

ICEC 2022 SPONSORSHIP PROSPECTUS



ICEC World Congress 2022

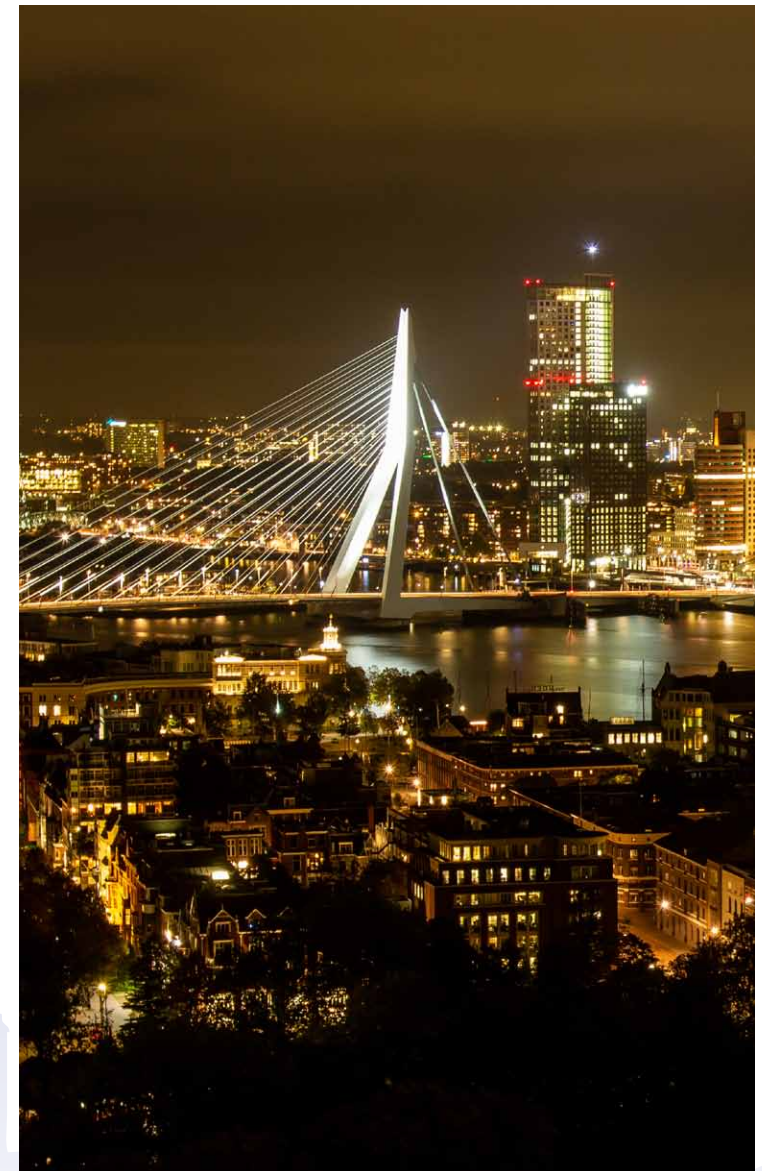
Predictable Projects in a Dynamic World

June 12 - 15

De Doelen, Rotterdam, The Netherlands

TABLE OF CONTENTS

Table of contents	2
Welcome!	3
About the conference	4
What is the International Cost Engineering Council (ICEC)?.....	4
What is DACE?	4
Target audience	4
Draft Program	5
Hybrid Program	5
Program Schedule.....	5
Why support ICEC 2022?	7
Partnership Opportunities	8
Overview packages	8
Other sponsorship opportunities	9
Exhibition opportunities	11
Personalised sponsor packages.....	12
Booking and invoicing procedure.....	12
More information	12



WELCOME!

After Milan (2014), Rio de Janeiro (2016) and Sydney (2018) the bi-annual ICEC World Congress will return to The Netherlands in 2022, after 24 years. ICEC, the International Cost Engineering Council, represents more than 300.000 ICEC Professionals (Cost Engineers; Project Controls Professionals; and Quantity Surveyors), in more than 40 Associations working in more than 120 Countries.

