



Become a Partner

2016 UR Understanding
Risk Forum

Istanbul | May 16 - 20





Partner with UR

The Understanding Risk (UR) Community is the pre-eminent platform for collaborating and sharing knowledge in the field of disaster risk assessment. Created in 2009 by the World Bank's Global Facility for Disaster Reduction and Recovery, the UR Community convenes every two years at the global UR Forum to showcase the latest innovations and build new partnerships to foster advances in the field. Previous events have been held in Washington D.C., Cape Town and London.

From May 16 – 20, 2016, more than 1,000 attendees will convene in Istanbul's Golden Horn area at the Haliç Congress Centre. UR events attract the world's leading experts and practitioners in risk assessment from a wide range of sectors, such as insurance, risk modelling, GIS and information technology institutions. This event promises to be the most innovative and exciting forum yet, exploring the future of disaster risk and its evolving nature, showcasing cutting-edge technologies that are improving the field, as well as linking to the World Humanitarian Summit, to be held in Istanbul the following week.

UR events are only as good as the support of our partners. We invite you to become a partner of this free and open event. Detailed inside are a number of sponsorship packages and à la carte options that we would be happy to discuss with you. We look forward to seeing you in Istanbul.

Previous partners include:

SIEMENS

 **WORLD BANK GROUP**

 **esri**

 **RMS**


Willis

Google

 **ZURICH**

 **GEM**
GLOBAL EARTHQUAKE MODEL
working together to assess risk

Deltares
Enabling Delta Life

 **World Meteorological Organisation**

 **esa**

 **UNISDR**
The United Nations Office for Disaster Risk Reduction

 **JRC**
EUROPEAN COMMISSION

 **UCL**

 **ISI**

 **AIR WORLDWIDE**

2016

UR Understanding Risk

4300

Community Members

1000

Attendees

300+

Institutions Expected

125

Countries

40+

Focus Day Events

20

Technical Sessions

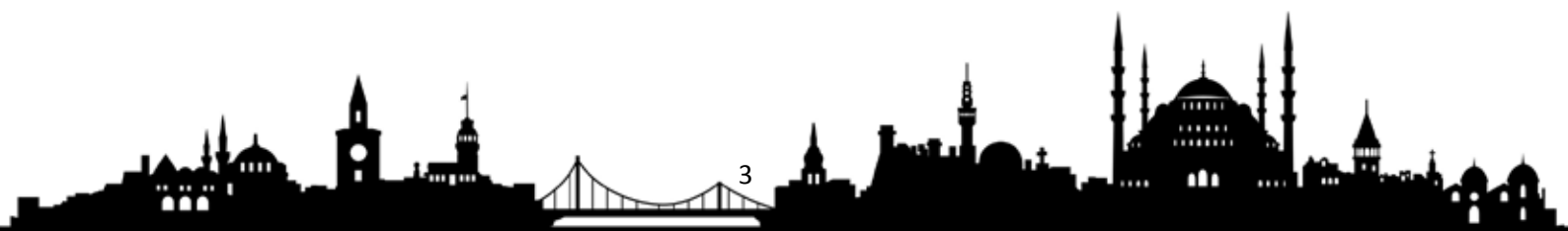
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Plenaries

5

Days in Istanbul

Approximately 1,000 experts and practitioners in risk assessment and risk communication from around the globe. Representation from government, insurance, information technology, NGOs, academia, multilaterals and others.





UR Collaborator

As a UR Collaborator, you will be the primary sponsor for the innovative **Collaboration Wall**. The Collaboration Wall is an exciting new addition to UR Forums and is vital to fostering collaboration among attendees and the UR Community at large. This wall is a 2 x 6 meter tall interactive screen that will display profiles of Community members, including a picture of themselves and a description of their interests, searchable by keyword. Attendees can post to the wall during the conference using Twitter or an on-site computer to create their profile.

As the sponsor of the Wall, your logo will be prominently displayed, and you will have the chance to showcase your company projects, videos or other resources. This is an excellent opportunity for your brand to be recognized as advancing this field through partnerships and collaboration.

In addition, you will receive a speaking spot in one of the plenary sessions, and 36m² of complimentary space is yours to choose in the expo area, the heart of UR2016.



