

SPONSORSHIP PROSPECTUS

LE PROSPECTUS DE COMMANDITE



THE 25TH IIR INTERNATIONAL CONGRESS OF REFRIGERATION (ICR 2019)

August 24-30, 2019

Palais des congrès de Montréal | Montréal, Québec, Canada

25^e CONGRÈS INTERNATIONAL DU FROID DE L'IIF (ICR 2019)

Du 24 au 30 août 2019

Palais des congrès de Montréal | Montréal, Québec, Canada

REFRIGERATION FOR HUMAN HEALTH AND FUTURE PROSPERITY

LE FROID POUR LA SANTÉ HUMAINE ET SA FUTURE PROSPERITÉ

VISIT OUR WEBSITE / VISITER NOTRE SITE WEB

ICR2019.ORG

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INVITATION TO SPONSOR

Dear partners,

We are delighted to invite you to the lovely city of Montréal in Quebec, Canada for the 25th IIR International Congress of Refrigeration which will be held from August 24-30, 2019.

This flagship event of the International Institute of Refrigeration is THE major event for the global refrigeration, heating and cooling industries. The International Institute of Refrigeration (IIR) is the only independent intergovernmental science and technology based organization, which promotes knowledge of refrigeration and associated technologies that improve quality of life in a cost-effective and environmentally sustainable manner.

Your company can take a leadership role and sponsor or exhibit at this important congress. Making a commitment well in advance will allow your company to pay in two fiscal years – 2018 and 2019 and to benefit from great visibility right from the start. You should know that we are expecting close to 1,000 abstract submissions by June 28, 2018, which means that our website and social media channels will be very well visited already in 2018.

At ICR, you can expect:

- Over 1,000 participants from around the world
- More than 30 exhibitors from the refrigeration community
- To strengthen your brand awareness
- To meet key decision makers
- To impact the next generation and use the congress as a recruitment opportunity (10-15% of the audience will be students)

As part of customizing a scenario that meets your corporate objectives, the sponsorship à la carte list offers many options to suit any budget and allow exhibitors to increase their visibility.

We look forward to welcoming you as a partner!

Vasile Minea & Ted Kantrowitz

ICR 2019 Congress Co-Chairs

ABOUT IIR

About IIR

The International Institute of Refrigeration (IIR) is the only independent intergovernmental science and technology based organization which promotes knowledge of all refrigeration fields.

Key issues addressed by the IIR include:

- Food quality and safety from farm to consumer
- Comfort in homes and commercial buildings
- Health products and services
- Low temperature technology and liquefied gas technology
- Energy efficiency
- Use of non-ozone depleting and low global warming refrigerants in a safe manner

About Refrigeration in Canada

Canadian as well as many other North American manufacturing and marketing companies specialize in refrigeration, heat pump and air conditioning efficient systems for residential, commercial and industrial applications.

R&D is as prevalent in world renowned research centers, such as CANMET Energy (Varenes, Ottawa, Vancouver) and Hydro-Québec Research Institute (LTE Energy Technology Laboratory, Shawinigan, Québec), as it is in Canada's Agri-Food Process Engineering, Science and Technology facilities (Québec, New Brunswick, Ontario) and academic organizations, such as École Polytechnique and École de Technologie Supérieure (ETS) of Montréal, and McGill, Toronto, Laval, and Sherbrooke Universities.

R&D activity in these centers focuses on developing and promoting advanced refrigeration, heat pump and air conditioning technologies, making them more and more energy efficient, while reducing their environmental impacts and improving human's quality of life.

