



WILDFIRE

The 5th International Wildland Fire Conference

2011

SPONSORSHIP AND EXHIBITION PROSPECTUS

Sun City Convention and Exhibition Centre
Sun City, South Africa

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Invitation

Following on the success of the International Wildland Fire Conferences in Boston, Vancouver, Sydney and Seville, AfriFireNet and the International Liaison Committee [ILC] are pleased to offer conference sponsorship and exhibition opportunities at WILDFIRE 2011 which will take place at SUN CITY, SOUTH AFRICA from 9-13 May 2011. We take pleasure in inviting your organization to participate in this event.

The previous International Wildland Fire Conferences drew unanimous praise from delegates and exhibitors, both for their content and returns on investment received by exhibiting at the Conference exhibition. The 2011 Conference will be of the same quality and business development opportunities will be equally as good.

The Conference will bring together more than 2000 leading fire management professionals and practitioners, policy makers, scientists, researchers, academics, technical specialists, educators and community safety specialists as well as equipment manufacturers and suppliers. Public and private sector agencies and associations will have a significant presence.

We anticipate that, arising from the Conference, there will be numerous opportunities for your organization to increase brand awareness and business development potential for your products and services.

This document details the various sponsorship and exhibition options/opportunities available. Custom-designed sponsorships may also be arranged through the organizers

Preliminary enquiries indicate a high level of interest from potential sponsors and exhibitors wishing to appeal to an international audience.

We look forward to seeing you in South Africa in 2011.

The Conference Conveners.

AfriFireNet
c/o Working on Fire International
Forest Fire Association Bldg
Club Street, Nelspruit Airfield
Nelspruit South Africa
P O Box 19632
Nelspruit
1200
South Africa

Email: info@wildfire2011.org
Website: www.wildfire2011.org

Ex Africa semper aliquid novi

There is always something new out of Africa
[Pliny the Elder, 23-79 AD]

Thematic and Social Programme

The **5th International Wildland Fire Conference**, to be held at **Sun City, South Africa**, will provide a platform to bring together members of the fire community-of-practice who strive to promote learning and innovation, share practices and lessons common to sustainable use of the environment, wildland fire risk management and disaster reduction at local, national, regional and global scales. The conference will be conducted under the auspices of the United Nations' **International Strategy for Disaster Reduction** (UNISDR) as well as the Food and Agriculture Organization of the United Nations (FAO) and convened by the regional Sub-Saharan Wildland Fire Network, AfriFireNet.

The presentations, exhibitions and insights offered by international professionals and experienced fire management personnel will appeal not only to fire specialists, scientists and practitioners, but also to students, commercial forestry and agriculture sectors, community leaders and decision-makers.

Conference Objectives

Building on the outputs of the previous International Wildland Fire Conferences (Boston 1989, Vancouver 1997, Sydney 2003, Seville 2007), the objectives of the 5th conference are to:

- Provide a forum for fire management leaders, politicians, professionals, researchers and practitioners from throughout the globe to discuss and work on **critical fire issues** affecting communities, resources and ecosystems in all regions and co-operatively work on the consolidation of a **global wildland fire management strategy**.
- Strengthen the **effectiveness** of the **Regional Wildland Fire Networks** and support their links into the UNISDR **Global Wildland Fire Network**.
- Strengthen International Cooperation and Exchange in Fire Management Practice.
- Provide a platform for the fire management industry, research organizations and fire specialists to **display** innovations, new technologies, products and methods for wildland fire management and **interact** with the conference participants.

The Conference Programme will be thematically arranged to follow the key aspects of **Integrated Fire Management (IFM)**:

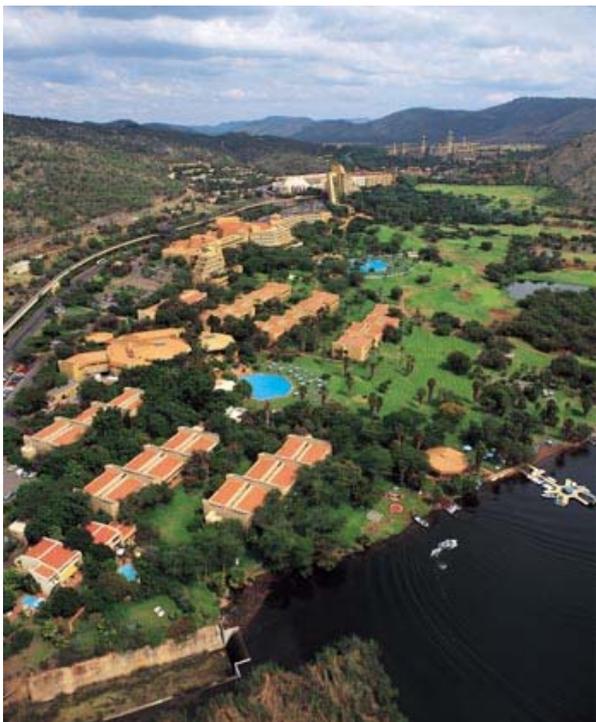
- Fire Awareness and Prevention
- Protection and Prescribed Burning
- Resource Sharing and Co-ordination
- Fire Detection and Suppression
- Fire Damage Rehabilitation
- Fire Research