Package includes

High-level speaker
 36 m² complimentary space
Brand recognition:
 Collaboration Wall
 Printed program
 Welcome banner
 Standing agenda
 Pull-up banners
 Website
 Post-conference proceedings



UR Scientist

In joining UR2016 as a sponsor of the UR Scientist package, you will be the primary sponsor for a room-sized global display system that visualizes datasets onto a 2 meter sphere, analogous to a giant animated globe.

This package features the NOAA-sponsored **Science on a Sphere** that can show dynamic, animated images of the atmosphere, oceans and land of our planet. The UR Scientist sponsor can provide their own dataset to project or choose from over 400 datasets originating from NOAA, NASA, universities, science centers and others. Your brand will be displayed prominently in the surrounding installation, connecting your organization to innovation in the minds of UR2016 attendees. Your sponsorship will allow participants to view the world in a whole new way, bringing datasets to life in our collective effort to understand disaster risk around the world.

A speaking spot in one of the plenaries is yours with this sponsorship package, along with 36m² of complimentary space in the expo area.



Package includes

High-level speaker
36 m² complimentary space

Brand recognition:

Science on a Sphere
Printed program
Welcome banner
Standing agenda
Pull-up banners
Website
Post-conference proceedings



UR Benefactor | UR Cultural Liaison

UR Benefactor

The UR Benefactor is key to the success of this year's Forum. To eliminate any barriers to entry and foster partnerships, UR2016 is free and open to anyone interested in this field. As a UR Benefactor you will help us make this an affordable event by sponsoring a **lunch** and two **UR Networking Benches**.

To showcase your support, your logo will be prominently displayed during a lunch acknowledging your contribution to the Forum. As a new feature of UR Forums, the networking benches, a large UR-shaped bench, are mobile-charging capable and include your brand on the base. In addition, you will have 27m² complimentary exhibition space.

UR Cultural Liaison

UR Forums are not your typical conference; they are exciting and entertaining, highlighting the newest innovations of the field and showcasing the culture of our host city and country. UR2016 is no different, but we need your help to make it a success. Whether through performances or 3D visual displays, as a UR Cultural Liaison you will directly contribute to the **excitement and buzz** of UR2016.

The UR organizing team has a number of ideas to make this an engaging event, but we also welcome your ideas. You will be thanked by the Master of Ceremonies in an announcement, and your logo will be displayed on a backdrop. Further, you will be provided with 27m² of exhibition space.

UR Benefactor

Package includes

High-level speaker
27 m² complimentary space

Brand recognition:

Displayed during a lunch
UR networking bench (x2)
Welcome banner
Standing agenda
Pull-up banners
Website
Post-conference proceedings

UR Cultural Liaison

Package includes

27 m² complimentary space
Brand recognition:
Displayed during experiential activity
Standing agenda
Pull-up banners
Website
Post-conference proceedings



UR Connector | UR Partner

UR Connector

Partnering as the UR Connector will provide your brand with visibility throughout the venue. This package is designed for organizations interested in facilitating partnerships, and promoting networking and face-to-face interaction. As part of this package, your brand will be featured on both a **UR Networking Bench** and a **Charging Kiosk** providing a natural meeting space for UR attendees.

This package also features the sponsorship of one **coffee break**, where a banner will display your logo with a note of thanks. 18m² of complimentary exhibition space is yours in this package.

UR Partner

As a UR Partner, your brand will be displayed during the conference on a **Charging Kiosk** that enables mobile phone charging. These kiosks can feature a visual display of a map or some other dataset of your choosing and is a natural space for people to connect and network. Through your sponsorship, you will receive a complimentary 18m² space in the expo area.

UR Creator

The venue of UR2016 sits on the water of the beautiful Golden Horn waterway, providing a setting that is perfect for relaxation during the forum. As a UR Creator, you receive **36m² of space on the patio overlooking the water**. With this space you can customize an area for delegates to eat, drink and relax—be creative! Since May in Istanbul is usually beautiful weather, you are sure to have appreciative delegates enjoying this space.

