



LCM
2013

25-28 August 2013
Gothenburg, Sweden

SPONSORSHIP AND EXHIBITION
OPPORTUNITIES

6th International Conference on
LIFE CYCLE MANAGEMENT

• GENERAL INFORMATION

Conference date: **August 25 – August 28, 2013**
Conference venue: **Clarion Hotel Post, Gothenburg**
Expected number of participants: **450-550**

TECHNICAL SECRETARIAT:

CPM – The Swedish Life Cycle Center
Chalmers University of Technology
SE-412 96 Gothenburg

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Up-to-date conference information is available on the conference website www.lcm2013.org

• 1.0 INTRODUCTION

As chairs of the Organizing Committee, we are honored to introduce you to the 6th International Conference on Life Cycle Management. The successful conference series on Life Cycle Management will take part in Gothenburg 2013.

Life Cycle Management (LCM) is one of the world's leading forums for product sustainability. The conference centers knowledge and practical solutions for improved environmental and sustainability performance of products and services, from "cradle-to-grave". This perspective is becoming increasingly important for both industry and authorities as globalization leads to more international consumption and production systems.

The conference attracts a unique mix of academics and professionals from industry and public bodies, making it an inspiring melting pot for sharing knowledge and experience across institutional borders. The focus is on practical solutions for the implementation of a life cycle perspective into day-to-day, as well as strategic decision-making, whether in science, industry, NGOs or public bodies. As such, it brings together key researchers, practitioners and managers in areas from standardization and policymaking to R&D and communication.

LCM 2013 is a non-for-profit event hosted by CPM – the Swedish Life Cycle Center – a Swedish center of excellence where industry, institutes, academy and government join forces to advance the use of Life Cycle Thinking in industry and other parts of society.

We would like to draw your attention to the sponsorship and exhibition opportunities in detail on the following pages. If you have any questions, specific requirements, or if you would like to have additional information, we will be pleased to help you.

Up to date information about the conference is available on the conference website www.lcm2013.org.

We look forward to your participation at LCM 2013 in Gothenburg.

• 2.0 SPONSORSHIP OPPORTUNITIES

Companies' interest in Life Cycle Management is growing rapidly. This is seen not least in the increased interest in the LCM conference series over the years. The driving forces are mainly the business opportunities of a holistic perspective on products' sustainability, but also a need to effectively manage new policy requirements, and increased expectations of customers, consumers, and other stakeholders, such as investors, shareholders, and the general public.

By sponsoring LCM 2013 you will get high visibility in relation to the latest development in product sustainability. You will be able to directly promote your products and way of working to about 500 decision-makers and practitioners from companies, research institutes, universities and authorities. Participants are expected from more than 30 countries making the conference the ideal venue to provide your institution with an exceptional level of international exposure for your products and services and to significantly enhance your visibility and reputation with regard to sustainability.

The conference and its sponsors are also promoted in the international LCM community over and about those visiting the conference. With our direct email announcement we reach about 3 000 experts working in the field of life cycle management.

Sponsorship opportunities are provided at different levels.

2.1 PLATINUM SPONSORS

The number of platinum sponsors will be restricted and conditions will be agreed separately.

2.2 GOLD SPONSORS

- One exhibition booth prominently situated in the venue
- Prominent acknowledgement in the conference program
- Logo of your organization placed in the conference webpage, conference program and the venue banner
- Logo of your company on material promoting the conference
- Prominent acknowledgement in the closing ceremony
- One brochure insert in the conference bag (provided by sponsor)
- Conference registration for 3 people

2.3 SILVER SPONSORS

- Prominent acknowledgement in the conference program
- Logo of your organization placed in the conference webpage, conference program
- Acknowledgement in the closing ceremony
- Conference registration for 2 people
- Upon request, exhibition booth space will be allocated

2.4 BRONZE SPONSORS

- Logo of your organization placed in the conference webpage and conference program
- Acknowledgement in the closing ceremony

2.5 TARGETED EVENT AND CONFERENCE-MATERIAL SPONSORSHIP

2.5.1 Social Events

- a. Welcome reception (get together), August 25, 2013
- b. Conference Dinner, August 27, 2013
- c. Boat transport to Conference Dinner, August 27, 2013

Social events sponsors will receive:

- Prominent acknowledgement in the conference program
- Acknowledgement on event tickets/invitations
- Acknowledgement on menu cards if applicable
- Prominent positioning of advertising materials and other forms of corporate/product branding at the sponsored event

Social events may be co-sponsored.

