

First IEEE International Smart Cities Conference

Hilton Guadalajara, Guadalajara, Mexico
25-28 October 2015

SPONSORSHIP OPPORTUNITIES

Below is a list of sponsorship opportunities for the premiere IEEE International Smart Cities Conference (ISC2-2015), sponsored by the IEEE Smart Cities Steering Committee, taking place 25-28 October 2015 in Guadalajara, Mexico, the "Silicon Valley of Mexico".

Please contact the Organizing Committee at isc2-2015@listserv.ieee.org if you have any questions or would like to discuss other sponsorship opportunities.

For the latest submission dates and other information plus a .pdf copy of this brochure, please visit the conference website: <http://sites.ieee.org/isc2/>

Sponsorship Value

ISC2 is the first premier annual conference sponsored by the *IEEE Smart Cities Steering Committee*, with this year's theme being *Smarter Cities for Sustainability*. As cities worldwide are affected daily by changes in population, climate, congestion, and more, challenges continue to arise. Strategically located in the industry-driven city of Guadalajara, ISC2 will focus on these ever-changing factors and the investments needed to fuel sustainable economic development.

As a sponsor, you have the opportunity to gain visibility and credibility amongst individuals in the academic, industry, and government fields. You will also be positioned as a leader to these attendees coming to learn, discuss, and interact with the Smart Cities that promote and prioritize the use of information and sensing technology, citizen engagement, quality of life, manufacturing efficiency, economic development, and environmental sustainability. Sponsors will be prominently recognized both at the event and on the ISC2 website and program book.

Sponsorship Details

The IEEE International Smart Cities Conference theme, *Smarter Cities for Sustainability*, incorporates innovative, conceptual, city-wide technology-human-infrastructure integration platforms promoting information and sensing technology utilization, citizen engagement, quality of life, manufacturing efficiency, economic development, and environmental sustainability.

The conference committee includes experts from nearly 10 different countries across the world, together bringing diverse perspectives and providing international expertise for attendees to learn from one another.

The four-day conference will include plenary sessions, tutorials, contributed paper sessions, workshops, and exhibits.

Available opportunities include:

- Various sponsorship levels
- Advertising space in all conference materials
- Tabletop Exhibit Space
- Lunch, break, or banquet sponsors
- Tutorial sessions

Sponsorship Packages

As a sponsor, you will be contributing to the wealth of experience and knowledge of the emerging and evolving Smart Cities technologies. Sponsors will be prominently recognized at the event, on the program book, and on the website. Sponsorship packages include:

	DIAMOND US\$10,000/ 155,000 mxn	GOLD US\$7500/ 116,000 mxn	SILVER US\$5000/ 77,500 mxn	BRONZE US\$2500/ 45,265 mxn	EXHIBITOR US\$1000/ 15,500 mxn
Company logo placed on conference web site, with link to company's site or page of company material	✓	✓	✓	✓	✓
Speaker slot	✓				
Ad page in conference program	Full page	½ page	¼ page		
Prominent signage identifying company at paid sponsor level	✓	✓	✓	✓	
Full conference registration (including tutorial & banquet)	✓	✓	✓	✓	Exhibit-Only Access
One tabletop exhibit space at conference	✓	✓	✓	✓	✓
Acknowledgment of sponsor in opening address	✓	✓	✓	✓	✓
One VIP reserved table for ten at the conference banquet	✓				
Option to briefly address attendees	✓ (Banquet)	✓ (Luncheon)			

Additional Opportunities

Banquet Sponsor - US\$2,500/38,085 mxn (one opportunity)

- Logo and name on display at banquet
- Prominent logo and name in conference material
- Link to sponsoring organization's website on ISC2 website

Lunch Sponsor - US \$1,500/22,851 mxn (three opportunities)

- Logo and name on display at lunch
- Prominent logo and name in conference material
- Link to sponsoring organization's website on ISC2 website

Break Sponsor - US \$500/7,617 mxn (three opportunities)

- Logo and name on display at break area
- Prominent logo and name in conference material
- Link to sponsoring organization's website on ISC2 website

Tutorial/Workshop Session Sponsor - US \$1,000/15,234 mxn (one opportunity)

- Logo and name on display by tutorial session rooms
- Prominent logo and name in conference material
- Link to sponsoring organization's website on ISC2 website