UR Connector

Package includes

18 m² complimentary space

Brand recognition:

- UR networking bench
- Charging kiosk
- Displayed during coffee
- Standing agenda
- Pull-up banners
- Website
- Post-conference proceedings

UR Partner

Package includes

18 m² complimentary space

Brand recognition:

- Charging kiosk
- Pull-up banners
- Website
- Post-conference proceedings

UR Creator

Package includes

36m² outdoor space

Brand recognition:

- Pull-up banners
- Website
- Post-conference proceedings



Sponsorship Summary

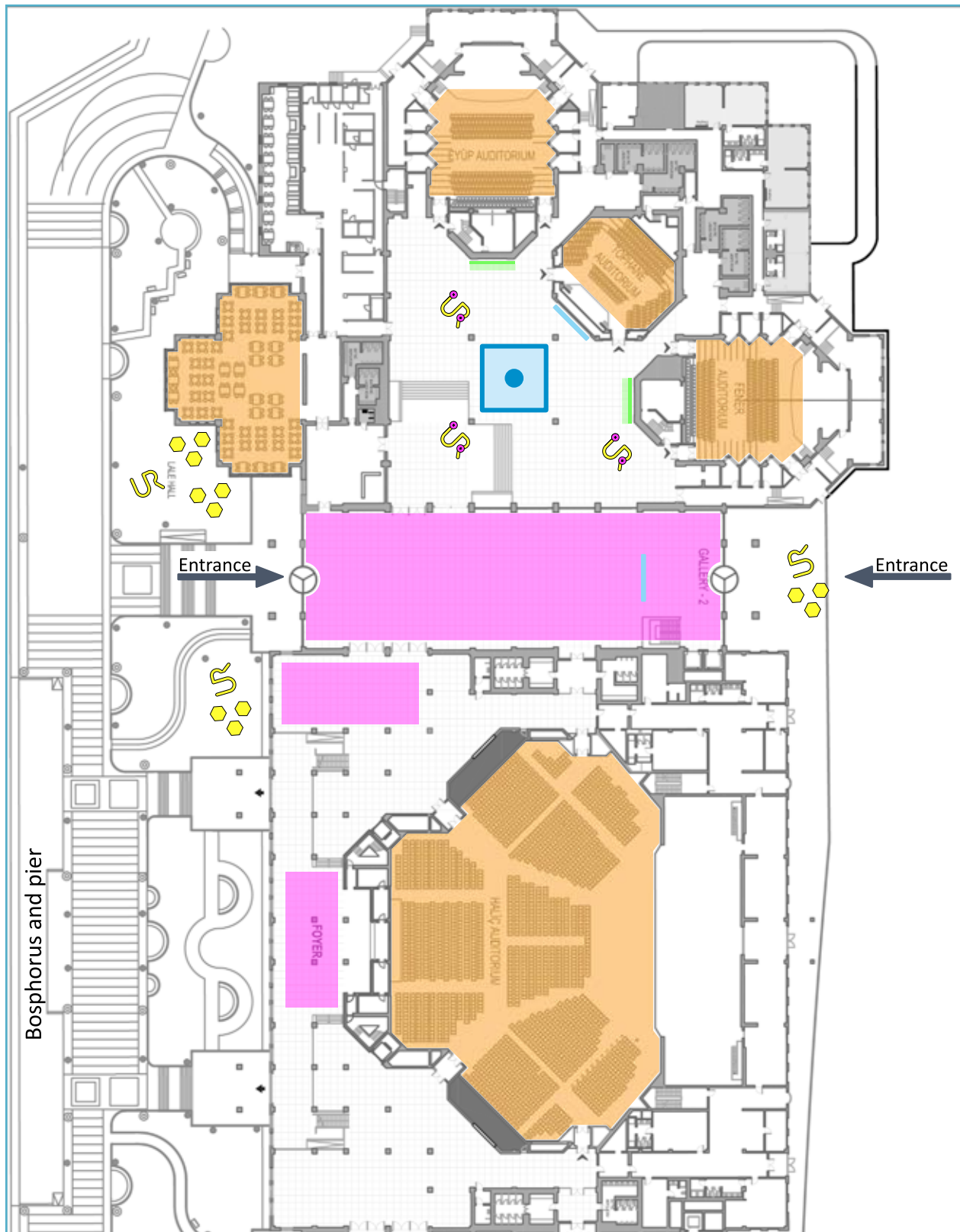
	UR Collaborator	UR Scientist	UR Benefactor	UR Cultural Liaison	UR Connector	UR Partner	UR Creator
High-level speaker*	x	x	x				
Interactive Collaboration Wall	x						
Science on a Sphere		x					
Lunch			x				
Experiential activity				x			
Coffee					x		
UR networking bench			x2		x		
Charging kiosk					x	x	
Exhibition space**							
36 m ² complimentary space	x	x					x***
27 m ² complimentary space			x	x			
18 m ² complimentary space					x	x	
Brand recognition							
Printed program	x	x	x				
Interactive Collaboration Wall	x						
Science on a Sphere		x					
Welcome banner	x	x	x				
Displayed during activity				x			
Standing agenda	x	x	x	x	x		
Pull-up banners	x	x	x	x	x	x	x
Website	x	x	x	x	x	x	x
Post-conference proceedings	x	x	x	x	x	x	x







