51th International Planning Congress of the International Society of City and Regional Planners

19-23 October 2015

SPONSORSHIP AND EXHIBITION OPPORTUNITIES

ISOCARP
Knowledge for better Cities
International Society of City and Regional Planners

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www.isocarp.org
ISOCARP CONGRESS 2015

Invitation

You are invited to join the International Society of City and Regional Planners (ISOCARP) in Netherlands, for the 2015 Congress. This year the congress will have a unique format. Twelve cities in the Netherlands, Belgium and Germany will host 2-day interactive workshops on topical themes to them and to planners worldwide. The conclusions and lessons learnt of the workshops will be debated at the plenary in Rotterdam, Netherlands. Planning professionals from all over the world are welcome to make a professional contribution to one of the 12 workshops and participate in the plenary debate on ‘rethinking planning’. There are many events planned for the plenary part, including Mayors’ Summit and matchmaking session. Ultimately the congress exchanges will lay the foundation for the next fifty years of ISOCARP as well as international planning.

International Society of City and Regional Planners - ISOCARP

The International Society of City and Regional Planners (ISOCARP) is a global association of experienced professional planners. It was founded in 1965 in a bid to bring together recognized and highly qualified planners in an international network. The ISOCARP network consists of both individual and institutional members from 87 countries. ISOCARP is a non-governmental organization recognized by the UN, UNCHS and the Council of Europe and has a formal representative status with UNESCO.

The objectives of ISOCARP include the improvement of planning practice through the creation of a global and active network of planners. ISOCARP encourages the exchange between planners, promotes the profession in all aspects, stimulates research, improves education and training, increases information and awareness on major planning issues.

51th ISOCARP International Planning Congress

The Society’s main event is the annual International Planning Congress, which focuses on an international planning theme. The congress takes place in a different country every year. This year it will be held in Netherlands, starting with workshops in Netherlands, Belgium and Germany. Finally up to 500 planners from all over the world will gather to discuss the Congress theme “Cities Save the World. Let’s Reinvent Planning”. Moreover on this occasion ISOCARP will celebrate its 50th Anniversary and it will be a proud moment to highlight ISOCARP’s achievements over the last 50 years.

Being a partner at the Congress will provide you with an opportunity to participate in a unique knowledge creation and knowledge sharing with colleagues from many countries and regions. We trust that you will find this as a unique opportunity for your organization to explore new frontiers in international cooperation and business opportunities.
CONGRESS SPONSORSHIP AND EXHIBITION OPPORTUNITIES

Showcase your activities, services and products during the 51st ISOCARP Congress to an expert audience. The congress brings together policy makers and the private sector in a professional setting of international experts, a unique opportunity for enterprises and institutions to introduce their activities.

2015 ISOCARP Conference Target Market Profile

- ISOCARP members worldwide (700 members across more than 85 countries)
- Public sector, including national, regional and local authorities, municipal urban planning departments, NGO’s and international organizations
- Academic institutions, including universities, research centres, publishers
- Private Sector, including consultancies, infrastructure solution suppliers, other industry.

Sponsorship Packages Overview

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum</td>
<td>€ 20,000</td>
</tr>
<tr>
<td>Gold</td>
<td>€ 15,000</td>
</tr>
<tr>
<td>Silver</td>
<td>€ 10,000</td>
</tr>
<tr>
<td>Bronze</td>
<td>€ 5,000</td>
</tr>
<tr>
<td>Sponsor</td>
<td>€ 2,000</td>
</tr>
</tbody>
</table>

Exhibition Booth Package: € 700 - 2,000

Sponsor Benefits

- Support the ideas of city and regional planning both nationally and globally
- Reward partners, clients and staff with learning and networking
- Media opportunities from publicity generated by the event
- Exposure to an interested, relevant and influential audience before, during and after the event
- Be acknowledged for contribution to the industry
- Recognition of sponsoring organization’s efforts in promoting skills and knowledge to other markets through technology, transfer, training and sustainable local industry development.
- The opportunity to provide promotional literature and research to target market
- Increased opportunity for extremely targeted brand placement
- Access to all Conference sessions which will increase networking opportunities whilst providing valuable industry education and updates
- The opportunity to increase knowledge of standards, methodologies and their application
- Up to 500 delegates consisting of senior planners and researchers.
## Sponsor Benefits Details