Social Media Partner - US \$2,000/30,468 mxn

- One (1) post per day for each day of the event to drive attendees to sponsor's specific conference sessions. May include company logo
- The post will carry the sponsor's name by mentioning them (ex: @sponsor's name)
- Posts will display in Twitter feeds of all sponsoring IEEE societies
- Message to be provided by sponsor with final approval by IEEE SC management
- IEEE Smart Cities will promote sponsor's handle on the Friday before the event utilizing the #FollowFriday trend

Badge Lanyards - US \$2,500/38,085 mxn plus 3,000 lanyards (one opportunity)

- Distributed to all attendees
- Includes sponsor name or logo on lanyard
- Printing/production/shipping charges are the responsibility of sponsor

IEEE Smart Cities Conference 2015 Patronage Form

Contact Last/Family/Surname		Contact First/Given Name
Company Name		VAT Number
Address		
City		US State/Canadian Province
Postal/Zip Code		Country/Region
Primary Contact Number	Fax Number	Email (required for confirmation purposes)

PATRONAGE LEVEL	FINANCIAL FUNDING	FINANCIAL OFFERING
Diamond Sponsor	\$10,000 or above	\$ _____
Gold Sponsor	\$7,500 or above	\$ _____
Silver Sponsor	\$5,000 or above	\$ _____
Bronze Sponsor	\$2,500 or above	\$ _____
Exhibitor	\$1,000	\$ _____
Other		\$ _____
	Total Remittance	\$ _____

NOTE: Patron will be contacted upon receipt of completed form for further instructions regarding required format and size for submission, company logo and/or ad for insertion in conference program.

METHOD OF PAYMENT

- Check** – Please make payable to: IEEE Smart Cities Conference 2015
- Wire Transfer** – For instruction on using this method, please Erin Lyman at e.lyman@ieee.org

COMPLETE AND RETURN THIS FORM TO:
Dillian Waldron at d.waldron@ieee.org



GENERAL TERMS AND CONDITIONS FOR EXHIBITING AT ISC2 2015 GUADALAJARA, MEXICO

1. Contract

This application, properly executed by Applicant (Exhibitor) shall, upon written acceptance and notification of exhibits assigned by IEEE 2015 International Smart Cities Conference, constitute a valid and binding contract.

2. Assignment of Space

Assignment of space to exhibitors is **based upon the IEEE Future Directions Committee exhibit allocation point system**. The ISC2 2015 will continue to receive applications and assign tabletop exhibit space, as it remains available, until shortly before the conference opening date. In all cases, total exhibit payments must be received prior to conference opening. The ISC2 2015 assignment of tabletop exhibit space(s) is final and shall constitute an acceptance of the Exhibitor's offer to occupy the space. After assignment, space location may not be changed, transferred or cancelled by the Exhibitor **except** upon written request and with the subsequent written approval of the ISC2 2015. **The ISC2 2015 reserves the right to reassign Exhibitor space or to modify the floor plan for overall benefit of the conference.**

3. Subletting Space

No exhibitor will assign, sublet, or apportion the whole or any part of the space allotted to the Exhibitor, nor exhibit therein, nor permit any other person or party to exhibit therein, any other goods, apparatus, etc. not manufactured or distributed by the Exhibitor in the regular course of the exhibitor's business except upon prior written consent of ISC2 2015.

4. Tabletop Exhibit Space

Exhibit space includes materials and services described herein.

Tabletop Exhibits include: Standard hotel tables (6-foot, skirted tables), power, and wireless internet access. The exhibitor is display materials, cleaning, etc.

With the rental of each tabletop exhibit space there is allocated one exhibit-only complimentary conference registration.

5. Payment Requirements & Cancellation Charges

Applications require a 50% deposit before final exhibit assignment is confirmed in writing. All applicants must be paid in full by **Friday, July 24, 2015**. All applications received after **Friday, July 24, 2015** must be accompanied by full payment.

All cancellations must be made in writing and will be based on the following schedule of refunds:

On or before **Friday, July 24, 2015**...50% of the total exhibit cost will be refunded. After **Friday, July 24, 2015**...No Refund will be permitted. "No-show" exhibitors will receive no refund. *Space reductions are considered cancellations and are subject to cancellation fees.*

It is understood that the ISC2 reserves the right, at its option, to reassign a cancelled exhibit regardless of the cancellation rate assessed.

