

SPONSORSHIP BOOK

XXIII ISPRS PRAGUE 2016



THE XXIII CONGRESS OF THE INTERNATIONAL SOCIETY FOR PHOTOGRAMMETRY AND REMOTE SENSING

PRAGUE, CZECH REPUBLIC, 2016

www.isprs2016-prague.com

INTRODUCTION

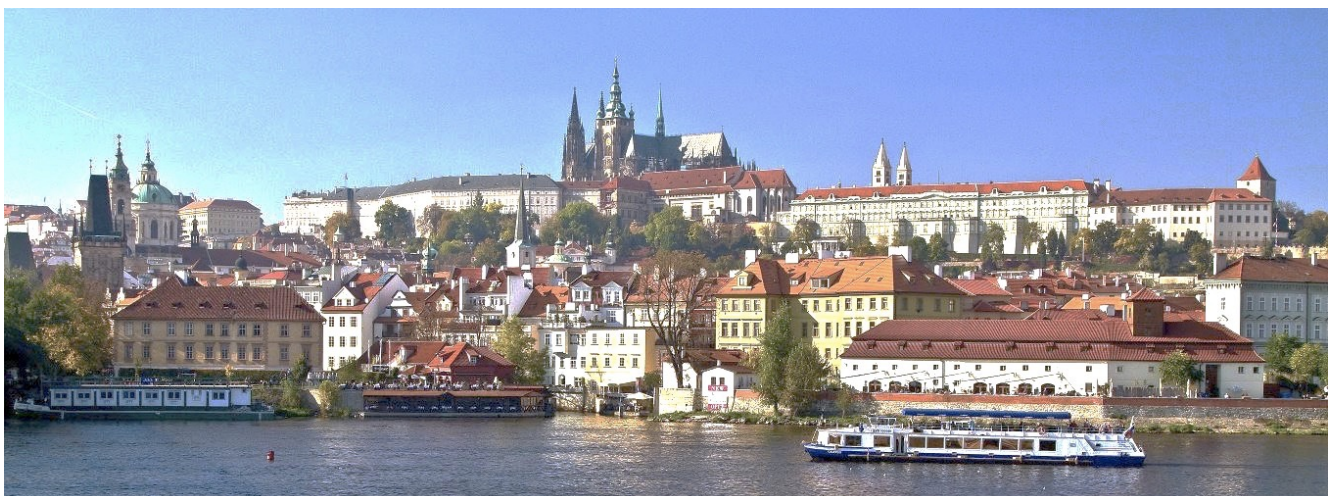
The International Society for Photogrammetry and Remote Sensing (ISPRS) together with the Czech Society for Photogrammetry and Remote Sensing (SFDP) would like to welcome all delegates to the XXIII ISPRS Congress in Prague 2016, the most important ISPRS event. The Congress will run for 8 days, from July 12 to July 19, 2016.

Thanks to the central European location of the host city of Prague and its easy accessibility, the XXIII ISPRS Congress will bring together a great number of scientists and industry professionals. In the enchanting ambiance of this unique UNESCO World Heritage City a premium scientific, educational, technical and social program will take place.

For instant access to the latest news and developments related to the preparation of the Congress, please visit the Congress website and register for electronic updates at www.isprs2016-prague.com. For your ultimate comfort, easy orientation and effective information management prior, during and after the Congress, further modern electronic elements are to be incorporated into the Congress architecture in the course of time.

We are looking forward to meeting you all in a “vibrant city of hundred spires” in 2016.

Lena Halounová
Congress Director



Vltava River, Prague Castle

MARKETING AND PR STRATEGY

Prague, the host destination of the XXIII ISPRS Congress, besides other, indisputably has one great advantage: its geographic location within Europe is a guarantee of easy accessibility by all means of transportation which is one of the factors why a high delegate attendance is expected in 2016. The presence of a large professional audience opens space for a great set of marketing opportunities providing excellent exposure to both sponsors and exhibitors prior to and during the Congress.

