SPONSORSHIP OPPORTUNITIES
PARTNER WITH US

The IUCN World Conservation Congress provides a platform for scientists, policy experts, business and government leaders and professionals from around the globe to come together to share their latest insights and forge new partnerships. IUCN Members work to define the global conservation agenda and collaborate with Congress participants to find solutions to the pressing environmental challenges our planet is facing.

Supporting the IUCN Congress 2020 provides the opportunity to contribute to helping the world restore its relationship with nature and reaching global goals. It also gives organisations the possibility of demonstrating their commitment to and engagement with the Union’s work. With your partnership, we look forward to building momentum to raising awareness of the importance of nature conservation and to making the IUCN Congress an international success.

Sincerely,

Enrique J. Lahmann, Ph.D.

Director, IUCN World Conservation Congress
International Union for Conservation of Nature (IUCN)
**CONGRESS IN NUMBERS**

The IUCN World Conservation Congress 2020 promises to be an historic event in terms of numbers and diversity in participation and it is likely to receive a great deal of media attention.

<table>
<thead>
<tr>
<th><strong>High-Level Dialogues</strong></th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>9 days</strong></td>
<td></td>
</tr>
<tr>
<td><strong>10,000+ participants</strong></td>
<td></td>
</tr>
<tr>
<td><strong>100+ motions setting the global conservation agenda</strong></td>
<td></td>
</tr>
<tr>
<td><strong>1300+ interactive sessions</strong></td>
<td></td>
</tr>
<tr>
<td><strong>160+ countries represented</strong></td>
<td></td>
</tr>
<tr>
<td><strong>21,000+ news media articles</strong></td>
<td>75 million people reached on social media*</td>
</tr>
</tbody>
</table>

*2016 Congress results
CONGRESS AT A GLANCE

Three parts

Forum
The Forum is a hub of public debate that includes High-Level Dialogues, training and capacity building sessions, as well as exhibition and social events.
08-15 January 2021

Members’ Assembly
At the Members’ Assembly, IUCN’s 1,400+ government and civil society Member organisations vote on pressing conservation and sustainable development action.
12-15 January 2021

Exhibition
The Exhibition is open to both Congress participants and the public, allowing exhibitors to display their work by hosting stands and events.
08-13 January 2021
DIVERSE AND INFLUENTIAL PARTICIPANTS

World leaders
Heads of State and leaders of UN and international organisations

Leading experts
IUCN Commission members, academics, civil society experts

Essential stakeholders
Businesses, indigenous peoples, youth and young professionals

IUCN Members
State and government agencies, NGOs, indigenous peoples’ organisations
SUPPORT THE CONGRESS

Help the world and your organisation

By becoming a Congress Partner, organisations can play an integral role in contributing to the action needed to reach global goals and in finding the solutions required to rebuild a healthy relationship with nature. Thousands of professionals and hundreds of organisations use the Congress to advance their work in conservation and sustainable development, whether by sharing and learning about the latest developments in science and policy, by forming new partnerships to amplify their impact, or by building consensus for addressing some of the most pressing challenges facing humanity today.

- Wide range of sponsor and exhibition packages
- Promotional opportunities before, during and after the Congress

There are many options available, including customised ones to match your organisation’s values and objectives. Contact us to learn more!
MARSEILLE AND PARC CHANOT

Marseille

The French government selected Marseille to host the IUCN World Conservation Congress 2020 because it wanted this international event to take place in an innovative city, involved in the conservation of nature and dedicated to passing a rich natural heritage on to future generations.

Marseille is easy to access by air, road or rail, with many natural and cultural attractions in and around the city.

Parc Chanot

Situated in the heart of Marseille, the Parc Chanot Exhibition and Convention Centre welcomes a variety of national and international events each year. Easily accessible by Metro from the city centre, the venue covers 17 hectares and boasts 60,000m² of comfortable and modular space. The IUCN Congress will use seven of these halls, creating a spacious, dynamic and engaging environment for the event.
# SPONSORSHIP PACKAGES

Sponsoring the IUCN World Conservation Congress 2020 provides essential resources to ensure the Congress makes the largest possible positive impact for conservation and sustainable development. It is also an opportunity to gain visibility and foster brand association with the world’s largest conservation event and the thousands of representatives from government, NGOs, indigenous peoples’ organisations, business and academia who participate in and follow the Congress and its outcomes.

