

# IMPACT ASSESSMENT IN THE DIGITAL ERA

20-23 April 2015 | Firenze Fiera Congress & Exhibition Center | Florence, Italy

Photo courtesy of Darren Po



## SPONSORSHIP OPPORTUNITIES

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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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### Who will attend?

The conference is expected to attract approximately 1000 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
- 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)

### Conference theme and objectives

**New technologies are influencing all aspects of our societies**, and they play a pivotal role in promoting impact assessment and sustainability worldwide. The conference aims to advance a multidisciplinary discussion on the challenges and opportunities associated with the use of new digital technologies for promoting sustainability. Could smart cities and digital technologies be an opportunity for ecosystems and social resilience? How can big data strategies and online social participation improve sustainability? How do we face emerging social responsibility awareness of planning effects on health and sustainability of our future?

The main focus and objectives of IAIA15 include:

- E-Governance/big data challenges and impact assessment
- Exploring opportunities and risks of a globally-connected society
- Urbanization and smart cities
- How stakeholder consultation is changing through new social participation
- New technology's role in modeling and visualizing societal changes associated with major projects
- How communication technology is changing the role of experts and non-experts
- How instant availability of information is influencing impact assessment
- New tools for risk assessors, corporations and city managers

### Why sponsor IAIA15?

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 2014 included nearly 770 people from 59 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.

**IAIA**  
www.iaia.org

# 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 listed in Euros (€), but payments will be processed in the US dollar equivalent.

## Coffee Break

€6,300 | 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

€13,400 | 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.

## Note pads and Pens

€1,900 | 1 of 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.

## Mobile App

€7,500 | 1 available

By sponsoring IAIA's first-ever mobile application, your organization will be the only sponsor with a banner ad on the mobile app. Delegates will be reminded of your contribution whenever they use their smartphones to access conference content.

## Delegate Satchels

€10,400 | 1 available

Every IAIA15 delegate will receive a satchel with the conference program and other materials. By sponsoring the satchel, your organization's logo will appear with the IAIA15 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.

## Opening reception

€21,000 | 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

€42,000 | 1 available

Delegates visiting Florence 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

€7,500 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

€2,600 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

€9,000 | 1 available

Great conferences often start with highly motivating plenaries and IAIA15 is no exception. Give your organization name and logo maximum visibility at the very beginning of the conference by sponsoring this inspiring opening session where all the delegates first gather.

## Closing plenary

€4,000 | 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, but also apply what they learned at IAIA15 and also to look ahead to the IAIA16 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

€5,200 | 1 available

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

## Participant support

Approximately €4,500 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.

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

## 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.

# 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 28 February 2015. However, please feel free to contact us after 28 February to see what opportunities and recognition remain available.

**Note: All amounts are listed in Euros (€), but payments will be processed in the US dollar equivalent.**

Sponsorship Category \ Benefit	Reef €1,700 - €3,700	Island €4,300 - €13,300	Continent €15,000-€28,000	Earth €32,500-€42,500	Premier More than €47,000
Recognition in IAIA e-newsletter (circulation 9,000+)	✓	✓	✓	✓	✓
Online recognition: IAIA15 sponsors page, IAIA-Italia affiliate site, and Italian IAIA15 Facebook page	Company name	Logo	Logo	Logo with hot link to company website	Prominent logo and hot link to company website
Recognition in final program	Company name	Logo	Logo	Logo	Logo on front cover
Final participant list after conference	✓	✓	✓	✓	✓
Promotion to IAIA-Italia's mailing list	✓	✓	✓	✓	✓
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\$1,000 value			✓	✓	✓
4 issues of IAIA's journal, <i>Impact Assessment and Project Appraisal</i>			✓	✓	✓
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 hard-copy flier or USB	Two hard-copy fliers or USB
Profile on conference sponsors web page				50 words	100 words
Hotlink in monthly IAIA e-news (9,000+)					✓
Acknowledgement in all news releases					✓
Recognition on <b>all</b> conference web pages					✓
Main advertiser on Italian IAIA15 Facebook page					4 ads

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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.

*Energias de Portugal  
IAIA12 sponsor*

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## Interested? Contact us!

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

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### **International Headquarters**

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## About IAIA

For over 30 years, IAIA has hosted annual conferences and 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.

## Local Host & Organizer



### **IAIA-Italia**

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### **IN ASSOCIATION WITH**

#### **Firenze Convention Bureau**

Piazza Adua 1 | 50123 Florence | Italy  
www.conventionbureau.it



#### **Città di Firenze**

Palazzo Vecchio, Piazza della Signoria | 50122 Florence Italy  
http://www.comune.fi.it



#### **Algebra Srl**

Viale E.Andreis, 74 | 25015 Desenzano del Garda Italy  
http://www.algebrasrl.com



#### **Qcumber**

www.q-cumber.org