# Marrakesh INTERNATIONAL INFRASTRUCTURE CONFERENCE 2016

25 - 27 September

## Sponsorship and Exhibition Brochure

International Federation of Consulting Engineers
The Global Voice of Consulting Engineers

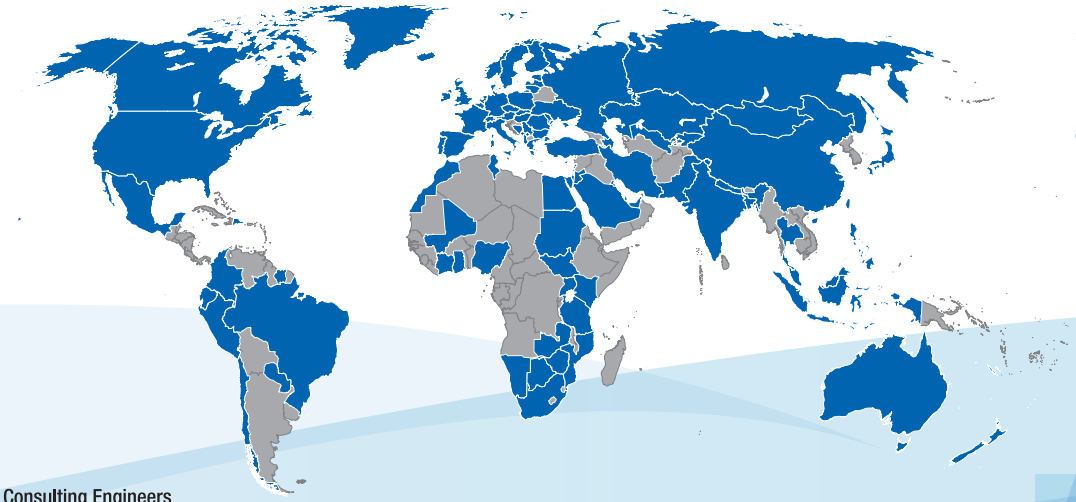
# About FIDIC

FIDIC is the International Federation of Consulting Engineers. Its members are national associations of consulting engineers.

Founded in 1913, FIDIC is charged with promoting and implementing the consulting engineering industry's strategic goals on behalf of its Member Associations, and to disseminate information and resources of interest to its members.

FIDIC produces publications which include information for consulting engineers, project owners and international development agencies, contract documents and client-consultant agreements as well as international best practice guides.

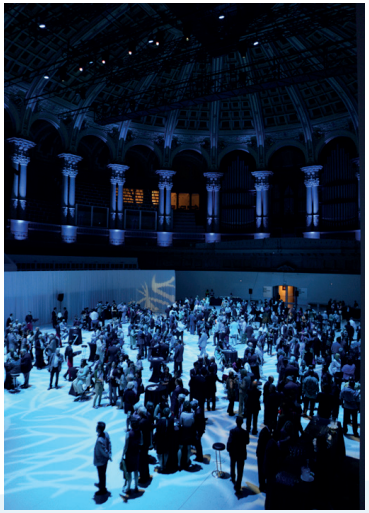
Today, FIDIC membership covers 100 countries of the world.



## FIDIC Objectives

1. Be the recognised international authority on issues relating to consulting engineering best practice.
2. Actively promote high standards of ethics and integrity among all stakeholders involved in the development of infrastructure and industry worldwide.
3. Maintain and enhance FIDIC's representation of the consulting engineering industry worldwide.
4. Enhance the image of consulting engineering.
5. Promote and assist the worldwide development of viable consulting engineering industries.
6. Promote and enhance the leading position of FIDIC's Forms of Contract.
7. Improve and develop FIDIC's training and publishing activities.
8. To promote and encourage the development of Young Professionals in the Consulting Engineering Industry.

# About the FIDIC International Infrastructure Conference



FIDIC organises the annual FIDIC International Infrastructure Conference in the pursuit of its goals. This conference is the major international event of the consulting engineering industry. The venue of the International Infrastructure Conference changes continent and region every year to ensure global representation.

Participants are industry leaders and decision makers of the Infrastructure industry.