<table>
<thead>
<tr>
<th>BENEFIT</th>
<th>PLATINUM (≥ CHF 200,000)</th>
<th>GOLD (≥ CHF 150,000)</th>
<th>SILVER (≥ CHF 100,000)</th>
<th>BRONZE (≥ CHF 50,000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acknowledgement on Congress-related communications such as save the dates, official invites, IUCN Congress 2020 newsletter etc.</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Sponsor’s representative participation in Forum sessions (restricted to top executives)</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo on IUCN Congress 2020 website</td>
<td>✔</td>
<td>✔</td>
<td>Name only</td>
<td>Name only</td>
</tr>
<tr>
<td>Dedicated page on the Congress website for Sponsor to submit stories, videos etc.</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary stand in the Exhibit Hall</td>
<td>1 stand (18 sqm)</td>
<td>1 stand (12 sqm)</td>
<td>1 stand (6 sqm)</td>
<td></td>
</tr>
<tr>
<td>Acknowledgement on IUCN materials at Congress such as banners, screens, loop videos etc.</td>
<td>✔ (on all)</td>
<td>✔ (on all)</td>
<td>✔ (on selected ones)</td>
<td>✔ (on selected ones)</td>
</tr>
<tr>
<td>Non-transferable complimentary passes</td>
<td>8</td>
<td>6</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Logo on post-Congress report</td>
<td>✔</td>
<td>✔</td>
<td>Name only</td>
<td>Name only</td>
</tr>
<tr>
<td>Logo on post-Congress communication to all participants</td>
<td>✔</td>
<td>✔</td>
<td>Name only</td>
<td>Name only</td>
</tr>
<tr>
<td>Logo on post-Congress newsletter</td>
<td>✔</td>
<td>✔</td>
<td>Name only</td>
<td>Name only</td>
</tr>
</tbody>
</table>
OTHER SPONSORSHIP OPPORTUNITIES

IUCN offers a variety of other sponsorship opportunities to match your organisation’s interests, values, objectives and budget. In addition to the many benefits outlined below, each opportunity includes logo placement on the IUCN Congress website.

CONFERENCE WATER CONTAINERS
Have your logo prominently featured on high quality, reusable water bottles given to all registered Congress participants. **Exclusive sponsorship: CHF 100,000**

CONGRESS APP
Place your brand at the fingertips of Congress participants by sponsoring the Congress mobile app. As a “paperless” event, the app will be the primary tool for participants to access information and connect with other participants. **Total amount open to maximum of two sponsors: CHF 100,000**

BREAKFAST WITH... SESSIONS
Help young participants connect with renowned experts and leaders in conservation and sustainable development by sponsoring these intimate morning sessions for 12-15 youth between the ages of 15 and 24. **Individual or multiple session sponsorship: CHF 3,000 per session**

E-POSTERS FOR SPEAKER PITCHES
These 30-minute sessions use digital technology to turn traditional poster presentations into dynamic, interactive experiences. With more than 200 sessions over four days, this is an excellent opportunity to gain visibility at the Congress. **Exclusive sponsorship of all E-posters: CHF 20,000**

SPONSORED MEMBERS PROGRAMME
During the Congress, IUCN’s more than 1,400 government, civil society and indigenous peoples’ Member organisations vote on pressing issues that will guide humanity’s relationship with our planet for the next decades. Sponsoring Members allows IUCN Member delegates from low and middle-income economies to bring their voices to the table, improving Congress decisions and strengthening their mandate. **Total amount open to multiple grantors: CHF 500,000**

CAPACITY BUILDING HUB
The Capacity building Hub will provide an interactive and engaging space for participants to learn, share and experience different aspects of nature conservation. **Total amount open to multiple grantors: CHF 50,000**

YOUTH ENGAGEMENT
Youth Engagement grants help bring the next generation of conservation leaders together at the Congress, to ensure their voices are heard, their ideas are nurtured, and their energy is unleashed at all levels. The grants support various workshops, mentoring opportunities, competitions and a youth and young professionals hub in the Exhibition. **Total amount open to multiple grantors: CHF 200,000**

For more information, or if you are looking for a customised sponsorship option, please contact congresspartnerships@iucn.org to discuss.
EXHIBITION PACKAGES

Hosting a stand in the Exhibit Hall provides opportunities for visibility, interaction and dialogue with IUCN Members, other exhibitors, delegates and the public, and secures your organisation’s presence in this dynamic, international space.

The Hall itself is a 14,000 m² space, designed to accommodate exhibitor stands, food courts, networking areas and four central stages for events. The Exhibition is open to both Congress participants and the public and organised in Thematic Villages reflecting the Congress themes.
The Professional Exhibition Organiser may, in consultation with IUCN, change the positioning of the allocated space in the Exhibit Hall at any time.

