



World Congress  
on Water, Climate  
and Energy

The Convention Centre  
Dublin, Ireland  
May 13-18, 2012

# SPONSORSHIP AND EXHIBITION PROSPECTUS

13<sup>th</sup> – 18<sup>th</sup> May 2012 Dublin, Ireland



  
Dublin City  
Baile Átha Cliath



# INTRODUCTION

The International Water Association (IWA) is a global reference point for water professionals, spanning the continuum between research and practice and covering all facets of the water cycle. IWA is comprised of leading water professionals in science, research, technology and practices. There are 10,000 individual and 400 corporate members, spread across 130 countries. Please see [www.iwahq.org](http://www.iwahq.org).



World Congress  
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## WORLD CONGRESS ON WATER, CLIMATE AND ENERGY

The subjects of Water, Climate and Climate Change, and Energy, are of vital importance for future life and industry and have been identified as the key world topics of the next decades. The International Water Association has focused separately on Climate Change and on the interaction of Water and Energy through previous conferences and specialist groups, and is now proud to announce the inaugural World Congress on Water, Climate and Energy to address the new developments and enormous challenges in these fundamental subjects.

The congress is being organised in Ireland by the IWA National Committee Ireland, supported by Dublin City Council and Engineers Ireland. There will also be several other international and national organisations organising specific sessions and parallel meetings at the congress.

The congress will attract up to 2,000 international delegates for this global event and will feature a large industry presence and trade exhibition. Submissions for oral and poster presentation will be accepted to supplement invited talks by world experts and political leaders.

Attendees will include:

- Academic and Industry Researchers
- Utility Companies and Industry Suppliers
- City and Municipal Planners and Managers
- Government Policy and Regulatory Officials
- Environmental and Energy-Related Organisations
- Water Resource/Catchment Managers
- Leaders in Climate Change Policy
- Practitioners in the Smart Green Economy
- Leading-edge Consultants

The congress will receive global profile through IWA and Engineers Ireland, and will also receive a high media attention in Ireland and internationally at the time of the congress.

## CONGRESS VENUE



The congress will run from 13<sup>th</sup>-17<sup>th</sup> May 2012 at the spectacular new Convention Centre Dublin venue in the heart of Dublin city. A range of technical tours will be held on 18<sup>th</sup> May.

Please see [www.theccd.ie](http://www.theccd.ie)

## PROGRAMME SUMMARY

The target audience of delegates and presenters will include individuals from academia and research institutes, environmental agencies, consultancies, government and political organisations and industries across the spectrum of water management.

The main subjects to be addressed include:

- Economics of Water-Energy Nexus
- Megacities, Water and Energy Sustainability
- Renewable Energy
- Smart Cities – ICT integration
- Flood Resilient Cities – Integrated Urban Planning
- Floods and Droughts in Arid Regions
- Water, Agriculture and Food
- Linking Water/Energy Policy and Legislation
- Climate Adaptation and Mitigation
- Water Resources Management
- Waste, Wastewater and Energy
- Environmental Sustainability
- Environment and Landscape
- Infrastructure Design and Management
- Modelling Linkages in the Water, Climate, Energy and Environment Matrix.

A commercial exhibition will be held as a central feature of the congress. Coffee breaks and lunch will be held in this area and extended breaks have been scheduled to allow good exposure for the exhibition.

# CALL FOR SPONSORS

The congress invites companies and organisations to participate in this important meeting as sponsors and exhibitors. A range of sponsorship opportunities are detailed below and we are happy to discuss tailored packages for sponsors with particular requirements.

All sponsors will be acknowledged on the congress website, in promotional materials and onsite at the congress venue. The Prime Sponsor categories will have first choice of exhibition stand space and additional sponsorship opportunities including presentation slots and sponsorship of programme elements.

The congress will be advertised extensively in trade media and through ongoing campaigns of the IWA and Engineers Ireland. It will be listed on all relevant organisation and association websites, and through electronic mailings to individuals, companies, organisations and associations.