The Congress Organizing team has developed an advanced marketing and PR strategy using which the XXIII ISPRS Congress will be continually promoted. Official website, online marketing tools, promotion at the international industry meetings, industry publications, eNewsletters and direct marketing tools will be applied to ensure regular communication with the professional community from now till the commencement of the Congress.

The Congress Organizing team will be at your full disposal to consult various marketing opportunities and help you choose the right option or design the right solution for your business throughout the XXIII ISPRS Congress.



Astronomical Clock, Prague Old Town Square

INVITATION BY THE ISPRS PRESIDENT

Established in 1910, ISPRS is the oldest international umbrella organization in its field, which may be summarized as addressing “information from imagery”. It aims at advancing knowledge and enhancing international cooperation in photogrammetry, remote sensing and spatial information sciences, through a variety of scientific and technological activities. One of the most important ISPRS events is the quadrennial Congress that culminates and demonstrates the latest developments and progress that many researchers, scientists, practitioners and administrators have achieved in the four years period.

In July 2016, the XXIII ISPRS Congress will be hosted by Prague, the capital of the Czech Republic, the picturesque city with more than one million inhabitants with the oldest Technical University in the world. People will travel across the world and come back to the centre of Europe after the Netherlands in 2000, Istanbul in 2004, China in 2008 and Melbourne in 2012.

The organizers are ready to prepare a successful event for all who are interested in themes connected to Photogrammetry, Remote Sensing and all Spatial Sciences. These themes bridge spatial scales from the merest details to worldwide scales, application of spheres as nature, time scales from one instant to tens of years, techniques, constructions, history, medicine, etc. These congresses enable us to see the advances in all range of branches both in the theoretical and practical side every four years.

You have the possibility to present yourself and your company and to see what has been done in the ISPRS world in Prague in 2016.

Chen Jun
ISPRS President





ABOUT ISPRS

The International Society for Photogrammetry and Remote Sensing is a non-governmental organization devoted to the development of international cooperation for the advancement of photogrammetry and remote sensing and their applications.

The Society's scientific interests include spatial information sciences as well as photogrammetry, remote sensing, spatial information sciences and related disciplines, as well as applications in cartography, geodesy, surveying, natural, Earth and engineering sciences, as well as environmental monitoring and protection. Further applications include industrial design and manufacturing, architecture and monument preservation, medicine and others.

The principal activities of the Society are:

- Stimulating the formation of national or regional Societies of Photogrammetry, Remote Sensing and Geospatial Information Sciences.
- Initiating and coordinating research in photogrammetry, remote sensing and spatial information sciences.
- Ensuring worldwide circulation of the records of discussion and the results of research by publication of the International Archives and Annals of Photogrammetry and Remote Sensing.
- Promoting cooperation and coordination with related international scientific organizations

International organizational Activities:

ISPRS's role in promoting international cooperation for the advancement of photogrammetry, remote sensing and spatial information sciences has expanded significantly over recent years. ISPRS is associated with many organizations such as United Nations (e.g. COPUOS, OOSA, UNESCO), UN related organizations (e.g. ICSU) and other organizations (e.g. JBGIS, GEO, CEOS, IAA, ISO and OGC).

ABOUT SFDP

The Czech Society for Photogrammetry and Remote Sensing (SFDP) is an interest group of professionals engaged in photogrammetry, remote sensing, laser scanning and geographic information systems. The Society was founded as the Czechoslovak Photogrammetric Society by the pioneers of photogrammetry from the Czech Technical University in Prague and the Technical University in Brno in 1930.

The members of the Society are involved in many various projects connected with state mapping, many Geographic Information Systems of the whole country or of local areas. Various applications spread photogrammetry throughout the disciplines of medicine, sport, culture heritage, traffic accident investigations etc.

One example of an entire country project is of the new hypsometry project of the Czech Republic (2012-2015) based on airborne laser scanning (processed into the 5×5 m grid model, TIN high accuracy DTM, and digital surface model). It belongs to the latest activities. Large private companies are equipped with terrestrial laser scanners and mobile mapping systems allowing 3D historical monument models, street house facades, and 3D data measurement of motorway sections.



