

# IMPACT ASSESSMENT: THE NEXT GENERATION

33rd Annual Conference of the International Association for Impact Assessment

Calgary skyline. Photo courtesy of Meetings & Conventions Calgary.

## Sponsorship Opportunities



“IAIA12 gathered experts from around the world who discussed the best approaches to improve environmental protection for our future. This is essential for EDP’s long-term commitment to sustainable development.

**Barbra Avelar**  
Energias de Portugal  
IAIA12 sponsor

## Conference theme and objectives

The conference theme embraces the impact of current global change now and in the coming decades and how impact assessment (IA) itself will evolve as a result. The “next generation” refers to both a new generation of practitioners and new approaches to IA practice internationally to address issues of global concern. The next few decades are seen as a nexus of environmental effects to the global commons (e.g., climate change, biodiversity, soil degradation and loss, ocean productivity, loss of aboriginal cultures) coupled with increased urban, human and economic development. These global changes have profound implications to the trajectory of IA and of nations.

The theme focuses on emerging trends in IA while encouraging and motivating the participation of the next generation of practitioners. It has a wide appeal to those in many countries and sectors, such as resource extraction, and is broad enough to encompass many current sub-themes of interest to a range of IA practitioners, new and old.

The following thematic streams reflect possible session topics:

- 1) A New Generation of People and Engagement
- 2) A New Generation of Extractive Resource Industries
- 3) A New Generation of Issues and Solutions
- 4) A New Generation in Regulatory Frameworks

## Why sponsor IAIA13?

IAIA is the only interdisciplinary international association dedicated to impact assessment. Our annual conferences bring together a unique mix of experts and professionals, and a unique opportunity for you to promote your organization. Our conference in 2012 included about 860 people from over 80 countries.

- Increase your visibility before an international audience of environmental and social professionals.
- Be recognized as a global thought leader.
- Demonstrate your commitment to sustainability and corporate social responsibility.
- Be associated with other industry leaders.
- Ensure that your company or institution information is forefront during the conference.
- Enhance your presence in North America.
- Give your staff the opportunity to network with leading practitioners and experts.
- Ensure that your company will be remembered by the delegates long after the event is over.

## Two special day-long events planned

- Industry
- Health Impact Assessment

## Who will attend?

The conference is expected to attract over 800 international delegates from 80+ nations around the world, with a large concentration expected from North America. Delegates will include:

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

# We're interested! What can we sponsor?

Sponsors of these items receive any benefits included in the description below PLUS the benefits listed in the appropriate sponsorship category (Reef, Island, etc.) on the following page.

## Coffee break

**\$4,000 – 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

**\$22,000 each | 3 available**

Lunches are provided to delegates throughout the conference, each with an estimated value of \$22,000. Signage placed in the lunch area and acknowledgment in the daily agenda ensure visibility of the lunch sponsor.

## Proceedings

**Up to 6 sponsors at \$1,000 each**

Through the proceedings, the conference lives on beyond the 3½ days in Calgary. Delegates will see your name and logo whenever they return to the 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 on the notepad they reach for the eco-friendly notebooks or pens to write down a key thought from the symposium.

## Opening reception

**\$15,000 | 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 banquet

**\$35,000 | 1 available**

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

## Theme forums

**\$10,000 each  
Up to 12 available**

Theme forums are the showpiece 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. Because the number of theme forums is limited, attendance is high at each session.

Early commitment ensures your opportunity to develop a theme forum of interest and relevance to your company or organization.

Sponsorship of a theme forum is subject to final approval of the theme forum by the Program Committee and/or the theme forum conveners.

## Concurrent sessions

**\$2,500 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

**\$5,000-\$9,000 | 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

**\$4,000 | 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.

## General support

Not sure what to sponsor? General contributions in any amount are always welcome to fund conference necessities such as meeting room and audio-visual rental or general conference administration and management.

## Participant support

**Approximately \$5,500 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 travel, registration and logistical arrangements.

The sponsorship covers registration fees, training courses, special activities, airfare, hotel, and daily expenses as well as membership in IAIA.

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 31 December 2012.

Please contact IAIA (bridget@iaia.org) for more details and information about this item.

## 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.

# What are the benefits of sponsorship?

**1 Determine the dollar amount you wish to contribute, or choose one or more items from the list on the previous page.**

**2 In the grid below, you can see the benefits associated with the amount you contribute.**

Once you've contacted us with your intentions to be a sponsor, we will 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 1 March 2013. However, please feel free to contact us after 1 March to see what opportunities and recognition remain available.

Note: All amounts are in Canadian Dollars (\$).

Benefit	Sponsorship Category				
	Reef \$1,000-\$5,000	Island \$5,500-\$20,000	Continent \$21,500-\$40,000	Earth \$41,500-\$60,000	Premier More than \$65,000
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
Complimentary banquet tickets	One	Three	Five	Seven	Nine
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\$2,000 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					✓

“ 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



## About IAIA

For over 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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## IAIA13 local organizers



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