Other FIDIC events that take place during the FIDIC International Conference are the FIDIC Best Practice Forum, the FIDIC Awards Gala, B2B sessions, and the Young Professional Management Training Programme.

Marrakesh 2016 FIDIC INTERNATIONAL INFRASTRUCTURE CONFERENCE 25 - 27 September

## Contact

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FIDIC, the International Federation of Consulting Engineers represents globally the consulting engineering industry. As such, the Federation promotes the business interest of firms supplying technology-based intellectual services for the built and natural environment.

## FIDIC represents:

- +100 years of credibility
- +100 member countries
- +40,000 companies
- 1.6 million industry professionals
- 60% of CE market share
- 400 billion $ annual turnover of firms

## FIDIC International Infrastructure Conference – Marrakesh 2016

25-27 September 2016

Conference venue: "Palais des Congrès", Marrakesh, Morocco

Conference theme: ***"Engineering for the Challenges of Climate Change"***

The historical city of Marrakesh is proud to host the 2016 FIDIC International Infrastructure Conference.

While government leaders debate and struggle to agree on action plans, the planet manifests its unrest on a regular basis. Increased incidents of adverse weather take their toll on property and human life. As debate over causes, either manmade or natural, continues, it is up to the consulting engineering community to share its knowledge and experience in mitigation and remedial solutions for fragile infrastructure.

COP 22 takes place in Morocco in November 2016. Having participated in the 2015 Business Climate Summit for COP 21, FIDIC believes that focus needs to intensify with regard to the practical steps that can be taken, and the business decisions that need to be made, in addressing the real issues impacting on society.

The consulting engineering community is also uniquely positioned to assist the energy, resource and manufacturing sectors with realistic and practical approaches to sustainability and corporate responsibility, helping them achieve the "social licence" that is increasingly being demanded by regulators, customers and investors.

FIDIC, GAMA (FIDIC Group of African Member Associations), and FMCI (Moroccan Federation of Consultancy and Engineering) invite business leaders and decision makers to Marrakesh late September 2016 to explore Scenario Based Planning, Stakeholder Engagement, Consistency in Design and other criteria, Integrated Resource Management (solving multiple problems simultaneously), Risk and Liability, and the looming Water Crisis. Renewables and Clean Energy will receive close attention, as will Designing for Disaster, with all its inherent risks. A copy of the preliminary programme is attached.

**Be part of this unique event for the industry. Become a FIDIC Conference Sponsor and help make history...**

# Benefits of Sponsorship and Exhibition

## Reach a global audience

of senior decision makers, middle management and young professionals working in the infrastructure and industrial sector.

## Showcase your activities & expertise

in the world's unique international event for the infrastructure industry.

## Network

with decision makers from consulting engineering firms and contractors, governments, international organisations and financial institutions.

## Have a voice

in a specially arranged forum on best practices in the industry, and interact with key players from the infrastructure industry in high powered sessions.

## Past partners and sponsors include:

THE WORLD BANK IBRD • IDA | WORLD BANK GROUP
IDB
HSBC The world's local bank
Royal HaskoningDHV Enhancing Society Together
IRF
Mott MacDonald
AECOM
SIEMENS
uia
McKinsey&Company
RAMBOLL
NIPPON KOEI
JICA
ARUP
pwc
AON
TRANSPARENCY INTERNATIONAL the global coalition against corruption
UNEP
ATKINS
ABCE ASSOCIAÇÃO BRASILEIRA DE CONSULTORES DE ENGENHARIA
SWECO
BST GLOBAL
Stanley Consultants
Pinsent Masons