## PRIME SPONSOR STATUS €50,000

The Prime Sponsors for the congress are our principal industry partners. They will receive prominent acknowledgement and exposure on all congress materials (pre- and post-event), and first choice of exhibition space and industry presentation opportunities.

Our Prime Sponsors will receive the following acknowledgements and benefits:

- Sponsor logo on Congress Announcements, Programme Book and all Advertisements
- Sponsor logo on Congress Website
- Sponsor advertisement on Congress Website and web-link to sponsor webpage
- Sponsor will be featured in delegate e-newsletter pre-congress
- Sponsor logo on Delegate Bag
- Gift or extra insert in Delegate Bag
- Listed as sponsor of one of the subject strands of the congress
- 24 m<sup>2</sup> exhibition space\* in central location
- Industry Presentation – lunchtime or coffee breaks in main auditorium (30 mins)
- 2 participants may attend the congress as invited guests of the sponsor
- Sponsor may send follow-up communication to delegates post-event
- 6 exhibitor staff badges for company staff

\*Space can be augmented for additional cost.



## SUPPORTING SPONSOR STATUS €20,000

Our Supporting Sponsors will receive the following acknowledgements and benefits:

- Acknowledgement as sponsor in Congress Announcements, Programme Book and Conference Website
- 16m<sup>2</sup> exhibition space\* with choice of location
- Sponsor will be featured in delegate e-newsletter pre-congress
- Gift or extra insert in Delegate Bag
- 2 participants may attend the congress as invited guests of the sponsor
- Sponsor may send follow-up communication to delegates post-event
- 4 exhibitor staff badges for company staff

\*Space can be augmented for additional cost.

## INDUSTRY FORUM €10,000

Companies and organisations are invited to host a sponsored industry forum (duration 45 mins) on their selected topic, to present their work and products. These will be held during lunchtime and other breaks with no sessions in parallel, and advertised as part of the congress programme. Topics will be subject to approval by the Scientific Committee.

## OTHER SPONSORSHIP OPPORTUNITIES

Congress badge sponsor (branded lanyards)	<del>€8,000</del>
Sponsorship of 1 Scientific Session Topic (10 - 16 sessions available)	€7,500
Sponsorship of Opening Reception (exclusive)	€6,000
Sponsorship of Congress Party (exclusive)	€10,000
Sponsorship of Congress Lounge Area	€10,000
Lunch Sponsor (4 days available)	€5,000
Sponsorship of Coffee Breaks (1 day = 2 coffee breaks)	€3,000
Speakers Services Centre	€4,000
Internet Café area	€5,000
Sponsor of Abstract CD (includes full page back cover of Programme Book)	€6,000
Insert in delegate bag	€1,000
Best Poster Award	<del>€4,000</del>

### Advertising – Conference Abstract and Programme Book

During the event all delegates will be provided with a Programme Book at the Congress. Advertising space is available in this book at the following rates:

Full Page	€2,500
Half Page	€1,500
Back Cover – only available to the Sponsor of Abstract CD (see above).	

Please contact the organisers at [expo@iwa-wcedublin.org](mailto:expo@iwa-wcedublin.org) if you wish to suggest other sponsorship options.

## BURSARY FUND

Sponsors are encouraged to make a tax-free contribution towards a bursary fund to enable delegates to attend from developing countries.

## CALL FOR EXHIBITORS

The congress invites companies and organisations to exhibit at this important international congress. A range of exhibition opportunities are detailed below and we are happy to discuss tailored packages for exhibitors with particular requirements.

All exhibitors will be acknowledged on the congress website, included in the programme and onsite at the congress venue.

