

CEFA²⁰¹⁷

The Circular Economy Forum of the Americas

Building a Circular Conscious Continent

SPONSORSHIP BROCHURE

29 - 30 November 2017

Medellin, Colombia

ABOUT



Circular Economy Forum of the Americas

CEFA gathers industry leaders, entrepreneurs, NGOs, universities, and governments from across the Western Hemisphere and beyond who are involved in Circular Economy initiatives to discuss the state of the needs, challenges, and opportunities of this emerging and rapidly expanding field of work.

CEFA2017 is the inaugural Forum on Circular Economy for the Americas and will take place in Medellin, Colombia on November 29-30, 2017. This event will offer unique and interactive sessions hosting a wide range of international speakers, including inspirational speakers who encourage reflection and thinking, next to hands-on project developers and business leaders in the field of Circular Economy.

Organized by:



Powered by:



For more information please visit www.cefa2017.com

ABOUT



www.cep-americas.com

Circular Economy Platform of the Americas (CEP-Americas)

This Platform fills the gap for an easy-access one-stop-shop portal where information about Circular Economy from and for the American Continent is made available.

As the concept of Circular Economy serves as a suitable guiding framework there is a significant space and opportunity for the development of new tools, business models, design methods, and performance criteria to apply in real-life to achieve measurable results toward a Circular Economic reality.

By linking people, ideas, and actions through this Platform the transition toward a Circular Economy in the Americas is facilitated.

CEP-Americas is an initiative powered by the Americas Sustainable Development Foundation (ASDF).



www.sustainableamericas.com

Americas Sustainable Development Foundation (ASDF)

ASDF is a non-profit independent advisory foundation that focuses on helping bring about cutting-edge ideas and solutions as Cradle to Cradle® and the Circular Economy to the mainstream across the countries in the Western Hemisphere to realize Sustainable Development.





ABOUT

Why organize a Circular Economy Forum for the American Continent?

The world has started to go circular: leading economies such as the United States, Europe, China, India, and others have bet on the transition to a Circular Economy seeking to reduce dependence on natural resources, their environmental impact, and to create prosperous economies for the benefit of all.

Innovation is one of the building blocks of a Circular Economy to generate profound changes and to create an economy that is **restorative and regenerative by design and intent**. A Circular Economy is one:

-  That aims to keep products, components, and materials at their **highest utility and value at all times**;
-  That distinguishes between **technical and biological** cycles;
-  That it decouples the global economic development of the **excessive consumption of natural resources**;
-  That aims to **eliminate** all negative externalities such as the emission of toxic substances that harm environment and humans; lead to **climate change** and **pollution** of water, air, and soil;
-  And that promotes economic growth and job creation to achieve **sustainable development**.

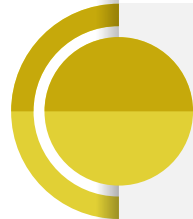
For its part, the American Continent has also faced current economic and environmental challenges calling for effective and long-term solutions. This call is the main driver to organize and make a reality the inaugural Circular Economy Forum of the Americas, a space where all the key players from the Western Hemisphere and beyond will each year be reunited to explore and evaluate the opportunities to transition towards a Circular Economy as a suitable solution to different sustainable development challenges of the region.

ABOUT

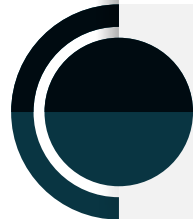
Why joining CEFA2017 as Sponsor?



Great strategic opportunity to position your brand in a commercial platform to an expanding global market looking for suppliers aligned with the circular economy quality standard



CEFA2017 is the perfect space to show your latest advances in products and services that are sustainable and friendly to the environment and the community

