



Sponsorships Opportunities

*"MANY NATIONS - ONE ATMOSPHERE:
PLOTTING THE PATH TO SUSTAINABILITY"*

29 September – 4 October 2013

Cape Town International Convention Centre, Cape Town

South Africa

Organised and hosted by the National Association for Clean Air (NACA)



Sponsorship Opportunity Background

The 16th World Clean Air Congress will be held at the Cape Town Convention Centre (CTICC) from 29 September – 4 October 2013. Held every three years since the first such Congress – in London in 1966 – the World Congress is organised by the International Union of Air Pollution and Environmental Protection Associations (IUAPPA) and attended by some 500-700 participants from more than 40 countries.

World Clean Air Congresses are unique in offering participants the opportunity to keep abreast of their own specialised areas of interests and to update themselves on other dimensions of air and related environmental policy - and at the same time to see them in the wider perspective of the overall development of the atmospheric sciences and policy.

Congresses are held in all areas of the world. The last, in 2010, was held in Vancouver, Canada, preceded by Brisbane, Australia in 2007, London, UK, in 2004 and Seoul, Korea, in 2001.

The South Africa National Association for Clean Air (NACA), a non-profit organisation, was awarded the bid to host the Congress in Cape Town in 2013.

The Congress will bring together corporate environment managers, the media, consultants, policy makers and government representatives, research scientists, project managers, regulators and industry environment officers, with interests including, for instance, air monitoring and analysis, control systems, consultant expertise and cleaner production initiatives.

In keeping with tradition, NACA wishes to host a Congress of the highest standards at an upmarket venue, featuring state-of-the-art equipment and facilities – at an affordable rate to the Congress delegates.

A variety of sponsorship opportunities are available which can be tailored to organisation's individual needs. They will afford sponsors the opportunity to showcase their organisations, products and services to a wide South African and international audience. They offer unique opportunities to build relationships with more than 600 individuals and organisations committed to improving air quality in South Africa and around the world.

Kristy Langerman

NACA President 2012

Hanlie Liebenberg-Enslin

IUAPPA President 2011-2013

(South Africa)

SPONSORSHIP PACKAGES

Platinum Sponsorship

R250,000.00

Complimentary Registrations

- ▶ Four complimentary full-Congress registrations
- ▶ One complimentary exhibition space (*allocated on a first-come-first-serve-basis*)

Branding Opportunities

- ▶ Verbal recognition of sponsor during opening plenary by die programme director
- ▶ One edition of the Congress News electronic newsletter will be dedicated to the platinum sponsor and the sponsor's event (should they choose to host a side event). This will provide an opportunity to communicate to the Congress database comprising more than 1,000 local and international entries.
- ▶ A full page advertisement in the final program
- ▶ Premium logo placement and sponsorship recognition on all printed and electronic correspondence, including Congress notices
- ▶ Sponsor recognition in all Congress news releases
- ▶ Sponsor recognition on all web and social media platforms
- ▶ Prominent branding of plenary welcome screen
- ▶ Premium logo and short description in sponsor directory
- ▶ Placement of company literature (limitations apply) in Congress bags
- ▶ Sponsor has access to a complimentary meeting suite to host a side event or media conference. Logistics will be coordinated with the sponsor.

Gold Sponsorship

Proudly sponsored by:



Complimentary Registrations

- ▶ Two complimentary full-Congress registrations
- ▶ One complimentary exhibition space (allocated on a first-come-first-serve-basis)

Branding Opportunities

- ▶ Verbal recognition of sponsor during opening plenary by die programme director
- ▶ ¼ page banner ad in one edition of the Congress News electronic. This will provide an opportunity to communicate to the Congress database comprising more than 1,000 local and international entries.
- ▶ ½ page advertisement in the final program
- ▶ Premium logo placement and sponsorship recognition on all printed and electronic correspondence, including Congress notices
- ▶ Sponsor recognition in all Congress news releases
- ▶ Sponsor recognition on all web and social media platforms
- ▶ Prominent branding of plenary welcome screen
- ▶ Logo and short description in sponsor directory
- ▶ Placement of company literature (limitations apply) in Congress bags

Silver Sponsorship

Proudly sponsored by:



Complimentary Registrations

- ▶ One complimentary full-Congress registration

Branding Opportunities

- ▶ ¼ page banner ad in one edition of the Congress News electronic. This will provide an opportunity to communicate to the Congress database comprising more than 1,000 local and international entries.
- ▶ Premium logo placement and sponsorship recognition on all printed and electronic correspondence, including Congress notices
- ▶ Sponsor recognition in all Congress news releases
- ▶ Sponsor recognition on all web and social media platforms
- ▶ Logo and short description in sponsor directory
- ▶ Placement of company literature (limitations apply) in Congress bags

Keynote Speaker Session Sponsorship

Proudly sponsored by:



IUAPPA 2013 will feature only four keynote speaker sessions, which are scheduled to take place, on day one of the congress, during the opening plenary. These sessions are deemed to be the best attended in the programme.

