



**52nd International Planning Congress of the
International Society of City and Regional Planners**

12-16 September 2016

SPONSORSHIP BROCHURE

ISOCARP

Knowledge for better Cities

International Society of City and Regional Planners

ISOCARP Local Organising Committee

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ISOCARP CONGRESS 2016

Invitation

You are invited to join the International Society of City and Regional Planners (ISOCARP) in Durban, South Africa, for the 2016 Congress. The congress will bring together leading urban managers, academics and practitioners from around the world to explore the shape of things in urban transformations, including topics concerning the relation between cities and water in all planning scales: metropolitan, urban, city centres, waterfronts, greenways, urban focal points, neighbourhoods and specific projects. Speakers will present and discuss plans, projects, case studies, researches, evaluations, theories and methodologies.

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 over 80 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.

52nd 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 Durban, South Africa, where up to 500 planners from all over the world will gather to discuss the Congress theme "Cities we Have vs. Cities we Need".

The theme "Cities we Have vs. Cities we Need" is conceived as a catalyst to foster trans-disciplinary ways to interpret the past and conceive the future of cities. This requires a reflection on current practice of planning and the making of cities and for the generation of different ways in which the cities we need are created. It calls for sharing of knowledge and practice about cities as well as innovative ways in which desirable cities of the future are created. The theme provides an opportunity to work toward collaborative solutions for the challenges faced by the cities we have in order to create the cities we need in future.

Urban populations in cities around the world are growing at unprecedented rates, changing the profiles of the urban world and redefining the outlook of the urban phenomenon. As cities grow, there are complex challenges stemming from stretched transportation, housing, energy and water infrastructure. Ancillary, pandemics, rising food prices, polluted waterways and skies, blackouts and joblessness have eroded quality of life and destabilized societies and their prospects for prosperity. This demographic change is also assigning and demanding new roles and functions for cities as well as changing their economic, social and political character. Many, especially in the developing world, are not functioning well due to significant social problems such as high levels of poverty and poor infrastructure.

This challenges urban practitioners to harness urbanisation for sustainable development and inclusive growth in these cities under strenuous conditions. Hence, the pressure to reinvent planning and transform

cities at local, regional and national scales. Architects, engineers, urban planners, civil society and policy makers face unprecedented challenges to creating sustainable, healthy, 'smart', 'green', adaptive, inclusive, productive, safe, flexible and resilient cities.

The theme of the 52nd ISOCARP International Planning Congress "Cities we Have vs. Cities we Need" is conceived as a catalyst to foster trans-disciplinary ways to interpret the past and conceive the future of cities. This requires a reflection on current practice of planning and the making of cities and for the generation of different ways in which the cities we need are created. It calls for sharing of knowledge and practice about cities as well as innovative ways in which desirable cities of the future are created. The theme provides an opportunity to work toward collaborative solutions for the challenges faced by the cities we have in order to create the cities we need in future.

Sub-themes, to be elaborated by track leaders:

1. Transforming human settlements

This theme focuses on the planning, building, development and management of human settlements. It addresses spatial patterns of social and economic inequality and their potential integration.

2. Planning Activism and Social Justice

This theme is focused on the role of activism within planning process and how it has impacted cities and redefined planning priorities, for better and worse.

3. Envisaging Planning Theory and Practice for the next decades

This theme provides a critique of inherited planning practices and highlights innovation where planning theory and practice is reinvented or recast to create more relevant cities in the developing world.

4. Urban Planning and Policy making in times of uncertainty, fragility and insecurity

Planning is an instrument that can help address the challenge of environmental, political and economic uncertainty, but it can also be used to dominate and subjugate citizens. This theme elaborates the role of planning in situations of flux.

5. Intelligent Cities for People

This theme tackles the definition of smart cities where technology and access to data can be exploited for an unprecedented awareness and control of our built environment. While technology flourishes, have the human priorities of these cities been appropriately defined?

6. Planning for an interlinked and integrated rural-urban development

This subtheme explores the changing conceptualization of the urban rural divide and the possibility of new forms of urbanity and rural existence. Should or can rural-urban migration be mitigated by intelligent villages and rural development? Must urban development be more shaped by its non-urban context?

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 OPPORTUNITIES

Showcase your activities, services and products during the 52nd 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 and gain exposure.

2016 ISOCARP Conference Target Market Profile

- ISOCARP members worldwide (700 members across more than 80 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.

General 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 600 delegates consisting of senior planners and researchers.