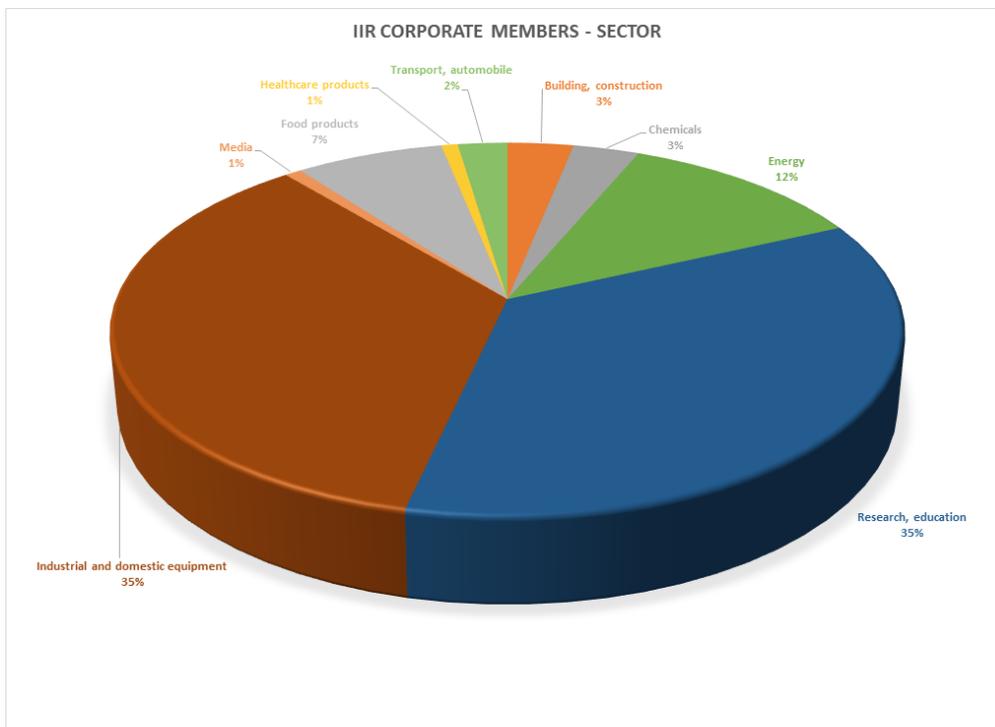
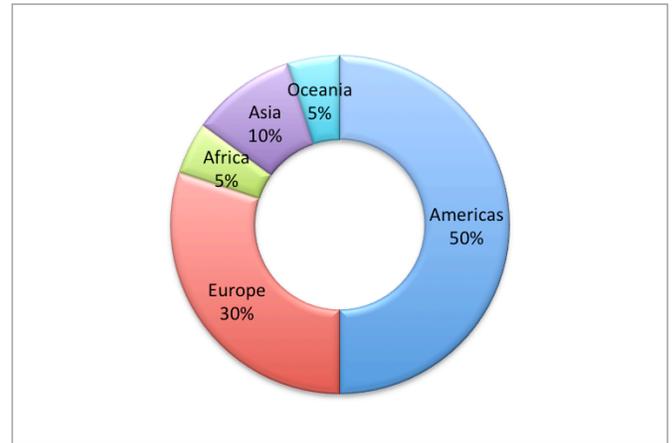
According to recent figures released by the publisher of the Canadian Refrigeration Journal, Canada is among the most prolific producers of scientific publications on refrigeration worldwide.

IIR MEMBERSHIP DEMOGRAPHICS & EXPECTED AUDIENCE BY REGION

The IIR currently has an international network of 58 Member Countries representing over two-thirds of the global population.

IIR members and stakeholders include, but are not limited to:

- public agencies
- educational and research institutions
- manufacturers
- professional organizations and associations
- research and development companies
- refrigeration professionals.



