



**Assistive technology from virtuality to reality**  
**8th European conference for the advancement of assistive technology in Europe**  
**Henri Warembourg Faculty of Medicine - Lille - France - September 6-9, 2005**

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## Sponsors guide

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The Association for the Advancement of Assistive Technology in Europe (AAATE) is organising its 8th conference in Lille, France, in 2005.

This biannual conference is an opportunity for people to discuss new developments, trends and research in the field of assistive technology.

Following successful conferences held in Ireland, Slovenia, Germany, Greece, Portugal, Sweden and Netherlands, over 200 papers were selected and published at the last AAATE conference in 2003.

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### Conference Themes

The subtitle of the conference is "from Virtuality to Reality". It focuses on the bridge which leads from the perceived user need to the actual end use of the assistive device.

#### **New Technologies**

New technologies emerge daily. How can they be applied in the Assistive Technology field?

#### **Technology Transfer**

With all these technologies and developments available, why do many never reach the market?

#### **Socio-Economic Aspects**

Within a free-trade Europe, assistive technology products experience differing degrees of success. What about policies in the different European countries? Is it convergence or divergence?

#### **Human-Centred Considerations**

How can we consider user needs, how can we evaluate them and what is the role of the user in the development of an assistive device?

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## Areas

- Access to the Information Society
- Assistive Technology for Children
- Assistive Technology for Mobility
- Assistive Technology for Older Adults
- Assistive Technology for Restoration and Enhancement of Function
- Assistive Technology for the Activity of Daily Living
- Assistive Technology in Education & Training
- Assistive Technology in the Work Environment
- Assistive Technology in the Workplace
- Augmentative and Alternative Communication
- Changes in Social Systems and Service Delivery
- Community Networks
- Design for All / Universal Design
- Development of Assistive Technology for Independent Living
- Education and training in Assistive Technology
- European Infrastructure in the field of Assistive Technology
- Improving Quality of Assistive Technology
- Industrial Competitiveness and Technology Transfer
- Issues of Human/Machine Interaction
- Socio-economic Evaluation
- User Empowerment

This list is not exhaustive: all areas related to assistive technology may be considered.

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## Sponsorship

### **Flyer insertion in the conference bags .....770 € + VAT**

This is an opportunity to communicate directly with all the conference delegates and participants via the inclusion of a flyer in the delegate pack.  
A4 format with a maximum of 4 pages.

### **Provision of delegate notepads .....800 € + VAT**

The notepads will be included in the delegate packs for all conference delegates and participants.

### **Provision of pens .....800 € + VAT**

The pens will be included in the delegate packs for all conference delegates and participants.

### **Provision of conference bags .....3900 € + VAT**

The conference bags are amongst the most effective promotional objects on offer. Intelligently designed and manufactured to high standards, they will not only be highly visible during the event but will also be re-used later by delegates.

### **Delegate badges .....700 € + VAT**

The badges will be produced by the conference organizers but will bear your logo. Delegates will be obliged to wear their badges within the conference venue, and checks will be made to ensure this.

### **Delegate badge lanyards .....700 € + VAT**

We have chosen to use lanyards as the means of attaching the delegate badges. Produced by the conference organizers, these non-woven fabric lanyards are flat, 1 centimetre across and will bear your company's logo. The lanyard colour will be chosen to match your logo's colour scheme.

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## Exhibition

### **Registration fee .....45 € + VAT**

Registration includes an administration fee, an entry in the official event catalogue and 2 exhibitor badges giving access to the trade show, the coffee breaks and the on-site catering, the conferences.

### **Hire of a contact desk .....1000 € + VAT**

4sqm. surface area (additional floor space available in multiples of 4sqm.), including 2 partitions pannels, one table and 2 chairs.

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## Editorial inserts

### **Full-page insert in the event catalogue .....500 € + VAT**

The event catalogue is a colour document. It lists all the exhibitors and partners, and includes the trade show floor plan.

### **Half-page insert inside the front cover .....990 € + VAT**

Colour document inserted inside the catalogue's front cover.  
*Only one such package is available.*

### **Half-page insert inside the back cover .....750 € + VAT**

Colour document inserted inside the catalogue's back cover.  
*Only one such package is available.*

### **Full-page item on the back cover .....1100 € + VAT**

Colour document on the catalogue's back cover. A5 format.  
*Only one such package is available.*

### **Your logo in the catalogue .....200 € + VAT**

Insertion of your logo in colour next to your catalogue entry.

### **Logo and link on the website .....500 € + VAT**

Insertion of your logo on the event website, with a hyperlink to your company's website. The event website is designed so as to generate very heavy traffic from delegates: on-line registration is possible.

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## Contacts

For further information on the AAATE conference, please contact:

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