FIDIC International Federation of Consulting Engineers
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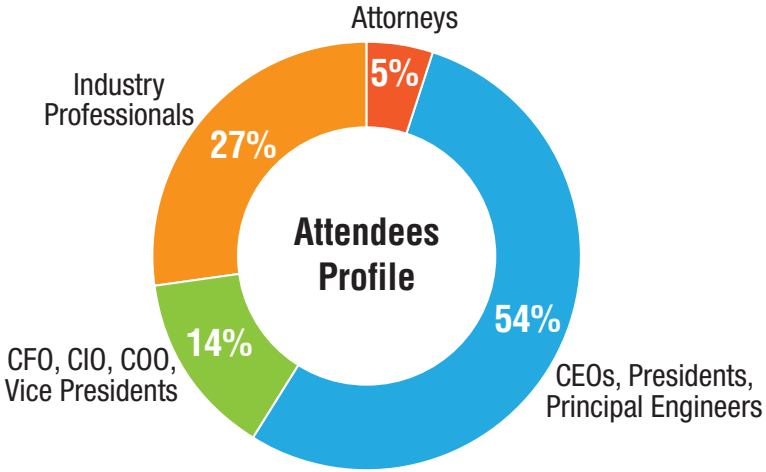
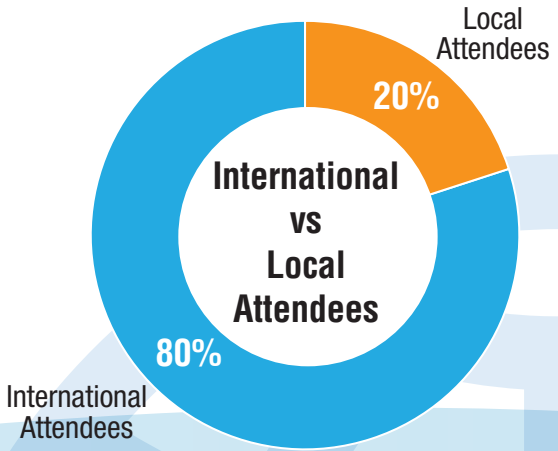
# Who attends the FIDIC International Infrastructure Conference

**Over 1,000 professionals working in the industry of infrastructure from more than 100 countries.**




**Be in the spot light at the only International Infrastructure Conference!**

Marrakesh 2016 FIDIC INTERNATIONAL INFRASTRUCTURE CONFERENCE 25 - 27 September

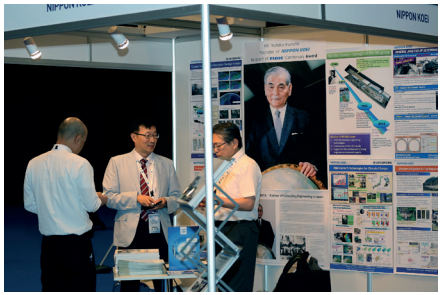
# Main Sponsorship Levels

- Platinum Sponsor / FIDIC Strategic Partner – USD 100,000
- Gold Sponsor - USD 50,000
- Silver Sponsor - USD 25,000

# Other sponsorship packages

- Registration and Lanyard Sponsor (Exclusive Sponsorship) – USD 12,000
- Delegate Bag Sponsor - USD 15,000
- Gala Awards Dinner Sponsor – USD 17,000
- Welcome Reception Sponsor - USD 10,000
- FIDIC Café Sponsor – USD 5,000 (per conference day)
- Digital Business Card Sponsorship (Poken) – USD 15,000
- FIDIC Photo Wall – USD 15,000 (Exclusive Sponsorship)
- FIDIC Best Practice Forum Influencer– USD 15,000
- Plenary Session Influencer – USD 20,000
- B2B Sessions in the “FIDIC Town” – USD 100 (per table per hour)

# Buy a space
# at the “FIDIC Global Town”!



The exhibition starts officially on Monday 26 September after the Opening Ceremony, and ends on Tuesday after the Conference Closing Remarks. Your company can run the stand from Sunday afternoon for participants to the FIDIC Best Practices Forum.

Stand-9 (9sq. mts) – USD 3,500

Stand-18 (18sq. mts) – USD 6,000

Host a “FIDIC Café” in your stand (18sq. mts) – USD 7,000
Includes Stand-9 of 9sq. mts

Host a “FIDIC WIFI Plaza” in your stand (18sq. mts) – USD 7,000
Includes Stand-9 of 9sq. mts

**Influence change! FIDIC represents the global voice of the consulting engineering industry!**

International Federation of Consulting Engineers
The Global Voice of Consulting Engineers