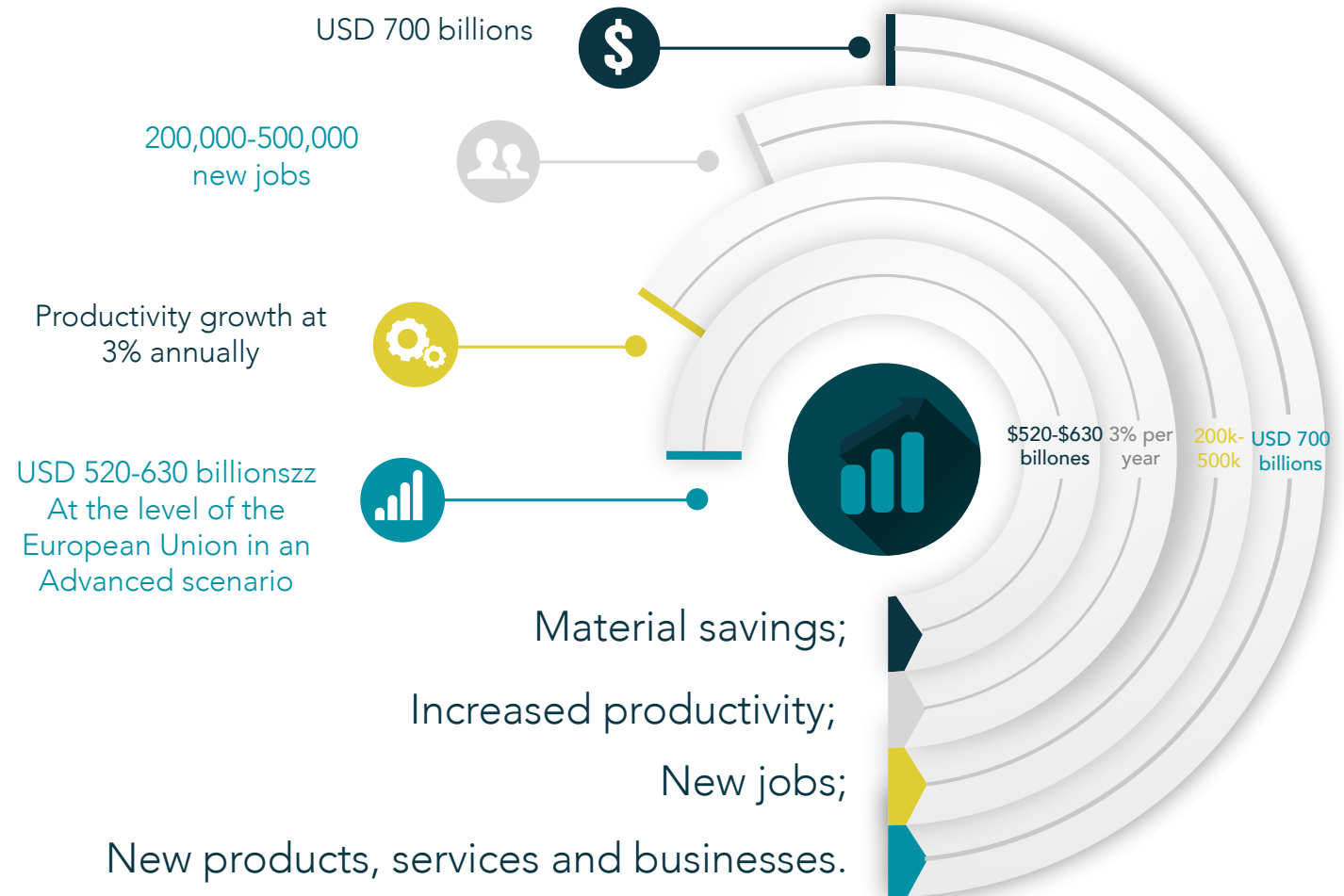


With attendees from more than 30 countries globally, opportunities will be created to generate alliances and new businesses

ABOUT

Why bet on a Circular Economy?

The circular economy will lead us towards a future in which 9 billion people in 2050 can live well and sustainably.



SPONSORSHIP OPPORTUNITIES CEFA2017



Branding Sponsorship

Ensure visibility to your brand throughout the event with high exposure and great business opportunities. Choose one of our four options to present your branding at the Forum depending on your Organization's needs and interest.



Marketplace

Feature your organization's services or products directly to your audience. Access comfortable and creative spaces to showcase your brand and meet with potential customers in a great setting.



Exclusive Branding

Achieve greater visibility of your brand so you can make a big impact on the entire Event's audience. Be the sole sponsor for a specific time, space, or product, including a lunch, a reception, app, room, gift package, and other interesting opportunities.



Content Sponsorship

Become a change agent by supporting our speakers, or co-edit the Forum's Publication with the opportunity to include a case study. Your brand will be recorded in history and linked to this inspiring and mind-changing Circular Economy philosophy.



Action Packages

Be part of the change, participate in this hands-on opportunity by helping us measure the environmental impact of the meeting and inspire others to make the change.



