14th IWA/IAHR International Conference on Urban Drainage
September 10-15, 2017 | Prague, Czech Republic

Exhibition & Sponsorship Prospectus
Dear colleagues,

It is a great pleasure and honour for us to present to you the 14th IWA/IAHR International Conference on Urban Drainage (ICUD) to be held in Prague, Czech Republic, in 2017.

The Czech Water Association (CzWA) and the Czech Technical University (CTU) will organize the ICUD 2017 conference for the first time in a region of Central and Eastern Europe. It is a region known for its turbulent history, rich culture, traditional scientific and engineering excellence and, most recently, its irrepressible spirit to pursue freedom, democracy and economic development.

The conference will be held at modern facilities used for European high-level meetings and in a unique location of one of the most attractive cities in the world – Prague. Throughout history, Prague has always been a place where different points of view have been presented and discussed, in order to find the most balanced and, therefore, sustainable solutions. For example, meetings of Albert Einstein and Franz Kafka in Prague certainly affected the philosophy and ethics of their works and contributed to the world development. By organizing the 14th ICUD in Prague, we would like to continue this tradition.

We would like to cordially invite you to share your recent endeavors and products with more than 500 delegates from all over the world.

Dr. David Stránský
Chair of CzWA

Prof. Alena Kohoutková
Dean of Faculty of Civil Engineering
CTU, Prague
MOST IMPORTANT QUESTIONS

With every event, the most important question is if the objectives are meeting your promotional needs. Maybe we can help with that already by answering a few questions you might find important:

What is ICUD?

The International Conference on Urban Drainage (ICUD) is the most important global event bringing together a wide range of delegates from the field of sustainable urban drainage. ICUD conferences have been organized as IWA/IAHR Specialty conferences every three years in various parts of the world, starting in 1978. After 9 years, the ICUD conference returns to Europe, where it will take place for the first time in the Central and Eastern Europe region in Prague, Czech Republic, in September 2017.

Who can I meet?

ICUD provides a forum for meeting scientists and researchers from academia, engineers, consultants, industry representatives, stakeholders and representatives of government authorities. All of them are facing the same challenge: to provide the society with innovative and effective concepts of sustainable urban water management, addressing the issues associated with progressing urbanization in a changing climate, while creating opportunities for provision of ecological services and sustainability. A typical number of participants is 500+.

What are the topics?

Currently, hot topics in urban drainage concern mainly environmental impacts, and their mitigation or prevention, climate change, service efficiency, and sustainability. These topics comprise advanced monitoring techniques, including high resolution weather radars, novel flow and water quality instrumentation, and controls of specific micropollutants. New rainfall/runoff modelling concepts include integrated models, urban flood models or nowcasting for optimal real time control strategies. There has been an explosion of strategies and technologies related to the green infrastructure and low-impact development (SUDS, LID, WSUD), and such approaches will be well represented at the conference. Technological innovations, new materials or rehabilitation strategies for conventional drainage systems will be also presented. Finally, there will be presentations on applications of landscape architecture in drainage design and contributions of social sciences to examining the roles and functions of various stakeholders in sustainable drainage planning.
NUMBER OF DELEGATES - REGULAR AND STABLE

The ICUD conference maintains its stable number of delegates. With plans in place to improve the content and scientific programme, along with organising additional marketing and social events for 14th ICUD, the local organising committee is confident that the event in Prague will reach a broader audience.

<table>
<thead>
<tr>
<th>Year</th>
<th>Country</th>
<th>City</th>
<th>Nr of delegates</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>Malaysia</td>
<td>Kuching</td>
<td>600</td>
</tr>
<tr>
<td>2011</td>
<td>Brazil</td>
<td>Porto Alegre, Rs</td>
<td>450</td>
</tr>
<tr>
<td>2008</td>
<td>United Kingdom</td>
<td>Edinburgh</td>
<td>610</td>
</tr>
<tr>
<td>2005</td>
<td>Denmark</td>
<td>Copenhagen</td>
<td>500</td>
</tr>
<tr>
<td>2002</td>
<td>U.S.A.</td>
<td>Portland, Or</td>
<td>640</td>
</tr>
<tr>
<td>1999</td>
<td>Australia</td>
<td>Sydney, NSW</td>
<td>410</td>
</tr>
<tr>
<td>1996</td>
<td>Germany</td>
<td>Hannover</td>
<td>450</td>
</tr>
<tr>
<td>1993</td>
<td>Canada</td>
<td>Niagara Falls, ON</td>
<td>620</td>
</tr>
<tr>
<td>1990</td>
<td>Japan</td>
<td>Suita, Near Osaka</td>
<td>428</td>
</tr>
<tr>
<td>1987</td>
<td>Switzerland</td>
<td>Lausanne</td>
<td>400</td>
</tr>
<tr>
<td>1984</td>
<td>Sweden</td>
<td>Gothenburg</td>
<td>400</td>
</tr>
<tr>
<td>1981</td>
<td>U.S.A.</td>
<td>Urbana, Il</td>
<td>250</td>
</tr>
<tr>
<td>1978</td>
<td>United Kingdom</td>
<td>Southampton</td>
<td>200</td>
</tr>
</tbody>
</table>
THE VENUE: PRAGUE CONGRESS CENTRE