# Description of sponsorship levels and packages

## Platinum Sponsor /Strategic Partner

### Pre Event Involvement

- Logo on the front cover of the brochure under the prestigious heading of Platinum Sponsor which will be mailed to FIDIC contact database
- Company logo and profile featured on the website homepage as Platinum Sponsor
- Company logo on the E-flyer (for promotion before June 2016)
- Reciprocal website hyperlink to the company's website on all e-materials
- Acknowledgements in all PR and media campaigns where ever possible

### Onsite Branding and Exhibitions

- 1 Keynote speaking slot opportunity (CEO) in one plenary session
- 1 Moderator opportunity in one plenary session
- Platinum sponsor will host one day lunch with benefit to brand the entire lunch area (provided by the sponsor).
- Logo to predominantly feature on conference signage displayed on auditorium (back drop), through out conference venue (banners) as Platinum Sponsors
- Recognition from the MC at the Welcome Reception and Opening Ceremony
- 18 sqm exhibition space of choice for networking
- Logo on conference documentations as Platinum Sponsor
- One Full Page dedicated for Sponsor's company description on the Conference Booklet & Programme
- Branded Delegate Bags carrying company logo along with organisers and conference logo will be given to every delegate upon registration.
- Possibility to include corporate literature or promotional material in conference bags
- 4 complimentary full conference registrations, including tickets for the FIDIC Gala dinner
- 3 complimentary passes to your staff for the exhibition area

# Description of sponsorship levels and packages

## Gold Sponsor

### Pre Event Involvement

- Logo on the front cover of the brochure under the heading of Gold Sponsor which will be mailed to FIDIC database
- Company logo on the flyer under the heading of Gold Sponsor
- Company logo and profile featured on the website as Gold Sponsor
- Company logo to feature on the E- brochure
- Reciprocal website hot link to the company's website.
- Acknowledgements in all PR and media campaigns where ever possible

### Onsite Branding and Exhibitions

- 1 chair person slot offered in the industry session
- One presentation offered during the industry session
- Logo to predominantly feature on conference signage displayed on auditorium (back drop), throughout the conference venue as Gold Sponsor.
- 1 pop up corporate roll-up at the registration desk and exhibition area or refreshment area produced by organiser
- One booth of 9 sqm exhibiting area offered for networking
- Half Page dedicated for Sponsor's advert on the final program
- Logo on conference documentations as Gold Sponsor
- Corporate literature or promotional material to be included on the delegate pack
- 2 complimentary full conference registrations
- 2 complimentary passes for the staff for exhibition area.

# Description of sponsorship levels and packages

## Silver Sponsor

### Pre Event Involvement

- Logo on the front cover of the brochure under the heading of Silver Sponsor
- Company logo on the conference flyer under the heading of Silver Sponsor
- Company logo and profile featured on the website as Silver Sponsor
- Company logo to feature on the E- brochure
- Reciprocal website hot link to the company's website.

### Onsite Branding and Exhibitions

- Logo to predominantly feature on conference signage displayed on auditorium (back drop), throughout conference venue as Silver Sponsor.
- One booth of 9 sqm exhibiting area offered for networking
- Half Page dedicated for Sponsor's advert on the final program
- Logo on conference documentations as Silver Sponsor
- Corporate literature or promotional material to be included on the delegate pack
- 1 complimentary full conference registration
- 2 complimentary passes for the staff for exhibition area.

# Other sponsorship packages

## Registration and Lanyard Sponsor – USD 12,000 (Exclusive Sponsorship)

- Company's logo and profile to be featured on the conference website and booklet as "Support Sponsor".
- Reciprocal hyperlink to company website from the event website.
- Sponsor's logo and conference logo exclusively printed on the lanyard.
- Conference lanyards to be given to all delegates upon registration.
- Networking/Exhibition space will be provided upon request at a subsidized rate.