The Programme will include presentations on:

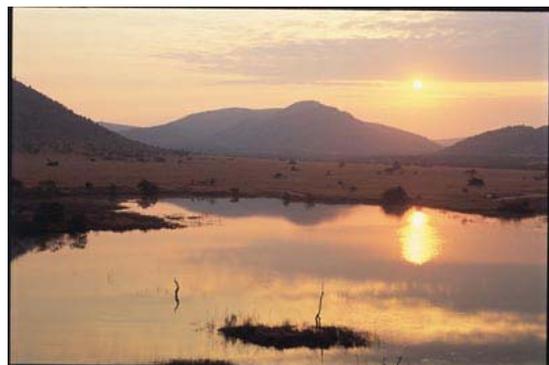
- Fire management and poverty alleviation in developing countries
- Fire management and carbon sequestration innovations
- Institutionalizing application of the Incident Command System
- International exchange and assistance programmes and protocols
- Aerial fire-fighting demonstration with live fire in a National Park

Sun City Venue

The 5th International Wildland Fire Conference will be held at the premier conference venue, the Sun City Convention and Exhibition Centre. The Sun City conference venue has been chosen because it provides the modern infrastructure required for a sophisticated conference such as this, but is surrounded by a National Park and a rural African environment. This setting provides for an excellent combination of presentation venues, exhibition spaces, delegate accommodation and live fire demonstration areas within a fire-adapted environment.



Accommodation will be available in all price classes and in walking distance of the conference venue. The venue provides real income generating opportunities for surrounding poor communities, which supports the ILC's commitment to the Millennium Development Goals and the pro-poor developmental principles of the conference organisers.



At the same time, Sun City is only 2 hours drive from Johannesburg, the main economic hub of South Africa. Connecting passenger and freight flights between Johannesburg International and Pilansberg Airport can be arranged.

Evening Programmes

The Sun City complex is ideal for arranged and impromptu meetings, dinners and networking between participants. The organizers have taken advantage of the venues on offer to arrange a series of enjoyable evening events that will be an integral part of the delegate package.

The International Liaison Committee (ILC) and the UNISDR Global Wildland Fire Network.

The International Liaison Committee

The International Liaison Committee is chaired and funded by the US Forest Service. Its purpose is to ensure that the views, issues and needs of the global community are represented in the themes, speakers and program of the conference. This has been translated into the following general objectives.

- Bring together a global group of wildland fire experts to advise the steering committee for the IWFC.
- Provide input and advice to the steering committee on important local and regional issues, themes, topics for the conference program.
- Provide input and advice on experts and potential speakers.
- Provide or recruit sponsors from each region for the conference or trade show.
- Recruit conference attendees from all regions.

The UNISDR Global Wildland Fire Network

In 2001 a Working Group on Wildland Fire was established under the auspices of the Inter-Agency Task Force for Disaster Reduction of the United Nations International Strategy for Disaster Reduction (UN-ISDR). The working group provided an international platform and forum with the overall aim of bringing together technical members of the fire community and policy authorities at national to international levels to realize their common interests in fire management at a global scale. Among other activities, the working group initiated establishment of the UN-ISDR Global Wildland Fire Network (GWFN), under which the Regional Wildland Fire Networks would play a key role in developing international partnerships and cooperation in fire management.

The WFAG represents an advisory body to the UN system aimed at providing technical, scientific and policy-supporting advice to the UN family through the ISDR and the IATF/DR, and acting as a liaison between the United Nations system, the Global Wildland Fire Network and its supporting partners.

The Global Fire Monitoring Center (GFMC) is mandated to serve as convener and secretariat of the WFAG and GWFN.

AfriFireNet

The UN-ISDR Regional Sub-Sahara Wildland Fire Network "AfriFireNet" and its partner and host organization, the Forest Fire Association [FFA] Group trading as Working on Fire, are approved by the International Liaison Committee to host and organize "Wildfire 2011".

Working on Fire is the largest wildland fire management agency in South Africa, currently employing 2000 fire fighters, managing 37 aircraft and providing a nationally co-ordinated firefighting resource that implements Integrated Fire Management practice for government and private sector partners.

Under Working on Fire International, WoF South Africa has partner companies in Zambia, Europe and Australia.

The FFA Group t/a Working on Fire hosts the office of AfriFireNet in South Africa and actively supports the efforts of the network.