ICR 2015 PARTNERS

Bitzer	Hasegawa	Mitsubishi Electric	Showa Manufacturing Co. Ltd.
Cemafroid	Hitachi	Mitsubishi Heavy Industries Ltd.	Taisei Corporation
Chemours	Honeywell	Nissin Refrigeration & Engineering Ltd.	Tonets
Daikin	Jarn	NTT Facilities	Toshiba Carrier
Denso	JX Nippon Oil & Energy	Panasonic	UACJ
ebmpapst	Kajima Corporation	Sanden	
Fuji Electric	Kimura Kohki	Star Refrigeration	
Fujikoki	Kinden		
Fujitsu	Mayekawa Mycom		

CONGRESS DETAILS

Website:

English: <http://www.icr2019.org/>

French: <http://www.icr2019.org/fr/>

Congress Location:

Palais des congrès de Montréal

1001, Place Jean-Paul Riopelle

Montréal, QC, H2Z 1H5

Program Topics:

- Cryophysics & Cryoengineering
- Liquefaction & Separation of Gases
- Thermodynamics & Transfer Processes
- Refrigerating Equipment
- Cryobiology, Cryomedicine & Health Products
- Food Science & Engineering
- Refrigerated Storage
- Refrigerated Transport
- Air Conditioning
- Heat Pumps, Energy Recovery
- Sustainable and High Performance Buildings

EXHIBIT DETAILS

Preliminary Exhibit Hall Hours*:

Move-in

Saturday, August 24 10:30 – 20:00

Sunday, August 25 10:30 – 16:00

Official Opening Hours

Monday, August 26 10:30 – 16:00

Tuesday, August 27 10:30 – 16:00

Wednesday, August 28 10:30 – 16:00

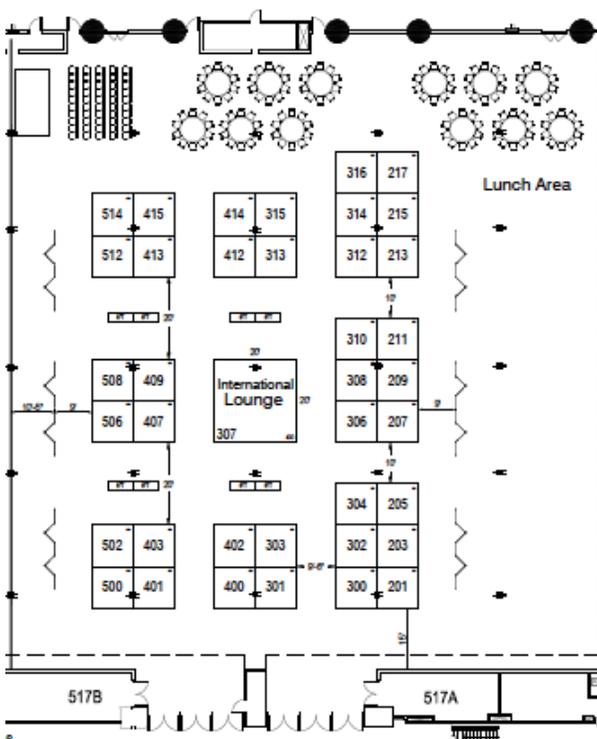
Thursday, August 29 10:30 – 16:00

Move-out

Thursday, August 29 16:00 – 22:00

*Please note times are subject to change.

DRAFT FLOOR PLAN



PARTNERSHIP OPPORTUNITIES

ICR 2019 has given industry and organizations the flexibility and choice to tailor their own sponsorship experience at the 25th IIR International Congress of Refrigeration. This flexibility is designed to ensure that your specific needs and objectives are met.

If you are interested in Exhibit opportunities solely, please view page 9.

JOINING ICR 2019 AS A PARTNER IS A SIMPLE 3-STEP PROCESS

Step 1

Take a look at the different sponsorship levels that are offered and benefit from the value-added items that are included within the level that you reached.

Step 2

This is an example of how to calculate the total sponsorship amount based on the *à la Carte* items that you will find in step 3.

Step 3

Choose one or more items from the *à la Carte* list to create your custom sponsorship package.

EXAMPLE OF A GOLD SPONSORSHIP:

ITEMS SELECTED	ITEM AMOUNT
<i>Sponsor items calculation example:</i>	
Purchase of 1 booth – space only	\$2,000
Participant lanyards	\$8,000
Total:	\$10,000 (This makes you a Gold Sponsor.)