Český Krumlov

THE VENUE

The Prague Convention Centre (PCC) was opened in 1981, and belongs to the domains of the city which offers a beautiful panoramic view of Prague Castle. The PCC is among one of the important European convention centres offering sufficient capacity for 9 300 delegates in more than 50 meeting rooms and an exhibition area of more than 13 000

square meters. The largest plenary room, the Congress Hall, can accommodate 2 764 delegates and besides other practicalities, it offers quite unique acoustics.

The PCC is a great venue for holding events of all kinds – conventions, congresses, conferences, seminars, business meetings and presentations, exhibitions and fairs or any social, cultural and gastronomic events. There are almost 800 guest rooms in 4 or 5 star hotels within walking distance from the PCC, however, the venue is conveniently located just 2 stops by underground from the very centre.

Besides numerous international medical, pharmaceutical, scientific and other professional congresses and conventions, the PCC hosted some very prestigious international events such as the Annual Meeting of the IMF and the World Bank Group (2000), NATO Summit (2002) or the major meetings during the Czech Presidency of the EU (2009).

Address:

5. května 65
140 21 Prague 4
Czech Republic

Website:

www.kcp.cz



Prague Congress Centre

PRAGUE – YOUR HOST CITY

Prague (Praha in Czech) was the ancient capital of Charles IV's Bohemian Kingdom, and has played a pivotal role in the development of Central Europe since the Middle Ages. Its epic history has produced a vibrant city of stunning buildings and lovely old squares, with

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the result that today; Prague is one of the world's most beautiful cities. In 1992 the historical centre of Prague, all 866 hectares, was listed in the UNESCO World Cultural and Natural Heritage Register.

Prague today is a modern city with a convenient location for business meetings and congress events. Prague offers top quality services, modern hotels and countless restaurants, bars or clubs with affordable prices. The city is easily accessible by plane, train or bus and Prague public transport is highly-developed and reliable.

Prague is never in “off season”. It is inherently linked with excellent operas, concerts, theatre and ballet performances. Every year, Prague hosts the renowned gathering of the world’s best classical music players Prague Spring, a number of international film festivals, the Prague International Jazz Festival and many others. Prague is a true cultural treasure trove, bursting with fascinating museums, galleries, theaters, and music venues.



Prague Castle

CONTACT PERSONS

CONGRESS DIRECTOR

Mrs. Lena Halounová / congressdirector@isprs2016-prague.com

EXECUTIVE TEAM

Mr. Martin Haloun / Chief Operating Officer

martin@isprs2016-prague.com / +420 606 441 285

SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSOR

Sponsorship item sold to:



GOLD SPONSOR

Exclusive to one Sponsor only

The GOLD SPONSOR will exclusively enjoy the following marketing opportunities, benefits and exposure:

- Opportunity to use a meeting room for a lunch time meeting (*max. 50 delegates*)
- Right to use the ISPRS PRAGUE 2016 logo for own marketing purposes
- Sponsor logo on the Congress website home page (*banner with GOLD, SILVER, BRONZE SPONSORS*)
- Sponsor logo on the Congress website within the list of sponsors
- Sponsor company description on the Congress website (*limited to 150 words*)
- Direct link between the Sponsor logos on the Congress website and the Sponsor website
- Delegate list
- Sponsor logo on all Congress branding and signage within the Prague Congress Centre (*M size*)
- Sponsor logo in the Final program
- Sponsor logo in the Abstracts' Book
- Sponsor logo on Congress bags distributed to all delegates
- Insert of marketing material in Congress bags (*insert to be delivered by the Sponsor*)
- Exhibition space of 12 sq. m. within the exhibition area incl. 5 exhibitor badges (*Additional space at discounted rate*)
- 5 full Congress registrations
- 1/2 page advertisement in the Final program (*Additional advertisement space at discounted rate*)



