3rd European Climate Change Adaptation Conference

Our Climate Ready Future

6-9 June 2017, SECC, Glasgow

Partnership and Exhibition
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Invitation to participate

We are delighted to invite you to Glasgow – Scotland's largest and friendliest city – for the 3rd ECCA conference. Glasgow, as a city-region, is putting climate resilience at the heart of decisions shaping investment and transforming communities. We will bring together people committed to responding to our changing climate to share experiences of how climate adaptation can work in practice.

We aim to attract 1,000 delegates from all over the world at this international conference; people from businesses, governments, science institutes and NGOs. The conference offers you a unique opportunity to show your expertise and engagement with climate adaptation. Look at our partner packages to find out how you can get involved.

Come to Glasgow, our ‘Dear Green Place’ (Gaelic meaning), and share with us ideas on how we can all achieve a more sustainable, climate ready future.

Paula Harrison,
ECCA 2017 Conference Chair

ECCA 2017 is co-organised by the EU-funded IMPRESSIONS, RISES-AM and HELIX projects

I am delighted that the ECCA conference is coming to Glasgow and I look forward to welcoming delegates to this great city in June 2017. As a city leader I know that our local action to adapt to the impacts of global climate change is one of the outstanding challenges of our age. It is one which I am determined Glasgow will meet. We can learn much from our peers across Europe through ECCA and I hope too that others will be able to take lessons from our own experience. When you come to Glasgow you will be visiting a city which aims to be one of the most sustainable in Europe over the next twenty years. You'll also be able to enjoy a fantastic selection of bars, restaurants and cultural venues in my city – so I hope that you enjoy these just as much as your conference!

Cllr Frank McAveety,
Leader of Glasgow City Council,
Chair of Glasgow City Marketing Bureau
and Chair of Sustainable Glasgow
About ECCA 2017

Climate change presents a wide range of serious risks, but also offers the opportunity to drive forward innovative adaptation actions. Vulnerability can be reduced by building strong, equitable, resilient societies, protecting natural capital and deploying cost-effective nature-based solutions. Well-designed climate adaptation actions can have wider benefits for health, economy and biodiversity, and can even have synergies with climate mitigation. ECCA 2017 will explore these opportunities and help to move them from theory to practice.

ECCA 2017 will build upon the achievements of ECCA 2013 in Hamburg and ECCA 2015 in Copenhagen, which emphasised research-policy-practice links and the emerging adaptation services offered by businesses. We aim to engage strongly with the people who will deliver action on the ground: local authorities, government departments and agencies, businesses, industry, NGOs and local communities. We will also showcase adaptation in action, with a focus on how this is transforming the lives of our people and communities.

Organising Committee

We are delighted to introduce your hosts for ECCA 2017:

**IMPRESSIONS Project** - aims to advance understanding of the implications of high-end climate change, involving temperature increases above 2°C, and to help decision-makers apply such knowledge within integrated adaptation and mitigation strategies.

**HELIX Project** - we are assisting decision-makers and the research community in making adaptation to our changing climate more understandable and manageable by providing a set of credible, coherent, global and regional views of different worlds at 2, 4 and 6°C.

**RISES-AM** - is assessing the cross-sectorial and economy-wide impacts and vulnerability of coastal systems at local, regional and global scales, across the full range of representative concentration pathways (RCPs) and shared socio-economic pathways (SSPs).

Key Dates

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abstract submission</td>
<td>June – September 2015</td>
</tr>
<tr>
<td>Abstract submission deadline</td>
<td>30 September 2016</td>
</tr>
<tr>
<td>Early Registration fees deadline</td>
<td>March 2017</td>
</tr>
<tr>
<td>Opening of ECCA 2017</td>
<td>5 June 2017</td>
</tr>
</tbody>
</table>
WHY GET INVOLVED?

Demonstrate your product
The Scottish Exhibition and Conference Centre has every facility to present your product according to your specific requirements. All coffee and lunch breaks will be located in the exhibition area and delegates are encouraged to engage with our business and industry partners at every opportunity.

There are also opportunities to host lunch symposiums or workshops for defined groups of delegates.

Network
This is a fantastic opportunity to network with more than 1,000 professionals from a variety of specialities that include urban planners, land managers, local and national government officials, engineers, architects, water and other utility companies, technical consultancies, academic researchers and NGOs. Those who have exhibited at previous conferences have commented on the relaxed and collaborative relationship between researchers, policymakers and industry.