The ICEC Professionals work globally in amongst others the building, infra, petrochem, steel, mining, food, manufacturing industries. The ICEC World Congress brings together Principals, Customers, Engineers, Contractors and ICEC Professionals to share experiences and knowledge around the theme of the ICEC World Congress, which is "Predictable Projects in a Dynamic World". A Dynamic World refers to innovation (technical & IT), environmental challenges (sea rise, sustainability) and economic developments (world markets, COVID). Research shows that large numbers of projects are completed with a time and/or a budget overrun, a challenge for the ICEC Professionals to improve Predictability. The combination: "the need to be predictable in a dynamic world" should provide interesting presentations, panel discussions and discussion amongst attendees of the ICEC World Congress deepening our understanding of this phenomena.

Considering the unpredictable consequences of COVID the ICEC World Congress will be in a hybrid format. We aim for a "live program" in 3 parallel rooms in "de Doelen", a conference Centre in Rotterdam, the Netherlands, and "on line" virtual live streams supplemented with an on-demand channel, with recorded presentations. The live program will be centered around key note speakers, presentations (reflecting experience, research, developments) and panel discussions on selected subject to deepen the subject. Furthermore there will be selected workshops.

We anticipate approximately 300 participants, with a maximum of 700 participants in "de Doelen" and between 700 to 1500 participants to connect virtually, without a maximum. The presentations will be available on our website www.icecworldcongress.com for a longer period.

The conference is scheduled to be held from 12 – 15 June, 2022 in Rotterdam, The Netherlands. It goes without saying that this 2022 ICEC World Congress cannot be organized without the support from sponsors. With this brochure we like to share our plans and goals and would like to invite you to support us in our quest to improve "Predictability in Projects in a Dynamic World".

In this brochure we like to inform you of the different possibilities to become a sponsor or ambassador of the ICEC World Congress and contribute to the success of this special event, but we are open for alternative proposals.

With warm regards, on behalf of the ICEC 2022 Organizing Committee

Robert de Vries
Chair of the ICEC 2022 Organizing Committee



ABOUT THE CONFERENCE

WHAT IS ICEC?

The International Cost Engineering Council (ICEC) is a non-political and non-profit organization that was founded in 1976 with the object of promoting cooperation between national and multinational cost engineering, quantity surveying and project management organizations worldwide for their mutual wellbeing and that of their individual members (www.icoste.org). Should you be interested to join ICEC [ICEC-InfoKit-January-2019_v1.pdf](#) (icoste.org) for an information kit about ICEC.

ICEC member societies are located in more than 40 countries, and have chapters or sections in many additional countries. Through these chapters and sections, ICEC has access to more than 300,000 cost engineers and project managers in over 120 different nations. Regular ICEC meetings are attended by participants of the member societies where subjects of common interests are exchanged and discussed. Each member society has one vote on the Council.



WHAT IS DACE?

DACE, formerly the Dutch Association of Cost Engineers, is the industry network and knowledge center for Cost Engineering and Value Management in the Netherlands (www.dace.nl). DACE publishes the “DACE Price Booklet”, the “DACE norms” and its magazine “View on Value”. DACE provides basic and expert training for cost and value engineers. DACE has the following Special Interest Groups: Young Professionals; Cost Engineer in the Process Industry; Cost Engineer in Infra; Cost Engineer in Machining & Manufacturing; High Complexity Buildings;



Parametric Analysis; Probabilistic Risk; Scheduling; Contract Management and Value Management. Should you be interested to join DACE please contact us at info@dace.nl.

DACE is an independent foundation with business participants (combined with the NAP Foundation www.napnetwerk.nl) and individual participants (together referred to as participants). DACE is a member of the International Cost Engineering Council (ICEC).