The Prague Congress Centre (PCC) is one of the largest European congress centres. It is located in a unique position on top of one of Prague’s hills, offering a beautiful view of the famous skyline of Prague, with the silhouette of the Prague Castle. The Centre has 20 halls and 50 meeting rooms with capacities ranging from 20 to 2,700 persons. The adjacent Metro station (Vyšehrad - Line C) is only two stops (or 5 minutes) from Prague’s city centre.

Exhibition will be located in the Forum Hall foyer with direct connection to main meeting rooms. The foyer will serve as a coffee break area as well. We would be happy to organise a site inspection for you if required.

SPONSOR AND EXHIBITOR BENEFITS

- Maintain relationship
- Meet & captivate audience
- Raise brand awareness
- Increase your visibility
- Meet new customers
- Access latest research findings
SPONSORSHIP PROGRAMME – CHOOSE YOUR WAY

The Organizers are kindly asking interested companies to choose from the packages below and order by filling the form at the end of this document, returning it by mail to iva.pelanova@c-in.eu. Should you wish to discuss the content of any package, please do not hesitate to contact us, we will be happy to alter our offer to meet your company’s needs.

In case you are interested in any of the single sponsorship items and the combined amount of the selected items reaches the sponsorship categories as listed below, your company automatically benefits from the title Sponsor and receives the general benefits as well.

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Minimum Contribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>PLATINUM SPONSOR</td>
<td>15,000 EUR</td>
</tr>
<tr>
<td>GOLD SPONSOR</td>
<td>8,000 EUR</td>
</tr>
<tr>
<td>SILVER SPONSOR</td>
<td>6,000 EUR</td>
</tr>
<tr>
<td>BRONZE SPONSOR</td>
<td>4,000 EUR</td>
</tr>
</tbody>
</table>

SPONSORSHIP PACKAGES

Platinum sponsor

Minimum contribution: 15,000 EUR

- 24 sqm exhibition space (exhibition stand included*) and priority of booth location choice
- 1 hour lunchtime symposium slot
- Mass mailing to all registered delegates 14 days prior to the start of the conference and 14 days after the event - to be supplied in .html format and sent by the organizer
- Company logo on delegate bags
- 7 full registrations
- 4 extra invitations to the conference gala dinner
- 4 exhibitor registrations (no access to scientific sessions)
- Back cover page slot for company advertisement in the final programme
- 2 company brochures inserted in participants’ bags
- General benefits**
Gold sponsor

Minimum contribution: 8,000 EUR
- 15 sqm exhibition space (exhibition stand included*)
- Mass mailing to all registered delegates 14 days prior to the start of the conference - to be supplied in .html format and sent by the organizer
- Branded stationery inserted in the conference bag - items to be supplied by the sponsor (1st choice)
- 5 full registrations
- 4 extra invitations to the conference dinner
- 3 exhibitor registrations (no access to scientific sessions)
- Inside cover page slot for company advertisement in the final programme
- 2 company leaflets (max A4 size) inserted in participants' bags
- General benefits**

Silver sponsor

Minimum contribution: 6,000 EUR
- 12 sqm exhibition space (exhibition stand included*)
- Branded stationery inserted in the conference bag - items to be supplied by the sponsor (2nd choice)
- 4 full registrations
- 3 extra invitations to the conference dinner
- 2 exhibitor registrations (no access to scientific sessions)
- 1 full page slot for company advertisement in the final programme
- Company leaflet (max A4 size) inserted in participants' bags
- General benefits**

Bronze sponsor

Minimum contribution: 4,000 EUR
- 9 sqm exhibition space (exhibition stand included**)
- 3 full registrations
- 2 extra invitations to the conference dinner
- 1 exhibitor registration (no access to scientific sessions)
- 1 half page slot for company advertisement in the final programme
- Company leaflet (max A4 size) inserted in participants' bags
- General benefits**