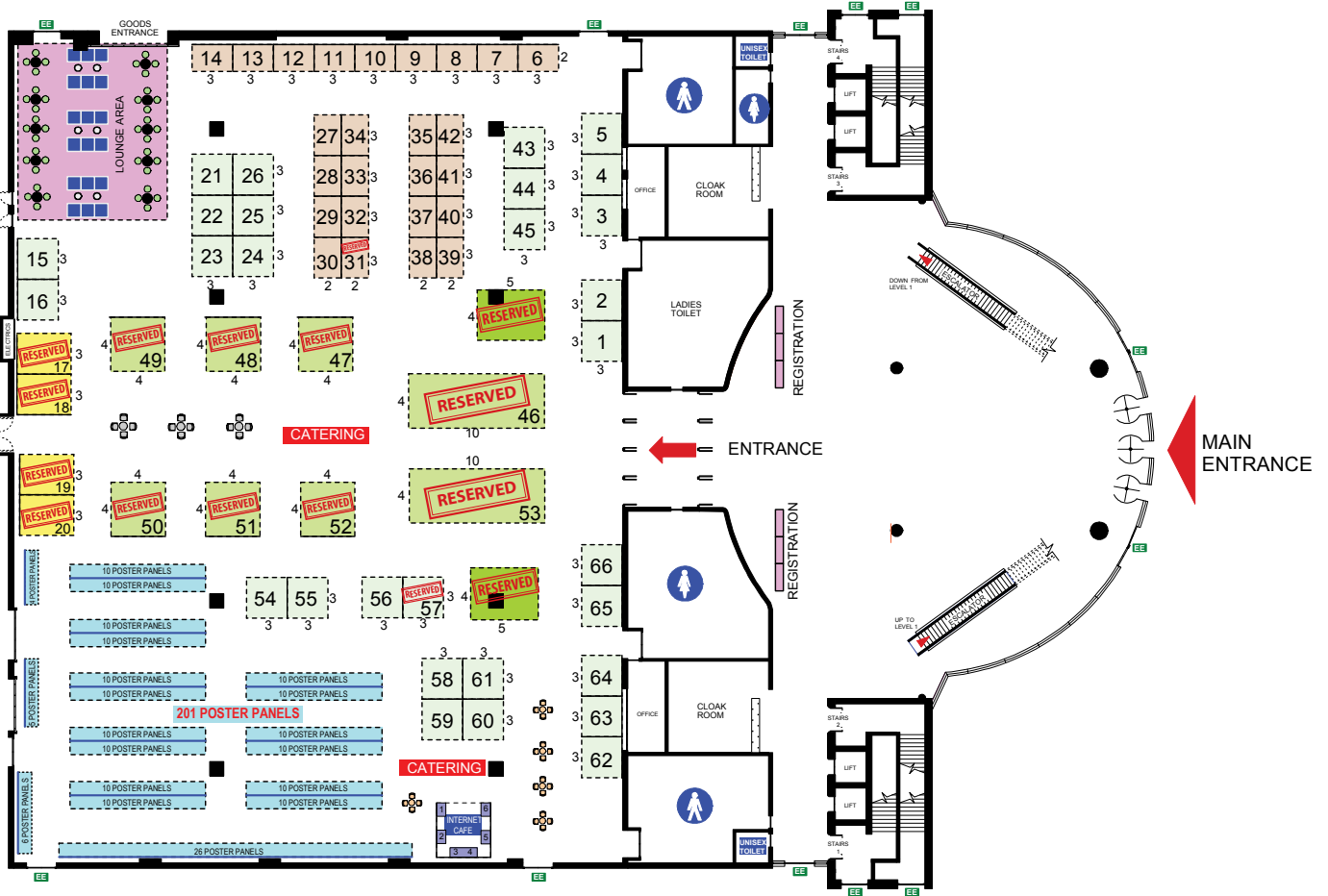
The exhibition will start on Monday 14th May and will finish on Thursday 17th May.



The Forum, Exhibition Hall

# PRELIMINARY FLOORPLAN

The preliminary floorplan shown below is subject to change. Stand dimension are given in metres.