## Delegate Bag Sponsor - USD 15,000

- Company's logo and profile to be featured on the conference website and booklet as "Support Sponsor".
- Sponsor to receive brochures for own distribution and promotional purposes
- Company logo and profile to be featured on event website as "Support Sponsor"
- Reciprocal website hyperlink to your home page from event website
- 1 Branded Pop-Up Banner in the Conference Registration area highlighting the sponsorship
- Branded Delegate Bags carrying company logo along with organizers and conference logo will given to every delegate upon registration.
- Corporate Literature (company brochure) to be inserted in the delegate bag and given to every attendee
- Networking/Exhibition space will be provided upon request at a subsidized rate

# Other sponsorship packages

## Gala Awards Dinner Sponsor – USD 17,000

### Pre Event Involvement

- Company's logo and profile to be featured on the conference website and booklet as "Support Sponsor".
- Company logo and profile to be featured on event webpage as "Gala Dinner Sponsor"
- Reciprocal website hyperlink to your home page from event website

### Onsite Branding and Exhibitions

- Recognition from the MC at the opening of the Gala Dinner
- 10 VIP Corporate Invitations to attend the Gala Dinner.
- 2 sponsor branded roll ups to be produced by organiser
- Additional branding opportunities (to be provided by sponsor upon approval of the organiser)
- Corporate literature and/or advertising material to be distributed at the Gala Dinner
- All dinner menus on tables to be branded with sponsor's logo
- Company Logo on the Poken platform announcing sponsors

# Other sponsorship packages

## Welcome Reception Sponsor - USD 10,000

### Pre Event Involvement

- Company's logo and profile to be featured on the conference website and booklet as "Support Sponsor".
- Sponsor to receive brochures for own distribution and promotional purposes
- Company logo and profile to be featured on event website as "Welcome Reception Sponsor"
- Company Logo on the Poken platform announcing sponsors
- Reciprocal website hyperlink to company page from event website

### Onsite Branding and Exhibitions

- Host sponsor of the "Welcome Reception Sponsor"
- Name of company to be recognised at the Welcome Address
- Sponsor entitled to 10 VIP Corporate Invitations to attend the Reception
- 2 Exclusive Branded Corporate roll ups produced by organiser
- Possibility to have additional Branding Opportunities (to be provided by sponsors)
- Corporate Literature and/or Advertising Material to be distributed at the Reception
- All high tables to be branded with desk flags carrying the sponsor's logo.

# Other sponsorship packages

## FIDIC Café Sponsor – USD 15,000 (or 5,000 per day)

### Pre Event Involvement

- Company's logo and profile to be featured on the conference website and booklet as "Support Sponsor".
- Company Logo on the Poken platform announcing sponsors
- Reciprocal website hyperlink to company page from event website

### Onsite Branding and Exhibitions

- Name of company to be recognised at the Welcome Address
- 4 Exclusive Branded Corporate roll ups produced by organiser
- Possibility to have additional Branding Opportunities (to be provided by sponsors)
- Corporate Literature and/or Advertising Material to be distributed during the coffee breaks.

# Other sponsorship packages

## Digital Business Card Sponsorship (Poken) – USD 15,000

(Exclusive Sponsorship)

Sponsor Poken and help connect the delegates to network digitally.

### How it can help?

- Boost Networking
- Collect Information
- Track Analytics
- Record Leads
- Go Paperless
- Measure Success

### Benefits include

- Company's logo and profile to be featured on the conference website and booklet as "Support Sponsor".
- Reciprocal hyperlink to company website from the event website.
- Sponsor's logo printed on the Poken device.
- Branded conference Poken devices to be given to all delegates upon registration.

# Other sponsorship packages

## FIDIC Photo Wall – USD 15,000 (Exclusive Sponsorship)

Ensure your brand visibility by posting your logo on the FIDIC Photo Wall where participants can take photos and send them to Facebook, Twitter or by email.

### Benefits include

- Company's logo and profile to be featured on the conference website and booklet as "Support Sponsor".
- Your company logo included on each printed photo strip.
- Presence of your company in the FIDIC Global Town.
- 2 exhibitor badges.

## FIDIC Best Practice Forum Influencer– USD 15,000

- Company's logo and profile to be featured on the conference website and booklet as "Support Sponsor".
- Company Logo on the Poken platform announcing sponsors
- Reciprocal website hyperlink to company page from event website
- 1 Keynote speaking slot opportunity (CEO) in one plenary session of the Forum

## Plenary Session Influencer – USD 20,000

- Company's logo and profile to be featured on the conference website and booklet as "Support Sponsor".
- Company Logo on the Poken platform announcing sponsors
- Reciprocal website hyperlink to company page from event website
- 1 Keynote speaking slot opportunity (CEO) in one plenary session of the conference

## B2B Sessions in the "FIDIC Town" – USD 100 (per table per hour)

- Company's logo and profile to be featured on the conference website and booklet as "Support Sponsor".
- Company Logo on the Poken platform announcing sponsors
- Reciprocal website hyperlink to company page from event website
- The possibility to organise B2B sessions in the "FIDIC Town" (USD 100 per table booked for your sessions).

