



**IEA**  
VANCOUVER  
2021

## SPONSORSHIP ● OPPORTUNITIES

### 21<sup>st</sup> Triennial Congress of the IEA

The 21<sup>st</sup> Triennial Congress of the International Ergonomics Association (IEA) is coming to Vancouver, June 13-18, 2021. The Association of Canadian Ergonomists (ACE) is proud to have been designated host of this event and plans to welcome over 1,500 delegates from over 70 countries.

ACE is pleased to offer the following exciting opportunities to sponsor IEA2021. Whether your organization is in private industry, academia, government, transportation, healthcare or consulting, these sponsorship opportunities offer brand awareness, and promote your products or services.

Sponsorships promotes meaningful networking that is so essential to advancing the discipline/profession of Human Factors and Ergonomics (HFE).

All sponsors will be acknowledged Extensively as indicated, including:

- IEA2021 and IEA Web sites with links to your site
- IEA2021 social media sites

In addition, Platinum and Diamond sponsorships will be promoted as follows:

- Opening Plenary Session recognition
- Listing in print and mobile app
- Your brochures provided to delegates



### Further Information

*on the following, multiple sponsorships and possibilities not listed here, please contact Congress administration.*

#### Contact

IEA2021 Secretariat [www.iea2021.org](http://www.iea2021.org)

T (714) 957-9100

F (714) 957-9112

E [info@iea2021.org](mailto:info@iea2021.org)



# Sponsorship Levels

## **Benefactor – CAN\$50,000**

**Benefactors are major supporters of the Congress. In addition to receiving prominent visibility on the IEA2021 website and mobile app, in promotional material and during the Congress, tailored social media announcement and ads will be provided to popular and professional/trade media outlets. Platinum sponsors will also be given the opportunity to distribute collateral to delegates.**

## **Platinum Sponsor – CAN \$25,000**

**This is the highest-level sponsorship. Platinum sponsors will receive the most prominent visibility on the IEA2021 website and mobile app, in promotional material and during the Congress. Platinum sponsors will also be given the opportunity to distribute company brochures to delegates.**

**For an additional \$5,000, the sponsorship may be directed towards underwriting specific Congress elements, as listed below, and receive additional branding associated with the element.**

### *Mobile App*

The mobile event app provides an excellent opportunity to connect with attendees in a unique and personal way. The program app has become indispensable to attendees as they plan their activities during the meeting. The customer-designed, comprehensive mobile app puts all event information at the attendees' fingertips – anytime, anywhere – with real-time updates provided at the conference. With your logo prominently displayed, you'll get high visibility.

### *Congress Bags*

Attendees will receive Congress bags that sport ergonomics qualities and have utility long after the event. Your logo alongside the Congress logo will attract attention beyond the reach of the Congress as these bags go everywhere!

### *Industrially Developing Countries Fund (no limit on number of sponsors)*

Bursaries, scholarships and complimentary registrations will be available to delegates from Industrially Developing Countries, depending on funds available. Your sponsorship will help support this initiative and will be acknowledged in the program and communicated to Federal agencies and foreign governments.

## **Diamond Sponsor – CAN \$18,000**

**This level of sponsorship, as with Platinum sponsors, will receive the most prominent visibility on the IEA2021 website and mobile app, in promotional material and during the Congress. Diamond sponsors will also be given the opportunity to distribute company brochures to delegates.**

**For an additional \$2,000, the sponsorship may be directed towards underwriting specific Congress elements as listed below and receive additional branding associated with the element.**

### *Opening Reception*

You'll host a night to remember, featuring a full dinner. As our corporate sponsor, your logo will appear on the entrance sign and you will be permitted to speak briefly to attendees and distribute material at the event.

### *Name Badge Lanyards*

All attendees receive one of these highly visible name badge lanyards. This sponsorship product is visible and will be used throughout the week and back at the office! Your company name and/or logo will be printed on the lanyard.

### *Student Bursaries (no limit on number of sponsors)*

Sponsorship towards student bursaries will defray the cost of registration and/or accommodation for students and early-career professionals. They will be awarded on the basis of merit and need to qualifying individuals.