In accordance with the mandate and scope of the Inter-Agency Task Force for Disaster Reduction of the UN International Strategy for Disaster Reduction (UNISDR), Working Group

on Wildland Fire, and in collaboration with managers, policy makers, technical experts, and scientists throughout the region and worldwide, the Regional sub-Saharan Wildland Fire Network, AfriFireNet, facilitates the enhancement of local, national and regional fire management capabilities by creating synergies of participating scientists, managers and policy makers. Particular emphasis is given to reducing the devastating effects of wildland fires on people, property, resources, health, and the environment. The Regional Network has initiated processes and systems of information management and dissemination and facilitated technology transfer aiming to help prevent and mitigate these effects. The working group will contribute to strengthening institutional fire management capabilities and bringing the world's knowledge and technical expertise to communities suffering from the devastating impacts of unnatural and unwanted wildland fires.

Wildfire 2011 National Organising Committee

The Chair person of AfriFireNet also chairs the NOC and reports back to the ILC. The NOC has representation from the South African National Government [Dept. Of Water Affairs and Forestry,] Working on Fire and other key local organising stakeholders. Two subcommittees report to the NOC- the Incident Command Team responsible for the logistics and funding of the conference and the Scientific Advisory Committee, convened to assist with compiling the conference's thematic programme and the review of papers and presentations for the conference.



The United Nations International Strategy for Disaster Reduction

(UNISDR) is the UN parent body of the Global Wildland Fire Network



The Canadian Inter-Agency Forest Fire Centre (CIFFC) is

supporting international cooperation in wildland fire management



The United States Department of Agriculture, Forest Service (USFS), is chairing and sponsoring the International Liaison Committee (ILC) of WildFire 2011



The Global Fire Monitoring Center (GFMC)

The Global Fire Monitoring Centre (GFMC) is serving as secretariat of the UN-ISDR Wildland Fire Network and the UN-ISDR Wildland Fire Advisory Group



The International Association of Fire and Rescue Services (CTIF) promotes competence-based capacity building of fire services in wildland fire management.



The Food and Agriculture Organization of the United Nations (FAO) is promoting the application of the Fire Management Voluntary Guidelines



The FFA Group t/a Working on Fire hosts the office of AfriFireNet in South Africa



The South African government is represented by the Department of Water Affairs and Forestry.



The Australasian Fire Authorities Council (AFAC) is a peak fire and emergency services industry body established by its members to collaborate on matters of international, national and regional importance.



The North American Forest Commission - Fire Management Working Group (NAFC-FMWG)

Why Align your Organization with the Conference?

Wildfire 2011 is a dynamic opportunity to directly expose your organization to approximately 2000 stakeholders from a diverse cross-section of industries, including international decision makers in Government, fire management professionals and practitioners, scientists, researchers, community education, technical specialists and equipment manufacturers and suppliers. It is expected that delegates will attend from regions and regional networks in Africa, Australasia, the Americas, Europe and Asia.

Both the Conference and Exhibition will present significant opportunities for your organization to increase brand awareness and business development potential.

Sponsorship and Exhibition Opportunities

Sponsorship packages and commitment levels vary, and can be customized to suit organization's marketing strategies.

In addition to sponsorship, a comprehensive indoor and outdoor Exhibition will be held in conjunction with the Conference.

For further details please contact the Conference Managers who will be pleased to assist you.

SPONSORSHIP PACKAGES AT A GLANCE

Platinum Sponsor - 3 available € 180,000

Gold Sponsor - 5 available € 100,000

Silver Sponsor - 5 available € 75,000

Other Sponsorship Opportunities

Speaker Sponsor – 3 available € 15,000

Program and Abstract Book – 1 available € 20,000

Proceedings CD ROM – 1 available € 15,000

Pocket Program – 1 available € 10,000

Platinum Sponsor

€180,000

(3 available)

As a Platinum Sponsor of WildFire 2011, your organization will enjoy the highest level of exposure offered.

We view our Platinum Sponsors as the primary partners in the successful execution of the Conference and will constantly work alongside you to provide opportunities to promote your organization. This is a unique marketing and corporate social investment opportunity and we are confident your involvement in this prestigious forum will provide your organization with an exceptional return on investment.

As a Platinum Sponsor of this Conference, your organization will receive premium exposure and highest recognition through the following entitlements:

- Recognition as a Platinum Sponsor (with organization logo) on all printed Conference material, including the Registration Brochure and Program and Abstract Book.*
- Recognition as a Platinum Sponsor (with organization logo) on the home and sponsors' page of the Conference website, including a hyperlink to your organization's home page and a 100 word profile of your organization.
- Recognition as a Platinum Sponsor (with organization logo) on the official sponsorship acknowledgement board on-site.
- Verbal acknowledgement as a Platinum Sponsor during the Opening and Closing Ceremonies.
- Opportunity for a representative from your organization to give a five (5) minute presentation at the Closing Ceremony.
- Presentation of a Platinum Sponsor plaque at the Closing Ceremony.
- Complimentary full page advertisement/ advertorial space in full colour in the Program and Abstract Book and Registration Brochure (finished artwork to be supplied by sponsor).
- Logo and 200 word profile in the Program and Abstract Book,
- Six (6) complimentary Conference delegate registrations.
- Four (4) complimentary 3 x 3m exhibition spaces located in a prominent position within the Exhibition Areas.
- Opportunity for a organization brochures (maximum four x A4 pages per brochure) to be inserted in all delegate packs (sponsor to supply material).
- Use of the 5th International Wildland Fire Conference- South Africa 2011 logo until 30 October 2011/
- Full delegate list and contact details**