TARGET AUDIENCE

DACE is proud to host the 2022 ICEC World Congress in June 2022 in Rotterdam, The Netherlands. The Conference is expected to attract around 1000 to 2000 local and international participants (live and online) from a variety of industries and professions including:

- ICEC Professionals: Quantity Surveyors; Value Managers and Engineers; Planners, schedulers; Cost Estimators; Project Controls; Project Managers; Contract Managers; Cost Managers.
- Universities and Educational Institutes;
- Public & Private sector;
- Principals, Directors, Governors, Project Managers;
- Architects and Engineers;
- Contractors;
- Machining & Manufacturing and Suppliers;
- Services Suppliers and Tool (IT) Suppliers;

DRAFT PROGRAM

HYBRID PROGRAM

Taking into account the implications around Covid-19, we have set-up a new formula to take the ICEC World Congress experience to the next level. The 2022 ICEC World Congress will be ICEC's first edition to fully embrace a hybrid conference formula (as back-up we have an online only program).

PROGRAM SCHEDULE

The program (subject to further development) will consist of plenary sessions with invited (inter)national keynote speakers, parallel sessions dedicated to oral presentations and panel discussions on specific subjects.

During breaks, lunch and a formal dinner there will be opportunity to network. Networking will be further encouraged with "round table" discussions on groups of similar presentations.

The program is structured as follows:

Sunday, June 12, 2022

Welcome Reception

Monday, June 13, 2022

Opening

Keynote speaker

Parallel Sessions

Workshops

Networking Sessions

Tuesday, June 14, 2022

Keynote speaker

Parallel Sessions

Workshops

Networking Sessions

Wednesday, June 15, 2022

Parallel Sessions

Workshops

Keynote speaker

Networking Sessions

Closing at 3.00 pm

Online participants will have access to:

- A Virtual event platform, where they can attend sessions and connect with other participants and exhibitors;
- Video streamed live talk shows with our speakers;
- Video streamed live keynote and oral sessions;
- On demand pre-recorded and archived oral sessions;

Sponsors will have the option of a physical and/or virtual booth where they can network with interested parties. Sponsors can submit sponsored presentation on their product(s).



Speakers are encouraged:

To share their experience with predictable projects in areas of: Sea Rise, Renewable Energy, Sustainability, Belt & Road Initiative, Carbon footprint, Increasing urbanisation or any other topic related to the central theme.



Speakers are requested:

To contribute with their know-how, insights, cost and value developments, with attention to the impact of one or more of the following themes: Sustainability and Projects, Project Control, Project Change/Speed of change in projects, ICT, Geographical influences and Human Factor.



Sustainability

Environmental impact in TCO; Reduction of Carbon footprint; Optimizing products and production chains; Climate Change; Renewable energy; How sustainable goals influence traditional costs/quality driven projects.



Project Control

Use of Standardized tools; How to keep an accurate overview of dynamic/complex projects; How to improve predictability; Predicting outcome using risk, scope and change management.



Change

How a dynamic world influences our work; Measuring and predicting Change; Dealing with change/surprises within a project.



ICT

Current & Future Technology; Data collecting, bases & Methodology; Predicting Cost and Value using ICT; Presenting and predicting Projects; Seamless information transfer and communication.



Geographical Influences

Global & Contractual Relationships; Predictability of Global Projects; Predicting economical, cultural Differences and political influences.



Human Factor

Forming Cohesive and Effective Project Teams; Training ICEC professionals; Using diversity as strength; Coping with change, e.g. the way of working after Covid-19.

WHY SUPPORT ICEC 2022?

The ICEC World Congress will be promoted through ICEC to its membership, i.e. 300.000 professionals in 40 associations in 120 Nations) and other interested parties. We expect approximately 300 experts (max. 700), decision makers and visitors, from around the world, live in Rotterdam and between 700 to 1500 participants online (no max. technique allowing). It is a unique opportunity to reach this community in one innovative event.