**THE FORUM  
GROUND FLOOR PLAN**  
Convention Centre, Dublin



## EXHIBITION FEES

Early Exhibition Fee (up until and including 31/12/2011)	Late Exhibition Fee (from 01/01/2012)
Space Only* - €425 per m <sup>2</sup>	Space Only* - €425 per m <sup>2</sup>
Shell Scheme - €515 per m <sup>2</sup>	Shell Scheme - €565 per m <sup>2</sup>
Shell Scheme Price Structure Examples	
6m <sup>2</sup> = €3,090 9m <sup>2</sup> = €4,635 12m <sup>2</sup> = €6,180	6m <sup>2</sup> = €3,390 9m <sup>2</sup> = €5,085 12m <sup>2</sup> = €6,780

\*minimum space booking of 9m<sup>2</sup> required.  
All prices are subject to VAT at 21%

### Shell Scheme Includes:

- White infill panel shell scheme
- Exhibitor name on fascia board
- Two No. 150w spotlights on track per booth
- One No. 13amp double socket per booth
- 1 skirted table and 2 chairs

### Benefits

2 registrations for exhibition stand representatives  
1 conference delegate bag per exhibiting company  
Company logo and business card entry in the congress programme  
Company logo acknowledged on IWA-WCE congress website with hyperlink to exhibitor's corporate website

If you require additional staff on your stand they must register as additional exhibitors at the reduced exhibitor rate of €175 per person, which will entitle the bearer to access the exhibition hall but not the conference sessions. Please also be advised that there will be additional costs involved if you require any additional equipment for your booth.

If you have additional requirements, please contact the Exhibition & Sponsorship Manager at [expo@iwa-wcedublin.org](mailto:expo@iwa-wcedublin.org) who will assist in obtaining quotes and making the necessary arrangements.

### Publishers Area

Publishers are invited to display or sell books and journals at the conference. The special discounted price below will be available for a 3m x 2m space in the foyer area. Exhibition space will include a table and two chairs.

Publishers Booth €1,500

## WHY PARTICIPATE AT THE IWA-WCE CONGRESS?

- Maximise your exposure at the premier meeting in this critical area of water, energy and climate
- Deliver a clear message that you have a genuine commitment to this field of science and engineering
- Benefit from face-to-face contact with your target market, enhancing your company's profile to an international audience
- Reach your global target audience through your presence on meeting materials such as conference announcements, conference website etc
- Build market share and new customer relationships during challenging economic times
- Become a partner at one of the largest IWA events to take place in Europe in 2012



# BRANDING

The following branding opportunities are available in the Congress building. Your organisations branding would appear where the CCD logo appears on the images below. To discuss these, or any other branding possibilities, please contact Rachel O'Hare at expo@iwa-wcedublin.org or +353 1 400 3662.

Exterior Banners	Cloakroom Sponsorship
<p>€23,000</p> 	<p>2 cloakrooms €6000 (both)</p> 
	Tall Foyer Column
<p>2 available - 6 left and 6 right €3,000 per group of 6</p> 	<p>€3200 (both)</p> 
Entrance Glass	Short Foyer Column
<p>Left and right side available €3,500 per side</p> 	<p>€2500 (both)</p> 
	Level 3, 4 & 5 Columns
<p>€12,000</p> 	<p>€1,800 per pair, columns distributed in pairs on levels 3, 4, 5</p> 
Ground Floor Escalator Graphics	Forum/ Exhibition Hall Columns
	<p>€2000 per 4 panel column 5 columns available</p> 

\*\*All prices are in Euro and exclude VAT which is currently 21%

## HOW TO SECURE YOUR BOOKING

Stand space can be booked with shell scheme ready-to-use units starting from 6 m<sup>2</sup> or space only starting from 9 m<sup>2</sup>. Bookings will be handled on a first come, first served basis.

You can reserve your space by completing the booking form included in this document.