# FIDIC Global Town – Exhibition Area

## Description of Exhibition Packages

### Standard FIDIC Stand-9 or Stand-18

Size: 9 sq. mts / 18 sq. mts

Tariff (US$): 3,500 / 6,000

Cost includes: blue carpet, 1 table, 3 chairs and 3 spot lights

#### The exhibit rental fee also includes

- Two exhibitor badges for the staff for exhibition area only.
- Exhibitor listing on the website (exhibitor page) and in the final program with a logo representation and reciprocal hyperlink.

### Host a “FIDIC Café” in your stand

Size of Stand and “FIDIC Café”: 18 sq. mts in total

Tariff (US$): 7,000

Cost includes: A FIDIC coffee & tea station located (9 sq. mts) in your stand-9 serving participants during the official coffee breaks, blue carpet, 1 table, 3 chairs and 3 spot lights.

#### This exhibit package also includes

- Two exhibitor badges for the staff for the exhibition area only.
- Exhibitor listing on the website (exhibitor page) and in the final program with a logo representation and reciprocal hyperlink.

### Host a “FIDIC WIFI Plaza” in your stand

Size of Stand and “FIDIC WIFI Plaza”: 18 sq. mts in total

Tariff (US$): 7,000

Cost includes: A FIDIC WIFI station (9 sq. mts) located in your stand-9 allowing participants to connect to internet during the conference, blue carpet, 1 table, 3 chairs and 3 spot lights.

#### This exhibit package also includes

- Two exhibitor badges for the staff for the exhibition area only.
- Exhibitor listing on the website (exhibitor page) and in the final program with a logo representation and reciprocal hyperlink.

# Sponsorship & Exhibition Menu

Marrakesh 2016 FIDIC INTERNATIONAL INFRASTRUCTURE CONFERENCE 25 - 27 September

| BECOME A FIDIC PARTNER | YES | PRICE |
|---|---|---|
| Platinum Sponsor (page 10) | | USD 100,000 |
| Gold Sponsor (page 11) | | USD 50,000 |
| Silver Sponsor (page 12) | | USD 25,000 |
| **MAXIMISIE VISIBILITY AND SUPPORT NETWORKING!** | **YES** | **PRICE** |
| Registration and Lanyard Sponsor (exclusive) (page 13) | | USD 12,000 |
| Delegate Bag Sponsor (page 13) | | USD 15,000 |
| Gala Awards Dinner Sponsor (page 14) | | USD 17,000 |
| Welcome Reception Sponsor (page 15) | | USD 10,000 |
| FIDIC Café Sponsor (per day) (page 16) | | USD 5,000 |
| Digital Business Card Sponsorship (Poken) (page 17) | | USD 15,000 |
| **INFLUENCE INDUSTRY BEST PRACTICES!** | **YES** | **PRICE** |
| FIDIC Photo Wall (exclusive sponsorship) (page 18) | | USD 15,000 |
| FIDIC Best Practice Forum Influencer (page 18) | | USD 15,000 |
| Plenary Session Influencer (page 18) | | USD 20,000 |
| B2B Sessions in the "FIDIC Town" (page 18) | | USD 100 (per table per hour) |
| **"FIDIC GLOBAL TOWN"** | **YES** | **PRICE** |
| Stand-9 (9sq. mts) (page 19) | | USD 3,500 |
| Stand-18 (18sq. mts) (page 19) | | USD 6,000 |
| Host a "FIDIC Café" in your stand (18sq. mts in total) (page 19) | | USD 7,000 |
| Host a "FIDIC WIFI Plaza" in your stand (18sq. mts in total) (page 19) | | USD 7,000 |
| TOTAL | | |

# Contact us

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Conference website
www.fidic2016.org

**We look forward to welcoming your company to Marrakesh 2016!**