<table>
<thead>
<tr>
<th>Sponsor Benefits</th>
<th>Platinum € 20 000</th>
<th>Gold € 15 000</th>
<th>Silver € 10 000</th>
<th>Bronze € 5 000</th>
<th>Sponsor € 2 000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Status of ISOCARP partner over the period of two years</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Acknowledged major sponsor in all marketing</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertisement in Congress programme</td>
<td>½ page colour</td>
<td>¼ page colour</td>
<td>¼ page colour</td>
<td>logo</td>
<td>logo</td>
</tr>
<tr>
<td>Acknowledged with company logo in all Congress publications</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Complimentary exhibition space</td>
<td>two panels</td>
<td>two panels</td>
<td>one panel</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company’s promotional material displayed for distribution at the Congress in the vicinity of the registration desk</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company’s promotional material displayed for distribution</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Complimentary registrations to the entire congress</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Complimentary farewell party</td>
<td>4 tickets</td>
<td>2 tickets</td>
<td>1 ticket</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary Congress material and publications</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company’s website linked to ISOCARP website four months prior to the Congress</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Company’s website linked to ISOCARP website two months prior to the Congress</td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Link from ISOCARP website to company’s site during the Congress</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Verbal acknowledgement in the Closing Session</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Certificate of Appreciation</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

## Exhibition Booth Package

<table>
<thead>
<tr>
<th>Exhibition Booth Package</th>
<th>One day € 700</th>
<th>Two days € 1000</th>
<th>All Congress days € 2000</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 m x 3 m exhibition space</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo advertisement in electronic programme</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Free registration for one staff member</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>
BOOKING FORM SPONSORSHIP PACKAGES

Contact details:

Mr ☐ Ms ☐ Title (Prof/Dr) ☐

Given name ___________________________ Family name ___________________________

Organisation (in English) ___________________________________________________________________

Website __________________________________________________________________________________

Title/Function and Department ________________________________________________________________

Street ___________________________ Postal / Zip code ___________________________

City ___________________________ Country ___________________________

Phone ___________________________ Fax ___________________________

(country code/city code/phone number) (country code/city code/fax number)

Mobile ___________________________ Email ___________________________

(for being reached during the Congress)

Please indicate which sponsorship package you are interested in:

☐ Platinum : 20,000 EUR ☐ Silver: 10,000 EUR

☐ Gold: 15,000 EUR ☐ Bronze: 5,000 EUR

☐ Sponsor : 2,000 EUR ☐ Exhibition Booth: 700 – 2,000 EUR ☐ ☐

Total: EUR

Payment information:

You will receive an invoice by ISOCARP.

A sponsorship is secured only on receipt of the sponsorship contribution.

Acceptance: I, the undersigned, agree to the terms specified and am authorized to commit to the conditions of this contract.

Signature: ___________________________ Date: ___________________________

Name: ___________________________ Function: ___________________________
INVOICE AND PAYMENT

To book your sponsorship to the 51st ISOCARP Congress held in Netherlands October 2015, please send the booking form to isocarp@isocarp.org. You will then receive an e-mail confirming your reservation, the related invoice, and all information needed to proceed with payment. Your booking will be final only upon receipt of payment of the invoice. Sponsors are responsible for covering any additional banking fees.

TERMS AND CONDITIONS OF CONTRACT BETWEEN THE CONGRESS SPONSOR/EXHIBITOR AND ISOCARP

Please be aware that sending back the booking form to ISOCARP stands as a binding agreement. With this form, you agree that your name will be added to the official list of sponsors to the 51st ISOCARP Congress, October 2015.

1. ISOCARP reserves the right, at its sole discretion, to change dates upon which the Congress is held or to cancel the Congress, and shall not be liable in damages or otherwise by reason of any such change or cancellation, other than to refund in full any amount paid by the Sponsor to ISOCARP.

2. The Sponsor/Exhibitor shall not assign this contract or sublet the space or any part thereof or permit the same to be used by any other person, without prior written consent of ISOCARP. Any attempt to do so is null and void and will result in immediate cancellation of this contract without refund.

3. The Sponsor/Exhibitor shall comply with all rules and regulations set by ISOCARP for its congresses as well as those set by the country where the congress is held.

4. The Sponsor/Exhibitor hereby releases ISOCARP from any and all claims, losses or damages suffered in connection with the Congress, including, without limitation, any claims for loss or theft of property, personal injury, or loss of business or profits.

5. This contract may be cancelled by either party provided written notice is received by the other 15 days prior to the Congress.

6. ISOCARP reserves the right at any time to alter or remove exhibits or any part thereof, including printed material, signs, panels, if in ISOCARP’s opinion their presentation is objectionable to ISOCARP, its members, host country or to the other Congress participants.

7. The Sponsor shall provide one person during exhibition hours. In respect to this, ISOCARP has no responsibilities for Sponsor’s property damage or loss.

8. Goods must not be shipped to the venue/host country/congress with any shipping charges to be paid on arrival and any such goods will not be accepted by ISOCARP.

9. The sponsor is responsible for the placement and cost of insurance relating to its participation in the Congress. The Conference Organiser highly recommends all sponsors and exhibitors to have their own insurance.

10. The Sponsor agrees that no display may be dismantled or goods removed during the scheduled time of the Congress.

11. All payments must be received by the due date. Failure to comply with payment terms may result in the sponsor not receiving full benefits as outlined in the package.

12. All sponsors benefits are conditional on receiving payment, and receiving material in a timely manner. Failure to submit these items will be treated as a forfeit of sponsorship benefits.