EXAMPLE OF A DIAMOND SPONSORSHIP:

ITEMS SELECTED	ITEM AMOUNT
<i>Sponsor items calculation example:</i>	
ICR 2019 Web App	\$12,000
Printed program at-a-glance/pocket guide	\$8,000
Total:	\$20,000 (This makes you a Diamond Sponsor.)

PARTNERSHIP OPPORTUNITIES

Step

1

This table reflects the additional benefits your organization will enjoy based on your overall partnership investment which is based on the items you will select in the next steps.

(If you are interested in participating as an EXHIBITOR ONLY, go to page 9 of this document.)

BENEFITS	Diamond \$20,000-Above in CAD (net of tax)	Gold \$10,000-\$19,999 in CAD (net of tax)	Silver \$5,000-\$9,999 in CAD (net of tax)
GENERAL VISIBILITY			
Hyperlinked logo on the ICR 2019 website	X	X	X
Logo visibility onsite on the Sponsor Acknowledgement Board	X	X	X
Logo in the acknowledgments page of the program-at-a-glance/pocket guide	X	X	X
Logo visibility on the screens in the Plenary (housekeeping notes)	X	X	
Electronic advertising on up to 5 screens at Palais des congrès	X	X	
EXHIBIT SPACE			
A 10x10ft shell scheme exhibit space including a 6 ft table and 2 grey chairs and overhead signage, one regular electrical outlet of 15amp.	2	1	IF PURCHASED
Level of <u>priority</u> when choosing your table location	1	2	3
REGISTRATION			
Additional full delegate registrations (One full registration is already included if exhibit space is purchased.)	3	2	1
IIR MEMBERSHIP			
One-year Corporate Membership to the International Institute for Refrigeration*	X	X	X

***IIR corporate membership includes a wide range of benefits and services for up to three individuals from the same establishment including:**

- unlimited access online to the complete archives of the peer reviewed monthly International Journal of Refrigeration, dating back to 1978
- subscription to the quarterly IIR Newsletter
- eligibility to join one or more objective specific IIR Working Groups, tackling matters at the heart of HVACR
- access to the IIR Network, and Expertise and Laboratory Directories, giving you the opportunity to connect with experts worldwide from every field of refrigeration
- downloads from the Fridoc database, the most comprehensive refrigeration database in the world containing over 100,000 selected articles on all refrigeration technologies and uses across the globe
- registration fee reduction to IIR conferences and congresses

PARTNERSHIP OPPORTUNITIES

Step

2

Calculate the total of your investment.

Step

3

Choose one or more items from the “à la carte” list to create your custom sponsorship package. Items listed with an asterisk (*) indicate an exclusive sponsorship item.

CLASSIC SPONSORSHIP	Price in CAD (net of tax)
PARTICIPANT NOTEPADS & PENS* SOLD	\$8,000
PARTICIPANT LANYARDS*	\$8,000
PRINTED PROGRAM AT-A-GLANCE/POCKET GUIDE* The sponsor’s logo will be featured prominently on the front cover.	\$8,000
SPEAKER PREVIEW ROOM*	\$6,000
REGISTRATION DESK*	\$8,000
LUNCH BREAK (ONE PER SPONSOR) Company logo will be displayed at lunch stations and in program pocket guide.	\$4,000
COFFEE BREAK (ONE PER SPONSOR) Company logo will be displayed at the coffee stations and in program pocket guide.	\$1,000

SOCIAL NETWORKING AND ADVERTISING	
ICR 2019 WEB APP* features: program, abstracts, manuscripts, networking, advanced search functions	\$12,000
WI-FI FOR ALL DELEGATES*	\$10,000
CHARGING STATION IN FRONT OF PLENARY HALL*	\$5,000
INTERNATIONAL LOUNGE IN EXHIBIT HALL*	\$10,000
LOGO PLACEMENT ON REGISTRATION PAGE*	\$2,500
LOGO PLACEMENT ON ABSTRACT SUBMISSION PAGE*	\$2,500
LOGO PLACEMENT ON MANUSCRIPT SUBMISSION PAGE*	\$2,500

