

LCM2007 Zurich

From analysis to implementation

Sponsorship and exhibition opportunities

3rd International Conference on
Life Cycle Management

Zurich, 27-29 August, 2007



LCM2007

From analysis to implementation

General Information

Conference date: August 27 – August 29, 2007
Conference venue: University Zurich-Irchel
Address: Winterthurerstrasse 190, 8057 Zurich, Switzerland
Expected number of participants: 300 – 400

TECHNICAL SECRETARIAT:

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1.0- Introduction

As Chairs of the Organizing Committee, we are honored to introduce you to the 3rd International Conference on Life Cycle Management. Following LCM2001 in Copenhagen and LCM2005 in Barcelona, the coming LCM2007 will be held in Zurich from August 27 to 29, 2007. LCM2007 is a non-for-profit event. It will be organized by ETH Zurich and Alcan in cooperation with SETAC, UNEP, the International Society for Industrial Ecology, the International Journal of Life Cycle Assessment and the Swiss Federal Offices of Energy and for the Environment.

Life cycle management (LCM) is an important framework with a powerful toolbox for the promotion of more sustainable goods, services, and processes. LCM, sometimes also termed Product Stewardship, is essential for implementing sustainable development and life-cycle approaches into day-to-day, as well as, strategic decision-making.

We are writing to you to inquire as to whether representatives of your Institution will be attending the conference, whether you will want to reserve an exhibitor booth, and whether you are interested in becoming a conference sponsor. We expect 300 to 400 participants from more than 30 countries. This meeting is the premier scientific event in the LCM field, bringing together researchers, academics, and professionals from public and private institutions. It addresses professionals who work in design innovation, development, and application of tools and methods related to the life cycle of products, processes, and services, and the general implementation of life cycle thinking. LCM2007 is 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 regards to sustainability.

We would like to draw your attention to the sponsorship and exhibition opportunities on the following pages.

Up-to-date conference information is available on the congress website www.lcm2007.org. If you have any questions, specific requirements, or if you would like to have additional information, we will be happy to help you.

We look forward to your participation at LCM2007.

With best regards,

Stefanie Hellweg (ETH Zürich, stefanie.hellweg@ifu.baug.ethz.ch)
Gerald Rebitzer (Alcan, Gerald.Rebitzer@alcan.com)

Organizing Committee Co-Chairpersons, LCM2007

2.0- Exhibition

We offer the following exhibition opportunities for exhibitors presenting products or services professionally related to the themes of LCM2007.

2.1. Exhibition Schedule

Exhibition hours: 08.00 - 18.00 h during the congress dates

Setting up of booths: Saturday, August 25, 2007

Dismantling: 18.00- 20.00, August 29, 2007

2.2 Services included in the Exhibition Booth Price

- Booth space during the conference
- Booth walls (shell scheme)
- Spot-lights
- Basic electricity and internet access
- Table and two chairs

2.3 Booth Allocation

On receipt of the exhibition form (attachment to this dossier), the conference secretariat will issue an invoice covering 100 % of the cost. 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.

2.4 Important Dates for Exhibitors

Deadline for application and payment: **May 30, 2007**

Exhibitor's manual and program: **June 30, 2007**

Definitive allocation of booths: **July, 2007**

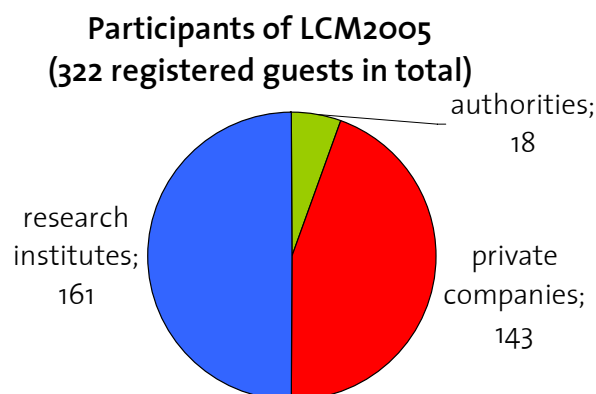
Deadline for special requests to the

Secretariat (furniture, electricity, etc): **July 10, 2007**

3.0- Sponsorship opportunities

Life Cycle Management (LCM) is closely related to Integrated Product Policy (IPP), a political framework building on life cycle thinking, which is rapidly gaining importance for all industrial sectors and consumption patterns, especially in Europe and Asia. All industries are affected, but particularly the building sector (voluntary EPD schemes), the electronic industry (WEEE, EuP, RoHS), the automotive industry (end-of-life of vehicles, fuel reduction targets), and the packaging sector are focusing on LCM. The holistic approaches of LCM are essential in order to effectively manage these new policy requirements, as well as the expectations of customers, consumers, and other stakeholders, such as investors, shareholders, and the general public. Therefore, this conference offers a great opportunity to promote your activities in this field.