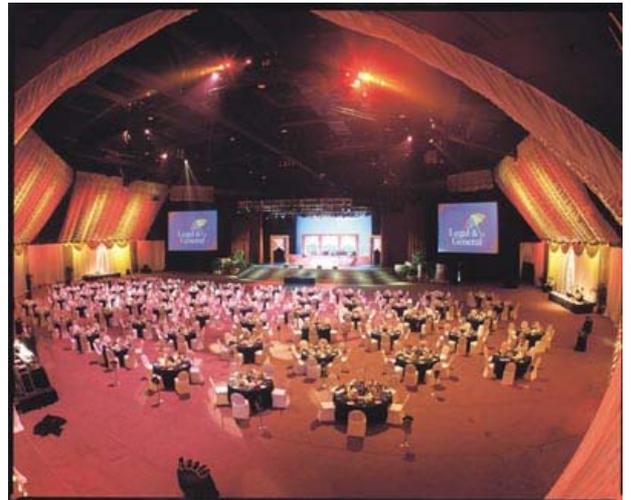
Platinum Sponsors will also enjoy the exclusivity and high profile benefits of a choice of ONE additional entitlement to this package. The options are outlined below.

Additional options exclusive to Platinum Sponsors

Option 1 - Conference Gala Dinner

The Conference Gala Dinner, to be held in the Superbowl of the Sun City Convention and Exhibition Centre, will be the highlight of the 2011 Conference social programme. All delegates will enjoy a seated, three course dinner with fabulous entertainment. The Gala Dinner Sponsor will receive the following entitlements:

- Recognition as the Conference Gala Dinner Sponsor on all conference material and website.
- Recognition as the Conference Gala Dinner Sponsor on the official sponsorship acknowledgement board on-site.
- Opportunity for company representative to give a presentation at the function. [Maximum 20 minute Presentation. Audiovisual display prepared at sponsors cost.]
- Organization signage displayed at the entrance to the Conference Dinner (sponsor to supply signage – maximum size is 2.1m high x 1m wide, design in accordance with Conference theme).
- Organization name and logo will be printed on all invitations and menus
- Opportunity to provide corporate gift on tables at Conference Dinner (sponsor to provide merchandise).
- 1 corporate table [seating approximately 10] at Conference Gala Dinner.



Option 2 - Botsalanong Boma Barbeque

The Boma Barbecue gives the delegates a taste of the African Bush. This outdoor venue is surrounded by true African bushveld and will be one of the conference highlights. All delegates will enjoy a traditional African fare. The Botsalanong Boma Barbecue Sponsor will receive the following entitlements:

- Recognition as the Boma Barbecue Sponsor on all conference material and website.*
- Recognition as the Boma Barbecue Sponsor on the official sponsorship acknowledgement board on-site.
- Opportunity for company representative to give a welcome address at the function.
- Organization signage displayed at the entrance to the Boma Barbecue (sponsor to supply signage – maximum size is 2.1m high x 1m wide, design in accordance with Conference theme).
- Organization name and logo will be printed on all invitations and menus.
- Opportunity to provide corporate gift at Boma Barbecue (sponsor to provide merchandise).
- 1 corporate table [seating approximately 10] at Boma Barbecue.



Option 3 - Conference Backpacks

Your logo will feature on one side of the backpack, which contains the official Conference material distributed to all the delegates, speakers and VIP guests. The delegate backpacks will provide direct and constant exposure throughout the Conference and beyond.

- Recognition as the Backpack Sponsor on all Conference material.
- Recognition as the Backpack Sponsor on the official sponsorship acknowledgement board on-site.
- Recognition as the Backpack Sponsor on the home page of the Conference website.

Gold Sponsor

€100,000

(5 available)

As a Gold Sponsor of WildFire 2011, your organization will enjoy a high level of exposure and branding.

We view our Gold Sponsors as playing a significant role in the successful execution of the Conference and will constantly work alongside you to provide opportunities to promote your organization. This is a unique marketing opportunity and we are confident your involvement in this prestigious event will provide you with exceptional business rewards.