For you, the 2022 ICEC World Congress is a valuable platform for:

1. **Branding:** It provides your company, publishing house or institution with unique marketing possibilities through the 2022 ICEC World Congress website, emails, newsletters, invitations, brochures, banners and merchandise before and during the congress;
2. **Networking:** It provides your company, publishing house or institution with ideal conditions for networking by creating informal spaces – in between sessions and at reception and dinner – where you can meet potential clients and decision makers within cost engineering;
3. **Presentation:** An exhibition stand at the congress increases the visibility of your company, publishing house or institution and offers an easy way to make potential clients come to you. All exhibition stands will be placed near the eating and drinking locations and common facilities to ensure the highest possible visibility and accessibility;
4. **Demonstrate your interest and support:** if you just wish to show your interest and support in the development of Cost Engineering and or getting a better grip on Predictable Projects in a Dynamic World we welcome you as an Ambassador or Supporter to the cause.

Your support will allow us to set up and organize the 1st ICEC hybrid World Congress around the theme: Predictable Projects in a Dynamic World. Our aim is to create a platform where the different target groups mentioned above, can meet each other. We trust this will inspire, start discussions and exchange knowledge with respect to the content of their profession and/or needs and the environment in which they act.

It's a unique opportunity to become a sponsor to the 1st ICEC hybrid World Congress held in 2022 in Rotterdam. Your support will make our ambition to improve our Profession possible.



PARTNERSHIP OPPORTUNITIES

This is your opportunity to be recognized as a key player in both the Dutch and Global construction industry.

We are willing to discuss your sponsor opportunities and have outlined on the following pages a range of standard opportunities developed by us to meet your business promotional needs whilst providing a platform for networking and entertaining clients.

OVERVIEW PACKAGES

	Platinum sponsor exclusive € 30.000	Gold Sponsor Only 2 available € 15.000	Silver Sponsor € 10.000	Ambassador € 5.000	Supporter € 3.000
Benefits before the conference					
Recognition as a sponsor on conference promotional documents	Yes	Yes	Yes	Yes	Yes
Profile on conference website and app with logo and link	250 words	150 words	100 words	50 words	50 words
During the conference					
Free conference registration	10 (live or online)	8 (live or online)	5 (live or online)	3 (live or online)	2 (live or online)
Live Exhibition (raw floor) space	9 x 2 m booth	6 x 2 m booth	3 x 2 m booth		
Virtual Exhibition space	1 booth	1 booth	1 booth		
Complimentary tickets to the ICEC 2022 gala dinner	4			3	
Naming rights	Plenary room	Concurrent session room			
Speaking slot during opening	Max. 5 minutes				
Sponsored Presentation (optional)	2 slots 45 minutes	1 slot 45 minutes			
Hosting a live networking table	optional	optional	optional	optional	
Hosting an online networking table	Yes	Yes	Yes	Yes	Yes
After the conference					
Visibility on the conference website for 6 months after the conference	Yes	Yes	Yes	Yes	

OTHER SPONSORSHIP OPPORTUNITIES

Sponsoring of an on demand channel € 10,000

Pre-recorded and archived oral sessions will become available through different virtual channels (ordered by topic) within our event platform.

- Naming right of the specific channel – “The (name of your company) Channel” in all congress documents;
- Opportunity to add a commercial to this virtual channel;
- Your company logo on the ICEC 2022 website and hyperlink to your company website;
- Acknowledgements on the List of Conference Supporters in the conference program.

Congress / Gala Dinner € 7,500

All participants and accompanying persons will be invited to the Gala Dinner, which provides your company with an excellent opportunity to address the congress participants at large.

- Naming right of the dinner - “The (name of your company) Dinner” in all congress documents;
- Opportunity for a senior representative to hold a 5 minute presentation for dinner guests;
- Posting of signs provided by your company to be displayed during the Gala Dinner
- 2 guest tickets to the Gala Dinner;
- Opportunity to present a gift to participants on dinner tables (gifts are not included);
- Company logos printed on dinner menus;
- Your company logo on the ICEC 2022 website and hyperlink to your company website;
- Acknowledgements on the List of Conference Supporters in the conference program.

Congress Lunch € 4,500 (maximum 3 sponsors)

Lunches will be served at the congress venue in front of the congress rooms.