Strahov Monastery gate, Loreta

SILVER SPONSOR

Exclusive to two Sponsors only

The SILVER SPONSOR will exclusively enjoy the following marketing opportunities, benefits and exposure:

- Sponsor logo on the Congress website home page (*banner with GOLD, SILVER, BRONZE SPONSORS*)
- Sponsor logo on the Congress website within the list of sponsors
- Sponsor company description on the Congress website (*limited to 100 words*)
- Direct link between the Sponsor logos on the Congress website and the Sponsor website
- Delegate list
- Sponsor logo on all Congress branding and signage within the Prague Congress Centre (*M size*)
- Sponsor logo in the Final program
- Sponsor logo in the Abstract's Book
- Sponsor logo on Congress bags distributed to all delegates
- Insert of marketing material in Congress bags (*insert to be delivered by the Sponsor*)
- Exhibition space of 9 sq. m. within the exhibition area incl. 4 exhibitor badges (*Additional space at discounted rate*)
- 4 full Congress registrations
- 1/4 page advertisement in the Final program (*Additional advertisement space at discounted rate*)



Strahov Monastery, Church of St. Roch

BRONZE SPONSOR

Exclusive to three Sponsors only

The BRONZE SPONSOR will exclusively enjoy the following marketing opportunities, benefits and exposure:

- Sponsor logo on the Congress website home page (*banner with GOLD, SILVER, BRONZE SPONSORS*)
- Sponsor logo on the Congress website within the list of sponsors
- Sponsor company description on the Congress website (*limited to 50 words*)
- Direct link between the Sponsor logos on the Congress website and the Sponsor website
- Sponsor logo in the Final program
- Sponsor logo in the Abstract's Book
- Sponsor logo on all Congress branding and signage within the Prague Congress Centre (*M size*)
- Sponsor logo on Congress bags distributed to all delegates
- Insert of marketing material in Congress bags (*insert to be delivered by the Sponsor*)
- 3 full Congress registrations
- Exhibition space of 8 sq. m. within the exhibition area incl. 3 exhibitor badges (*Additional space at discounted rate*)



Loretánská Street with a view of Prague Castle, Vrtbovská Garden in Malá Strana

WELCOME RECEPTION

Exclusive to one Sponsor only

The WELCOME RECEPTION takes place on Tuesday, 12th July 2016 in the Prague Convention Centre. A ticket to the WELCOME RECEPTION is included in all Congress registrations. Therefore it is expected to be the most attended evening event during the Congress and a unique networking opportunity.

Sponsorship benefits include:

- Exclusive naming rights to the WELCOME RECEPTION
- Sponsor logo included on all signage related to the WELCOME RECEPTION
- Opportunity for placing corporate branding of the Sponsor (*final layout subject to approval of the Committee*)
- Acknowledgement of the Sponsor in the Final program
- Acknowledgement on the Congress website (*within the list of sponsors*)
- Direct link between the Sponsor logo and the Sponsor website
- Opportunity for a short welcome speech
- 10 free tickets to the WELCOME RECEPTION

GALA DINNER

Exclusive to one Sponsor only

The GALA DINNER takes place on Monday, 18th July 2016. A ticket to the GALA DINNER is included in the full registration and can also be purchased separately.

Sponsorship benefits include:

- Exclusive naming rights to the GALA DINNER
- Sponsor logo included on all signage related to the GALA DINNER
- Sponsor logo on the gala dinner menu cards
- Sponsor logo and company description on the gala dinner welcome cards distributed to all guests on the way to the venue (*DL format - sponsor welcome words, venue introduction, evening program*)
- Acknowledgement of the Sponsor in the Final program
- Acknowledgement on the Congress website (*within the list of sponsors*)
- Direct link between the Sponsor logo and the Sponsor website
- Opportunity for a short welcome speech
- 10 free tickets to the GALA DINNER

CONGRESS BAGS

Exclusive to one Sponsor only

Each delegate attending the Congress will get a Congress bag. The Congress bag will be purchased, designed, equipped with Congress materials and delivered onsite by the Congress organizer.