Expand Horizons
ECCA 2017 will have delegates from over 45 countries and is a unique opportunity to expand contacts and potentially develop new markets.

Advertise your Company and Brand
There are lots of opportunities to get maximal exposure for your brand to merchandise, Conference documents, Conference official website, Conference official App and visually in the lecture theatres and on screen.

DELEGATE PROFILE

We expect to welcome more than 1,000 strategists, innovators, policymakers and researchers from the public and private sector who are working in a wide range of fields relevant to climate change adaptation. ECCA 2017 is a meeting place for planners, policymakers, businesses, scientists, engineers, land managers, NGOs and local communities - the people who will work together to deliver climate adaptation in practice.

VALUE PROPOSITION

- Global exposure to a dedicated audience
- Alignment with innovative next generation thinkers
- Access to a wide range of scientific projects
- Increase credibility, expand loyalty and build opportunities with new and existing clients
- Reinforce and strengthen your brand position within the climate adaptation community
- Network with like-minded industry members and world renowned practitioners
- Put your brand in front of hundreds of the most influential decision makers
- Connect directly to very hard to reach opinion leaders
- Promote your products, services and research to our international audience
- Connect with highly trained research graduates
- Generate new ideas
- Gather new knowledge
- Foster collaborations and build new business relationships
About Glasgow

Glasgow is a city bursting with life, energy, passion and personality with an impressive array of attractions. A compact and walkable city, it is easy for visitors to find their way around and offers a campus feel for delegates. It is one of the most dynamic cities in Europe: steeped in culture, rich in history, with elegant streets, squares, parks and gardens; the name Glasgow actually means ‘dear green place’. What’s more, it's one of the UK’s finest Victorian cities with magnificent architecture everywhere you look.

With a diverse range of activities from Glasgow Science Centre, to shopping, museums and galleries, football and golf, delegates can also enjoy true Scottish hospitality and traditions – not forgetting whisky tasting, piping and ceilidh dancing. The respected Lonely Planet guide recently said of the city: “The city is going through a long-term transformation, evident along the revitalised River Clyde.”

Glasgow is served by three international airports, with direct flights from 130 destinations. The city is also well connected by train across the UK.

About The Venue

Glasgow is the largest city in Scotland and dubbed frequently as “the conference capital”. It's a very popular conference city and venue with hotel accommodation at around 58% of London prices! The SECC offers an onsite campus with large and versatile meeting spaces, social reception venues, concert hall, a four star hotel and a train station.

The SECC, affectionately known as the “Armadillo”, accommodates the Clyde Auditorium which will host the Opening Ceremony and Plenaries. Seating up to 8,200 makes it Scotland's largest exhibition centre. Glasgow has been named the “friendliest city in the world” and attracts high delegate numbers. There are 850 hotel bedrooms on campus and 11,000 within 3kms of the SECC.

The city’s nightlife has a lot to offer and its architecture, museums and friendly welcome ensure visitors return time and time again. Glasgow City Marketing Bureau has been named the Best UK Convention Bureau every year since 2007.
Promotion Highlights

The promotion campaign for ECCA 2017 will be multi-faceted, including:

- Advertising to previous delegate participants
- Extensive contact database of researchers, practitioners, policymakers and decision-makers active in climate change adaptation
- Direct marketing
- Advertising in relevant journals / magazines
- Promotion at related events
- Web and electronic media

Industry and media partners are actively encouraged to take part in the promotion of the event. The conference office is happy to provide programmes, flyers, posters, banners (hard copies, electronic files).

How To Participate

- Partnership packages
- Sponsored symposium / workshop
- Individual partnership opportunities
- Advertising and branding opportunities
- Exhibition only opportunities

We have identified an extensive list of components in the packages which are outlined below. There is a high degree of flexibility within each package option, to ensure that your organisation’s specific sponsor requirements are achieved, and we are more than happy to discuss your requirements with you.

In addition, further opportunities are available (subject to ECCA 2017 Committee approval) for partners to become associated with specific themes and/or specific sessions / visits during the Congress in order to maximise appropriate activation opportunities.
# Partnership Package Opportunities

We have a limited number of partner opportunities. Partnering presents the opportunity to align your organisation with ECCA and enjoy prestigious and widely exposed brand enhancement.