Side Event Space Offer

Hold your own event at the Forum's Venue. Everything will be ready for you. Just bring your ideas and we will do the rest. Great space to hold events related to the Forum's topics or hold business to business meetings.



BRANDING SPONSORSHIP

BRANDING SPONSORSHIP	PLATINUM USD 20,000	GOLD USD 15,000	SILVER USD 10,000	BRONZE USD 5,000
Delegate Passes				
Complimentary event passes	8	6	4	2
Branding				
Logo on event website	x	x	x	x
Logo on stage backdrop (2x1 - 2x2)	x	x	x	
Mention as sponsor during event	x	x	x	x
Corporate profile on event app	x	x	x	
Logo on app	x	x	x	x
Social media (Facebook, Twitter, LinkedIn) featuring sponsor participation in the event	x	x	x	x
Banner add on event app	x			
Branding presence on registration booth	x	x		
Branding presence on information booth	x	x	x	
Promotional Videos on high-traffic areas	x	x		
One marketing piece to be included on the event kit	x	x		
Full page corporate add on event workbook	x	x		
Logo on mailing distribution	x	x	x	x
Presence in local and international media	x	x		
Networking				
Delegate list with contact details	x			
Space for private networking room for client meetings	x			
Feature in the CEP-Americas Platform's website and newsletter	x			



BRANDING SPONSORSHIP

All the packages include:

- Delegate passes for your representatives to participate and network at the Forum.
- Brand presence throughout the event, online via invitations, mailing, Forum promotions, mobile conference app, and social media campaigns.

For a premium, you get additional features like:

- The chance to host and brand a refreshment break or luncheon
- Premier brand exposure on the stage backdrop
- Additional brand exposure through promotional videos
- Prominent presence on the mobile app
- Feature in the Circular Economy Platform of the Americas (CEP-Americas Platform's website and newsletter)



MARKETPLACE (INNOVATION MARKET)

MARKETPLACE	A Stands	B Stands	C Stands
	USD 11,000	USD 6,000	USD 4,000
Complimentary event passes	6	4	2
Size	3x7 mt	3 x 5 mt	3 x 3 mt
Banner with company name and logo	x	x	x
Standing tables	6	4	2
Chairs for branding representatives	6	4	2
Small stage	x		
Lounge sitting area	x		
LCD Screens	2	1	1
Beamer with live feed	x		
Entertainment system	x		
Energy outlets and lightsthe	x	x	x

Feature your organization's services or products directly to your audience. Access comfortable and creative spaces to showcase your brand and meet with potential customers in a great setting.

All the packages include:

- An eco-friendly exhibition stands for 2 days with a standard setting and branding material, additional requests at a cost
- Delegate passes for your representatives to participate and network at the Forum.
- Brand presence throughout the event, online via invitations, mailing, Forum promotions, mobile conference app, newsletter, and social media campaigns.



EXCLUSIVE BRANDING SPONSORSHIP

EXCLUSIVE BRANDING SPONSORSHIPS	Price USD	Complimentary Event Passes
Exclusive Branding of one conference room	\$15,000	4
Lunch Day 1 or 2	\$20,000	6
Refreshment Breaks	\$12,000	2
Closing Event	\$30,000	8
Media Corner	\$8,000	4
Pitch Corner	\$8,000	4
Event App	\$15,000	6
Delegate package (Kit handed to attendees)	\$15,000	4
Badges	\$12,000	2
Field trip to company to showcase real life applications of CE	\$10,000	2

Gain exclusive brand presence (banners, table arrangements, podium, main table, etc.) for a specific time, space, or product. See complete details per package below the table



EXCLUSIVE BRANDING SPONSORSHIP

Exclusive branding of one conference room (adopt a room): \$15,000

Ensure exclusive brand presence and visibility with a captive and very receptive audience. You can choose the room which topic aligns more with your brand and make it yours.

Benefits Include:

- The room will carry your brand's name in combination with the topic name. Eg. The Circular Room by [your brand name here]
- Your company logo will appear on exclusive signage, identifying you as the room sponsor
- Brand presence on the agenda as room sponsor
- Distribute additional marketing material to the attendees of the specific room sponsored
- Four (4) delegate passes
- Additional passes at a 20% discount
- Presence of your logo on all the marketing materials used to promote the event including the page website, event app, event newsletter and social media marketing campaign.