We are expecting to host four local and international highly respected scientists. The speakers will address delegates on current issues of international concern and or advanced research in air quality and related fields.

The session will set the tone for the week-long congress and will tie in with the following congress themes:

- ▶ Air Quality in the Developing World
- ▶ Air Pollution and Climate Change
- ▶ Bio-diversity, Eco-system services and Crop Damage
- ▶ International Co-operation on Air Pollution

Branding and marketing opportunities

- ▶ Premium logo placement and sponsorship recognition on all print and electronic correspondence
- ▶ Premium logo placement at sponsored session in corresponding programme slot
- ▶ Sponsor recognition on all web and social media platforms
- ▶ Logo and short description in sponsor directory
- ▶ Placement of company literature (provided by sponsor) in Congress bags

Sponsorship packages are subject to negotiation.

Special Sponsorship Opportunities

Reception Cocktail

Cocktail reception will be hosted at the 5-star Westin Grand Cape Town

Proudly sponsored by:



Sponsorship of the opening cocktail menu, decor and a limited bar

- ▶ Premium logo placement at sponsored event in corresponding programme slot
- ▶ The naming right for the function
- ▶ Opportunity to give a 5 minute welcome address
- ▶ Co-branding at the cocktail venue
- ▶ Sponsor may also set-up a table with company promotional material

Gala Dinner

Gala dinner will be hosted at Moyo's @ Spier Wine Estate in Stellenbosch

R250,000.00

Sponsorship of the gala dinner, décor and a limited bar

- ▶ Premium logo placement at sponsored event in corresponding programme slot
- ▶ The naming right for the function. Each delegate will receive a branded invitation placed in the Congress bags, inviting them to the function
- ▶ Opportunity to give a 5 minute welcome address
- ▶ Co-branding at the gala dinner venue including table branding
- ▶ Table drops by the sponsor (The LOC envisages placing a locally manufactured memo holder featuring a post card thanking guests for their attendance)
- ▶ Co-branding on the Note of Thanks at each table setting
- ▶ Sponsor may set-up a table with promotional material

Prepared by Mongoose Communications & Design (Pty) Ltd.

Tea's and Lunches

Tea & Coffee break (per serving)

R10,000.00

Sponsorship of tea and coffee breaks, served in the exhibition area

(Arrival, mid-morning and mid-afternoon – Monday to Friday)

- ▶ Logo placement at sponsored event in corresponding programme slot
- ▶ Branding of the "Break area". Should sponsors be interested in theming the break, i.e. Energy booster break or Coffee power half hour, the LOC will provide branding platforms and guidelines. Sponsors will be responsible for production and printing costs
- ▶ Sponsor may set-up a table with promotional material during the sponsored session

Lunch break (per day)

R60,000.00

Sponsorship of lunch break served in the exhibition area

(Monday to Thursday)

- ▶ Logo placement at sponsored event in corresponding programme slot
- ▶ Branding of the "Break area"
- ▶ Sponsor may set-up a table with promotional material during the sponsored session
- ▶ Table drops (provision for 250 seated guests)

Promotional Material

Congress Bags

Proudly sponsored by:



Sponsorship of the Congress bag will feature your company's logo. The LOC will procure a colourful, custom-made, locally manufactured congress bag. Bags will be branded by means of a dog tag, label or similar. The design and style of the bags will be selected by the LOC.

Congress Materials

Congress materials will be selected and produced by the LOC featuring the sponsor's logo in accordance with the sponsor's corporate identity guidelines.

Lanyards & Nametag

Proudly sponsored by: Lakes Environmental

Water Stations

R10,000.00

Notepads

Proudly sponsored by: Eskom

Pens

Proudly sponsored by: Airshed

Abstracts and Programme

Proudly sponsored by: Eskom

Electronic proceedings (DVD or memory stick)

R30,000.00

Z-fold Programme

R10,000.00

Please contact Bev Terry, NACA Manager for further information on 071 683 9770