Please see the other partner opportunities with inclusions and prices below. Should you have bespoke branding and exposure ideas of your own, please do contact Amanda Nevitt and let’s discuss them together!

<table>
<thead>
<tr>
<th></th>
<th>Principal £12,500</th>
<th>Executive £7,500</th>
<th>Associate £5,000</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2 Available</td>
<td>4 Available</td>
<td>4 Available</td>
</tr>
<tr>
<td>Branding on ECCA partners page of website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Exhibition space only</td>
<td>Premium Space 6m X 3m</td>
<td>Premium Space 4m X 3m</td>
<td>Exhibition Space 3m X 3m</td>
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<tr>
<td>Complementary registration</td>
<td>6</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Complementary tickets to the conference dinner</td>
<td>4</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Colour advert in the conference programme</td>
<td>Full Page</td>
<td>Full Page</td>
<td>Half Page</td>
</tr>
<tr>
<td>Digital branding at the venue</td>
<td>Principal Tier</td>
<td>Executive Tier</td>
<td>Associate Tier</td>
</tr>
<tr>
<td>Dedicated video reel of conference highlights</td>
<td>3 Minutes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognised from the podium</td>
<td>At the start of each day’s keynotes &amp; the closing remarks</td>
<td>At the start of each day’s keynotes</td>
<td></td>
</tr>
<tr>
<td>Coverage in promotional campaign</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Opportunity to organise an exclusive branded event</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Access to ECCA 2017 database where permission has been granted</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Free extra value option</td>
<td>1 of 2 lunch break opportunities Worth €5000</td>
<td>1 of 4 coffee opportunities Worth €2500</td>
<td></td>
</tr>
<tr>
<td>Industry Sponsored Symposium</td>
<td>60mins</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Partnership Opportunities

PRINCIPAL PARTNER
Additional value worth £5,000

The Principal Partnership packages are significantly enhanced - for free - by allowing you the opportunity to host your own lunchtime symposium. You are free to set the agenda, speakers and themes of this session, which will have to be signed off by the Committee. This is an excellent opportunity to raise brand awareness, highlight a specific project or product and engage with future leads. Options available on a strictly first booked, first served:

- One lunch partnership opportunity (only 2 options available)
- Each of these provides a free added value of £5,000 to the Principal Partner’s involvement at ECCA 2017.

EXECUTIVE PARTNER
Additional value worth £2,500

The Executive Sponsorship package is significantly enhanced - for free - by allowing you the opportunity to place popups (provided and paid for by the partner) at the coffee stations throughout the exhibition hall.

Options available on a strictly first booked basis, and include:
One of four Coffee Sponsorship opportunities. Each of these provides a free added value of £2,500 to the sponsorship package.

Individual Partnership Opportunities

- Social programme partner £10,000
- Lunch break partner £5,000
- Coffee break partner £3,500
- Conference app partner £10,000
- Portable power bank partner £15,000
- WiFi £10,000
- Delegate bags £7,500
- Volunteer’s uniform £5,000
- Insert into the delegate pack £850
- Conference lanyard + supply £3,500
- Conference pen + supply £1,000
- Conference notepad + supply £1,000
- Sponsorship of water stations £2,500
- Poster boards £2,500
- Poster prizes £1,500
- Young Person Best Presentation Prize(s) £1,500

Full details of the specific banding on all of the above will be available on request.

Advertising Opportunities at ECCA 2017

Full page colour advertisement in the conference program £1,200
Half page colour advertisement in the conference program £750
Onsite advertising on screen £2,000
Networking and Social Opportunities

Social programme partner

Here’s an opportunity for a partner to sponsor our conference dinner. It’s expected to be a prestigious, vibrant and buzzing evening and is already proving very popular, so this offers a high exposure opportunity. Not only will this event be well publicised pre-event in order to ensure good attendance but, also, many participants amplify the brand by use of social media whilst at the event itself. The result can be an extremely high reaching campaign.

Sponsorship includes the branding of all signage including pop up banners and cocktail napkins at the event, choice of colour for branding welcome cocktail and a 10 minute speaking slot to welcome the guests to the event.

All the usual acknowledgements online, at the event and within the event programme would be included as well as 10 complimentary tickets to the social function itself.