As a Gold Sponsor of this Conference, your organization will receive considerable exposure and recognition through the following entitlements:

- Recognition as a Gold Sponsor (with organization logo) on all printed Conference material including the Registration Brochure and Program and Abstract Book.
- Recognition as a Gold Sponsor (with organization logo) on the sponsors' page of the Conference website, including a hyperlink to your organization's home page and a 75 word profile of your organization.
- Recognition as a Gold Sponsor (with organization logo) on the official sponsorship acknowledgement board on-site.
- Verbal acknowledgement as a Gold Sponsor during the Opening and Closing Ceremonies.
- Complimentary half page advertisement space, in the Program and Abstract Book (artwork to be supplied by sponsor).
- Logo and 100 word profile in the Program and Abstract Book.
- Three (3) complimentary Conference delegate registrations.
- Two (2) complimentary 3 x 3m exhibition spaces located in a prominent position within the Exhibition.
- Organization brochure (maximum four x A4 pages) to be inserted in all delegate pack [(Sponsor to supply material)• Use of the WildFire 2011 logo until 30 October 2011.
- Full delegate list including contact details**

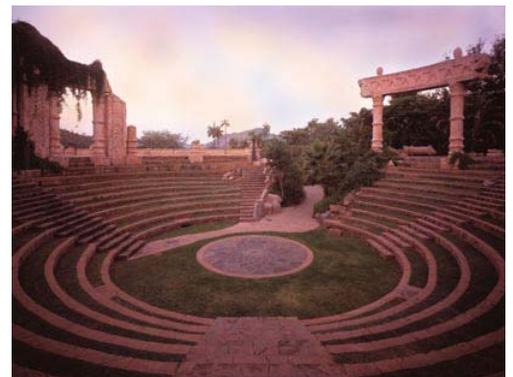
Each Gold Sponsor will also enjoy the choice of ONE additional entitlement to this package.

The options are outlined on the following page.

Additional options exclusive to GOLD Sponsors

Option 1 - Welcome Reception

This relaxed cocktail evening at the Sun City Amphitheatre will give delegates a chance to renew old acquaintances and make new ones during a welcoming ceremony including traditional music. As the Welcome Reception Sponsor your organization will receive the following entitlements:



- Recognized as the Welcome Reception Sponsor on Conference material.
- Organization signage displayed at the entrance to the Welcome Reception (sponsor to supply signage – maximum size is 2.1m high x 1m wide and in accordance with the Conference Theme).
- Opportunity to give a five (5) minute welcome address at the Welcome Reception.

Option 2 - Outdoor evening beach party at Valley of the Waves.

This special evening event will take place at the Sun City Valley of the Waves beach venue. The theme of the evening is smart but relaxed, providing an opportunity for delegates to get to know each other over a light dinner. Entitlements:

- Recognition as the Valley of the Waves dinner sponsor on printed conference material.*
- Recognition as the Valley of the Waves dinner sponsor on the official sponsorship acknowledgement board on-site.
- Opportunity for company representative to give a 5 minute opening address at the function.
- Organization signage displayed at the entrance to the Beach Party (sponsor to supply signage – maximum size is 2.1m high x 1m wide, design in accordance with Conference theme).



Option 3 - Keynote Session Sponsors (3 keynote addresses)

The Keynote Session Sponsors will have the opportunity to select sponsorship of one of three keynote plenary session speakers during the Conference, offering the flexibility to choose the session which most closely relates to your organization. This sponsorship covers travel, accommodation and registration as well as a Keynote Speaker's fee.

The Sponsor will receive exclusive exposure, to a targeted audience, for the duration of the session.

As a Keynote Session Sponsor your organization will receive the following entitlements:

- Recognition as a Keynote Session Sponsor on printed Conference material.*
- Organization will be verbally acknowledged by the Chairperson prior to and directly after the sponsored session.
- Opportunity to provide a freestanding banner for the sponsored session room (maximum size is 2.1m high x 1m wide).
- Your organization logo will feature on the session room audio visual screen,
- Opportunity for a representative from your organization to introduce the speaker at the beginning of the session.
- Opportunity to meet the speaker after the sponsored session.

Silver Sponsor

€75,000

(5 available)

As a Silver Sponsor of the Wildfire 2011, your organization will receive a high level of value added exposure and recognition through the following entitlements:

- Recognition as a Silver Sponsor (with organization logo) on printed Conference material.*
- Recognition as a Silver Sponsor (with organization logo) on the sponsor's page of the Conference website, including a hyperlink to your organisation's home page.
- Recognition as a Silver Sponsor (with organization logo) on the official sponsorship acknowledgement board on-site.
- Complimentary half page advertisement space (mono) in the Program and Abstract Book (artwork to be supplied by sponsor).
- Logo and 75 word profile in the Program and Abstract Book One (1) complimentary Conference delegate registration.
- One (1) complimentary 3 x 3m exhibition space located in a prominent position within the Exhibition.
- Organization brochure (maximum four x A4 pages) to be inserted in all delegate packs (sponsor to supply material),
- Use of the 5th International Wildland Fire Conference- South Africa 2011 logo until 30 October 2011.

Each Silver Sponsor will also enjoy the choice of ONE additional entitlement to this package. The options are outlined following.