EXCLUSIVE BRANDING SPONSORSHIP

Lunch (Per Day): \$20,000

Get exclusive branding presence with a high rate of attendance. It provides a great space to meet people and expose your brand in creative ways.

Includes:

- Your company logo will appear on exclusive signage displayed throughout the Lunch areas
- Opportunity to address attendees
- You have the option to provide (at cost) additional features for the lunch such as decorations, musical entertainment, etc.
- Six (6) delegate passes
- Additional passes at a 20% discount
- Distribute additional marketing material to the attendees throughout the lunch areas
- Presence of your logo on all the marketing materials used to promote the event including the page website, event app, event newsletter and social media marketing campaign



EXCLUSIVE BRANDING SPONSORSHIP

Closing Event: \$30,000

Leave a great last impression behind by closing the event with your branding presence in the main social event of the Forum. The closing includes a cultural component that will keep the attendees interested and engaged.

Includes:

- Your company logo will appear on exclusive signage displayed throughout the Closing Event areas
- Welcome address at the opening of the Closing Event
- You have the option to provide (at cost) additional features for the reception such as custom cocktails, decorations, photo booths, musical entertainment, etc.
- Eight (8) delegate passes
- Additional passes at a 20% discount
- An email invitation to attend the Welcome Cocktail Reception will be sent to all the conference attendees one week before the event featuring your brand as the Closing Event sponsor
- Distribute additional marketing material to the attendees throughout the Closing Event areas
- Presence of your logo on all the marketing materials used to promote the event including the page website, event app, event newsletter and social media marketing campaign.



EXCLUSIVE BRANDING SPONSORSHIP

Event App: \$15,000

Nowadays an event app is a must in every high-level event, with great functionalities for networking, agenda personalization, updates and live polling it guarantees a 100% level of engagement from attendees which means a huge level of exposure plus opportunities for direct engagement with the attendees.

Includes:

- Your own branding design featured on the app home screen, the first image the attendees see when opening the app.
- In-app banner ads
- Your branding on attendee notifications, updates and reminders
- Your branding on live, in-app polling and surveys
- Feature your branding on the app's introductory email
- Your branding on the app's maps
- Four (4) delegate passes
- Additional passes at a 20% discount
- Presence of your logo on all the marketing materials used to promote the event including the page website, event app, event newsletter and social media marketing campaign.



EXCLUSIVE BRANDING SPONSORSHIP

Attendee kits: \$15,000

Let the attendees, presenters and organizers carry the brand for you on their attendee bags ensuring brand remembrance long after the event ends. Kit will be elaborated with biodegradable materials.

Includes:

- Exclusive logo on event bag and pen made with biodegradable materials
- Full page corporate advertisement on event workbook
- Exclusive corporate branding on workbook's back cover
- Four (4) delegate passes
- Additional passes at a 20% discount
- Presence of your logo on all the marketing materials used to promote the event including the page website, event app, event newsletter and social media marketing campaign.



**EXCLUSIVE
BRANDING
SPONSORSHIP**

Event Badges: \$12,000

Let the attendees, organizers, and speakers on stage carry the brand for you on their badges ensuring brand remembrance long after the event ends.

Includes:

- Exclusive logo on event badge made with biodegradable materials
- Two (2) delegate passes
- Additional passes at a 20% discount
- Presence of your logo on all the marketing materials used to promote the event including the page website, event app, event newsletter and social media marketing campaign.



**EXCLUSIVE
BRANDING
SPONSORSHIP**

Field Trip to showcase real life applications of Circular Economy: \$10,000

Showcase to attendees, presenters and organizers your Organization's advance towards Circular Economy by bringing them to your site and get direct contacts, business to business opportunities and branding recognition.

Includes:

- Feature of the field trip with your brand on the agenda, event app, and emailing
- Two (2) delegate passes
- Additional passes at a 20% discount
- An email invitation to attend the Field Trip will be sent to all the conference attendees one week before the event featuring your brand as the host
- Distribute additional marketing material to the attendees during the visit
- Presence of your logo on all the marketing materials used to promote the event including the page website, event app, event newsletter and social media marketing campaign



CONTENT SPONSORSHIP



CONTENT PACKAGES	Price USD	Complimentary Event Passes
Co-editor of the Forum's Publication and include case-studies	\$5,000	1
Co-Sponsor a Key Note Speaker at the plenary session (eg. McDonough brought by...)	\$20,000	6
Sponsor Speakers at other than plenary sessions	\$10,000	2

Become a change agent by supporting our speakers, or co-editing the Forum's Publication with the opportunity to include a case study. Your brand will be related to this inspiring and mind-changing philosophy.