The sponsorship benefits include:

- Sponsor logo printed on the Congress bag (*in a premium position together with the Congress logo*)
- Acknowledgement of the Sponsor in the Final program
- Acknowledgement of the Sponsor on the Congress website (*within the list of sponsors*)
- Direct link between the Sponsor logo and the Sponsor website

The sponsor is not entitled to an exclusive logo on the Congress bags, logos of the PLATINUM, GOLD, SILVER and BRONZE sponsors will appear on the Congress bags in secondary positions.

DAILY FOOD & BEVERAGE SPONSORSHIP

Exclusive to eight (8) Sponsors (one Sponsor per day)

All F&B functions (30 min. Morning coffee break, 90 min. Lunch and 30 min. Afternoon coffee break) will take place every day of the Congress at Prague Convention Centre. The F&B functions are an excellent networking opportunity. The Sponsor will benefit from exclusive naming rights to all F&B functions held on the day for which the Sponsorship benefit was paid.

The sponsorship benefits include:

- Exclusive naming rights to the Morning and Afternoon coffee break and Lunch
- Opportunity to apply Sponsor corporate branding to the catering area such as banner displays, table cloth, napkins, placemats, ties or aprons for the wait staff etc. (*branding items are to be delivered by the Sponsor and are subject to approval of the Committee*)
- Acknowledgement of the Sponsor in the Final program
- Acknowledgement of the Sponsor on the Congress website (*within the list of sponsors*)
- A 5 per cent discount applies for the F&B sponsorship for 2 – 3 days
- A 10 per cent discount applies for the F&B sponsorship for 4 – 5 days
- A 15 per cent discount applies for the F&B sponsorship for 6 – 8 days

DAILY NEWSLETTER

Exclusive to eight (8) Sponsors (one Sponsor per day)

All delegates will be distributed a Daily Newsletter during the Congress days. The Sponsor of the day issue of the Daily Newsletter will have the opportunity to an exclusive sponsor logo display on the front page of the newsletter. Additionally, the sponsor will be allowed to place a PR article or advertisement in the Daily Newsletter.

The day sponsorship benefits include:

- Exclusive display of the Sponsor logo on the front page of the Daily Newsletter
- Opportunity for a submission of a PR article or advertisement (*size and extent subject to approval*)
- Acknowledgement of the Sponsor in the Final program
- Acknowledgement of the Sponsor on the Congress website (*within the list of sponsors*)

MOBILE APPLICATION OF THE CONGRESS

Exclusive to one Sponsor only

Event app will function as a virtual communication and information platform during the entire XXIII ISPRS Congress.

The sponsorship benefits include:

- Display of the Sponsor logo in the Mobile app (*Premium position in the sponsors' banner and special page about the sponsor.*)
- Direct link between the Sponsor logo and the Sponsor's website
- Complimentary ½ page advertisement in the Final program
- 3 full congress registrations
- Acknowledgement of the Sponsor in the Final program
- Acknowledgement of the Sponsor on the Congress website (*within the list of sponsors*)

INTERNET IN PCC

Exclusive to one Sponsor only

All delegates will have the opportunity to access free WiFi at the foyer and rooms and halls of Prague Convention Centre.

The sponsorship benefits include:

- Opportunity to design and brand the login screen to the WiFi network (*graphic design 2D to be provided by the sponsor*)
- Sponsor website displayed as a home page
- Acknowledgement of the Sponsor in the Final program
- Acknowledgement of the Sponsor on the Congress website (*within the list of sponsors*)

WRITING PADS & PENS

Exclusive to one Sponsor only

Each of the delegates will receive a writing pad and a pen within their Congress bag. The Sponsor will have the exclusive right to provide branded A4 writing pads & pens. Upon the Sponsor's wish and with the aim to reduce the overall carbon footprint of the Congress, the Congress Organizer is ready to source the writing pads & pens locally and arrange to print in the design preferred by the Sponsor (at the Sponsor's cost).