## **Sapphire Sponsor – CAN \$12,000**

**Sapphire sponsors will receive high visibility on our website and social media campaigns, with links to the sponsoring organization, and acknowledged at the Congress. For an additional \$2,000, the sponsorship may be directed towards underwriting specific Congress elements as listed below and receive additional branding associated with the element.**

### *Luncheon Session (three luncheons available)*

Choose a luncheon to promote your company. Sponsorship provides an opportunity to display sign advertising and distribute promotional material at a seated meal function. Recognition includes your company name on the entrance signs.

### *Breakfast (five breakfasts available)*

Attendees are your guests at breakfast on Monday, Tuesday, Wednesday, Thursday, or Friday morning. This sponsorship provides you an opportunity to display sign advertising and distribute promotional material. Recognition includes your company name on easel signs near each food station.

### *Volunteer Shirts*

Get visibility by sponsoring the volunteer shirts. These shirts are worn by volunteers throughout the week. Shirts will include the sponsor and IEA2021 logos.

### *Water Bottles*

Be the exclusive water bottle sponsor at the Congress by putting your logo in the hands of every attendee. Plus, we'll brand all water stations with your company logo as well! Each attendee will receive a water bottle with your company logo

on it. Water bottles are placed in every attendee's conference bag, and watering stations will be conveniently located throughout the Colorado Convention Center where attendees can conveniently refill their water bottles during breaks.

## **Gold Sponsor – CAN \$5,000**

**Gold sponsors will receive high visibility on our website and social media campaigns, with links to the sponsoring organization, and acknowledged at the Congress. For an additional \$1,000, the sponsorship may be directed towards underwriting coffee breaks as listed below and receive additional branding associated with the function.**

*Coffee Breaks (six available)*

Coffee breaks sponsors will be acknowledged through conspicuous signage at the sponsored breakfast.

## **Directed Sponsorships**

**General, or directed, sponsors will be acknowledged on our website and at the Congress. Listed below are examples of directed sponsorships, but additional opportunities exist, such as technical tours, that can be tailored to the sponsors' interests or preferences. The Organizing Committee welcomes your additional ideas so that we can tailor your sponsorships to specific topics, events, or innovative spotlights. Please contact us to explore your ideas.**

### **Internet Café – CAN \$2,500**

Simply provide a screensaver with your company logo for display on monitors at the free e-mail stations for attendees. This heavily utilized service is an excellent way to increase your visibility. Also includes signage; logo mousepads will be displayed if supplied by the sponsor (5 stations).

### **Topical Tracks in the Technical Program – CAN \$2,000**

Sponsoring sessions organized by one or more of the 27 IEA Technical Interest Groups (including topics such as Org Design & Mngt, Ergo in Design, Musculoskeletal Disorders, Building & Construction, Ergo in Mnfg, Aging, Transport Ergo and HFs, Safety & Health, Slips Trips & Falls) promotes your organization to the community most relevant to your business interests. (see the set of TIGs at [www.iea.cc](http://www.iea.cc))

### **Supporting Sponsorship – CAN \$1,000**

An unlimited number of Supporting Sponsorships are available, providing general support for the meeting where it's needed.

## About IEA

The International Ergonomics Association (IEA) is the federation of ergonomics and human factors societies around the world. The mission of the IEA is to elaborate and advance ergonomics science and practice, and to expand its scope of application and contribution to society to improve the quality of life, working closely with its constituent societies and related international organizations.

The main goals of the IEA are:

- To develop more effective communication and collaboration with federated societies.
- To advance the science and practice of ergonomics at an international level.
- To enhance the contribution of the ergonomics discipline to global society

## About ACE

The Association of Canadian Ergonomists (ACE) is the voice of Ergonomics (and Human Factors) in Canada, promoting knowledge transfer and the sharing of up-to-date research & best practices in the field of ergonomics.

## About IEA2021

The International Ergonomics Association (IEA) in partnership with the Association of Canadian Ergonomists is proud to host the 46th Triennial Congress, IEA2021 bringing the highest caliber of expertise in Human factors and Ergonomics, Industrial Design, Engineering and related domains to Vancouver, BC. The Congress primary language is English, but ACE is committed to providing French language translation of Congress materials and delegate services. Further information will become available on the IEA2021 website ([www.iea2021.org](http://www.iea2021.org))

## About HFE

Ergonomics (or human factors) is the scientific discipline concerned with the understanding of interactions among humans and other elements of a system, and the profession that applies theory, principles, data and methods to design in order to optimize human well-being and overall system performance.