CONGRESS COMPONENTS

Name of Event: Young Planning Professionals Workshop

Dates: 08 – 11 September 2016

Venue: UKZN

Number of Delegates: 90pax

Name of Event: Technical Workshops (7)

Dates: 12 September 2016

Venue: Various Municipalities (KZN)

Number of Delegates: 60pax per tour

Name of Event: ISOCARP Congress 2016 (Conference)

Dates: 13 – 16 September 2016

Venue: Inkosi Albert Luthuli ICC Durban

Number of Delegates: 650

Name of Event: Welcome Cocktail

Dates: 13 September 2016

Venue: Ushaka Marine World (Aquarium)

Number of Guests: 500pax

Number of Guests: 650pax

Name of Event: Gala Dinner & Awards

Dates: 15 September 2016

Venue: Inkosi Albert Luthuli ICC Durban

Number of Delegates: 650pax

Sponsorship Packages

CATEGORY	AMOUNT	RETURN ON INVESTMENT
King Shaka	R 500 000.00	<ul style="list-style-type: none"> ➤ Maximum display of your logo in all promotional material:- <ul style="list-style-type: none"> ✓ Conference registration area- banners ✓ Welcome banners ✓ Main Congress banners ✓ Full page advert on the conference brochure ✓ Organisation logo displayed on the screens during the ISOCARP Congress ➤ Organisation's logo in all print media adverts ➤ Free conference registration of 5 delegates from your organisation ➤ One free exhibition stand for the duration of the Congress ➤ Two-Minute corporate video to be shown during one of the social events ➤ One interview on a media platform ➤ Access to all social events during the ISOCARP Congress ➤ One table during the ISOCARP Gala Dinner & Awards Evening ➤ Audience with the hosting MEC and/or other relevant present principals for the duration of the congress
Queen Nandi	R 350 000.00	<ul style="list-style-type: none"> ➤ Maximum display of your logo in all promotional material:- <ul style="list-style-type: none"> ✓ Conference registration area- banners ✓ Welcome banners ✓ Main Congress banners ✓ Half-page advert on the conference brochure ✓ Organisation logo displayed on the screens during the ISOCARP Congress ➤ Free conference registration of 3 delegates from your organisation ➤ One free exhibition stand for the duration of the Congress ➤ Access to all social events during the ISOCARP Congress ➤ One table during the ISOCARP Gala Dinner & Awards Evening

<p>Mahatma Gandhi</p>	<p>R 250 000.00</p>	<ul style="list-style-type: none"> ➤ Maximum display of your logo in all promotional material:- <ul style="list-style-type: none"> ✓ Conference registration area- banners ✓ Welcome banners ✓ Main Congress banners ✓ Strip advert on the conference brochure ✓ Organisation logo displayed on the screens during the ISOCARP Congress ➤ Free conference registration of 3 delegates from your organisation ➤ One free exhibition stand for the duration of the Congress ➤ Access to all social events during the ISOCARP Congress ➤ One table during the ISOCARP Gala Dinner & Awards Evening
<p>J.L Dube</p>	<p>R 150 000.00</p>	<ul style="list-style-type: none"> ➤ Maximum display of your logo in all promotional material:- <ul style="list-style-type: none"> ✓ Main Congress banners ✓ Half a strip advert on the conference brochure ✓ Organisation logo displayed on the screens during the ISOCARP Congress ➤ Free conference registration of 3 delegates from your organisation ➤ One free exhibition stand for the duration of the Congress ➤ Access to all social events during the ISOCARP Congress
<p>Dick King</p>	<p>R 75 000.00</p>	<ul style="list-style-type: none"> ➤ Maximum display of your logo in all promotional material:- <ul style="list-style-type: none"> ✓ Main Congress banners ✓ Half a strip advert on the conference brochure ✓ Organisation logo displayed on the screens during the ISOCARP Congress ➤ Free conference registration of 3 delegates from your organisation ➤ One free exhibition stand for the duration of the Congress ➤ Access to all social events during the ISOCARP Congress

