponsor     | \$ 15,000 |
|  Silver Sponsor   | \$ 9,500  |

## BRANDING AND VISIBILITY

- |   |            |
|---|------------|
| <input type="checkbox"/> Refill Bottles             | \$ 8,250   |
| <input type="checkbox"/> Lanyards                   | \$ 6,600   |
| <input type="checkbox"/> Charging Station           | \$ 4,500   |
| <input type="checkbox"/> Registration Desk          | \$ 3,850   |
| <input type="checkbox"/> Seat Drop                  | \$ 1,900   |
| <input type="checkbox"/> Registration Handout       | \$ 1,500   |
| <input type="checkbox"/> App advert                 | \$ 950     |
| <input type="checkbox"/> Conference app             | Contact Us |
| <input type="checkbox"/> Naming of the Plenary Room | \$ 13,750  |
| <input type="checkbox"/> Naming of a Break out Room | \$ 6,000   |
| <input type="checkbox"/> Poster Sessions            | \$ 8,500   |
| <input type="checkbox"/> Coffee Cart                | Contact Us |
| <input type="checkbox"/> Tote Bag                   | \$ 8,000   |
| <input type="checkbox"/> Staff Shirts               | Contact Us |

## NETWORKING OPPORTUNITIES

- |   |               |
|---|---------------|
| <input type="checkbox"/> Pangborn party           | \$ 12,000     |
| <input type="checkbox"/> Welcome drinks reception | \$ 8,000      |
| <input type="checkbox"/> Lunch session            | \$ 5,500      |
| <input type="checkbox"/> Coffee break             | \$ 3,300      |
| <input type="checkbox"/> Workshop                 | \$ 5,500      |
| <input type="checkbox"/> Poster Award             | \$ 3,500      |
| <input type="checkbox"/> Sunrise Yoga Sessions    | \$6600-\$8000 |

### 3. EXHIBITOR OPPORTUNITIES

- |  |          |
|--|----------|
| <input type="checkbox"/> 3x2 Shell Scheme              | \$ 4,500 |
| <input type="checkbox"/> 6x2 Shell Scheme              | \$ 8,000 |
| <input type="checkbox"/> Other ( Tailored Package..... | \$.....  |

#### 4. HOW TO PAY

Total amount payable	\$
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- ☐ I agree to pay this amount in full, as per the terms and conditions
- ☐ I will arrange a bank transfer to Elsevier Ltd, please send me the payment details

VAT ID Number (if known) \_\_\_\_\_

## 5. SIGN AND DATE THE FORM

I have read and agree to abide by the payment and cancellation terms as outlined below, and I understand that this form confirms my booking. I accept that from now on charges will be imposed for cancelled bookings, and that up to the full fee will be payable:

Signature \_\_\_\_\_ Today's Date \_\_\_\_\_

## 6. RETURN TO

For further information on sponsorship and exhibition opportunities, Please contact:

Daphne Llewellyn Davies

T: 07905 762721

E-mai: daphne.davies@outlook.com

**TERMS AND CONDITIONS OF BOOKING:**

- Acceptance of applications for table-top exhibits or sponsorship is at the discretion of the organisers.
- Cancellations: If you find it necessary to cancel your exhibition or sponsorship package, please contact the conference department immediately using the contact details provided during the confirmation of your involvement. Cancellation more than 91 days prior to the first open day of the conference – 50% of the total charge as a cancellation penalty provided that written notice is received. Cancellation 91 days or less prior to the first open day of the conference – 100% of the total charge as a cancellation penalty.
- Payment must be made in advance of the conference and is non-refundable according to the above cancellation terms.
- If Elsevier are forced to cancel the event for any reason you will be offered a 100% refund of your original booking. If Elsevier are forced to postpone the event for any reason you will be offered a 100% refund of your original booking or the possibility to transfer your funds to the next edition of the event
- You will be provided with confirmation of your booking, along with full details of shipping co-ordinates and relevant shipping deadlines.
- A reduction in Stand space shall be treated as a pro rata cancellation. A signed order of a Stand implies participation by the Exhibitor for the whole of the time when the hall is open to the Visitors. In the event of cancellation by the Exhibitor or failure to exhibit the Stand charges shall be paid in full to the Organiser. Cancellation charges will be applied as indicated above and the parties hereby agree that these constitute a genuine and reasonable estimate of the loss which the Organiser would incur on cancellation of the order by the Exhibitor.
- The exhibition stand contract constitutes a license to exhibit and not a tenancy. The Organiser reserves the right at any time and from time to time to make such alterations in the ground plan of the Exhibition as may be necessary in their opinion in the best interests of the Exhibition and to alter the shape, size or position allocated to the Exhibitor. No alterations to the space allotted will be made in such a way as to impose on the Exhibitor any greater liability for rental than that undertaken in the exhibition stand contract.
- The Exhibitor or Sponsor shall not be entitled to withhold payment of any amounts payable to the Organiser in relation to the exhibition or sponsorship package by reason of any dispute or claim by the Exhibitor or Sponsor in connection with the exhibition/sponsorship package or otherwise nor shall the Exhibitor or Sponsor be entitled to set off any amount which it is alleged is payable or due from the Organiser against any amount payable to the Organiser in relation to the exhibition or sponsorship package.
- Exhibitors are responsible for their own insurance for the event. A copy of your public liability insurance certificate (providing cover of US\$3,000,000) is required prior to the event.
- Price for up to 2 colour printing within logos