ICLEI WORLD CONGRESS 2021-2022
SPONSORSHIP AND EXHIBITION PROSPECTUS
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Invitation by the ICLEI Secretary General and the Mayor of the City of Malmö

Dear Potential Sponsors and Exhibitors,

On behalf of the City of Malmö and ICLEI – Local Governments for Sustainability, it is our pleasure to invite you to Malmö, Sweden on the occasion of the ICLEI World Congress 2021 - 2022.

Held every three years, the ICLEI World Congress is a platform to highlight how local and regional governments, and ICLEI as a global network, are advancing the global climate and sustainability agenda. The event brings together primarily mayors, representatives of local, regional and national governments, as well as local and international organizations including UN agencies, businesses, academia, civil society, and other stakeholders from the international and multidisciplinary community.

So far as the global health crisis permits, the ICLEI World Congress 2021 - 2022: Malmö Summit is planned as an in-person event taking place on 11-13 May 2022 in Malmö, Sweden with selected opportunities for virtual engagement. We are setting up an exciting three-day program featuring strategic high-level dialogues, as well as prioritizing technical visits/workshops, solutions showcase sessions with the focus on sponsors and exhibitors as well as networking opportunities that benefit from and take advantage of active in-person participation. The thematic framework is constructed around ICLEI’s five interconnected sustainable development pathways: Low emission development, nature-based development, circular development, resilient development, and equitable and people-centered development.
Additionally, as a content-rich event, the ICLEI World Congress facilitates learning and idea-sharing, ultimately conveying what sustainability looks like on the ground and what it means for those who translate concepts and goals into policy and action. Participants will share their expertise, resources and ideas and will be equipped to drive local action forward through further innovation and increased capacity.

We expect more than 500 international participants including key decision makers and technical experts to convene at the ICLEI World Congress in Malmö, Sweden as well as virtual attendees.

ICLEI World Congress 2021 - 2022 is an ideal platform to showcase your solutions, elevate your sustainability profile, network with the relevant and engaged audience and turn business ideas into action.

A variety of sponsorship and visibility opportunities have been tailored to cater to different engagement levels. For any inquiries regarding sponsorship and exhibition, we kindly invite you to contact us at world.congress@iclei.org.

We look forward to a fruitful collaboration and hope to welcome you at the ICLEI World Congress 2021 - 2022 in Malmö, Sweden.

Sincerely,

Katrin Stjernfeldt Jammeh
Mayor
City of Malmö, Sweden

Gino Van Begin
Secretary General
ICLEI – Local Governments for Sustainability
Sponsoring the ICLEI World Congress 2021 - 2022

The ICLEI World Congress is a gathering place and connection point for local and regional leaders, national representatives and key stakeholders from businesses and organizations within and outside the governmental and sustainability spheres.

The ICLEI World Congress 2021 - 2022 offers a unique experience spread over a thirteen-month period covering:

**ICLEI World Congress 2021 - 2022: Virtual Launch**

The all-digital offerings kicking off the ICLEI World Congress 2021 - 2022

13-15 April 2021

**ICLEI World Congress 2021 - 2022: The Road to Malmö**

A webinar series exploring local sustainable development advances and building a momentum towards 2022 in Malmö

Starting from May 2021

**ICLEI World Congress 2021 - 2022: Malmö Summit**

Primary visibility and networking opportunity with inspiration and exchange from the heart of a city leading on sustainable and equitable transformation

11-13 May 2022
In that way, the ICLEI World Congress 2021 - 2022 gives over a year of visibility options for sponsors to highlight their brand, solutions and products to local and regional governments who are committed to sustainable development.

**POSITION YOUR ORGANIZATION AS A LEADER IN SUSTAINABLE URBAN DEVELOPMENT**
Receive high international visibility through exposure in the ICLEI World Congress 2021 - 2022 interactive exhibition space and event app. Showcase your work and inform decision makers how your solutions can advance sustainable urban development. Pitch your innovative ideas to the cities, towns and regions through both in-person and virtual options.

**HIGHLIGHT YOUR THOUGHT LEADERSHIP**
Be a part of strategic discussions on current and pressing issues in the field of sustainable urban development. Engage with hundreds of local and regional government representatives from all over the world. Contribute to the rich program of over 30 workshops, sessions and high-level dialogues as well as other offerings taking place in Malmö.