WELCOME RECEPTION	\$2,500
BANQUET*	\$6,000
ELECTRONIC ADVERTISEMENT ON DIGITAL SIGNAGE OR ROTATING BANNER ON APP WEEK / DAY	\$5,000 \$1,500

PROGRAM AND EDUCATION IN CONGRESS	
SPONSOR A PLENARY SESSION* Sponsor acknowledgement in the pocket guide and on screen before the Plenary session.	\$2,000
SPONSOR AN EXISTING PROGRAM THEME Sponsor acknowledgement in the pocket guide and on screen in the session room. (Several opportunities available. One sponsor per theme.) <ol style="list-style-type: none"> 1. Cryophysics & Cryoengineering 2. Liquefaction & Separation of Gases 3. Thermodynamics & Transfer Processes 4. Refrigerating Equipment 5. Cryobiology, Cryomedicine & Health Products 6. Food Science & Engineering 7. Refrigerated Storage 8. Refrigerated Transport 9. Air Conditioning 10. Heat Pumps & Energy Recovery 11. Sustainable and High-Performance Buildings 	\$1,500

PROGRAM AND EDUCATION – SATELLITE ACTIVITIES	
INDUSTRY-SPONSORED SYMPOSIUM/TUTORIAL – 45-MINUTE EVENING TIMESLOT Pass on your key company messages by planning your own content and inviting your speakers (subject to approval by the program committee). Includes basic AV, announcement on website and in Congress materials, eblast to all registered delegates 3 weeks prior to Congress; catering not included. (4 opportunities available (2 nights with 2 spots each))	\$5,000
COMPANY PRESENTATION IN THE ICR 2019 INNOVATION THEATER IN EXHIBIT HALL – 20-MINUTE DAYTIME TIMESLOT Pass on your key company messages by planning your own content and inviting your speakers (subject to approval by the program committee). Location will be inside the Exhibit Hall. Includes basic AV, announcement on website and in Congress materials, eblast to all registered delegates 3 weeks prior to Congress; catering not included. (These presentations will be scheduled during lunch breaks.)	\$2,500

EXHIBITS	
You have the opportunity to include the exhibit space as one of your sponsored items to make up your total investment (Diamond, Gold, Silver).	See next page.

EXHIBITOR PACKAGE

A variety of activities will take place in the Exhibit Area in order to ensure excellent traffic flow including coffee breaks, welcome reception, lunches, poster viewing times and poster sessions.

BOOTH TYPE	10x10ft (3x3m) FURNISHED	10x10ft (3x3m) SPACE ONLY	6x6ft (2x2) NON-PROFIT PRICE
IN CDN DOLLARS (net of tax)	\$3,000	\$2,000	\$1,000
INCLUSIONS IN PRICING	<ul style="list-style-type: none"> • Shell scheme • 1 6ft table • 2 chairs • Fascia with Name • Waste Basket • 1 Basic Electrical Outlet 	<ul style="list-style-type: none"> • 1 Basic Electrical Outlet 	<ul style="list-style-type: none"> • Shell scheme • 1 counter • 2 stools • Fascia with Name • Waste Basket • 1 Basic Electrical Outlet
EXHIBITOR PASSES (Congress passes allowing access to sessions may be purchased at the prevailing rate.)	3	3	2
OTHER BENEFITS	<p>Exhibit Directory</p> <p>Each exhibiting organization will be listed in the Congress Exhibit Directory with a description of the company product(s) and/or service(s). This booklet will be distributed to each participant at the Congress via the mobile app.</p> <p>Access to Delegate List Post-Congress</p> <p>Delegate list will include full name, company/organization, city, province, country and email.</p> <p>Access to Congress Coffee Breaks and Lunches</p>		