Forum Publication's Co-editor: \$5,000

Collaborate with the editing of the Publication of the First Edition of the Circular Economy Forum of the Americas and include case-studies related to the topic.

Includes:

- Your name or Organization mentioned on the Publication as co-editor
- Case studies featuring your brand or organization can be included in the publication
- One (1) delegate passes
- Additional passes at a 20% discount
- Presence of your logo on all the marketing materials used to promote the event including the page website, event app, event newsletter and social media marketing campaign.



CONTENT SPONSORSHIP

Keynote Speaker Co-Sponsor: \$20,000

Co-sponsor one of our Keynote speakers at the plenary session with full attendance and create visibility of your brand linked to the speaker's expertise

Includes:

- Signage promoting your company as the KEYNOTE SPEAKER sponsor
- The opportunity to provide an introduction of the SPEAKER at the session
- Six (6) delegate passes
- Additional passes at a 20% discount
- Presence of your logo on all the marketing materials used to promote the event including the page website, event app, event newsletter and social media marketing campaign.

Speaker Sponsor: \$10,000

Sponsor one of the Forum's renowned Speakers at other than plenary sessions and create visibility of your brand linked to the speaker's expertise.

Includes:

- Signage promoting your company as Speaker sponsor
- The opportunity to provide an introduction of the Speaker at the session
- Two (2) delegate passes
- Additional passes at a 20% discount
- Presence of your logo on all the marketing materials used to promote the event including the page website, event app, event newsletter and social media marketing campaign.



ACTION PACKAGES

ACTION PACKAGES	Price USD	Complimentary Event Passes
Measure the carbon footprint of the Forum	\$5,000 or In-kind	1
Measure the material use at the Forum	\$5,000 or In-kind	1
Sponsor the Photo Award Prize - Circular photo competition: The best pictures portraying CE will be printed in a banner to present at the Forum	\$10,000	2

Be part of the change, participate in this hands-on opportunity by helping us measure the environmental impact of the meeting and inspire others to make the change. This is a unique opportunity to showcase your Organization's commitment to the Environment.

Measure Carbon Footprint or Measure the Material Use of the Forum \$5,000 or in-Kind (Each)

Includes:

- Feature your organization as change agents during the Forum and on the CEP-Americas Platform
- Branding of your organization at a station where we will showcase the progress of the measurements
- One (1) delegate pass and special passes to the working team
- Additional passes at a 20% discount
- Presence of your logo on all the marketing materials used to promote the event including the page website, event app, event newsletter and social media marketing campaign.



ACTION PACKAGES

Sponsor the Photo Award prize - Circular photo competition: \$10,000

The Circular Economy Platform of the Americas is organizing a competition to select the best pictures portraying Circular Economy across the Continent. The best photo and the following two will earn a prize that will be delivered at the Forum. This sponsorship will fund the prizes and the tickets to bring the Winner to Medellin. A selection of the best pictures will be printed in a banner that will be displayed at the Forum and were your Brand will be exclusively featured.

Includes:

- Exclusive feature of your brand in the banner that will display the best photography and on the CEP-Americas Platform
- Exclusive mention of your Organization at the award announcement
- Opportunity to speak at the announcement
- Two (2) delegate passes
- Additional passes at a 20% discount
- Presence of your logo on all the marketing materials used to promote the event including the page website, event app, event newsletter and social media marketing campaign.



SIDE EVENT SPACE OFFER

SIDE-EVENTS/SPACES

Each meeting room has a capacity for up to 70 persons, there are 3 rooms available per session for Day 1 and Day 2

Includes:

Meeting Room
Production and equipment
Interpretation
Coffee and refreshments

Price
(Per day)
USD

\$10,000

Complimentary
Event Passes

4

Hold your own event at the Forum's Venue. Everything will be ready for you. Just bring your ideas and we will do the rest. Great space to hold events related to the Forum's topics or hold business to business meetings.

Includes:

- Meeting room ready for 70 people
- Production and equipment
- Interpretation
- Coffee and refreshments
- Four (4) delegate passes
- Additional passes at a 20% discount
- Announcement of your side event on the Agenda, mobile app, newsletter, and event website.



If you have additional questions or a specific sponsorship proposal please contact us at info@cep-americas.com