**EXPAND YOUR NETWORK AND GENERATE LEADS**
Share your success stories with a wide array of participants. Establish solid contacts with potential leads from all over the world.
The ICLEI World Congress 2021 - 2022 offers a variety of sponsorship and exhibition packages for every level of engagement.

**Sponsorship and Exhibition Packages**

<table>
<thead>
<tr>
<th>SPONSORSHIP BENEFITS</th>
<th>PREMIUM 300,000 SEK (ca. 30,000 EUR)</th>
<th>STANDARD 150,000 SEK (ca. 15,000 EUR)</th>
<th>EXHIBITOR 50,000 SEK (ca. 5,000 EUR)</th>
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<tbody>
<tr>
<td>Speaking opportunity in Solutions Showcase</td>
<td>✔️</td>
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<tr>
<td>Opportunity to conceptualize and deliver a thematically relevant virtual side-event session (45-60 min)</td>
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<td>Special seat in a high-level round-table discussion</td>
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<td>Exhibition booth</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Virtual exhibition space via app</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>General event marketing inclusion</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Social media posts</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Newsletter mentions</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>For in-person event in 2022</td>
<td>5</td>
<td>4</td>
<td>2</td>
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<tr>
<td>For virtual offerings of the event</td>
<td>5</td>
<td>4</td>
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Program Exposure & Speaking Opportunities

**Exhibition**

- up to 3x4 m
- Exhibition booth
- Virtual exhibition space via app

**Marketing**

- General event marketing inclusion
- Social media posts
- Newsletter mentions

**Complimentary Event Passes**

- For in-person event in 2022: 5
- For virtual offerings of the event: 5
### Sponsorship Benefits

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<th>Brand Exposure</th>
<th>Tailored Exclusive Exposure</th>
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<tr>
<td>Logo with link on the website</td>
<td>Opportunity to attend a training session on communicating with local governments prior to the in-person event</td>
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<tr>
<td>Sponsor profile on the website</td>
<td>Tailored meetings (in-person or virtual) with up to 5 key contacts*</td>
</tr>
<tr>
<td>Logo on screen during breaks</td>
<td>Special mention during the Opening and Closing</td>
</tr>
<tr>
<td>Special section in congress report</td>
<td>One-to-one onsite video interview</td>
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<tr>
<td>Short videos** on the website</td>
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*On a first-come, first-served basis

**Videos to be produced by sponsors (maximum duration: 2 minutes per film). Videos should have a clear link to sustainable urban development and/or sustainable communities.

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If you are interested in becoming a sponsor or exhibitor, please contact us at world.congress@iclei.org.
For more details on sponsorship and exhibit opportunities, please contact:

Ayan Huseynova (Ms)
Officer, Global Events
ICLEI World Congress 2021 - 2022 Team
Email: world.congress@iclei.org
Congress website: worldcongress.iclei.org

ICLEI – Local Governments for Sustainability
World Secretariat
Kaiser-Friedrich-Str. 7
D-53113 Bonn, Germany
Phone: +49-228 / 97 62 99-00

Disclaimer

So far as the global health crisis permits, the ICLEI World Congress 2021 - 2022 is planned as an in-person event with selected virtual offerings. However, in case the global pandemic situation deteriorates, the event might need to be pivoted to the entirely virtual setting, which will mean that the benefits of the physical event listed above might no longer be offered as planned, but alternative solutions will be investigated in order to ensure that your benefits correspond to the value of your contribution.
About the City of Malmö

An ICLEI Member since 1996, the City of Malmö is a climate-smart knowledge city, listed as the fourth most innovative in the world by OECD. Malmö is working actively for sustainability initiatives and is the first city in Sweden that has publicly announced the commitment to implement the UN SDG’s.

With around 350,000 inhabitants of over 180 nationalities, Malmö might be small in size, but big in ambition. The city has adopted a unique approach to sustainability; with environmental, financial and social effects, all forming part of the equation. Everything that happens in Malmö is done with sustainability in mind. New climate-smart city districts are emerging, and old areas are being improved using new environmental technology. And the objectives are ambitious: By 2030 the whole city of Malmö will be supplied with 100% renewable energy.

About ICLEI

ICLEI – Local Governments for Sustainability is a global network of more than 2,500 local and regional governments committed to sustainable urban development. Active in 125+ countries, we influence sustainability policy and drive local action for low emission, nature-based, equitable, resilient and circular development. Our Members and team of experts work together through peer exchange, partnerships and capacity building to create systemic change for urban sustainability.