Additional Option for Silver Sponsors

Option 1 - Daytime Catering

One day per sponsorship x 4 days

- Opportunity to be recognized as the sponsor of catering for the day (including morning and afternoon tea and lunch, held in the Hall of Treasures.
- Sponsor's corporate signage/ literature may be displayed (signage/literature to be supplied by sponsor)
- Verbal mention by Chairperson in session prior to each sponsored break.

Option 2 - Poster Display Area

The Posters Display is an integral part of the Conference Programme and sponsorship of the Conference Poster Display Area is an excellent way to demonstrate your support and commitment to development and research into fire management practices. Posters will be displayed in designated areas within the conference centre and receive high thoroughfare exposure. This is a premium marketing opportunity for a single sponsor to support poster presentations.

As the Poster Display Area Sponsor your organization will receive the following entitlements:

- Present the award for the best Poster during the closing ceremony (sponsor appointed on the poster judging panel).
Recognition as a Sponsor on printed Conference material.*
- Recognition as a Sponsor (with organization logo) on the sponsors' page of the Conference website, including a hyperlink to your organization's home page.
- Recognition as a Sponsor on the official sponsorship acknowledgement board on-site.
- Opportunity to display corporate signage and literature within the sponsored Poster display area (signage to be supplied by sponsor - maximum size is 2.1m high x 1m wide).
- Use of the International 5th International Wildland Fire Conference - South Africa 2011 logo until 30 October 2011.

Other Sponsorship Opportunities

Speaker Sponsors

€15,000

Support of an invited speaker on a thematic topic is the perfect opportunity to demonstrate your commitment to the Conference Program. Speakers at Wildfire 2011 will be high profile, industry professionals and will speak on current, topical issues pertinent to integrated fire management. Speaker Sponsorship covers the speaker's travel, accommodation and Conference registration. This sponsorship will provide participation opportunities for international delegates from developing countries. Further details on specific topics are outlined on the Conference website at www.wildfire2011.org

The Speaker Sponsor package features the following entitlements:

- Recognition as a Speaker Sponsor on printed Conference material*
- Logo and 50 word profile in the Program and Abstract Book.
- Organization logo will be displayed on the sponsored session room audio visual screen.
- Opportunity to meet the speaker after the sponsored session.
- Opportunity for a representative from your organization to introduce the speaker at the beginning of the session.
- Opportunity to provide a freestanding banner for the sponsored session room (maximum size is 2.1m high x 1m wide).
- Organisation brochure (maximum four x A4 pages) to be inserted in all delegate packs (sponsor to supply material).
- Use of the International 5th International Wildland Fire Conference - South Africa 2011 logo until 30 October 2011.

Program and Abstract Book

€20,000

All delegates attending the Conference will receive a copy of the Program and Abstract Book, which combines details of the program and social activities with the abstracts of all accepted papers for the Conference. The Program and Abstract Book will be a valuable reference tool for delegates during and after the Conference. As the Program and Abstract Book Sponsor your organization will receive the following entitlements:

- Recognition as Sponsor on printed Conference material.*
- Recognition as the Program and Abstract Book Sponsor (with organization logo) on the sponsors' page of the Conference website, including a hyperlink to your organization's home page.
- Recognition as a Sponsor on the official sponsorship acknowledgement board on-site.
- Logo and 50 word profile in the Program and Abstract Book.
- Organization name and logo printed on the back cover of the Program and Abstract Book.
- One full page colour advertisement to appear on the inside front cover of the Program and Abstract Book.
- Use of the International 5th International Wildland Fire Conference - South Africa 2011 logo until 30 October 2011.

Proceedings CD ROM

€15,000

The full Conference Proceedings will be produced on a CD ROM and given to all delegates as a valuable reference tool to the program. The CD ROM includes all full papers and a list of participating organizations.

As the Proceedings CD ROM Sponsor your organization will receive the following entitlements:

- Recognition as a Sponsor on printed Conference material.*
- Organization logo displayed on the Conference website together with a hyperlink to the organisation's website.
- Recognition as a Sponsor on the official sponsorship acknowledgement board on-site.
- Use of the International 5th International Wildland Fire Conference - South Africa 2011 logo until 30 October 2011.

Pocket Programme Sponsor

€10,000

The Pocket Programme is an essential item for all delegates. It contains the programme, all social functions and a map of the venue. It will be a frequently used, handy resource. As the Pocket Programme Sponsor your organization will receive the following entitlements:

- Recognition as a Sponsor on printed Conference material.*
- Recognition as a Sponsor (with organization logo) on the sponsors' page of the Conference website, including a hyperlink to your organization's home page.

- Recognition as a Sponsor on the official sponsorship acknowledgement board on-site Logo and 50 word profile in the Programme and Abstract Book.
- Organization logo on the back cover of the Pocket Programme.
- Use of the International 5th International Wildland Fire Conference - South Africa 2011 logo until 30 October 2011.