2.5.2 Catering Services

Thematic lunches: Possibility to host a separate round table discussion during lunch time for up to 100 delegates.

Coffee Break Area: Breaks in the exhibition area will offer delegates an excellent opportunity to gather informally and to network in a relaxed atmosphere.

Sponsors of the coffee break area and the thematic lunches will receive:

- Acknowledgement in the conference program
- Prominent positioning of advertising materials and other forms of corporate/product branding at the sponsored break

2.5.3 Advertisements in program and Brochure in the Conference Bags

Advertisements in the conference program and insertions in the conference bags are effective ways of promoting a company or its activities at the symposium to all the registered delegates. It ensures that each delegate receives your promotional message or invitation from the very beginning of the conference. The total number of items will be limited and content/format will be subject to approval by the Organizing Committee.

2.5.4 Awards

You may sponsor awards for outstanding contributions to the conference, for example Best Platform Presentation Award or Best Poster Award.

Other reasonable offers may be considered for sponsorship.

• 3.0 EXHIBITION

We offer the following exhibition opportunities for exhibitors presenting products or services professionally related to LCM.

3.1 SERVICES INCLUDED IN THE EXHIBITION BOOTH PRICE

- Booth space
- Table
- Basic electricity and Internet access

3.2 BOOTH ALLOCATION

As for space allocation, the Organizing Committee will give priority to the institutions or companies which applied for more than one booth, are Gold Sponsors or Silver Sponsors, or are making another significant contribution to the Symposium, in addition to date of payments.

3.3 IMPORTANT DATES FOR EXHIBITORS

- Window for application: **March, 2012 – April, 2013**
- Exhibitor's manual and program: **June, 2013**
- Deadline for special requests to the secretariat (furniture, electricity, etc): **July, 2013**

• 4.0 SIDE EVENTS

It is possible to arrange your own side event, such as workshops, training courses, seminars etc. in conjunction with the conference (25-28 August). Side events will be announced in the conference program, webpage and invitations when applicable.

• 5.0 TERMS AND CONDITIONS

On receipt of the application form (see attachment to this brochure), the conference secretariat will issue an invoice covering 100 % of the costs. The date of receipt of payment by the secretariat will be used as the basis for allocation of the booths and other sponsorship opportunities. Sponsor or Exhibitor fees will be due, at the latest, by April 1, 2013. Cancellation is not possible after this date. Promotional items must be pre-approved by LCM 2013.

In the event of cancellation of LCM 2013, the liability of LCM 2013 is limited to the refund of the sponsor's/exhibitor's fees.

The event can be cancelled without any financial obligations if an extraordinary event or circumstance beyond the organizers control will happen (e.g. war, strike, riot, crime, fire, hurricane, earthquake, volcanic eruption, etc).

By applying for Sponsorship/Exhibition/Side event on LCM 2013 you will automatically be assumed to agree to all terms and conditions in this document.

Conditions may change by the Organizing Committee, if needed. Latest version can be found on the conference webpage, www.lcm2013.org.

• 6.0 PRICE LIST

SPONSORSHIP

Platinum Sponsor 20,000 €
(Number of platinum Sponsors is limited)

Gold Sponsor 12,000 €
(Number of Gold Sponsors is limited)

Silver Sponsor
Excluding exhibition booth: 6,000 €
Including exhibition booth: 7,000 €

Bronze Sponsor 3,000 €

SOCIAL EVENTS*

Welcome Reception 5,000 €

(Includes Bronze Sponsorship)

Conference Banquet 15,000 €

(Includes Gold Sponsorship)

Boat transport to conference dinner 5,000 €

(Includes Bronze Sponsorship)

*Social events may be co-sponsored.

CATERING SERVICES

Thematic Lunches 2,500 €

Individual Coffee-Breaks 1,500 €

OTHERS

Brochure in the conference bags 1,000 €

Advertising in conference program (full page) 1,500 €

SIDE EVENTS to be discussed

EXHIBITION BOOTH 2,500 €

Other reasonable offers may be considered for sponsorship.

Please contact the Technical Secretariat, see inside of front cover.

