

32<sup>ND</sup> ANNUAL CONFERENCE OF THE  
INTERNATIONAL ASSOCIATION FOR IMPACT ASSESSMENT



# Energy Future

## The Role of Impact Assessment

centro de congressos da alfândega | 27 may-1 june 2012 | porto, portugal

## Sponsorship Opportunities

“Sponsorship of IAIA has helped us build our profile in the impact assessment marketplace globally and to assess market needs that have helped us deliver our IA services more effectively to our clients.

Lea Chambers  
Golder Associates, sponsor since IAIA09

## Conference theme and objectives

A defining issue throughout human history has been how societies have pursued the supply and management of energy. Our view of the world and the world economy over the last 3-4 human generations has been shaped by assumptions of infinite energy supplied primarily by fossil fuels. Impact assessments have scrutinized thousands of energy projects, but few have considered the long-term future supply and sources of non-renewable and renewable energy as critical to decision-making. Now, however, the basic principle of limitless energy is under challenge.

Impact assessment has proven to be a powerful evolving tool able to incorporate environmental, social and health concerns, among others, in decision-making processes. More integrated approaches are being tested for biodiversity and climate change. Understanding the future of energy must also be one of the highest priorities for impact assessment professionals.

What is the role of impact assessment on future global, national and local energy decisions and choices? How can we tackle the environmental and social risks that will appear as a result of our quest for the development, production and management of new energy sources?

## Why sponsor IAIA12?

IAIA is the only interdisciplinary association dedicated to impact assessment, so our annual conferences bring together a unique mix of experts and professionals, and a unique opportunity for you to promote your organization.

- Increase your visibility before an international audience of environmental professionals
- Be recognized as a thought leader in the industry
- Show that your company is interested in the path impact assessment will be taking in the future
- Demonstrate that you are interested enough in the environment and sustainability to invest in the outcome of the conference
- Be associated with other industry leaders
- Ensure that your information is forefront during the conference
- Enhance your presence in Europe
- Ensure that your company will be remembered by the delegates long after the event is over

## Who will attend?

The conference is expected to attract over 600 international delegates from 80+ nations around the world, with a large concentration expected from Europe. Delegates will include:

- Corporate and industry leaders
- Not-for-profit lenders (e.g., World Bank)
- Policy makers and decision makers
- Practitioners and users of impact assessment
- Consultants providing impact assessment services
- Government agency staff
- Legislators
- Educators, researchers, trainers and students
- Non-government organizations (NGOs)
- Others with an interest in impact assessment

# What are the benefits of sponsorship?

Whether you choose to sponsor one of the specific items listed or to make a general contribution, **simply find the total amount of your sponsorship in the grid below to determine your benefits.**

Once you've contacted us with your intentions to be a sponsor, we'll send you a sponsorship agreement and a checklist to confirm your benefits. To ensure that we can provide you with all promised recognition and benefits, we ask that you confirm your sponsorship and send us your logo (if applicable) by 31 March 2012. However, please feel free to contact us after 31 March to see what opportunities and recognition remain available.

Note: All amounts are in Euros (€).

Benefit	Reef €1,000-€4,000	Island €4,500-€15,000	Continent €16,500-€30,000	Earth €31,500-€45,000	Premier More than €50,000
Recognition in conference publications	✓	✓	✓	✓	✓
Recognition in IAIA newsletter (circulation 1,600+)	✓	✓	✓	✓	✓
Recognition on conference sponsors Web page	Company name	Logo	Logo	Logo with hot link to company Web site	Prominent logo and hot link
Recognition in final program	Company name	Logo	Logo	Logo	Logo on front cover
Final participant list after conference	✓	✓	✓	✓	✓
Complimentary registrations	One	Two	Three	Four	Five
Attendees receive "Sponsor" name tag ribbon	✓	✓	✓	✓	✓
Half-price registrations for additional staff		One	Two	Three	Four
Black/white advertisement in final program		One 1/4-page ad	One 1/2-page ad	One full-page ad	One full-page ad
Exhibit booth or table-top display discount		25% discount	50% discount	75% discount	100% discount
Complimentary Standard Corporate IAIA membership (1 year) US\$1,000 value			✓	✓	✓
4 issues of IAIA's journal, <i>Impact Assessment and Project Appraisal</i>			✓	✓	✓
4 issues of IAIA newsletter			✓	✓	✓
1 year access to IAIAConnect, IAIA's social networking site			✓	✓	✓
Pre-conference training course discounts (2 persons)				50% discount	100% discount
Named sponsor of one theme forum or concurrent session				✓	✓
Sponsor-provided satchel insert				One	Two
Profile on conference sponsors Web page				100 words	300 words
Hotlink in monthly IAIA e-news (6,000+)					✓
Acknowledgement in all news releases					✓
Recognition on <b>all</b> conference Web pages					✓
Logo on delegate satchels					✓

# We're interested! What can we sponsor?

## Coffee break

**€3,2500 – 7 available**

When delegates break for coffee, they'll see your organization's name and logo on signage, as well as recognition in the final program.