Other Sponsorship Packages

PACKAGE	VALUE	LIMITATION
King Shaka	ZAR 500 000.00	1 x Sponsor (Exclusivity)
Queen Nandi	ZAR 350 000.00	Limited to 3 sponsors
Mahatma Gandhi	ZAR 250 000.00	Limited to 4 sponsors
J. L Dube	ZAR 150 000.00	Unlimited
Dick King	ZAR 75 000.00	Shared/ Exclusive (Limited to two (2) sponsors)
Morning Tea Break	ZAR 140 000.00	4 - Morning Tea Breaks (Total cost for 4 days)
Afternoon Tea Break	ZAR 140 000.00	4 - Afternoon Tea Breaks (Total cost for 4 days)
Lunch Break	ZAR 450 000.00	4 – Lunch Breaks (Total cost for 4 days)
Gala Dinner & Awards Evening	ZAR 260 000.00	Shared / Exclusive (Limited to two (2) Sponsors)
Beach Party	ZAR 650 000.00	Shared / Exclusive (Limited to three (3) Sponsors)
eKasi Vibes - Township Experience	ZAR 350 000.00	Shared / Exclusive (Limited to two (2) Sponsors)
Speakers Preparation Room		
Main Registration Desk	ZAR 35 000.00	1 x sponsor (Exclusivity)
Posters Session	ZAR 20 000.00	1 x sponsor (Exclusivity)
Conference Bags	ZAR 150 000.00	1 x sponsor (Exclusivity)
Conference Lanyards	ZAR 15 000.00	1 x sponsor (Exclusivity)
Programme Brochure	ZAR 85 000.00	1 x sponsor (Exclusivity)
Speakers Gifts	ZAR 25 000.00	1 x sponsor (Exclusivity)
Advertising – Programme Brochure	ZAR 5 000.00	Unlimited

VENUE AND DRAFT PROGRAM

The Congress will take place at the ICC Durban, the ideal place for events in Durban's city centre. The exhibition will take place in a central place of the ICC and visible from all participants, workshops will take place in the smaller rooms close to the Halls.



The draft program offers several opportunities to sponsors to be visible and to speak. Please contact ISOCARP to discuss sponsoring opportunities.

Tuesday 13 th September, ICC	Wednesday 14 th September, ICC	Thursday 15 th September, ICC	Friday 16 th September, ICC
8:00 - 9:00 Registration for Congress	8:00 - 9:00 Registration for Congress	8:00 - 9:00 Registration for Congress	8:00 - 9:00 Registration for Congress
9:00- 11:00 Opening Plenary	9:00- 11:00 Plenary ISOCARP	9:00-11:00 Matchmaking Session	9:00-11:00 EU Related/SADC/AU Habitat III / New Urban Agenda
11:00 - 11:30 Tea/Coffee - Exhibitions and posters	11:00 - 11:30 Tea/Coffee - Exhibitions and posters	11:00-11:30 Tea/Coffee - Exhibitions and posters	11:00-11:30 Tea/Coffee - Exhibitions and posters
11:30 - 13:00 YPP Coordinator YPP Reports	11:30 - 13:00 Technical Tours Chair Technical Tours Reports	11:30- 13:00 ISOCARP Projects (UPAT, MSRL, Mentoring, Training, Membership)	11:30- 13:30 Closing Plenary Conversation with Guest Speaker General Rapporteur Closure
13:00 - 14:00 Lunch	13:00 - 14:00 Lunch	13:00-14:00 Lunch	13:30-14:30 Lunch
14:00 - 15:30 Six parallel tracks	14:00 - 15:30 Six parallel tracks	14:00 - 15:30 Six parallel tracks	14:30- 18.00 ISOCARP Closed Session (Members Only)
15:30 - 16:00 Tea Mentoring Session	15:30 - 16:00 Tea Mentoring Session	15:30 - 16:00 Tea Mentoring Session	
16:00 - 17:30 Six parallel tracks	16:00 - 17:30 Six parallel tracks	16:00 - 17:30 Six parallel tracks	
17:30 - 19:00 Plenary General ISOCARP Mayor of eThekweni Events ISOCARP Review, IMPP	17:30 - 19:00 ISOCARP Awards presentations (PE) ISOCARP Partners (ADUPC, MUF, ICLEI, Institute)	17:30 - 19:00 Launch of the 25 th YPP Ann. Celebrations	Post-congress Tours
19:00 - Welcome Reception Passive Entertainment (Heritage)	19:00 - Passive entertainment (Heritage)	19:00 - Dinner and Awards Ceremony Active entertainment (congress party)	Post-congress Tours Post-congress Tours

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:

King Shaka : 500,000 ZAR **J L Dube:** 250,000 ZAR

Queen Nandi: 350,000 ZAR **Dick King:** 150,000 ZAR

Mahatma Gandhi : 250,000 ZAR **Other (Please specify):** _____

Total: ZAR

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.

Name & Surname: _____

Date: _____

Signature: _____

Designation: _____

INVOICE AND PAYMENT

To book your sponsorship to the 52nd ISOCARP Congress held in Durban, South Africa in September 2016, please send the booking form to ZRadebe@sacplan.co.za and zradebe.zr@gmail.com. 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 additional any banking fees.

TERMS AND CONDITIONS OF CONTRACT BETWEEN THE CONGRESS SPONSOR AND ISOCARP

Please be aware that sending back the booking form to the ISOCARP LOC stands as a binding agreement. With this form, you agree that your name will be added to the official list of sponsors to the 52nd ISOCARP Congress, September 2016.

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.