



IEA
VANCOUVER
2021

Sponsorship Opportunities

21st Triennial Congress of the IEA

The 21st 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 to the global Human Factors and Ergonomics community.

All sponsors will be acknowledged extensively as indicated, including:

- IEA2021 Website with links to your site
- Acknowledgment in promotions
- Recognition in the Opening Plenary Session
- Listing in print and mobile app

Additional exposure, as indicated herein



Further Information

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

Contact

IEA2021 Secretariat www.iea2021.org

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Sponsorship Opportunities

There is a range of exciting sponsorship opportunities available for IEA2021 to effectively introduce your products and services to the worldwide HFE community. The table below is a comparison of the various Congress sponsorship levels available and the assets offered at each level of sponsorship. Sponsors with interests not shown in the table are encouraged to contact the Congress Organizing Committee to discuss their exclusive needs. More details about each level are provided in the subsequent sections of this Prospectus, followed by descriptions of the various assets.

We look forward to working with our sponsors to deliver extraordinary value and enhance brand visibility. Your support helps advance the field of Human Factors and Ergonomics.

	Benefactor	Platinum	Diamond	Gold	Silver
CAN\$	50,000	30,000	15,000	5,000	2,000
Website	✓	✓	✓	✓	✓
Social media	✓	✓	✓		
Exhibit booth	✓	✓			
Insert in bags	✓				
Proceedings	✓				
Plus, choice of items from the list below:	3 items	2 items	1 item	1 item	1 item
IDC Fund	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Student bursaries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Coffee breaks (1 of 10)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Technical track	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Internet Café	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Requested event or item	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Opening reception	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Lanyards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Luncheon (1 of 2)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Volunteer Shirts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Water bottles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Congress bags	<input type="checkbox"/>	<input type="checkbox"/>			
Mobile app	<input type="checkbox"/>	<input type="checkbox"/>			
Breakfast (1 of 5)	<input type="checkbox"/>	<input type="checkbox"/>			

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, they will be acknowledged in the Congress Proceedings, and identified in social media announcement and popular and interactions with professional/trade media outlets. Benefactor sponsors will also be entitled to an exhibit booth and given the opportunity to distribute collateral to delegates to be inserted in the delegate bags.

In addition, Benefactors can choose three items from the list below, provided they are still available. These are described in more detail in the section “Item Descriptions”. Events or products from the list provide additional branding associated with the item through appropriate signage and/or announcements (e.g., breakfasts will have signage identifying the breakfast sponsor).

- Mobile app
- Congress bags (with logo)
- Industrially Developing Country (IDC) Fund
- Opening reception
- Lanyards
- Student bursaries
- Luncheon (one of 2)
- Breakfast (one of 5)
- Volunteer T-Shirts
- Water bottles
- Coffee breaks (one of 10)
- Technical track
- Internet cafe
- Requested event or item

Platinum Sponsor – CAN \$30,000

Platinum sponsors will receive prominent visibility on the IEA2021 website and mobile app, in promotional material and during the Congress, they will be identified in social media announcement. Platinum sponsors will also be entitled to an exhibit booth.

In addition, Benefactors can choose two items from the list below, provided they are still available. These are described in more detail in the section "Item Descriptions". Events or products from the list provide additional branding associated with the item through appropriate signage and/or announcements (e.g., breakfasts will have signage identifying the breakfast sponsor).

- Mobile app
- Congress bags (with logo)
- Industrially Developing Country (IDC)Fund
- Opening reception
- Lanyards
- Student bursaries
- Luncheon (one of 2)
- Breakfast (one of 5)
- Volunteer T-Shirts
- Water bottles
- Coffee breaks (one of 10)
- Technical track
- Internet cafe
- Requested event or item

Diamond Sponsor – CAN \$15,000

Diamond sponsors will receive prominent visibility on the IEA2021 website and mobile app, in promotional material and during the Congress and they will be identified in social media announcement.

In addition, Diamond sponsors can choose one items from the list below, provided they are still available. These are described in more detail in the section "Item Descriptions". Events or products from the list provide additional branding associated with the item through appropriate signage and/or announcements (e.g., breakfasts will have signage identifying the breakfast sponsor).

- Industrially Developing Country (IDC)Fund
- Opening reception
- Lanyards
- Student bursaries
- Luncheon (one of 2)
- Volunteer T-Shirts
- Water bottles
- Coffee breaks (one of 10)
- Technical track

- Internet cafe
- Requested event or item

Gold Sponsor – CAN \$5,000

Gold sponsors will receive prominent visibility on the IEA2021 website and mobile app. In addition, Diamond sponsors can choose one items from the list below, provided they are still available. These are described in more detail in the section “Item Descriptions”. Events or products from the list provide additional branding associated with the item through appropriate signage and/or announcements (e.g., breakfasts will have signage identifying the breakfast sponsor).

- Industrially Developing Country (IDC) Fund
- Student bursaries
- Coffee breaks (one of 10)
- Technical track
- Internet cafe
- Requested event or item

Silver Sponsor – CAN \$2,000

Silver sponsors will receive prominent visibility on the IEA2021 website and mobile app. In addition, Silver sponsors can choose one items from the list below, provided they are still available. These are described in more detail in the section “Item Descriptions”. Events or products from the list provide additional branding associated with the item through appropriate signage and/or announcements (e.g., breakfasts will have signage identifying the breakfast sponsor).

- Industrially Developing Country (IDC) Fund
- Student bursaries

Other forms of Sponsorship

Other sponsorships are welcome and providing general support for the Congress to be applied where it's most needed (minimum CAN\$ 1,000). All sponsorships will be listed on the IEA2021 website.

Asset Descriptions

Industrially Developing Countries Fund (IDC 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.

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.

Coffee Breaks (six available)

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

Technical Tracks in the Technical Program

Sponsoring sessions organized by one or more of the 27 IEA Technical Interest Groups (including topics such as Org Design & Management, Ergo in Design, Musculoskeletal Disorders, Building & Construction, Ergonomics in Manufacturing, 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)

Internet Café

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).

Requested event or item

This category is intended to be tailored to the specific interests or preferences of the sponsor for events or products not listed above. An example of directed event is a technical tour, but in general they can be far reaching and novel. 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.

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.

Luncheon Session (two 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.

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.

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!

Mobile App

The mobile event app provides an excellent opportunity to connect with attendees in a unique and personal way. The customer-designed, comprehensive mobile app puts all event information at the attendees' fingertips – anytime, anywhere – with real-time updates at the conference. Your logo will be prominently displayed.

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.

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)

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.