



IUCN
WORLD
CONSERVATION
CONGRESS
Marseille

SPONSORSHIP OPPORTUNITIES




GOVERNEMENT
*Liberté
Égalité
Fraternité*





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 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,

A handwritten signature in black ink, appearing to read 'Enrique J. Lahmann'.

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 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.



8 days

100+ motions setting the global conservation agenda

1000s of participants

160+ countries represented

1300+ interactive sessions

4 High-Level Dialogues

21,000+ news media articles*

75 million people reached on social media*



*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.

04-07 September 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.

08-10 September 2021

Exhibition

The Exhibition is open to both Congress participants and the public, allowing exhibitors to display their work by hosting stands and events.

04-09 September 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 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.



**MARSEILLE
CHANOT**
PALAIS DES CONGRÈS & DES EXPOSITIONS



SPONSORSHIP PACKAGES

Sponsoring the IUCN World Conservation Congress 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.

	PLATINUM	GOLD	SILVER	BRONZE
BENEFIT	≥ CHF 200,000	≥ CHF 150,00	≥ CHF 100,000	≥ CHF 50,000
Acknowledgement on Congress-related communications such as save the dates, official invites, IUCN Congress newsletter etc.	✓			
Sponsor's representative participation in Forum sessions (restricted to top executives)	✓			
Logo on IUCN Congress website	✓	✓	Name only	Name only
Dedicated page on the Congress website for Sponsor to submit stories, videos etc.	✓			
Complimentary stand in the Exhibit Hall	1 stand (18 sqm)	1 stand (12 sqm)	1 stand (6 sqm)	
Acknowledgement on IUCN materials at Congress such as banners, screens, loop videos etc.	✓ (on all)	✓ (on all)	✓ (on selected ones)	✓ (on selected ones)
Non-transferable complimentary passes	8	6	4	2
Logo on post-Congress report	✓	✓	Name only	Name only
Logo on post-Congress communication to all participants	✓	✓	Name only	Name only
Logo on post-Congress newsletter	✓	✓	Name only	Name only



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.

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**

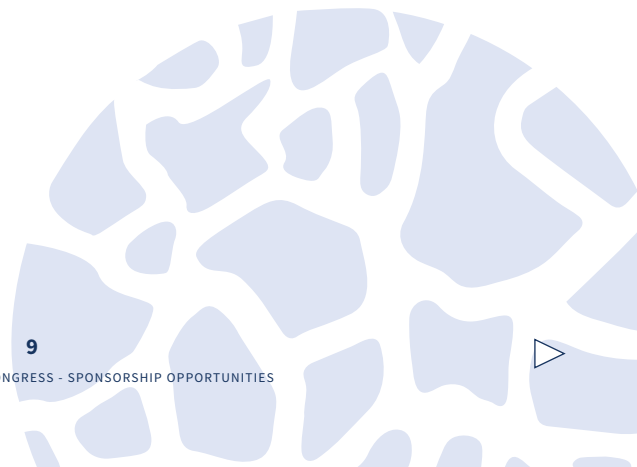
E-POSTERS FOR SPEAKER PITCHES

The Speaker Pitches use digital technology to turn traditional poster presentations into dynamic, interactive experiences. With more than 200 posters, this is an excellent opportunity to gain visibility at the Congress. **Exclusive sponsorship of all E-posters: CHF 20,000**

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**

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.

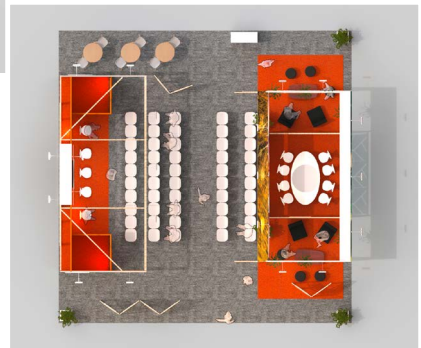
The Hall itself is a 14,000 m² space, designed to accommodate exhibitor stands, food courts, networking areas and four central stages for events. The Exhibition is open to both Congress participants and the public and organised in Thematic Villages reflecting the Congress themes.



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)



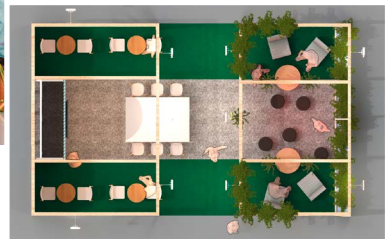
OWN YOUR SPACE

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

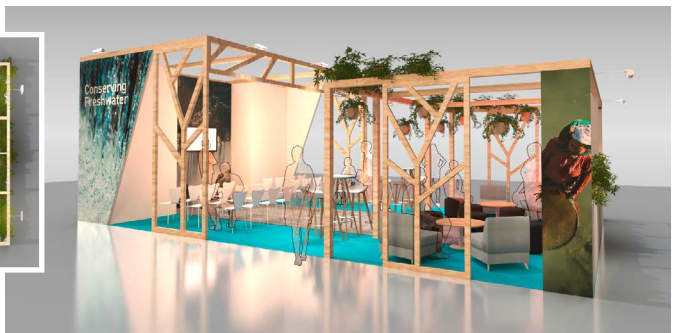
The “Network” design provides an inviting, open networking space ideal for attracting visitors, hosting informal discussions and engaging with Congress delegates and public participants alike.



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

CATEGORY	SMALL STAND	MEDIUM STAND	LARGE STAND
IUCN Members/National and Regional Committees	€ 3,200	€ 67,000	€ 263,000
Key Partners*	€ 3,600	€ 76,000	€ 298,000
Others	€ 4,200	€ 89,000	€ 350,000

Features

CATEGORY	SMALL STAND	MEDIUM STAND	LARGE STAND
Presentation area capacity	n/a	Up to 20 (Presentation design option only)	Up to 50
Design	Attractive wooden structure with a tubular white back wall	Customisable graphics and branding	Customisable graphics and branding
Optional: Graphic back wall	1	n/a	n/a
Full Congress access badges**	1	5	15
Exhibition only access badges**	3	10	20
A/V system	no	Yes only for the Presentation stand	Yes
Electricity	Yes	Yes	Yes

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

02 - 03 Sept 2021 Exhibitor access for set up (timing subject to confirmation)

04 - 09 Sept 2021 Exhibition is open to the public and Congress participants. Please note that the IUCN World Conservation Congress will run from 03 - 11 Sept 2021







Thank you

Sponsorship information

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

Additional information

IUCN World Conservation Congress
www.iucncongress2020.org

Venue Address

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

