EARTH OBSERVATION FOR DEVELOPMENT
AND ADAPTATION TO A CHANGING WORLD
It is our great pleasure to invite you to participate as a Sponsor or Exhibitor at the 37th International Symposium on Remote Sensing of Environment (ISRSE-37).

OVERVIEW

ISRSE started in 1962 in Ann Arbor, Michigan, USA and is the world’s oldest remote sensing conference. It is currently convened on a biennial basis by the International Centre on Remote Sensing of Environment (ICRSE) and the International Committee on Remote Sensing of the Environment (ICORSE), a standing committee of the International Society of Photogrammetry and Remote Sensing (ISPRS). ISRSE-37 will be hosted by the South African National Space Agency (SANSA).

ISRSE is widely acknowledged to be one of the most significant gatherings of the international remote sensing community. The Symposium attracts senior staff of space agencies and international Earth observation programmes and thereby provides a global overview of advances in Earth observation and the consequential societal benefits.

The Symposium will, for the second time this millennium, be hosted on the African continent. It coincides with the implementation of the recently adopted African Space Policy and Strategy and rapid developments in African space science and technology programmes. This focus aims to leverage space science and technology to underpin economic and social development across the African continent.

Earth observation presents a unique opportunity in Africa for cooperation, sharing and proactively managing, amongst others, disease outbreaks, natural resources and the environment, responses to natural hazards and disasters, agriculture and food security, weather forecasting and climate-change mitigation and adaptation. ISRSE-37 therefore intends to attract to it a significant number of remote sensing experts to exchange views on scientific result, new applications and major programmes.
WHY SPONSOR AND EXHIBIT?

- ISRSE is a unique marketing opportunity to expose products, equipment and services to quality visitors in a short space of time.
- Face to face contacts with active and engaged members of the remote sensing sector.
- Excellent investment in cost-effective promotion and the ideal platform to launch new products, make announcements and present the latest innovations and technological developments.
- Different exhibition and sponsorship categories provide flexible and tailor-made opportunities for interested companies and institutions.

EXHIBITION

The ISRSE-37 exhibition will run in conjunction with the Symposium Programme. The exhibition is designed to provide the best possible promotional opportunities to participating organisations. With refreshment breaks being served in the area, the exhibition will create an unparalleled opportunity to promote your products and services to Symposium participants.

Introducing the Tension Fabric System (TFS) Exhibition Shell System

A new, sustainable, reusable, well designed and good looking alternative, made from locally manufactured Polytwirl fabric will replace the Traditional / Standard Shell Scheme. This modern booth design gives Exhibitors a seamless booth with no uprights or panels, translating into uninterrupted visuals for seamless branding. Included with the TFS Exhibition Shell System are specially designed LED lights that provide the stands with exceptional illumination.

WHO SHOULD GET INVOLVED?

Scientific, institutional and commercial organisations wishing to showcase new programmes and activities, as well as to exhibit image acquisition and processing systems, sources of image data, and remote sensing products and services at a high-level international event.

To discuss your participation, speak to the Sponsorship and Exhibition Manager, Renee Lukin
African Agenda
+27 (0) 21 683 2934, renee@isrse37.org
PARTNERSHIPS AND EXHIBITION OPPORTUNITIES

Take advantage of the sponsorship and exhibition opportunities available. Whatever your product or service, the ISRSE-37 Symposium has a package that will help you meet your objectives. We encourage you to contact our ISRSE-37 sponsorship and exhibition manager to ensure that you get the most out of your investment, or to discuss additional ways we can assist your marketing efforts.

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<thead>
<tr>
<th></th>
<th>PLATINUM (ZAR 330,000)</th>
<th>GOLD (ZAR 220,000)</th>
<th>SILVER (ZAR 110,000)</th>
<th>EXHIBITOR (ZAR 25,000)</th>
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<tbody>
<tr>
<td>Logo on ISRSE-37 website with URL link</td>
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<tr>
<td>Logo on ISRSE-37 Symposium app</td>
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<td>Complimentary participant registration</td>
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<td>Recognition on Sponsor banner at Symposium</td>
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<tr>
<td>Advertisement in handbook</td>
<td>Full Page</td>
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<td>Half Page</td>
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<td>Discount on any additional partnership opportunities</td>
<td>35%</td>
<td>15%</td>
<td>5%</td>
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<td>Opportunity to host a lunch time industry session</td>
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<td>Tote bag Insert</td>
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<td>Branding at lunch on one conference day</td>
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<td>Branding and speaking opportunity at the Gala Dinner</td>
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* USD indication only, exchange rate dependant
ADDITIONAL SPONSORSHIP OPPORTUNITIES

ICE BREAKER
ZAR 60,000  (USD 4,140)*
Start the Symposium with great sales exposure at the ice breaker. Your Sponsor support allows all participants to network and re-connect while you benefit from exposure through prominent branding.

PARTICIPANT TOTE BAG
ZAR 50,000  (USD 3,450)*
Have the Symposium participants carry your logo all Symposium long. Imagine prominent walking advertisements promoting your organisation.

POSTER SESSIONS ‘HAPPY HOUR’
ZAR 45,000  (USD 3,100)*  per session
Create organisation exposure during these two opportunities where participants meet and review poster presentations. Everyone will appreciate your support of the Symposium and ‘happy hour’.

CHARGING STATION
ZAR 40,000  (USD 2,760)*
Prominent signage makes it clear that your company is a market leader as you provide a convenient way to recharge mobile devices.