Advertising

Brochure Display Area: €1,000.00

Your organization may provide pamphlet and brochure promotional material for display in the designated brochure display area within the Conference Centre.

Additional Advertising in Program and Abstract Conference Book: Rates on Application

Your organization may advertise within the conference abstract book.

Advertising in this publication will provide excellent exposure for your organization. Limited space available.

Ready –to – Print material to be supplied on disk by the advertiser. Artwork specifications will be provided to advertisers two months prior to the printing deadline.

The Conference Organizers welcome Sponsors' input and ideas. We want to help you achieve your business objectives and service your customer groups. The packages listed in this document can be tailored to your organization's specific needs. If you would like to suggest other ways in which your organization would like to be involved with the Conference, please do not hesitate to contact us.

Conditions of Sponsorship

A sponsorship contract between the Conference Organizers and the Sponsor will be drawn up and signed by both parties.

A 50% deposit of the full amount is required upon acceptance of sponsorship agreement. The balance of payment will be made as agreed between the parties, but not later than one month prior to the conference.

In the unlikely event of conference cancellation, all sponsorship monies will be returned.

Wildfire 2011 - Exhibition

The Wildfire 2011 Exhibition is an excellent platform to promote your organization, products and services in a face-to-face environment.

All exhibition areas are centralized within the conference complex. The conference exhibition provides an excellent opportunity to raise your organization's profile by showcasing your new developments and successes to decision makers and a relevant audience.

The high level of visibility through the official website and the anticipated high level of media interest during the Conference provide opportunities to launch new products and gain high exposure.

A number of strategies have been devised to maximize "booth traffic" and enhance networking opportunities.

Exhibitors may choose the amount of space and locality that best suits their requirements. Please refer to the floor plan for some suggested locations for larger stands.

All exhibitors' displays must be fully erected and complete in time for the opening on 9th May. Exhibition venues are available from 8th May for exhibition erection. Large stands may arrange early access with the Conference Managers.

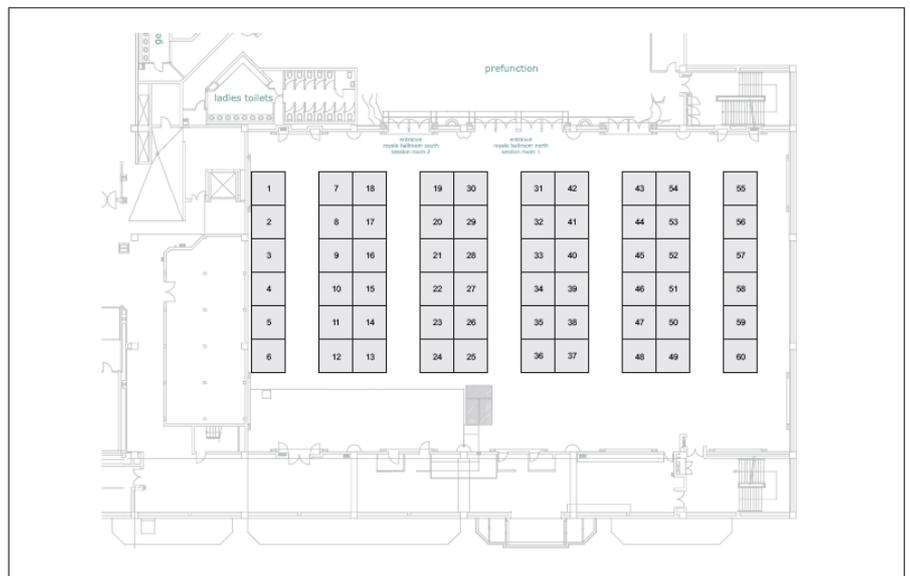
Indoor Exhibitions

Exhibition hall – Royal Ballroom

Exhibition booths are sold per 3m x 3m according to the following pricing structure and are available in **Raw Space** or **Shell Scheme** stand type.

Single Booth (3m x 3m)
Raw Space/Shell Scheme
€5,000

Double Booth (6m x 3m)
Raw Space/Shell Scheme
€9,100



B Informal Structure / Hall of Treasures balcony

This is suitable for small projects and smaller size exhibitors. The area of display is approximately 2m deep by 3m length. No shell provided, but partitioning and display boards as well as furniture can be hired at an additional cost. These spaces are ideal for setting up an un-manned stand with TV screen, or simple single person exhibitions.

Single Informal Booth €3,000

A maximum of 20 places are available.

Booth Types

Raw Space Booths

Raw space booths are for exhibitors to install a custom built stand. The minimum stand size is 6mx6m (4 stands) Raw space booths do not come equipped with walls, furniture or electricity. All stand additions such as electricity are available at an additional cost to exhibitors.