**All exhibition and sponsorship items are subject to Irish VAT at 21%.  
VAT can be reclaimed by overseas tax-registered companies in most cases.**

**Sponsors and exhibitors may make payment over multiple years or propose special packages or other activities.**

**Industry participants are also invited to register to attend as full conference delegates. Please see the conference website [www.iwa-wcedublin.org](http://www.iwa-wcedublin.org).**

### CONTACT INFORMATION FOR QUERIES AND BOOKINGS:

World Congress on Water, Climate and Energy  
c/o Keynote PCO, Suite 26, Anglesea House, 63 Carysfort Avenue, Blackrock, Co. Dublin, Ireland

expo@iwa-wcedublin.org  
Tel: +353 1 4003662; Fax: +353 1 4003692



# BOOKING FORMS



World Congress  
on Water, Climate  
and Energy



## EXHIBITION BOOKING FORM

To reserve your exhibition booth(s), please complete this form in **BLOCK CAPITALS**, keeping a copy for your own records and email, post or fax the original to:

**Ms. Rachel O'Hare, Exhibition Manager - IWA-WCE**

Keynote PCO, Suite 26, Anglesea House, 63 Carysfort Avenue, Blackrock, Co. Dublin

Tel: +353 (0)1 4003662 / Fax: +353 (0)1 4003692 / Email: expo@iwa-wcedublin.org

Please reserve the following booth(s):

1st Choice: \_\_\_\_\_ 2nd Choice: \_\_\_\_\_ 3rd Choice: \_\_\_\_\_

Total number of booths required: \_\_\_\_\_

Total Space required in square meters: \_\_\_\_\_

Shell Scheme Required: Yes  No

**TOTAL AMOUNT ENCLOSED (50% deposit required with booking form):** \_\_\_\_\_

Date of Booking: \_\_\_\_\_

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Tel/Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Postal Address: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please note that submittal of a signed booking form indicates agreement to abide by the Terms & Conditions specified in this document.

# BOOKING FORMS



World Congress  
on Water, Climate  
and Energy



## SPONSORSHIP & ADVERTISING BOOKING FORM

Please complete this form in **BLOCK CAPITALS**, keeping a copy for your own records and email, post or fax the original to:

**Ms. Rachel O'Hare, Exhibition Manager – IWA-WCE**

Keynote PCO, Suite 26, Anglesea House, 63 Carysfort Avenue, Blackrock, Co. Dublin

Tel: +353 (0)1 4003662 / Fax: +353 (0)1 4003692 / Email: expo@iwa-wcedublin.org

**TOTAL AMOUNT ENCLOSED (50% deposit required with booking form):** \_\_\_\_\_

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Tel/Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Prime Sponsor	€50,000	<input type="checkbox"/>
Supporting Sponsor	€20,000	<input type="checkbox"/>
Industry Forum	€10,000	<input type="checkbox"/>
Sponsorship of 1 Scientific Session Topic (10 -16 sessions available)	€7,500	<input type="checkbox"/>
Sponsorship of Opening Reception (exclusive)	€6,000	<input type="checkbox"/>
Sponsorship of Congress Party (exclusive)	€10,000	<input type="checkbox"/>
Lunch Sponsor (4 days available, price is per day)	€5,000	<input type="checkbox"/>
Sponsorship of Coffee Breaks (1 day = 2 coffee breaks)	€3,000	<input type="checkbox"/>
Speakers Services Centre	€4,000	<input type="checkbox"/>
Internet Café area	€5,000	<input type="checkbox"/>
Sponsor of Abstract CD (includes full page back cover of Programme Book)	€6,000	<input type="checkbox"/>
Insert in delegate bag	€1,000	<input type="checkbox"/>
Conference Branding: (List selection) _____	_____	<input type="checkbox"/>
<b>Advertising – Conference Abstract and Programme Book</b>		
Full Page	€2,500	<input type="checkbox"/>
Half Page	€1,500	<input type="checkbox"/>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please note that submittal of a signed booking form indicates agreement to abide by the Terms & Conditions specified in this document.

