CONFIDENCE IN IMPACT ASSESSMENT: POLICIES, PARTNERSHIPS AND PUBLIC INVOLVEMENT

Sponsorship opportunities

How can impact assessment create confidence for all participants? Clear and transparent policies, strong partnerships, and effective participation and consultation ensure credibility and predictability. When all parties have confidence in the process, impact assessment can support collaboration, improve outcomes and support sustainable economic development. When process confidence is low, it can create conflict and an overall erosion of trust, leading to uncertain outcomes.

IAIA22 in Vancouver aims to examine the area of confidence in impact assessment through three lenses:

**Policies:** Strong, consistent and clear legislation, policies, and Indigenous governance provide certainty and support sustainable development. At its best, impact assessment creates a robust standard that can be supported by all parties, but, without transparent processes, uncertainty and conflict can impede sustainable development. For example, impact assessment, when combined with other initiatives such as the United Nations Declaration on the Rights of Indigenous Peoples, can provide a strong basis for Indigenous Consultation, decreasing these issues.

**Partnerships:** Impact assessment is most successful when all parties work together. Meaningful collaboration between government agencies, Indigenous peoples, proponents, practitioners, and communities supports an equitable, engaged and comprehensive process. Such a process can create relationships and build trust, even when interests are not aligned; this supports identifying solutions to complex issues.

**Participation:** Accessible impact assessment ensures Indigenous governments and communities, stakeholders, and the public are able to meaningfully participate. This provides a robust understanding of values, interests, issues and solutions. Without these collaborative opportunities, participation and consultation processes can experience delays, mistrust, and a misunderstanding of potential impacts.

Who will attend?

The conference is expected to attract more than 1,000 international delegates from 80+ nations around the world. Delegates will include:

- Corporate and industry leaders
- Not-for-profit lenders (e.g., World Bank)
- Policy makers and decision makers
- Indigenous organizations
- Impact assessment practitioners
- Consultants
- Government agencies and legislators
- Educators, researchers, trainers and students
- Non-government organizations (NGOs)

Why sponsor?

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.

- Increase your visibility before an international audience of environmental and social professionals.
- Be recognized as a global thought leader.
- Connect with potential clients.
- 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.

EARLY BIRD SPECIAL

Book your sponsorship by 29 October 2021 and receive an extra free IAIA22 registration!
Sponsors of these items receive 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 Canadian dollars ($).

**Coffee break**
$8,000 | 4 of 7 available
Includes your organization’s name and logo on signage at the break tables, as well as recognition in the final program.

**Virtual coffee break**
$8,000 | 4 available
Serve as the host for a virtual coffee break with remote delegates (and in-person delegates if they choose!). Help set the topic and guide the discussion for a great networking session. Includes recognition at the break and in the final program.

**Lunch**
$26,000 | 2 of 3 available
Includes your organization’s name and logo on signage in the lunch area as well as recognition in the final program.

**Notepads, pens, or memory sticks**
$3,500 each | 1 available
Put your logo in front of delegates when they reach for their eco-friendly notebooks, pens, or memory sticks.

**Mobile app**
$12,500 | 1 of 2 available
Can be co-sponsored by two organizations. Logos will appear frequently in the app.

**Delegate bags**
$18,000 | 1 available
Your organization’s name and logo will appear with the IAIA22 logo on the bag and also in one of the introductory emails to delegates at the beginning of the conference.

**Opening reception**
$30,000 | 1 available
The first social and networking event of the conference. Sponsor is recognized in the final program and on signage at the event. Sponsorship includes three additional invitations to the reception.

**Conference gala**
$55,000 | 1 available
The last major social and networking event of the conference. Sponsor is recognized in the final program and on signage at the event. Sponsorship includes three additional tickets to the gala.

**Theme forums**
$15,000 each | Up to 12 available
Smaller than plenaries but larger than concurrent sessions, theme forums are intended to be cross-cutting and to integrate various specialties of impact assessment. All theme forums will be livestreamed, reaching an extended audience. Theme forum sponsorship is subject to final approval by the Program Committee and/or theme forum conveners.

**Concurrent sessions**
$6,500 each
Focus your sponsorship on a specific topic area of interest to your organization. Sponsorship of a concurrent session is subject to final approval of the session by the Program Committee and/or the session chair.

**Virtual platform**
$27,000 each | 2 available
The virtual platform will be accessible to all in-person and remote attendees, both during the conference and afterwards. Delegates will see your logo featured prominently on the platform every time they visit it.

**Opening plenary**
$17,000 | 1 available
Place your organization’s name and logo front and center at the conference’s major opening event. Because it is livestreamed, it will be the first session experienced by virtual and in-person delegates alike.

**Closing plenary**
$12,000 | 1 available
Leave a lasting impression on both virtual and in-person delegates—sponsor this final livestreamed session that summarizes ideas and topics of the previous days at IAIA22 and looks ahead to the IAIA23 conference.