To learn more about which rental space is still available, please contact iucn@congrex.com.
EXHIBITION STAND OPTIONS

MAXIMUM VERSATILITY
The “Open” design will attract a crowd. These spaces are ideal for exhibitors who require a comfortable, open space to host social events along with a large presentation space in one stand.

LARGE (150M²)

OWN YOUR SPACE
For exhibitors wishing to host events of a more formal nature, the “Classic” design for large stands offers a meeting space as well as a walled area for focused presentations.
EXHIBITION STAND OPTIONS

ENGAGE YOUR NETWORK
The “Network” design provides an inviting, open networking space ideal for attracting visitors, hosting informal discussions and engaging with Congress delegates and public participants alike.

SHOWCASE YOUR WORK
The “Presentation” design is ideal for exhibitors who want to host presentations, panel discussions or interactive events during the Congress. The design also includes a comfortable networking area.

MEDIUM (60M²)

Small stands are ideal for small organisations, for distributing information and engaging in one-to-one interactions with Congress participants.

For more information, please visit www.iucncongress2020.org/bookyourstand or contact iucn@congrex.com

SMALL (6M²)
# EXHIBITION PACKAGES, PRICING AND DEADLINES

Any organisation or company that adheres IUCN's mission and the Congress objectives can apply to purchase an Exhibition stand. All exhibition applications are subject to IUCN review and approval before confirmation of the booking.

## Pricing

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>SMALL STAND</th>
<th>MEDIUM STAND</th>
<th>LARGE STAND</th>
</tr>
</thead>
<tbody>
<tr>
<td>IUCN Members/National and Regional Committees</td>
<td>€ 3,200</td>
<td>€ 67,000</td>
<td>€ 263,000</td>
</tr>
<tr>
<td>Key Partners*</td>
<td>€ 3,600</td>
<td>€ 76,000</td>
<td>€ 298,000</td>
</tr>
<tr>
<td>Others</td>
<td>€ 4,200</td>
<td>€ 89,000</td>
<td>€ 350,000</td>
</tr>
</tbody>
</table>

## Features

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>SMALL STAND</th>
<th>MEDIUM STAND</th>
<th>LARGE STAND</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presentation area capacity</td>
<td>n/a</td>
<td>Up to 20 (Presentation design option only)</td>
<td>Up to 50</td>
</tr>
<tr>
<td>Design</td>
<td>Attractive wooden structure with a tubular white back wall. See Small stand technical brief</td>
<td>Customisable graphics and branding See “Network” design technical brief</td>
<td>Customisable graphics and branding See “Open” design technical brief</td>
</tr>
<tr>
<td>Optional: Graphic back wall</td>
<td>1</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Full Congress access badges**</td>
<td>1</td>
<td>5</td>
<td>15</td>
</tr>
<tr>
<td>Exhibition only access badges**</td>
<td>3</td>
<td>10</td>
<td>20</td>
</tr>
<tr>
<td>A/V system</td>
<td>no</td>
<td>Yes only for the Presentation stand</td>
<td>Yes</td>
</tr>
<tr>
<td>Electricity</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>

All prices exclude 20% VAT

* Key partners are organisations that support or contribute to IUCN’s work and the implementation of the IUCN Programme.

** Full Congress access badges give access to the Forum, Exhibition and Members’ Assembly. Exhibition-only badges allow access only to the Exhibition.
## ON-SITE DEADLINES

<table>
<thead>
<tr>
<th>Date Range</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>06 - 07 Jan 2021</td>
<td>Exhibitor access for set up (timing subject to confirmation)</td>
</tr>
<tr>
<td>08 - 13 Jan 2021</td>
<td>Exhibition is open to the public and Congress participants. Please note that the IUCN World Conservation Congress 2020 will run from 07 to 15 January 2021</td>
</tr>
<tr>
<td>13 - 14 Jan 2021</td>
<td>Exhibitor access for dismantling exhibit stands (timing subject to confirmation)</td>
</tr>
</tbody>
</table>
Thank you

Sponsorship information
Paola Geremicca
IUCN Event Sponsorship
congresspartnerships@iucn.org
T +41 22 999 0232

Additional information
IUCN World Conservation Congress 2020
www.iucncongress2020.org

Venue Address
Parc Chanot
114 Rond - Point du Prado 13008
Marseille / France
www.marseille-chanot.com