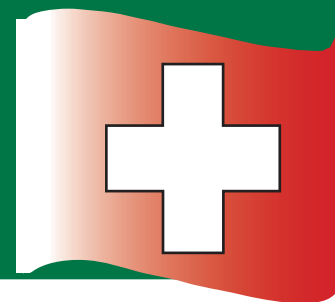


# Transitioning to the Green Economy

## Contributions of Impact Assessment



30th Annual Conference of the International Association for Impact Assessment  
6-11 April 2010 | Geneva, Switzerland

### Objective, topics, and outcome

In order to prepare our global societies to face a transition toward green economies, it is important to conduct assessments that will demonstrate the types of green investments that best fit local, national, and regional environments. Impact assessments have the power to influence and shape green policy development, which will in turn play a major role in addressing the global crises.

Global economic growth over the past 50 years has been accompanied by accelerated environmental decline. From 1981 to 2005, global GDP has more than doubled. In contrast, 60% of the world's ecosystems are now considered degraded or are being exploited in an unsustainable manner.

Meanwhile, the global economy is in a multi-dimensional crisis. The financial crisis has been driving much of the developed world into recession, affecting businesses and jobs around the world. The fuel crisis, reflected in wildly fluctuating prices, is threatening the reliability and security of energy supply. The food crisis in 2007 cost developing countries US\$324 billion, the equivalent of three years' worth of global aid, and last but not least, the water crisis, where one in five people in the developing world lacks access to sufficient clean water. At the same time as these crises, climate change is aggravating these challenges and the achievement of Millennium Development Goals.

These prevailing crises are providing a rare opportunity for government and business to seek new opportunities and adopt alternative strategies that lead to investments for economic and environmental sustainability.

IAIA10 will focus on the following sectors that have the potential for sustainable green investment:

- Agriculture
- Industry
- Tourism
- Cities
- Transport



The objective of IAIA10 is to provide policy makers with tools to help address the global crises.

The response by conference participants and IAIA must be both practical and creative. And in light of the urgency:

**THE TIME FOR ACTION IS NOW.**

### Sponsorship Opportunities

#### Why sponsor IAIA10?

A captive audience awaits you. In becoming an IAIA Annual Conference sponsor, your business will have access to an array of eminent environmental and impact assessment professionals from a multitude of disciplines and nations. This diverse group will allow your company to gain exposure as a business with a global impact assessment conscience, and thus a valuable potential partner for their future endeavors.

#### What do IAIA conferences offer?

- Above all, a unique opportunity for delegates to interact and work together on new ways of applying impact assessment in practice.
- The *only* international interdisciplinary association dedicated to impact assessment.
- A chance to mix and mingle with high-level experts on all forms of impact assessment from around the world.
- A very participatory conference experience, with numerous in-depth workshops, theme forums, Q&A sessions, practitioners' forums, concurrent sessions, and training courses.

#### Who will attend?

The conference is expected to attract over 700 international delegates from 80+ nations around the globe. 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, trainers and students
- Non-government organizations (NGOs)
- Others with an interest in impact assessment

# We're interested! What can we sponsor?

## 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 Dinner

**\$55,000 | 1 Available**

Delegates visiting Switzerland will inevitably want to sample the cultural flavor of the area, and an evening social is the perfect opportunity to provide that. As the event 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.

## Delegate Bag

**\$13,200 | 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.

## Theme Forum

**\$8,000 | 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

**\$5,000 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

**\$10,000-\$15,000 | 2 Available**

Great conferences often start and end with highly motivating speakers. Sponsor the opening plenary for \$15,000 or the closing plenary for \$10,000. Signage recognizing your company will connect your name with the energizing session it supports.

## Translation

**\$60,000**

Switzerland is a French-speaking nation. Help facilitate Francophone participation and build capacity in French-speaking countries by sponsoring oral translation of the conference's main sessions.

## Preliminary Program

**\$10,000 | 1 Available**

The preliminary program is the conference's most widely distributed document, providing you with continuous recognition for several months in advance of the conference.

## Final Program

**\$8,000 | 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.

## Lunch

**\$19,000 each | 3 Available**

Lunches are provided to delegates throughout the conference, each with a value of \$15,000. Signage placed in the lunch area and acknowledgment in the daily agenda ensure visibility of the lunch sponsor.

## Coffee Break

**\$6,000 each | 7 Available**

When delegates break for coffee, you'll be there with signage and recognition in the final program. Signage at the break and recognition in the conference agenda means delegates will know about your contribution.

## Name Tags

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

Everyone needs to wear a name tag, and when delegates greet their colleagues, they will see your company's name, too.

## Participant Support

**Approximately \$5,000 per person**

Support for professionals from developing countries or countries in transition, and support for student participants: At approximately \$5,000 per person, your organization could provide application criteria and the number of persons to sponsor, and IAIA will work with you in selecting delegates and handle all the processing 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 31 January 2010.

Your organization may make a general contribution or choose to sponsor one of the specific events described. Where appropriate, signage recognizing your specific contribution will be displayed.

Note: all amounts are in US dollars.

## What are the benefits of sponsorship?

You may choose to sponsor specific elements of the conference described in this document or make a general contribution toward the overall running of the event. Whatever you decide to sponsor, whether it is a general contribution or a specific opportunity, the total value of your sponsorship will determine your sponsor benefits as set out below. **All amounts are in US dollars.**

To ensure that we can provide you with *all* promised recognition and benefits, we ask that you confirm your sponsorship, with the benefits you wish to accept, and send us your logo (if applicable) by 28 February 2010. However, please feel free to contact us after 28 February to see what opportunities and recognition remain available.

Please note that any sponsorship that affects the conference program must be approved by the program chair.

Benefit	Reef \$1,500-\$7,500	Island \$7,501-\$25,000	Continent \$25,001-\$50,000	Earth More than \$50,000	Premier Limit 1 by negotiation
Recognition in conference publications	✓	✓	✓	✓	Prominent
Recognition in IAIA newsletter (circulation 1,600+)	✓	✓	✓	✓	Prominent
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		✓	✓	✓	✓
Black/white advertisement in final program		One 1/4-page ad	One 1/2-page ad	One full-page ad	One full-page ad
Complimentary registrations		One	Two	Three	Five
Exhibit booth discount			25% discount	50% discount	100% discount
Sponsorship of one theme forum or concurrent session				✓	✓
Sponsor-provided satchel insert				One	Two
Logo on delegate satchels					✓
Acknowledgment in all news releases					✓
Additional invitations to conference banquet					Three
Recognition on all IAIA10 Web pages					✓
Named host of other conference events, subject to negotiation					✓

### 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.

#### IAIA International Headquarters

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### Interested? Contact Us!

For more details and a sponsorship agreement form, please contact

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### Host Organization

