

**54<sup>th</sup> International Planning Congress of the  
International Society of City and Regional Planners  
in Bodø, Norway**

**October 01 – 05, 2018**

**SPONSORSHIP AND EXHIBITION OPPORTUNITIES**

**ISOCARP**

*Knowledge for better Cities*

International Society of City and Regional Planners

***ISOCARP - AIU - IGSRP***

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## ISOCARP WORLD CONGRESS 2018

### Invitation

You are invited to join the International Society of City and Regional Planners (ISOCARP) in Bodø, Norway, for the 2018 World Congress. The congress will bring together decision-makers and politicians, leading urban managers, academics and practitioners as well as private sector from around the world to explore urban solutions related to climate change challenges, adaptation and mitigation, urban future, including aspects at all planning scales: metropolitan, urban, city centres, waterfronts, greenways, urban focal points, neighbourhoods and specific projects. High-level speakers will present and discuss urban solutions, 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.

### 54<sup>th</sup> 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. In 2018, it will be held in Bodø, Norway, where more than 600 urban professionals and decision-makers from all over the world will gather to discuss the Congress theme "**Cool Planning – Changing Climate and our Urban Future**".

The agenda of the 54th Congress is ambitious. We believe the future of civilization depends on the way we plan and manage our cities and towns. Do we understand them as villains, victims, or saviours? Villains - because urban areas are the principal consumers and polluters of the tiny habitable layer on our planet we call the 'biosphere'. Victims – because half of humanity lives in urban areas, many of which are in climate risk-zones. Or saviours - because possible remedies and solutions can be more efficiently, more effectively and timelier applied only when populations are concentrated. Both the root cause of, and the solution to, the global climate crisis is fundamentally urban. Possible responses fall in two camps: sustainability (our aggregate efforts to mitigate the process of climate change) and resilience (the recognition that we also must prepare for, and adapt to, the inevitable impacts of changed climate). This call thus recognizes that human-induced climate change is not only our new reality but also that sustainability/mitigation and resilience/adaptation are both crucial agendas. Interested authors are encouraged to position themselves at any point on the continuum between sustainability and resilience approaches - or opt for a mixture of the two.

Our World Congress will therefore develop solutions towards our urban future, will include **the first Arctic Mayors Summit in human history, several multilevel roundtables**, including public and private decision-makers, including a session of UN-Habitat Climate Division, COP representatives and other **urban planning stakeholders**.

The confirmed **high-level keynotes are** not less than **Mr. Jeremy Rifkin**, economic and social theorist, and **Prof. Peter Newman**, Curtin University Perth, Councilor and Author, IPCC Board Member.

## CONGRESS SPONSORSHIP AND EXHIBITION OPPORTUNITIES

Showcase your activities, services and products during the 54<sup>th</sup> ISOCARP Congress to an expert audience. The congress brings together decision-makers, policy-makers and the private sector in a professional setting of international experts, a unique opportunity for enterprises and institutions to introduce their activities.

### 2018 ISOCARP Conference Target Market Profile

- ISOCARP members worldwide (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.

### Sponsorship Packages Overview

Platinum:	€ 15,000
Gold:	€ 10,000
Silver:	€ 7,500
Bronze:	€ 4,000
Sponsor:	€ 2,000
Exhibition Booth Package:	€ 700 - 2,000
Advertising Congress programme	€ 500 - 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
- More than 600 congress delegates.



## Sponsor Benefits Details

<b>Sponsor Benefits</b>	<b>Platinum € 15,000</b>	<b>Gold € 10,000</b>	<b>Silver € 7,500</b>	<b>Bronze € 4,000</b>	<b>Sponsor € 2,000</b>
Status of ISOCARP partner over the period of two years	√				
Acknowledged major sponsor in all marketing	√				
Advertisement in Congress programme	½ page colour	¼ page colour	¼ page colour	logo	logo
Acknowledged with company logo in all Congress publications	√	√	√	√	√
Complimentary exhibition space	two panels	two panels	one panel		
Company's promotional material displayed for distribution at the Congress in the vicinity of the registration desk	√	√			
Company's promotional material displayed for distribution			√	√	√
Complimentary registrations to the entire congress	4	2	2	1	
Complimentary Congress Dinner	4 tickets	2 tickets	1 ticket		
Complimentary Congress material and publications	√	√	√	√	√
Company's website linked to ISOCARP website four months prior to the Congress	√				
Company's website linked to ISOCARP web site two months prior to the Congress		√	√		
Link from ISOCARP website to company's site during the Congress	√	√	√	√	√
Verbal acknowledgement in the Closing Session	√	√	√	√	
Certificate of Appreciation	√	√	√	√	√

<b>Exhibition Booth Package</b>	<b>One day € 700</b>	<b>Two days € 1,000</b>	<b>All Congress days € 2,000</b>
3 m x 3 m exhibition space	√	√	√
Logo advertisement in electronic programme			√
Free registration for one staff member	√	√	√

<b>Advertising Congress Programme Publication</b>	<b>½ page inside € 500</b>	<b>Full Page inside € 1,000</b>	<b>Full Page Inside Cover € 2,000</b>
Full Colour with text and graphs high quality print	√	√	√
Printed and distributed to all congress participants	√	√	√

## VENUE AND DRAFT PROGRAM

The Congress will take place at the **Stormen Concert Hall** and the **Library**, the ideal place for events in Bodø's city centre, in the harbour area. The exhibition will take place in the central area, visible for all participants, adjacent to catering area. Workshops will take place in the smaller Halls.

The congress program offers several opportunities to sponsors to be visible and to speak: during the session "**Forum**" (presentations, business meetings), during the "**Roundtables/UN-Habitat**", or simply during the **coffee breaks** at the exhibition hall. Please contact ISOCARP to discuss sponsoring opportunities.

### Provisional Schedule

Monday	Tuesday	Wednesday	Thursday	Friday
Mobile workshops	Opening plenary	Plenary keynote	Plenary keynote	ISOCARP meetings
	Break	Break	Break	
	Sessions	Sessions	Sessions	
	Lunch	Lunch	Lunch	Post-congress tours
	Sessions	Sessions	Sessions	
	Break	Break	Break	
	Sessions	Sessions	Closing plenary	
Reception	Dine around Get together party	Dine around	Congress Dinner	

## 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:** ..... 15,000 EUR

**Silver:** ..... 7,500 EUR

**Gold:** ..... 10,000 EUR

**Bronze:** ..... 4,000 EUR

**Sponsor:** ..... 2,000 EUR

**Exhibition Booth:** ..... 700 | 1,000 | 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 54th ISOCARP Congress held in Bodø, Norway in October 2018, please send the booking form to [isocarp@isocarp.org](mailto: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 additional any 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 54<sup>th</sup> ISOCARP Congress, October 2018.

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.