

# IMPACT ASSESSMENT FOR SOCIAL AND ECONOMIC DEVELOPMENT

Viña del Mar, desembocadura estero Marga Marga.

34th Annual Conference of the International Association for Impact Assessment

## SPONSORSHIP OPPORTUNITIES



8 - 11 APRIL 2014

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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**  
Energías de Portugal  
IAIA12 sponsor

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## CONFERENCE THEME AND OBJECTIVES

### Can social and economic development be mutually compatible?

Social development should be understood not only as a result (income growth and poverty reduction) but also as a process of change that leads to equality, social and environmental justice, cultural recognition, and democratization of politics. For this, increase in public participation in decision-making is a fundamental component of social development.

### Social and economic progress can lead to a better quality of life, but at what cost?

Economic progress often generates environmental effects that, even though they are not immediately evident, may adversely impact biodiversity and natural resources.

**At IAIA14 we expect to look at the role of the various instruments of impact assessment on the promotion of social and economic development**, considering the importance of the assessment process itself as well as its results. At the conference, experiences and ideas will be shared about how IA outcomes may include efficient and innovative ways to promote social and economic development to benefit quality of life, now and for future generations.

Below are some conference topics:

- Cultural heritage
- Public participation
- Social conflict
- Sustainable development
- SEA/EIA in Latin America
- Indigenous peoples
- Governance
- Biodiversity
- Climate change
- Land use planning and management
- Agriculture, forestry and fisheries
- Natural disasters
- Environmental management systems
- Health impact assessment
- Energy
- Social impact assessment
- Strategic environmental assessment
- Environmental IA law, policies and practice
- Capacity building for better IA systems
- EIA methodology and practice
- Monitoring and follow-up
- Environmental compliance and enforcement
- Communication in impact assessment
- Evaluation and evolution of national EIA systems

## WHY SPONSOR IAIA14?

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 2013 included 1,105 people from 75 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 internationally.
- 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.

## 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, Europe and Latin 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.

All amounts are in US Dollars (\$).

## Coffee Break

**\$5,000 | 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

**\$18,000 each | 3 available**

Lunches are provided to delegates throughout the conference, each with an estimated value of \$18,000.

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 online proceedings, the conference lives on beyond the 3½ days in Viña del Mar. 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

**\$1,500 | 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 conference.

## Opening reception

**\$28,000 | 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

**\$56,000 | 1 available**

Delegates visiting Viña del Mar 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 1½-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.

## Opening plenary

**\$12,000 | 1 available**

Great conferences often start with highly motivating speakers and IAIA14 is no exception. Give your organization name and logo visibility at the very beginning of the conference by sponsoring this inspiring opening session where all the delegates first gather.

## Closing plenary

**\$5,000 | 1 available**

The final session brings all delegates back together to summarize the ideas and topics of the previous days. It also serves as a platform for looking forward, both to apply what they learned at IAIA14 and also to look ahead to the IAIA15 conference. By sponsoring the closing plenary, your organization's name and logo will leave a lasting impression with the delegates as they return home.

## Final program

**\$4,000 | 1 available**

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

## Participant support

**Approximately \$6,000  
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.

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

## Delegate satchels

**\$12,000 | 1 available**

Every IAIA14 delegate will receive a satchel with the conference program and other materials. By sponsoring the satchels, your organization's logo will appear with the IAIA14 logo, giving you exposure to delegates both throughout the conference as well as long after the event, as delegates take their bags home with them.

# 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 7 February 2014. However, please feel free to contact us after 7 February to see what opportunities and recognition remain available.

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

<b>Sponsorship Category</b>	<b>Reef</b>	<b>Island</b>	<b>Continent</b>	<b>Earth</b>	<b>Premier</b>
<b>Benefit</b>	<b>\$1,000-\$4,500</b>	<b>\$5,000-\$18,000</b>	<b>\$19,500-\$37,000</b>	<b>\$38,500-\$55,000</b>	<b>More than \$60,000</b>
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					✓

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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

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## Main Organizers

**IAIA**  
[www.iaia.org](http://www.iaia.org)

**International Headquarters**  
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[info@iaia.org](mailto:info@iaia.org)

## Local Organizers



**SEA – Servicio de Evaluación Ambiental**  
Miraflores 222, Piso 19, Santiago, Chile.  
[www.sea.gob.cl](http://www.sea.gob.cl)



**Municipalidad de Viña del Mar**  
Arlegui 615, Viña del Mar, Chile.  
[www.viñadelmar.cl](http://www.viñadelmar.cl)

## Sponsors



## Interested? Contact us!

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## 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.

IAIA is the leading global network on best practice in the use of impact assessment for informed decision making regarding policies, programs, plans and projects.

## 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.

## 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.

*Este documento está disponible en español en [www.iaia.org](http://www.iaia.org), IAIA14 Sponsors and Exhibitors.*