Proposed price
Exclusive conference dinner partner – £10,000 + VAT

Lunch or coffee break partner

An exclusive opportunity to promote your company for the duration of the event, keeping your brand at the forefront of minds by taking advantage of these short, sharp reminders of your presence. With two lunch slots available and up to four coffee breaks, you could provide branded cups, napkins and pop up banners for display. The organisers will further supplement the brand exposure by producing branded desk tents for coffee and food stations and acknowledging your partnership on the lunch and coffee signage as well as in the event programme.

Proposed price
Per lunch break - £5,000 + VAT each (maximum of two available opportunities)
Per coffee break - £2,500 + VAT each (maximum of four available opportunities)

Technology Based Opportunities

Conference app

We are keen to secure an event app partner. The partner will begin to enjoy exposure prior to the conference as conference messages are pushed out before, during and after the event. The app will provide access to over 1,000 delegates, the majority of whom will have a smart phone or tablet. More significant to you as the conference app partner is that every single one of these app users and delegates will have direct access to your product or service.

You will enjoy your company logo on the app splash screens between modules with hyperlink to your company website and up to 3 tailored ‘push notifications’ to app users.

All the usual acknowledgements online, at the event and within the event programme would be included.

Proposed price
Exclusive partner – £10,000 + VAT

Portable power bank

Phones get faster every year, but battery life doesn’t seem to get any better! If you need to keep your smartphone - or tablet or other USB-powered device - going all day, you need a power bank. You will have the opportunity to provide print ready artwork for us to brand and produce the power banks.

A perfect sponsorship opportunity to drive participants of ECCA 2017 to your exhibition stand. With more and more delegates preferring the paperless option at events, it is critical to keep devices functioning! Delegates will be given a ticket to collect their complimentary portable power bank from your stand (the organisers will produce and distribute the tickets to all delegates). Please note that delegates will collect the Portable Power Bank directly from your exhibition stand. Power bank will be supplied by the organisers and is compatible with iPhone, iPad, Android and Windows smartphones, PSP, GPS, and Bluetooth.

Proposed price
Exclusive partner – £15,000 + VAT
**WIFI**

An opportunity to sponsor a super fast WIFI connection. Your company logo and strapline will display when the WIFI first connects and will feature on all the WIFI instructions signage. The organisers will produce and distribute cards to show the WIFI code and these will carry your logo too.

All the usual acknowledgements online, at the event and within the event programme would be included.

**Proposed price**
Exclusive partner – £10,000 + VAT

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**Opportunities to present to the audience**

**Informal speaking slot**

From the centre of the bustling exhibition hall, there will be a ‘soap box’ style auditorium. We are offering an entry level speaking slot for you to introduce your product, service or idea, gauge a real-time audience reaction and enjoy your ten minutes of fame! Slot times will be over the busy lunch periods only so are limited.

Alongside the auditorium will be a banner featuring the programme each day which will carry the branding and/or logo of all sponsored slots. A great way to invite a crowd of delegates to visit you on your stand or connect and engage with you via technology.

**Proposed price**
Multiple 10 minute opportunities available, first come, first served - £2250 + VAT each

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**Printing and branding opportunities**

**Delegate bags**

An exclusive opportunity to brand the delegate bags with a full colour logo and strapline. Every attendee will be presented with a delegate bag at the registration desk and we know from experience that delegate bags have a long shelf life now so this is an opportunity with real longevity!

Organisers will design, print and distribute delegate bags.

**Proposed price**
Exclusive partner - £7,500 + VAT

**Volunteer’s uniform**

We will have an army of helpers throughout the event, across the days who will all be very visible from every area of the event. Registration helpers, ‘human’ signage, exhibition coordinators and those helping with ground transportation will all be wearing an event branded T-shirt or Sweatshirt stating ‘happy to help’.

The uniform will have the event brand along with the logo and strapline of an exclusive sponsor. The organisers will provide the T-shirts/Sweatshirts. You will be instrumental in providing the design and artwork for the print.

**Proposed price**
Exclusive partner - £5,000 + VAT

**Delegate bag insert**

Would you like to insert a flyer in the delegate bag to drive traffic to your stand, session or website? A maximum size of A4 double sided sheet, we will require each sponsor to submit a quantity of 1200 flyers no later than the quantity of 1200 flyers for delegate bag fulfillment and flyers will need to be submitted to the Committee for approval before sent to print. Organisers will insert into each delegate bag in time for handing out at registration.