IMPORTANT NOTES

* Exhibition stand includes the following:
- Octanorm walls based on the size
- Carpet - colour to be chosen by the sponsor
- Electricity connection 220 V / 3,5 kW
- 1 spotlight per 3 sqm
- 1 rectangular table and 2 chairs - black
- Fascia board - text only

** Sponsor will receive the following promotion:
- Company logo in all printed materials under the sponsorship category
- Logo on the official event website (including link)
- Logo in the main meeting hall where the plenary sessions take place
- Use of the conference logo for own advertising
SINGLE SPONSORSHIP ITEMS

1. Inside the Delegate Bag

**Insert in the delegate bags**
500 EUR

Sponsors have the opportunity to provide an insert in the conference bag: an A4 size double-sided, colour or black and white flyer or promotional piece. Flyer can be text only promoting activities on your exhibition stand or it may be an existing corporate flyer with information on your services or products. Should you wish to provide notebooks/pens, please kindly note that these have to bear the conference logo.

**Abstracts on USB key**
2,000 EUR

All the abstracts will be distributed to delegates on USB key with the sponsor’s logo printed on it. The production and download will be organised by the conference secretariat.

**Advert in the printed programme**
Based on chosen item

Final programme will be provided in the conference bag and also on site at the registration desk to all registered delegates including speakers, official guests, and exhibitors.

**Advertisement on the inner full page**
500 EUR

**Advertisement on the inner half page**
300 EUR
2. ICT Sponsorship

Are you looking to add more contacts to your company database and worry that you will not reach all the delegates at the event? Become a sponsor of one of our ICT items and get the details for attendees who use them at the event!

**Wi-Fi service**

Wi-Fi connection will be available in the public areas and meeting rooms of the Prague Congress Centre for the ICUD 2017. Your webpage will be the first page to open upon accessing the service. Delegates will access Wi-Fi using their email addresses – Organizers will provide the list of addresses to the Partner.

**Mobile application**

The conference will have an official mobile application (iOS & Android) available for download in advance and during the whole event. The app will provide delegates with access to the detailed scientific programme, venue floorplans, general information and sponsors and exhibitors details. It also includes a communication platform to support networking between delegates. This application is a potential sponsorship opportunity – the interface can be branded with your logo linked to your sponsorship profile.

**Internet service area**

This area is the central hub for digital services at the conference. 3 computers and printers will be available here. It is up to the digital sponsor to decide on the screen branding or providing mousepads. Delegates logging in will have to do so using their email addresses – Organizers will provide the list of addresses to the Sponsor.
Charging box

Delegates are using their phones and laptops that need to be regularly charged. Charging stations are quickly becoming a standard and popular feature of modern day events. The box will be branded with your company logo, the LCD screen can display any video or promotional message you wish to share with our attendees. One box can accommodate up to 6 devices, each charging slot is secured with either key or a security code.

3. Advertising

Window advertising

Exhibition and poster area with the catering stations for coffee breaks and lunches will be located on the exhibition floor. Take the opportunity to advertise between the entrance and exhibiting floor. 2 windows size 200 cm × 369 cm are allocated to the sponsor.
Navigation branding 3,000 EUR

Delegates use signage when looking for key areas such as the registration desk, meeting rooms, or the exhibition area. Sponsors are offered the possibility to have their logo beside the conference logo on all signage in the venue as well as the registration desk.

4. Within the scientific programme

Lunchtime symposium 2,500 EUR

Do not miss the opportunity to organize your own symposium within the official conference programme. This option includes fully equipped meeting room, advertisement in the final programme and mail invitation to all registered participants to be sent 14 days prior to the start of the conference (content of the invitation to be supplied by partner).

5. Social events

Fun run / walk 3,000 EUR

Waking up in the morning is not fun, waking up in the morning with the prospect of running or walking through the beautiful Vysehrad surroundings is better! Our delegates will need to know where to go and hydrate. Branded water bottles and branded signage goes with this opportunity. Do you have any fun idea in mind? Let us know!

6. Services Offered on Quotation

Meeting Space Facility

The organisers will be happy to assist with the booking of the space, installation of AV equipment and refreshments for any meetings you may need inside or outside the venue. Quotations are done on a case-by-case basis according to your needs.
**SPONSORSHIP ORDER FORM**