## Lunch

**€12,000 each | 3 available**

Lunches are provided to delegates throughout the conference, each with a value of €12,000. Signage placed in the lunch area and acknowledgment in the daily agenda ensure visibility of the lunch sponsor.

## Delegate Bag

**€3,000 | 1 Available**

An excellent opportunity for your company logo to enjoy strong visibility well after the event, as delegates take their conference bags home with them.

## Proceedings

**Up to 6 sponsors at €1,000 each**

Through the proceedings, the conference lives on beyond the 3 ½ days in Porto. Delegates will see your name and logo whenever they refer back to the video and audio proceedings for insight and information from the various sessions and plenaries.

## Note pads and pens

**€1,000 – 2 available**

The delegates will see your organization's name every time they reach for their eco-friendly notebooks or pens to write down a key thought from the symposium.

## Opening Reception

**€14,000 | 1 Available**

Being the opening reception sponsor gives your organization unprecedented access and exposure to delegates at the first major event of the meeting. Also includes three additional invitations to the reception.

## Conference Dinner

**€28,000 | 1 Available**

Delegates visiting Porto will inevitably want to sample the cultural flavor of the area, and an evening social is the perfect opportunity to provide that. As the dinner sponsor, your organization will have access to delegates in a relaxed and comfortable networking environment. This sponsorship also includes three additional tickets to the dinner and the opportunity to make a short address (2 minutes) OR to show a sponsor video (5 minutes) during the social event.

## Theme Forums

**€3,000 each | 12 Available**

Theme forums are the show-piece sessions at IAIA conferences. They bring together world-class speakers addressing cross-cutting issues of relevance to a wide range of impact assessment practitioners and employ innovative formats to encourage wide participation. Sponsorship of a theme forum is subject to final approval of the theme forum by the Program Committee and/or the theme forum conveners. Because the number of theme forums is limited, attendance is high at each session.

## Concurrent Sessions

**€1,800 each**

Interested in a specific topic area? Focus on it by sponsoring a relevant 1.5-hour concurrent session. Sponsorship of a concurrent session is subject to final approval of the session by the Program Committee and/or the session chair.

## Plenary Session

**€4,000-€7,000 | 2 Available**

Great conferences often start and end with highly motivating speakers. Sponsor the opening plenary for €7,000 or the closing plenary for €4,000. Signage recognizing your company will connect your name with the energizing session it supports.

## Final Program

**€2,700 | 1 Available**

The final program is used with great frequency by all delegates throughout the conference and afterward. Enjoy prominent recognition of your contribution on the program itself, both on the printed copy and the online version.

## Participant Support

**Between €2,800 and €3,900 per person**

Support for professionals from developing countries or countries in transition, and support for student participants: Your organization could provide application criteria and the number of persons to sponsor, and IAIA will work with you in selecting delegates and handling all the registration and logistical arrangements. The sponsorship covers registration fees, special activities, airfare, hotel, and daily expenses. The amount will vary depending on the home country of each of the participants. Because of the time needed to make travel and visa arrangements and to confirm the delegates' places on the program, this sponsorship must be confirmed by 28 February 2012.

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## Can sponsors speak/present at the conference?

Yes, we encourage sponsors to get involved with the technical program by submitting an abstract for a session or theme forum. Please note submission deadlines posted at [www.iaia.org](http://www.iaia.org). Abstracts submitted by sponsors are subject to the same technical review and acceptance criteria as other submissions.

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## About IAIA

For nearly 30 years, the International Association for Impact Assessment has been holding annual conference events that bring together impact assessment professionals and environmental decision makers from government, academia, industry, and donor agencies for networking and professional exchange. IAIA promotes best practice in impact assessment and has members from over 120 nations.

## Interested? Contact Us!

**For more details or to become a sponsor, please contact**

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## Local organizers