In the event that the premise in which the ISC2 is conducted shall become, in the sole discretion of the ISC2 2015 Committee, unfit for occupancy, or substantially interfered with by reason of any cause or causes not reasonably within the control of ISC2 2015, this agreement may be terminated by the ISC2 2015. For this purpose, the term "cause or causes" shall include, but not by way of limitation, fire, flood, epidemic, earthquake, explosion or accident, blockage, embargo, inclement weather, governmental restraints, restraints or orders of civil defense, or military authorities, act of public enemy, riot or civil disturbance, strike, lockout, boycott or other labor disturbance, inability to secure sufficient labor, technical or other personnel, failure, impairment or lack of adequate transportation facilities, inability to obtain, or condemnation, requisition or commandeering of necessary supplies or equipment, local, state or federal law, ordinance, rule, order, decree or regulation, whether legislative, executive, or judicial, and whether constitutional, or act of God. Should the ISC2 2015 terminate this agreement pursuant to the provision of this paragraph the Exhibitor waives any and all claims for damages and agrees that the ISC2 2015 may, after computing the total amount of the ISC2 2015 cost and expenses in connection with its preparation for and conducting of the ISC2 2015, (including a reasonable reserve for claims and other contingencies), refund to the exhibitor, as and for complete settlement and discharge of all said Exhibitor's claims and demands, an amount which bears the same relationship to the fee paid by said Exhibitor as the total refundable amount as computed above bears to the total amount of fees paid by all exhibitors.

6. Exhibit Booth Manning and Dismantling Schedule

A representative must staff exhibit space during all times when the Exhibition is officially open (Sunday October 25, 2015 from 8:00 AM to 5:30 PM, Monday October 26, 2015 from 8:00 AM to 5:00 PM, Tuesday October 27, 2015 from 8:00 AM to 5:00 PM, and Wednesday October 28, 2015 from 8:00 AM to 12:00 PM). Exhibit space must be maintained in a neat and orderly manner throughout the Exhibition. Exhibitors may begin dismantling **only** after **12:00 PM Wednesday October 28, 2015**. Move-out **must** be completed by **5:00 PM, Wednesday October 28, 2015**. Exhibitors are responsible for removal of all materials used in their display. Any exhibitor leaving materials **after 5:00 PM, Wednesday October 28, 2015** will be charged for the materials' removal.

7. Loss or Damage

Exhibitor agrees with the ISC2 2015 that the ISC2 2015 shall not be liable for any damage or liability of any kind or for any loss, damage or injury to persons or property during the term of this agreement, from any cause whatsoever by reason of use, occupation and enjoyment of exhibit space by the Exhibitor or any person thereof with the consent of the Exhibitor, and that the Exhibitor will defend, indemnify and save harmless, the ISC2 2015 from all liability whatsoever, on account of any such damage, or injury, whether or not caused by negligence or breach of an obligation by Exhibitor or its employees or representatives. The Exhibitor will be liable for all damages or liability of any kind or for any loss, damage or injury to persons or any property during the conference from any cause whatsoever by reason of use, occupation and enjoyment of exhibit space.

8. Demonstrations

No demonstrations or solicitations shall be permitted outside of the Exhibitor's assigned space, and no signs or placards may be displayed on persons or otherwise outside exhibit spaces unless approved by ISC2 2015.

9. Compliance

The Exhibitor assumes all responsibility for compliance with all pertinent ordinances, regulations and codes of duly authorized local, State and federal governing bodies concerning fire, safety and health, together with the rules and regulations of the operators and/or owners of the property wherein the conference is held.

10. Unions

It is further agreed that the Exhibitor will abide by and comply with rules and regulations concerning local unions having agreements with the ISC2 2015, the Conference Facility or with authorized personnel contractors by ISC2 2015.

11. Committee/Management

The Exhibitor further agrees that the conditions, rules and regulations of the ISC2 2015 and that said Exhibitor agrees to be bound by each and all of these rules and regulations, and that the committee shall have the full power to interpret, amend and enforce all rules and regulations in the best interest of the conference.