**Final program**
$12,000 | 1 available
Includes prominent placement in the final program itself, both on the printed copy and the online version.

**Charging station**
$7,500 | 1 available
Delegates rely on their mobile devices more than ever. Sponsor this high-demand, high-visibility service and take advantage of maximum exposure for the duration of the conference.

**Participant support**
Approximately $8,500 per participant
Help environmental impact assessment professionals and Indigenous Peoples attend IAIA22. In addition to supporting professionals from developing countries and countries in transition, this year we are encouraging strong Indigenous participation from Indigenous Peoples around the world. Sponsoring a participant may include registration fees, training courses, special activities, airfare, hotel, and daily expenses as well as membership in IAIA, all coordinated by IAIA HQ. Actual cost will depend on the location of the sponsored participant(s) and the items sponsored. Please contact IAIA (kayla@iaia.org) for more information.

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

**Other ideas for sponsorship?**
Contact Bridget John (bridget@iaia.org) to discuss possibilities for a custom or unique sponsorship option.

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**Can sponsors speak/present at the conference?**

Yes, we encourage sponsors to get involved with the technical program by submitting a proposal for a session or theme forum. Please note submission deadlines posted at conferences.iaia.org/2022/. 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 have 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 14 March 2022. However, please feel free to contact us after 14 March to see what opportunities and recognition remain available.

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<table>
<thead>
<tr>
<th>Benefit</th>
<th>Sponsorship Category</th>
<th>Reef ($4,000 - $11,000)</th>
<th>Island ($12,000 - $25,000)</th>
<th>Continent ($26,000 - $45,000)</th>
<th>Earth ($46,000 - $70,000)</th>
<th>Premier* (More than $75,000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recognition in IAIA e-newsletter (circulation 13,000+)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition on conference sponsors webpage</td>
<td>Company name with hot link</td>
<td>Logo with hotlink</td>
<td>Logo with hotlink</td>
<td>Logo with hotlink (plus analytics)</td>
<td>Logo with hotlink (plus analytics)</td>
<td>Prominent logo with hotlink (plus analytics)</td>
</tr>
<tr>
<td>Recognition in final program</td>
<td>Company name</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo on front cover</td>
</tr>
<tr>
<td>Included in sponsor directory in virtual platform and mobile app</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Attendees receive participant list on-site and access to online profiles</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Complimentary registrations</td>
<td>One</td>
<td>Two</td>
<td>Three</td>
<td>Four</td>
<td>Five</td>
<td></td>
</tr>
<tr>
<td>Attendees receive “Sponsor” name tag ribbon</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Special “Proud Sponsor of IAIA22” logo available for your website/e-mail signatures</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Listed as contributor in IAIA’s Annual Report for 3 years and eternally on IAIA’s website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Half-price registrations for additional staff</td>
<td>One</td>
<td>Two</td>
<td>Three</td>
<td>Four</td>
<td>Four</td>
<td></td>
</tr>
<tr>
<td>Black/white advertisement in final program</td>
<td>One 1/4-page ad</td>
<td>One 1/2-page ad</td>
<td>One full-page ad</td>
<td>One full-page ad</td>
<td>One full-page ad</td>
<td></td>
</tr>
<tr>
<td>Dedicated custom sponsor page on virtual platform (can include logo, company bio, file downloads, photos, videos)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo included in virtual platform’s rotating banner</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Standard exhibit booth or table-top display discount</td>
<td>25% discount</td>
<td>50% discount</td>
<td>75% discount</td>
<td>100% discount</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Acknowledgement in IAIA22 news releases</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>Includes hotlink</td>
</tr>
<tr>
<td>Complimentary Standard Corporate IAIA membership (1 year) US$1,000 value</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 issues of IAIA’s journal Impact Assessment and Project Appraisal</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 year access to IAIA Connect, IAIA’s social networking site</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pre-conference training course discounts (2 persons)</td>
<td>25% discount</td>
<td>50% discount</td>
<td>100% discount</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Custom messages to delegates via online platform and mobile app</td>
<td>One</td>
<td>Two</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor a virtual coffee break, with the option to select the topic and host the break discussion</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Named sponsor of one theme forum or concurrent session</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor-provided delegate bag insert</td>
<td>One hard-copy flier or USB</td>
<td>Two hard-copy fliers or USB</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Profile on conference sponsors web page</td>
<td>50 words</td>
<td>100 words</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary rotating banner ad on IAIA’s website</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsorship recognition at one in-person coffee break</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hotlink in monthly IAIA e-news (13,000+)</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition on all conference web pages</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* A maximum of two Premier sponsors can be accepted.

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Note: All amounts are listed in Canadian dollars ($).
Interested? Contact us!
For more details or to become a sponsor, please contact:

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Tiffany Robinson
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+1.250.419.8639

For 41 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.

The only international, interdisciplinary, educational conference dedicated to advancing the art and science of impact assessment.