**Proposed price**
Insert - £850.00 (ten available) + VAT
Shell Scheme

ECCA 2017 presents a fantastic opportunity for exhibitors to display their products and services.

You can view the venue here: [http://www.secc.co.uk/experience/interactive-maps.aspx](http://www.secc.co.uk/experience/interactive-maps.aspx)

**Area (M2) Shell Scheme**

<table>
<thead>
<tr>
<th>Size</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>6m²</td>
<td>(3m x 2m)</td>
<td>£3000</td>
</tr>
<tr>
<td>9m²</td>
<td>(3m x 3m)</td>
<td>£4500</td>
</tr>
<tr>
<td>12m²</td>
<td>(3m x 4m)</td>
<td>£6000</td>
</tr>
<tr>
<td>18m²</td>
<td>(6m x 3m)</td>
<td>£9000</td>
</tr>
</tbody>
</table>

Exhibition space is available over Halls 1 & 2 at the SECC. Access to the Lomond Auditorium will be via Hall 1 ensuring maximum exposure opportunities to the delegates.

Catering (coffee breaks and lunch will be integrated within the Exhibition area)

Shell Scheme prices include:

- Trestle table and linen
- Power socket
- 2 chairs
- 2 exhibitor passes, including coffee breaks and lunches
- Free Wi-Fi
- Logo on website-exhibitors page
- Logo on conference programme – ‘Thanks to Sponsors and Exhibitors page’

**Space Only**

We have a number of space only opportunities for you to construct a bespoke build and create a lasting impact on the participants. Prices start at £425 + VAT per sqm, please call to discuss your space requirements and we will find a perfect location for you!
**Sponsorship, Advertising & Exhibition Booking Contract**

Please complete this form and email it along with an .eps version of your company logo and a 50-word company biography to Amanda Nevitt: amanda.nevitt@conferencepartners.com

Any queries, please email Amanda or call mobile number +44 (0)7495 899885

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**Partnership:**

I would like to confirm sponsorship:

(Please specify what sponsorship you would like to confirm)

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Total Cost: £____________ plus VAT at 20%

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**Advertising in Congress Program**

1. Full page full color: £1,250 QTY______
2. Half page full color: £750 QTY______

Total Cost of Advertising: £____________ plus VAT at 20%

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**Exhibition**

I would like to confirm exhibition of:

________________________

Floor space in sqm: _________

Total Cost: £____________ plus VAT at 20%

Please indicate your booth number preferences (see the floor plan):

1st preference: _________
2nd preference: _________
3rd preference: _________

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**Exhibitor Badges Names**

Note: two exhibitor passes are included with every 6 sq. m

1: _________
2: _________
3: _________

**Additional Exhibitor Badges Names, cost of £250+VAT**

1: _________
2: _________
3: _________

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**Organisation’s VAT Registration Number:**

_______________________________________________________________________________

(only if based in EU and outside of the UK)

If your organization is in the EU, but based outside the UK, please provide the organisation’s VAT registration number and no VAT will be charged:

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**Contact Details**

Name: __________________________

Organisation: __________________________

Address that will appear on the invoice: __________________________

City, State, Zip/Postal Code: ____________

Phone: __________________________

Fax: __________________________

E-mail: __________________________

Signature: __________________________

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Please email or return this form to the address below, if you require further information please contact:

**Amanda Nevitt**

Conference Partners Ltd,
Peter House, Oxford Street,
Manchester,
M1 5AN, UK

Tel: + 44 (0) 161 209 3353

Mob: +44 (0) 7495 899 885

E-mail: amanda.nevitt@conferencepartners.com

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**Payment Policy:**

100% payment is due on booking. The sponsor/exhibitor’s logo and company biography will not be included on any promotional materials until full payment is received.

**Cancellation Policy:**

Cancellation within four months prior to the conference will incur a cancellation fee of 40%.
Cancellation within two months prior to the conference will incur a cancellation fee of 100%.

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**Technical Manual** - Full details of the exhibition area, set-up times, goods receipt, electricity etc. will be sent to you circa 4 months in advance of the event. (Maybe subject to change).