*Speaking spot in one of the sessions in the main auditorium.

**Primary space (without fitting) reserved in exhibition area. Space is available on a first-come, first-served basis and is subject to availability.

***This space will be outside on the patio overlooking the water. Decorating the space is the financial responsibility of the sponsor.

Layout



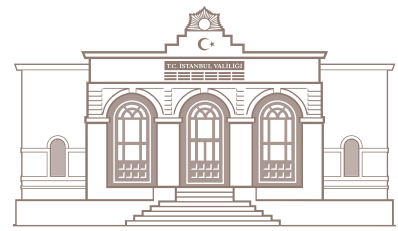
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|---|---|---|
|  Exhibition Area |  Standing Agenda |  Interactive Collaboration Wall |
|  Session Auditoriums |  Science on Sphere |  Sponsored Outdoor Seating |



Logo Recognition



GFDRR
Global Facility for Disaster Reduction and Recovery



T.C. İSTANBUL VALİLİĞİ

Understanding Risk is co-organized by GFDRR and the Governorship of Istanbul

with financial support from

Collaborator Logo Scientist Logo

Benefactor Logo

Cultural Liaison Logo

Connector Logo

Partner Logo

Creator Logo

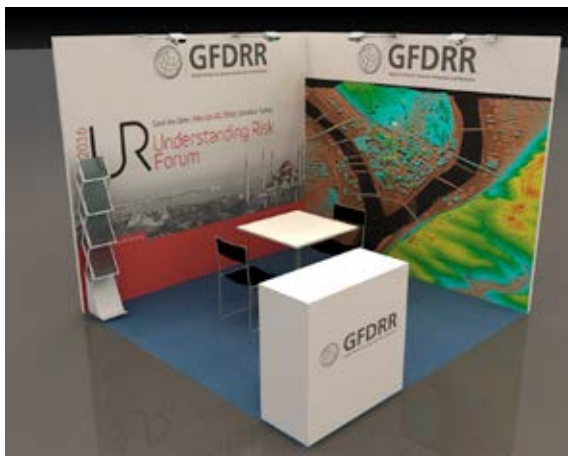
with our technical partners

Exhibitors

Technical Session Leads



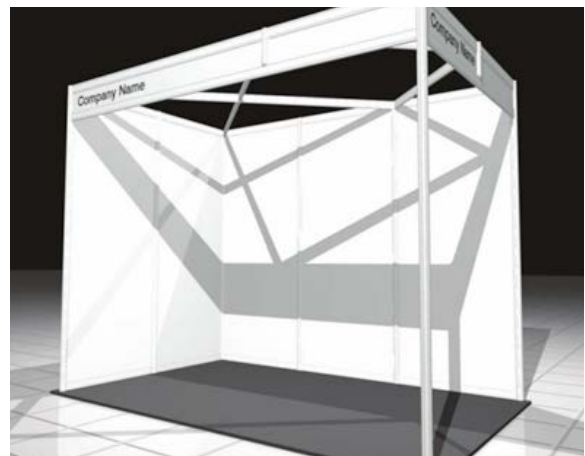
Exhibitor Options



Exhibitor A

Package includes

- Blue carpet flooring
- Covered metal structure
- Full Wall branding (high quality UV printed EU Flex)
- 5 x halogen light
- 1 x triple plug
- 1 x brochure rack
- 1 x Info desk (with front panel printing)
- 1 x Square table
- 4 x Chair