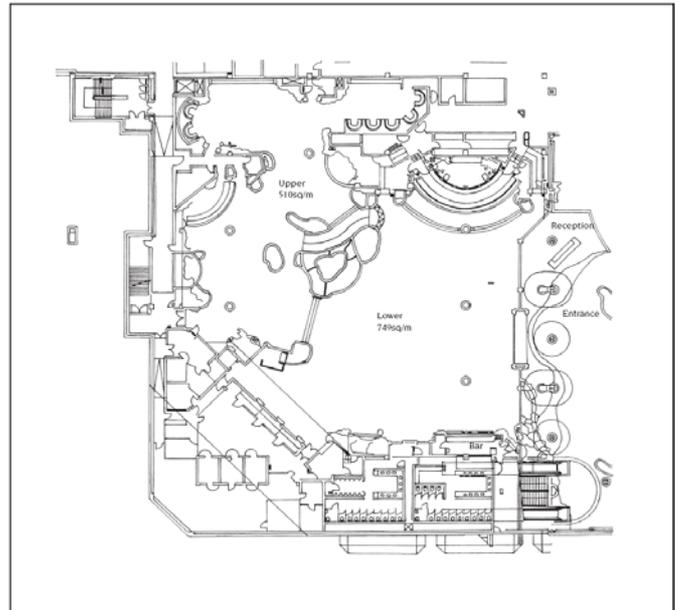
Shell Scheme Booths

Single Booth (3m x3m)

- One (1) 3m x 3m (2.4m high) shell structure booth
- Organisation name on fascia board
- One pair of 150w spotlights
- One 220 volt/1000 watt/4 amp general purpose outlet

Double Booth (6m x 3m)

- Two (2) 3m x 3m (2.4m high) shell structure booths
- Organisation name on fascia board
- Two pairs of 150w spotlights
- Two 240 volt/1000 watt/4 amp general purpose outlets



C OUTDOOR Exhibition - Gary Player Parking Area and Pilansberg Airfield.

Wildfire 2011 is offering an outdoor exhibition adjoining the conference complex at the Gary Player Parking Area, as well as a facility for demonstrations of aircraft utilizing the Pilansberg Airfield, which is approximately 10 minutes drive from the conference venue.

Individual contracts will be arranged depending on the exhibitor's requirements and ideas.

General Information for all Exhibitors

Listed as an Exhibitor with a link on the Conference website
25 word organization profile in the Programme and Abstract Book

Exhibitor's passes

An Exhibitors Pass entitles the holder to attend social functions, catering and conference materials

Exhibitor passes are allocated as follows:

Informal stand (Hall of treasures)

- One complimentary exhibitor pass.

Raw Space / Shell Scheme Booth (3m x3m) and Outdoor Exhibits

- Two complimentary exhibitor passes per 3x3 meters booth or outdoor exhibit.

Additional personnel required to staff the exhibition stand must purchase an additional exhibitor staff pass which will cost €400 per pass. The total number of passes per 3x3 metres booth or outdoor exhibition equivalent is limited to 4 exhibitor passes. Additional staff wishing to attend must register as a Conference Delegate and pay the full registration fee, which will entitle them to attend all evening functions.

Public and Product Liability Insurance

South African regulations require all exhibitors to have adequate Public and Product Liability Insurance cover based on a limit of indemnity to the value of €10,000,000 or above. This refers to damage or injury caused to third parties / visitors on or in the vicinity of an Exhibition stand.

Exhibitors are required to submit their Public Liability Insurance Certificate prior to exhibition. Most companies already have adequate cover and we encourage participants to check with their Finance Departments for compliance.

Stand Designs and Ideas

We encourage exhibitors to be innovative with their booths.

Full details of booth frameworks, furniture and equipment for hire is available on the website. www.wildfire2011.org

For further details please contact the Conference Managers.

CONDITIONS OF EXHIBITION

A 50% deposit of the total stand/ space cost is required within 60 days of acceptance of exhibition booking.

Failure to comply may lead to you losing your selected exhibition site.

In the event of cancellation by exhibitor a service fee of €500 applies for each booth cancelled before 1 January 2011. After this no refunds will be made unless space is resold.

In the unlikely event of cancellation of the conference a full refund will be paid.

Refunds or discounts do not apply for facilities not used or required.

All exhibition costs must be paid in full before 25 February 2011.

Furniture and equipment hire and payment is undertaken by Exhibitor directly with the designated Exhibition Company.

If the standard shell scheme is not required and a custom designed stand is to be constructed, please provide a diagram of the proposed stand with details and dimensions. A full list of rules and regulations will be forwarded with the Exhibitors Pack upon booking.

Exhibitors must submit a copy of their Public and Product Liability Insurance, Certificate of Currency prior to the exhibition build up.

**Exposure in Conference publications is determined by confirmation of sponsorship prior to print deadlines.*

To maximise exposure please confirm your participation by the earliest date possible.

***Such lists will exclude any delegates who have withheld permission to publish their details.*

Conference Managers

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