



# LCM 2011

TOWARDS SUSTAINABILITY OF LIFE CYCLE MANAGEMENT  
AUGUST 28–31, 2011, THE DAHLEM CUBE, BERLIN

// SPONSORSHIP AND EXHIBITION OPPORTUNITIES

## // GENERAL INFORMATION

Conference date: **August 28 – August 31, 2011**

Conference venue: **The Dahlem Cube, Seminaris Hotel, Berlin**

Address: **Takustraße 39, 14195 Berlin**

Expected number of participants: **400 – 500**

### TECHNICAL SECRETARIAT:

MCC Agentur für Kommunikation GmbH

Wölfertstraße 13

D-12101 Berlin

Fon: +49 (30) 61 28 86 11

Fax: +49 (30) 61 28 86 88

Email: [lcm2011@mcc-pr.de](mailto:lcm2011@mcc-pr.de)

Up-to-date conference information is available on the congress website **[www.lcm2011.org](http://www.lcm2011.org)**.

## // 1.0- INTRODUCTION

Following the successful conferences in Copenhagen (2001), Barcelona (2005), Zurich (2007) and Cape Town (2009) the 5th International Conference on Life Cycle Management will be held in Berlin from August 28 to 31, 2011. The conference series is the premier scientific event in the LCM field, bringing together key 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.

LCM2011 is a non-for-profit event. It will be organized by TU Berlin and Volkswagen in cooperation with the UNEP/SETAC Life Cycle Initiative.

400 to 500 participants from more than 30 countries are expected at LCM2011, making the conference 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 regard to sustainability.

## // 2.0- EXHIBITION

We offer the following exhibition opportunities for exhibitors presenting products or services professionally related to the themes of LCM2011.

### 2.1 EXHIBITION SCHEDULE

**Exhibition hours:** 09.00 - 18.00 h during the congress dates

### 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: ..... **June 30, 2011**  
Exhibitor's manual and program:..... **July 30, 2011**  
Definitive allocation of booths: ..... **July, 2011**  
Deadline for special requests to the Secretariat  
(furniture, electricity, etc): ..... **July, 2011**

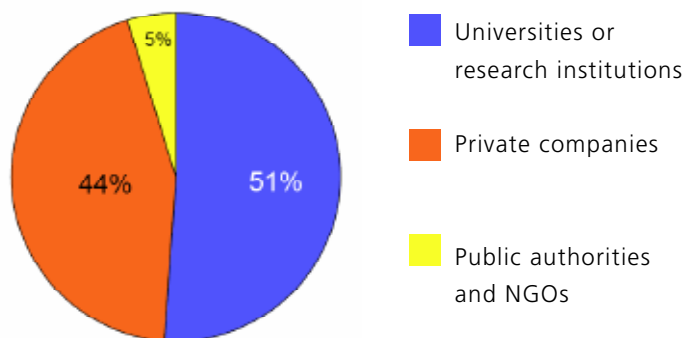
### // 3.0- SPONSORSHIP OPPORTUNITIES

Life Cycle Management (LCM) is closely related to Sustainable Production and Consumption (SCP), 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 electronics 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 approach of LCM is 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 LCM 2011 you will be able to promote your products to 400 – 500 participants from companies, research institutes and authorities (for the participant structure of a 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 event as well as your potential involvement to another 1,000 experts working in the field of life cycle management. Furthermore, we are advertising LCM2011 in scientific and application-oriented journals and at other international conferences, such as InLCA/LCM in North America, SETAC Conferences in Europe and beyond, Ecobalance Conference in Asia and others.

**Sponsor LCM2011 now and multiply your visibility by being promoted together with LCM2011!**

**DISTRIBUTION OF PARTICIPANTS OF LCM2007 IN ZURICH**  
(> 500 registered guests from 52 countries in total)



### 3.1. THE PLATINUM SPONSOR WILL RECEIVE:

- Prominent space for exhibition booth
- Prominent acknowledgement in the final program
- Logo of your company/organization placed in the official conference website, the abstract book, and the venue banner
- Logo of your company on all material promoting the conference
- Prominent acknowledgement in the closing ceremony
- A position for a Keynote Speech at the Plenary Session
- 1 brochure insert in the congress bag (brochure to be provided by sponsor)
- Complimentary full symposium registration for 5 people

### 3.2. GOLD SPONSORS WILL RECEIVE:

- Prominent space for exhibition booth
- Prominent acknowledgement in the final program
- Logo of your company/organization placed in the official conference website, 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

### 3.3. SILVER SPONSORS WILL RECEIVE:

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

### 3.4. BRONZE SPONSORS WILL RECEIVE:

- Verbal acknowledgement in the closing ceremony
- Logo of your company/organization placed in the official conference website and abstract book.

### 3.5. TARGETED EVENT AND CONFERENCE-MATERIAL SPONSORSHIP

#### 3.5.1. SOCIAL EVENTS\*:

- Welcome reception (Get together) on August 28, 2011
- Conference Dinner and Symposium Banquet, tentatively scheduled at the Wasserwerk, Berlin on August 30, 2011

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*

#### 3.5.2. CONGRESS MATERIALS

**Program/Abstract Book, and Conference CD.** Sponsorship of the abstract book and conference USB/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.

#### 3.5.3. 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

#### 3.5.4. 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.

### 3.5.5. 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 Prof. Matthias Finkbeiner at  
matthias.finkbeiner@tu-berlin.de, Fon: +49 30 314-24341

## // 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, 2011. Cancellation is not possible after this date. Promotional items must be pre-approved by LCM2011.

In the event of cancellation of LCM2011, the liability of LCM2011 is limited to the refund of the sponsor's/exhibitor's fees.

## // 4.0- PRICE LIST

### 4.1 EXHIBITION AND SPONSORSHIP

**Exhibition Booth** ..... 2,000 €

#### **Platinum Sponsor**

(there will be only one Platinum Sponsor) ..... 20,000 €

#### **Gold Sponsor**

(number of Gold Sponsors is limited)..... 10,000 €

All organizations sponsoring a specific event/item with 10,000 € or above will automatically be gold sponsors as well.

#### **Silver Sponsor**

(number of Silver Sponsors is limited)

Excluding exhibition booth: ..... 5,000 €

Including exhibition booth: ..... 6,000 €

All organizations sponsoring a specific event/item with 5,000 € or above will automatically be silver sponsors as well.

**Bronze Sponsor** ..... 2,000 €

## // SOCIAL EVENTS

**Welcome Reception\*** ..... 5,000 €

#### **Congress Banquet\***

(includes Gold Sponsorship) ..... 15,000 €

*\*Social events may be co-sponsored.*

**// CONGRESS MATERIALS**

**Program, Abstract Book and Conference CD**

(includes Silver Sponsorship) ..... 7,000 €

**Delegate bags**

(includes Silver Sponsorship) ..... 5,000 €

**// CATERING SERVICES**

**Individual Coffee-Breaks** ..... 1,500 €

**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 Prof. Matthias  
Finkbeiner at [matthias.finkbeiner@tu-berlin.de](mailto:matthias.finkbeiner@tu-berlin.de)  
Fon: +49 30 314-24341