**COMPANY NAME:**

**CONTACT NAME:**

**POSTAL ADDRESS:**

**ZIP CODE AND CITY:**

**COUNTRY:**

**E-MAIL:**

**TELEPHONE:**

**FAX:**

**VAT NUMBER:**

<table>
<thead>
<tr>
<th>LIST OF ITEMS</th>
<th>Pcs</th>
<th>PRICE EUR (excl. VAT)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum sponsor</td>
<td></td>
<td>€</td>
</tr>
<tr>
<td>Gold sponsor</td>
<td></td>
<td>€</td>
</tr>
<tr>
<td>Silver sponsor</td>
<td></td>
<td>€</td>
</tr>
<tr>
<td>Bronze sponsor</td>
<td></td>
<td>€</td>
</tr>
<tr>
<td>Insert</td>
<td></td>
<td>€</td>
</tr>
<tr>
<td>USB key</td>
<td></td>
<td>€</td>
</tr>
<tr>
<td>Advert in the programme</td>
<td></td>
<td>€</td>
</tr>
<tr>
<td>Wi-Fi service</td>
<td></td>
<td>€</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LIST OF ITEMS</th>
<th>Pcs</th>
<th>PRICE EUR (excl. VAT)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charging box</td>
<td></td>
<td>€</td>
</tr>
<tr>
<td>Internet service area</td>
<td></td>
<td>€</td>
</tr>
<tr>
<td>Window advertising</td>
<td></td>
<td>€</td>
</tr>
<tr>
<td>Navigation branding</td>
<td></td>
<td>€</td>
</tr>
<tr>
<td>Mobile application</td>
<td></td>
<td>€</td>
</tr>
<tr>
<td>Lunchtime symposium</td>
<td></td>
<td>€</td>
</tr>
<tr>
<td>Fun run / walk</td>
<td></td>
<td>€</td>
</tr>
<tr>
<td>Lunchtime symposium</td>
<td></td>
<td>€</td>
</tr>
</tbody>
</table>

**TOTAL:** €

**DATE**

**SIGNATURE AND COMPANY STAMP**
EXHIBITION

General benefits for exhibitors

Each exhibiting company will receive the following benefits:

- Company logo and link on the Conference website
- Company logo in the printed programme
- 1 conference bag per stand
- 2 exhibitor registrations per 9 sqm of ordered space

Exhibition raw space*

- Space only, minimum order 9 sqm
* for booth equipment (shell scheme) refer to the table below according to the space ordered

Booth equipment package

Priced according to the size

- White panels/silver alloy construction
- Electricity supply 220V / 3,5 kW
- Fascia board company name
- Daily cleaning
- Carpet
- 1 table and 2 chairs
- Spotlights (1 spotlight per 3 sqm)

<table>
<thead>
<tr>
<th>Size</th>
<th>Order code</th>
<th>Early rate until 31.7.2017</th>
<th>Regular rate 1.-27.8.2017</th>
<th>Late rate 28.8.-7.9.2017</th>
<th>Onsite rate as of 8.9.2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>9 sqm</td>
<td>OC02</td>
<td>650 €</td>
<td>780 €</td>
<td>910 €</td>
<td>975 €</td>
</tr>
<tr>
<td>12 sqm</td>
<td>OC03</td>
<td>780 €</td>
<td>936 €</td>
<td>1,092 €</td>
<td>1,170 €</td>
</tr>
<tr>
<td>15 sqm</td>
<td>OC04</td>
<td>920 €</td>
<td>1,104 €</td>
<td>1,288 €</td>
<td>1,380 €</td>
</tr>
<tr>
<td>18 sqm</td>
<td>OC05</td>
<td>1,250 €</td>
<td>1,500 €</td>
<td>1,750 €</td>
<td>1,875 €</td>
</tr>
</tbody>
</table>
EXHIBITION ORDER FORM

COMPANY NAME:

CONTACT NAME:

POSTAL ADDRESS:

ZIP CODE AND CITY:

COUNTRY:

E-MAIL:

TELEPHONE: FAX:

VAT NUMBER:

<table>
<thead>
<tr>
<th>LIST OF ITEMS</th>
<th>SELECT ITEM (X)</th>
<th>Nr/Pcs/Code</th>
<th>PRICE EUR (excl. VAT)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibition raw space</td>
<td></td>
<td>sqm</td>
<td>€</td>
</tr>
<tr>
<td>Booth equipment package</td>
<td></td>
<td>code</td>
<td>€</td>
</tr>
</tbody>
</table>

TOTAL: €

DATE

SIGNATURE AND COMPANY STAMP

All indicated prices are exclusive of VAT 21% (subject to changes). Companies registered in the EU with a valid VAT number will be charged without VAT.
CONTACT

Congress secretariat

C-IN
Prague Congress Centre
5. kvetna 65, 140 21 Prague 4,
Czech Republic
Tel.: +420 261 174 301 or 304
Fax: +420 261 174 307
E-mail: info@icud2017.org

Sponsorship manager

Iva Pelanova
Tel.: +420 261 174 325
Mob.: +420 724 545 505
E-mail: iva.pelanova@c-in.eu