Exhibitor B

Package includes

- Rear and side white walls
- Ceiling grid with spotlights
- Fascia board with company name in standard letters
- Electrical connection
- 1 x Square table
- 2 x Chair



Tailor Made

In addition to the packages previously described, you can tailor your marketing strategy by purchasing individual sponsorship items to suit your specific needs. We will be happy to work with you to maximize the return on your investment by helping you pick from the list of individual sponsorship items detailed below. Further, we welcome additional ideas that you may have to promote your products and services.

Item	Benefits and Additional Information
VIP EVENT	<ul style="list-style-type: none">• Ideas include a Bosphorus cruise.• Event at a selected venue.
DELEGATE BAGS	<ul style="list-style-type: none">• Company logo printed on each delegate bag.• Placement of the logo will be at the discretion of the organizers.
TRANSLATION SERVICE	<ul style="list-style-type: none">• Logo on introduction slides.• Announced by presenter.
UR 2016 APP	<ul style="list-style-type: none">• Showing event program, schedule planning.• Company logo on home page, long term usage. Available via the UR 2016 websites and to download by all delegates.



Tailor Made

Item	Benefits and Additional Information
DELEGATE PAD & PEN	<ul style="list-style-type: none">• Company logo on meeting pad and pen, distributed to 1000 attendees.
INTERNET CAFE	<ul style="list-style-type: none">• Company logo on screens and signage.
REUSABLE WATER BOTTLES	<ul style="list-style-type: none">• Branded labels applied on reusable water bottles.
WATER DISPENSER	<ul style="list-style-type: none">• Branding of the fridges/dispensers.
STAFF TEE-SHIRTS	<ul style="list-style-type: none">• Company logo printed on all staff tee-shirts during the event.
DELEGATE LANYARDS	<ul style="list-style-type: none">• Company logo printed on lanyards.

Tailor Made

Item	Cost	Benefits and Additional Information
OFFICIAL STAND PARTIES		<p>Different slots are available upon request.</p> <ul style="list-style-type: none"> • This is a great way to drive traffic to your stand in a nice atmosphere. • You can invite all of your business contacts and attract new ones. • Display your invitation to your stand party in the registration area on the day of the event. • PA announcements to be made in the exhibition halls shortly before your event starts. • Mention of the event in the “highlights of the day” distributed to all exhibitors every morning. • UR 2016 helps you promote this event via the event website and program. <p>Available options</p> <p>1) Promotion only</p> <ul style="list-style-type: none"> • Promotion of the stand party in all event publications. • Your invitations and two pop-up banners displayed in the registration area on the day of the event (to be supplied by the sponsor). • PA announcements in the halls driving traffic to your stand. <p>2) Full event organisation</p> <ul style="list-style-type: none"> • As well as the promotion, UR 2016 also takes care of full organization including catering and drinks (based on 350 persons for a duration of 90 minutes).
CHARGEBOXES		<p>ChargeBoxes® provide an essential service for people on the move and offer a secure charging service for mobile devices in public spaces. Unlike some out-of-home charging solutions which just provide cables and require the user to remain with their device, ChargeBox® users can confidently leave their devices on charge in our lockers so they're free to make the most of their time elsewhere.</p> <p>Why sponsor a ChargeBox®?</p> <ul style="list-style-type: none"> • A positive, value-added customer experience (especially when promoted by branding). • A point of presence offering branding and advertising opportunities via digital signage. • Remote monitoring of usage to evaluate performance. <p>Branding visibility includes:</p> <ul style="list-style-type: none"> • Branded ChargeBoxes® in key areas of the event (package of five ChargeBoxes). • Mention of this service in the A-Z section of the website and in all event publications.



Contact

If you are interested in partnering with UR, please contact:

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We look forward to seeing you in
Istanbul!

www.understandrisk.org/UR2016
#UR2016