We offer various types of sponsorship with attractive benefits. By sponsoring LCM2007 you will be able to promote your products to 300 – 400 participants from companies, research institutes and authorities (for the participant structure of the past event, see the pie chart below). In addition, your logo may be included on all material promoting the conference on an international level. With our direct email announcement we reach about 2'000 past participants and interested people. Using further external mailing lists we can promote the venue as well as your potential involvement to another 1'000 experts working in the field of life cycle management. Furthermore, we are advertising LCM2007 in scientific and application-oriented journals and on other international conferences, such as InLCA/LCM Washington (Oct. 2006), SETAC Montreal (Nov. 2006), Ecobalance Tsukuba (Nov. 2006), Green Building Denver (Nov. 2006), SETAC Case Studies Symposium Stuttgart (Dec. 2006), Americana (April 2007), and SETAC Porto (May 2007). **Sponsor LCM2007 now and multiply your visibility by being promoted together with LCM2007!**



3.1. Gold Sponsors will receive:

- Prominent space for exhibition booth. Shell scheme booth included.
- Prominent acknowledgement in the final program
- Logo of your company/organization placed in the conference official web site, the abstract book, and the venue banner.
- Logo of your company on all material promoting the conference
- Prominent acknowledgement in the closing ceremony
- 1 x brochure insert in the congress bag (brochure to be provided by sponsor)
- Complimentary full symposium registration for 3 people

3.2. Silver Sponsors will receive:

- Prominent acknowledgement in the final program
- Verbal acknowledgement in the closing ceremony
- Logo of your company/organization placed in the conference official web site and abstract book.
- Complimentary full congress registration for 2 people
- Upon request, prominent exhibition booth space will be allocated to silver sponsors.

3.3. Targeted Event and Conference-Material Sponsorship

3.3.1. Social Events*:

- Welcome reception (Get together) on August 26, 2007.
- Lake cruise, visit to the Rapperswil castle, and symposium banquet on August 28, 2007.

Social events sponsors will receive:

- Prominent acknowledgement in the final 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***

3.3.2. Congress Materials

Program/Abstract Book, and Conference CD. Sponsorship of the abstract book and conference CD offers a great opportunity for sponsors to be associated with a prestigious document which carries the endorsement of the congress. Sponsors have the opportunity to choose between:

- **A full color advertisement on the inside back cover OR inside front cover of the program/abstract book (or alternative position if preferred)**

Delegate bags: Approximately 400 delegate bags. The sponsor will be able to insert their logo (four colors) printed on the bag. Also, they may insert pads and pens with their logo.

3.3.3. Catering Services:

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 will receive:

- Acknowledgement in the Final Program.
- **Acknowledgement on all refreshment and lunch break directional signs.**
- An opportunity for prominent positioning of **banners** (up to four signs).

3.3.4. Insertion of a Brochure in the Congress Bags:

Insertions in the congress bag are an effective way 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 congress. The total number of items will be limited and content/format will be subject to approval by the Organizing Committee.

3.3.5. 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 (please contact directly the Technical Secretariat, see inside of front cover).

SPONSOR & EXHIBITION POLICIES

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/Exhibitor fees will be due, at the latest, by **May 30, 2007**. Cancellation is not possible after this date.

LCM2007 reserves the right to accept or reject sponsors/exhibitors based on relevancy to the conference. Promotional items must be pre-approved by LCM2007.

In the event of cancellation of LCM2007, the liability of LCM2007 is limited to the refund of the sponsor's/exhibitor's fees.

4.0- Price List

EXHIBITION AND SPONSORSHIP

Exhibition Booth 2 500 €

Gold Sponsor (number of Gold Sponsors is limited) 8 000 €
All organizations sponsoring a specific event/item with 8 000 € or above will automatically be gold sponsors as well.

Silver Sponsor (number of Silver Sponsors is limited)
Excluding exhibition booth: 4 000 €
Including exhibition booth: 5 000 €
All organizations sponsoring a specific event/item with 4 000 € or above will automatically be silver sponsors as well.

SOCIAL EVENTS

Welcome Reception* 3 500 €

Lake Cruise and Congress Banquet* 12 000 €
(includes Gold Sponsorship)

**Social events may be co-sponsored.*

CONGRESS MATERIALS

Program, Abstract Book and Conference CD 6 000 €
(includes Silver Sponsorship)

Delegate bags (includes Silver Sponsorship) 5 000 €

CATERING SERVICES

Coffee-Breaks (includes Silver Sponsorship) 7 000 €

OTHERS

Brochure in the congress bags 1 000 €

Advertising in conference program 1 500 €

Other reasonable offers may be considered for sponsorship. Please do not hesitate to contact the Technical Secretariat.