## TERMS AND CONDITIONS

- 50% of amount is due immediately with the balance due before 31<sup>st</sup> January 2011. Invoices must be paid within 30 days of the invoice date. Payment can be made by bank wire transfer. Bank details will be provided on all invoices.
- All bank charges are the responsibility of the sender. Cheques or bank drafts must be in EURO and drawn on an Irish bank. If the Client fails to submit full payment 1 month prior to the event, Keynote PCO can cancel the Client's participation in the Exhibition.
- Prime Sponsors will be offered first preference on exhibition booth location. The remainder of the booths will be allocated strictly on a first come, first served basis and will be confirmed in writing, by the Exhibition & Sponsorship Manager, together with an invoice for the amount owing. If the standard shell scheme is not required and a custom designed stand is to be constructed, please provide a diagram of the proposed stand, with details and dimensions. All display constructions require the approval of the Exhibition & Sponsorship Manager. Sponsorship items, which may be limited, will also be assigned on a first come, first served basis.
- Should an Exhibitor/Sponsor wish to cancel any of its participation (sponsorship, exhibition space, shell scheme, stand services etc), written notification must be sent to the Exhibition & Sponsorship Manager.  
Refunds will be based on the following schedule:
  - ▶ Before 31<sup>st</sup> January 2012 - 50% of the booking deposit will be refunded
  - ▶ After January 31<sup>st</sup> 2012 - No refund available
- Exhibitors are entitled to have two staff in attendance to man their exhibition stand. Additional staff badges can be purchased for a price of €175 per person. Access to the scientific sessions is not included.
- Exhibitors taking a stand agree to be present for the full duration of the exhibition conference i.e. from the morning of May 14th until the afternoon of May 17th.
- In the event that the conference is postponed for any given reason, the exhibitor/sponsor/advertiser will not be entitled to cancel the exhibition space/sponsorship/advertising or to obtain monetary compensation, but the benefits that have been agreed will remain in place for the rescheduled event. In the event that the conference is cancelled for any given reason, the organisers will refund the exhibition/sponsorship/advertising money to the relevant company, minus any benefits that have been received by the company prior to the cancellation and any expenses incurred by the organisers with respect to the provision of the agreed benefits.
- Preferences and priorities requested by the Exhibitor/Sponsor as to booth space location will be respected whenever possible. The Exhibition & Sponsorship Manager however reserves the right to make reasonable transfers as to the location of the Exhibitor/Sponsor's booth should any circumstances arise where it is deemed necessary. No transfers will be made without prior notice to the Exhibitor/Sponsor. Any changes in booth locations do not entitle the Exhibitor/Sponsor to cancel the exhibition space or obtain monetary compensation.
- The organisers reserve the right to alter the layout of the exhibition area and to remove sections of the space and features such as posters, catering and internet café.
- The organisers cannot be held responsible for any loss of damage of/to any equipment brought in for the Exhibitor/Sponsor's exhibition stand. The Exhibitor/Sponsor is therefore advised to ensure to take out adequate insurance cover as necessary including Employers Liability & Public Liability cover, insurance to cover loss of damage to exhibits or other personal property. In addition the Exhibitor/Sponsor is required to show proof of their insurance liability in the event of damage to the venue. If an Exhibitor/Sponsor would like to take out insurance for its exhibition stand/equipment, he/she should contact their own insurer.

The complete Rules & Regulations will be published in the Technical Information Manual (Exhibition) which will be issued to all exhibitors before the event.

The Rules & Regulations must be fully observed by exhibitors, their contractors and their personnel. The organisers reserve the right to demand changes to, or closure of, any stand that does not conform to these Rules & Regulations. If an exhibitor fails to comply with these rules and regulations, the organisers reserve the right to reclaim its exhibition space and resell it, and all monies paid by the exhibitor shall be forfeited. Once an exhibiting company has reserved exhibition space, modular booth and/or stand services, it agrees to abide by the payment conditions and cancellation policy.