



**MCPC // 2009**

4.10.2009 - 8.10.2009

The world conference on mass  
customization & personalization

Helsinki, Finland

**Sponsoring**

[www.mcpc2009.fi](http://www.mcpc2009.fi)



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# The 5th World Conference on Mass Customization and Personalization

- Helsinki 4.-8.10.2009
  - Pre-Conference
  - Academic Conference
  - Business Seminar
  - Lab Workshops
- Themes: Customization, Creativity, Configuration
- Keynote Speakers include:
  - Joseph Pine, author of *The Experience Economy* and *Authenticity: What Consumers Really Want*
  - Bo Harald, Head of Executive Advisors, Tieto
  - Teemu Arina, Founder and CEO, Dicole Oy
  - Timo Soininen, CEO, Sulake Oy
- Audiences with interesting profiles



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## MCPC2009 Conference program

<b>Sun 4.10.</b> <b>13:00 - 18:00</b>	<b>Pre-conference workshop</b>	Design Factory
	<b>COCKTAILS</b>	Espoo City, EMMA
<b>Mon 5.10.</b> <b>9:15 - 18:30</b>	<b>Academic Conference</b>	LUME (Sampo hall + 3 rooms)
	<b>DINNER</b>	at a restaurant downtown
<b>Tue 6.10.</b> <b>9:00 - 18:00</b>	<b>Academic Conference</b>	LUME (Sampo hall+ 3 rooms)
	<b>COCKTAILS</b>	LUME
<b>Wed 7.10.</b> <b>9:15 - 17:00</b>	<b>Business Seminar</b>	HSE Chydenia
	<b>COCKTAILS</b>	Helsinki City Hall
<b>Thu 8.10.</b>	<b>LABs Workshops at companies</b>	LAB1-5

The World Conference on Mass Customization & Personalization

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UNIVERSITY OF ART AND  
DESIGN HELSINKI



HSE HELSINGIN KAUPPAKORKEAKOULU  
HELSINKI SCHOOL OF ECONOMICS



UNIVERSITY  
OF TAMPERE



TAMPERE UNIVERSITY OF TECHNOLOGY



TEKNILLINEN KORKEAKOULU  
TEKNISKA HOGSKOLAN  
HELSINKI UNIVERSITY OF TECHNOLOGY



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# Excellent Platform for Networking

- Sponsors will have:
  - the opportunity to network with members of the international MCP-community
  - the opportunity to interact and discuss with leading international experts in mass customization
  - visibility as co-creators of multidisciplinary and interdisciplinary activity at Aalto University
  - the opportunity to advance their own expertise/knowledge
- The sponsors are offered two tailored sponsorship packages:
  - "Members" or "Partners"



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## Member

- Creates a unique platform for co-operation within the MCP-community.
- 1 free registration (value €1,300), including access to the following events (with catering):
  - Pre Conference 4.10.2009
  - Academic Conference 5.- 6.10.2009
  - Business Strategy Seminar 7.10.2009
- Further registrations 25% off the normal price
- A company flyer (or other alternative material) to distribute at the conference
- A company's logo visible throughout the conference material:
  - Conference Program and Proceedings
  - Slide show between the sessions
- A hyperlink on the conference web site
- Price €3,200 + 22% VAT



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## Partner

- The opportunity to have a visiting speaker from the partner company
  - A Finnish speaker is included in the sponsorship price. If the speaker is foreign, the co-ordination and communications are included in the sponsorship price, but the price of the speaker will be agreed and invoiced separately
- The opportunity to have a company speaker in the conference program
- 3 free registrations (value €1,300/participant), further registrations 25% off the normal price
- A company's logo visible throughout the conference material
  - Conference Program and Proceedings
  - Slide show between the sessions
- A hyperlink on the conference website
- A company's products/services and promotion material visible at the conference exhibition (see slides 7-8)
- "Tag clouding" - reports on visitors and visits to the conference website
- The opportunity to have a company's own case in the Pre Conference workshop
- The opportunity to host a company's own Lab, which will be priced case-specifically and separately (see slides 9-10)
  
- Price/Fee €12,000 + 22% VAT



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# MCPC2009 Exhibition

- The sponsoring companies can present their products and services at the conference exhibition as per the agreement
- The exhibition will be held at the Galleria Passage in Media Centre Lume. The Galleria Passage will be a through-passage and lounge during the Academic Conference 4. - 5.10.
- The size of the exhibition space is 185 m<sup>2</sup> (5m x 37m x 5,3m)

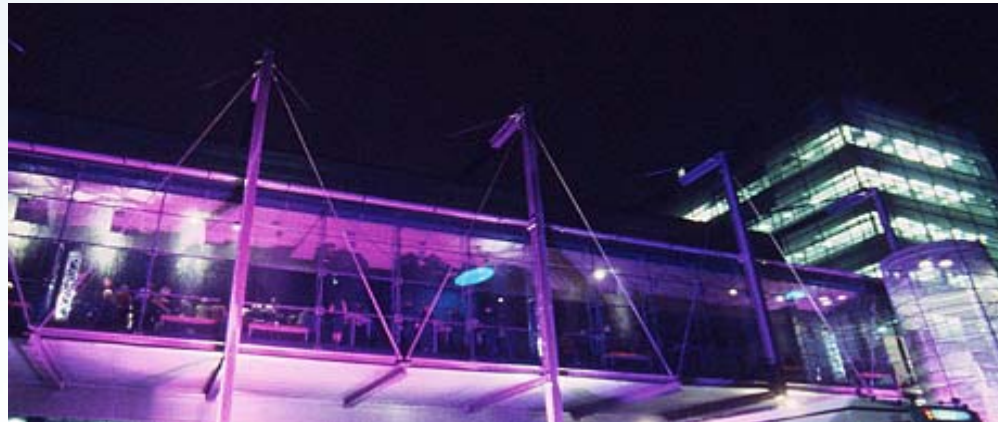




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# MCPC2009 Exhibition Plan

- Each company's products and services will be presented according to the company's preferences
- The exhibition architect is industrial designer Tarja Kunttunen M.A. and the graphic designer is industrial designer Kirsten Sainio M.A.
- Each showcase will be customized together with its company in order to ensure optimal visibility of the products/services





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# LAB workshops

- In the LAB workshops companies develop their own themes
- Companies can co-create a joint LAB
- Companies can invite conference participants or speakers to join the LABs as Key Notes, facilitators or participants
- LABs are priced case-specifically according to the theme, the scope and the workload
- There will be two separate LAB preparing events for companies that are considering and/or planning their LABs:
  - June 11 at the University of Art and Design Helsinki
  - August 27 at the University of Art and Design Helsinki



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# LAB contents

- The purpose of the LABs is to bring up themes relevant to a company or group of companies
- Each company or group of companies defines the theme of their LAB
- The chosen theme should be "too big to be solved alone", therefore, there will be a need for multi-disciplinary expertise
- There will be two "Partners only" events to plan and prepare the LABs in a co-creation process together. The leading experts will assist in determining the themes and planning the LABs
- The LABs can be structured as follows:
  - 20% panel discussion
  - 10% introduction
  - 60% applying the content of the day in workshops
- Each company or consortium participating in the LABs is responsible for the arrangements of their own LAB (space, catering, program)
- Or, if necessary, the Conference team will support the companies in building and planning each LAB (to be agreed in the co-operation contract)



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## Interested in co-operation

- If you wish to hear more about the MCPC2009 Conference and to discuss co-operation regarding it, please contact:

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