PUBLIC LECTURE
ZAR 30,000  (USD 2,070)*
Support and enrich the programme by sponsoring the public lecture which widens the appeal of Earth observation.

PARTICIPANT STATIONERY
ZAR 25,000  (USD 1,725)*
Have the Symposium participants carry your logo all symposium long and contribute to a worthy cause as surplus and donated stationery is distributed to needy facilities post the Symposium.

TEA BREAK SPONSOR
ZAR 25,000  (USD 1,725)*
Prominent signage highlights your Sponsorship and your support allows all participants to enjoy a well deserved break.

WATER BOTTLES
ZAR 20,000  (USD 1,380)*
Sponsor these popular items and your corporate logo gets maximum exposure during and long after the Symposium.

GRANTS
FROM ZAR 5,500  (USD 380)*
Contribute to the growth of Earth observation. Grants of any amount can be made. Grants are unconditional and will be awarded to successful recipients of the bursary application process.

ADVERTISING SPONSORSHIP OPPORTUNITIES
The ISRSE-37 handbook will be a full colour, professionally printed publication complete with programme and speaker information.

Full page, full colour  ZAR 25,000  (USD 1,725)*
Half page, full colour  ZAR 15,000  (USD 1,035)*

* USD indication only, exchange rate dependant
**ISRSE-37 SPONSORSHIP BOOKING FORM**

Company/Organisation name: ____________________________

Physical address: ____________________________________ Country ____________

Postal code: ____________ Email: ______________________

Telephone: ____________ Mobile: ____________

Contact person (pre-Symposium): ______________________

Contact person (at Symposium): ______________________

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<tr>
<th>ITEM</th>
<th>PRICE</th>
<th>COST</th>
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<td><strong>SPONSORSHIP PACKAGES</strong></td>
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<tr>
<td>Platinum Sponsorship</td>
<td>ZAR 330 000</td>
<td>(USD 22,760)*</td>
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<td>Gold Sponsorship</td>
<td>ZAR 220 000</td>
<td>(USD 15,170)*</td>
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<td>Silver Sponsorship</td>
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<td><strong>ADDITIONAL SPONSORSHIP OFFERS</strong></td>
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<td>Ice Breaker</td>
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<td>Participant Tote Bag</td>
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<td>(USD 3,450)*</td>
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<td>Poster Sessions “Happy Hour’</td>
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<td>Charging Station</td>
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<td>Tea Break Sponsor</td>
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<tr>
<td>Water Bottles</td>
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<td><strong>ADVERTISING</strong></td>
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By signing below, I acknowledge that I am duly authorised to sign and thereby to bind the company / organisation named above.

Name ____________________________ Date (DD / MM / YYYY) ____________ Signature ____________

**PAYMENT DETAILS**

Title of Account: SOUTH AFRICAN NATIONAL SPACE AGENCY
Special Account Name: SANSA EARTH OBSERVATION
Account No: 40-7937-5266
ABSA branch: Pretoria
Branch Code: 632005
Account Type: Cheque Account
Swift: ABSAZAJJ

Please complete this form and return it to the Symposium Secretariat

AFRICAN AGENDA
Suite 231
Private Bag X18
Rondebosch 7701, South Africa
T: +27 (0)21 683 2934
F: +27 (0)86 542 4191
E: renee@isrse37.org.za
EXHIBITION AND SPONSORSHIP TERMS AND CONDITIONS

1. The Value Added Tax (VAT) at 14% is applicable to all goods and services offered by the Symposium Secretariat and all prices in this document are exclusive of the VAT.

2. Sponsorship or Exhibition reservations will be allocated only on receipt of a signed Booking Form. A letter of confirmation will be provided to confirm the booking, together with a tax invoice for the required 50% deposit. The deposit is payable 30 days from the date of the tax invoice. The balance is due and payable by 10 March 2017. Applications received after 10 March 2017 must include full payment.

3. All monies are payable in ZAR.

4. All monies due and payable must be received (and cheques cleared) by the Symposium Secretariat prior to the event. No company will be listed as a Sponsor or Exhibitor in any official meeting material until payment and a Booking Form have been received by the Symposium Secretariat.

5. CANCELLATION POLICY: In the event of cancellation, a service fee of 50% of total fees applies for cancellations prior to 10 March 2017. No refunds will be made for cancellations after this date. After exhibition/sponsorship has been confirmed and accepted, a reduction in exhibition/sponsorship is considered a cancellation and will be governed by the above cancellation policy.

6. The Symposium Secretariat reserves the right to rearrange the floor plan and/or relocate any exhibit without notice. The Symposium Secretariat will not discount or refund for any facilities not used or required.

7. If a sponsor/exhibitor intends to utilise a custom built stand, the Symposium Secretariat must be advised and such advice must include full details and stand dimensions. This information must be received by no later than 10 April 2017. All display construction requires the approval of the Symposium Secretariat and venue management.

8. No Sponsor/Exhibitor shall assign, sublet or apportion the whole or any part of their Sponsorship package or exhibition stand except upon prior written consent of the Symposium Secretariat.

9. Sponsorship monies will be utilised towards the successful planning and promotion of the meeting in addition to subsidising the cost of management, communication, invited speakers, programme and publications. Sponsorship monies are not utilised towards any entertainment incurred which is incidental to the activities of the Symposium.

Yes, I have read and agree to the terms and conditions above and as stated in the official exhibition guide.

Signed by: ________________________________ Date: ________________________________

Place: ________________________________