- Your business will be acknowledged at each service station, and you may further enhance your participation with branded napkins, sugar sticks, etc.;
- Naming right of the specific lunch - “The (name of your company) Lunch” in all congress documents;
- Posting of signs provided by your company to be displayed during the lunch breaks;
- Your company logo on the ICEC 2022 website and hyperlink to your company website;
- Acknowledgements on the List of Conference Supporters in the conference program.

Conference Lanyard € 3,500

- Your company logo appears on participants lanyards – exclusive;
- Acknowledgements on the List of Conference Supporters in the conference program;
- On-site signage recognition.

Congress Tea/Coffee break / Branded health breaks € 1,500

(maximum 5 sponsors)

Complimentary coffee/tea will be served daily to all participants during official coffee breaks.

The serving points will be located mainly in the exhibition area and can be coordinated around the partner's booth.

- Your business will be acknowledged at each service station, and you may further enhance your participation with branded napkins, sugar sticks, etc.;
- Naming right of the specific break – “The (name of your company) Break” in all congress documents;
- Posting of signs provided by your company to be displayed during the break;
- Your company logo on the ICEC 2022 website and hyperlink to your company website;
- Acknowledgements on the List of Conference Supporters in the conference program.

Sponsored presentation € 1,000

- Opportunity for a representative of your company to hold a 30 minute scientific presentation within the scientific program;
- Acknowledgements on the List of Conference Supporters in the conference program.

Commercial video € 1,000 (video 1-2 minutes)

- Opportunity to show a commercial during conference break in the live streaming;
- Acknowledgements on the List of Conference Supporters in the conference program.

Advertisement options from € 500 (slide)

For more information contact the ICEC 2022 secretariat at MOS Events (contact@icecworldcongress.com)

Sponsorship of the water stations € 1,000

- Water stations will be placed all around the venue;
- Acknowledgements on the List of Conference Supporters in the conference program;
- On-site signage recognition.

EXHIBITION OPPORTUNITIES

Live raw floor space € 2,950

The exhibition will be prominently positioned at the Conference venue from Sunday 12 – Wednesday 15 June 2022 and will provide exhibitors with considerable networking opportunities. Catering stations will be located to draw participants towards all sections of the exhibition. The raw floor space includes:

- 3 x 2 meters floor space;
- One (1) 2-kw power connection;
- Two (2) Exhibitor Passes which provides daily catering and access to Exhibition Area and Welcome Reception; additional passes may be purchased;
- Listing and nominated representative contact details posted on the Conference App;
- Your company logo on the ICEC 2022 website with hyperlink to your company website;
- Acknowledgements on the List of Exhibitors in the conference program;
- Access to a virtual booth;

Space is allocated to sponsors first and then in order of receipt of booking form and payment.

Virtual booth € 750

Online participants attend ICEC 2022 through a virtual platform. Within this platform you have great exposure opportunities. A virtual booth includes :

- A standard virtual booth;
- Interaction possibilities with attendees (socials, email and live interaction);
- Possibility to upload movie files and other documents;
- Your company logo on the ICEC 2022 website with hyperlink to your company website;
- Acknowledgements on the List of Exhibitors in the conference program.

PERSONALISED SPONSOR PACKAGES

Of course we are more than happy to explore any tailor-made partnership opportunities that fit best your specific wishes and demands. Do not hesitate to contact us to discuss these in person.

BOOKING AND INVOICING PROCEDURE

To book your arrangement, you are invited to contact the ICEC 2022 secretariat by phone or email. It is advisable to start the booking process as soon as possible. Many sponsor benefits are limited in supply. The ICEC 2022 secretariat is available to discuss with you how your company may benefit most from funding provided. Sponsoring arrangements will be confirmed in writing between the ICEC 2022 organizers and the sponsoring organization.

An invoice with payment details will be sent with the confirmation letter. Payment will be expected within 4 weeks of invoice date.

All amounts mentioned in this document are exclusive of VAT.

VAT will be invoiced according to applicable tax legislation.

MORE INFORMATION

For more information or to discuss available opportunities, contact:
ICEC 2022 secretariat at MOS Events
contact@icecworldcongress.com
+31 33 247 3407





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