The sponsorship benefits include:

- Exclusive right to deliver and insert branded A4 writing pads & pens to the Congress bags
- Acknowledgement of the Sponsor in the Final program
- Acknowledgement of the Sponsor on the Congress website (*within the list of sponsors*)

INSERTS IN CONGRESS BAGS

Exclusive to fifteen (15) Sponsors

The Sponsors will have the right to deliver 1 piece of a marketing material for each Congress delegate. The inserts can be 1 flyer or brochure of max. A4 size and 6 pages or 1 CD or 1 flash disk (other forms of inserts are subject to prior approval). The materials will be inserted into the Congress bags. The Sponsors will produce and deliver the inserts at their own costs. All inserts are subject to Committee approval.

The sponsorship benefits include:

- Right to deliver an insert in all Congress bags
- Acknowledgement of the Sponsor in the Final program
- Acknowledgement of the Sponsor on the Congress website (*within the list of sponsors*)

FULL PAGE COLOUR ADVERTISING

Available to more Sponsors

Companies will have the opportunity to purchase a full page colour advertisement within the Final program and/or in the Abstracts' Book. Graphic design is to be delivered by the Companies according to binding specifications provided by the Congress Organizer.

HALF PAGE COLOUR ADVERTISING

Available to more Sponsors

Companies will have the opportunity to purchase a half page colour advertisement within the Final program and/or in the Abstracts' Book. Graphic design is to be delivered by the Companies according to binding specifications provided by the Congress Organizer.



Welcome Dinner

APPLICATION PROCEDURE

APPLICATION

To sign up as a Sponsor of any Sponsorship item, please fill out the enclosed application form and forward it to the Congress Organizer [martin@isprs2016-prague.com]. The Congress Organizer will confirm your application and send you a relevant invoice.

Upon receipt of the Application form, any Sponsorship item will be reserved for the Sponsor for maximum 30 days from the issue date of the invoice. If the payment of the Sponsorship item is not received by the Congress Organizer within the payment date, it will be automatically released to further sales.

GENERAL INFORMATION

Sponsorship items will be sold on a first-come, first-served basis. All costs are based on sole sponsorship. If you consider purchasing more Sponsorship items, please contact the Congress Organizer for individual conditions.

Sponsorship benefits related to the Congress website and/or the right to use the ISPRS PRAGUE 2016 logo will be activated immediately upon full payment of the Sponsorship item.

PAYMENT CONDITIONS

100 % deposit within 30 days of application

All payments are to be made in EUR in the form of bank transfer (code OUR – payer will pay all bank fees).

Upon request, payments by credit cards (MasterCard, VISA, Maestro, VISA Electron) can be accepted. In case of credit card, payment a 3 % handling fee will apply.

Payment by bank cheque cannot be accepted.

SPONSORSHIP OPPORTUNITIES

The XXIII Congress of the International Society for Photogrammetry and Remote Sensing

<i>PLATINUM SPONSOR (1)</i>	<i>EUR 150 000</i>
GOLD SPONSOR (1)	EUR 100 000
SILVER SPONSOR (2)	EUR 75 000
BRONZE SPONSOR (3)	EUR 50 000
WELCOME RECEPTION (1)	EUR 45 000
GALA DINNER (1)	EUR 40 000
CONGRESS BAGS (1)	EUR 28 000
DAILY F&B SPONSORSHIP (8/1 per day)	EUR 14 000
DAILY NEWSLETTER (8/1 per day)	EUR 5 000
MOBILE APPLICATION (1)	EUR 10 000
INTERNET AT PCC (1)	EUR 15 000
WRITING PADS & PENS (1)	EUR 5 000
INSERTS IN CONGRESS BAGS (15)	EUR 2 500
FULL PAGE COLOR ADVERTISING	EUR 4 000
HALF PAGE COLOR ADVERTISING	EUR 2 500

All sponsorship fees exclude 21% VAT currently valid in the Czech Republic.

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