



TMMOB  
PEYZAJ MİMARLARI ODASI  
UCTEA CHAMBER OF LANDSCAPE ARCHITECTS

IFLA  
INTERNATIONAL FEDERATION  
OF LANDSCAPE ARCHITECTS



IFLA 60<sup>TH</sup>  
WORLD CONGRESS

**GOODE RED**  
FOR EARTH

04-06 SEPTEMBER 2024  
İSTANBUL-TÜRKİYE





Dear Sponsor,

As President of the International Federation of Landscape Architects (IFLA), I am thrilled to extend a warm invitation to join us as a sponsor for our upcoming 60th IFLA World Congress, to be held in the vibrant and historic city of Istanbul, Türkiye. This landmark event promises to celebrate landscape architecture's transformative power, a global gathering of minds shaping a more sustainable, resilient, and beautiful world.

At IFLA, we believe in the profound impact of landscape architecture in addressing the most pressing challenges of our time – from climate change adaptation and urban resilience to social equity and human well-being. Our IFLA World Congress, as the most important global event in landscape architecture, is a unique opportunity to showcase the cutting-edge approach, inspire cross-disciplinary collaboration, and raise the profile of our profession globally.

By becoming a sponsor of the 60th IFLA World Congress, you'll align your brand with the following:

- **Global Reach:** Connect with a diverse international network of landscape architects, industry professionals, researchers, and decision-makers from around the world.
- **Innovation and Leadership:** Showcase your commitment to excellence, innovation, and leadership within the field of landscape design and its allied industries.
- **Tangible Impact:** Support a global conversation shaping the future of our cities, landscapes, and communities, leaving a lasting legacy for generations to come.

We offer a range of sponsorship packages tailored to your goals, providing your organization with high-profile visibility, brand recognition, and exclusive networking opportunities. Whether you're interested in leading a thought-provoking workshop, sponsoring a key event, or exhibiting your cutting-edge products and services, we're ready to create a customized partnership that meets your needs and brings you exposure to more than 1,500 participants.

Join us in Istanbul for this unforgettable celebration of landscape architecture. Together, let's create a greener, healthier, and more beautiful world for all. Your support will make a difference!

Sincerely,

**Dr Bruno Marques**  
IFLA President

**Dear Esteemed Sponsor,**

As President of the UCTEA Chamber of Turkish Landscape Architects, I am delighted to extend to you a warm invitation to participate as a sponsor for the prestigious 2024 IFLA 60th World Congress on Landscape Architecture, to be hosted in the enchanting city of Istanbul, Türkiye.

Under the theme "Code Red for Earth", the congress aims to address landscape architecture as both a professional and academic discipline deeply entrenched in the intricate relationship between built environments and the natural world. It is our mission to highlight the transformative and catalytic role of landscape architecture in mediating this relationship, and we invite esteemed scholars, researchers, educators, and practitioners from around the globe to join us for this pivotal event.

The congress provides a unique opportunity to showcase not only the remarkable landscape architecture practices and achievements but also the vast potential for product innovation and trade within the field.

Istanbul's strategic location at the crossroads of Europe and Asia positions it as a gateway to diverse markets, offering unparalleled opportunities for collaboration and growth in the field of landscape architecture.

We are pleased to offer a range of sponsorship packages tailored to meet your specific objectives and preferences, providing you with a platform to showcase your organization's leadership and innovation on a global stage.

We invite you to join us in Istanbul for an inspiring and transformative experience as we collectively work towards shaping a more sustainable and resilient future for our planet.

Thank you for considering this invitation, and we eagerly anticipate the opportunity to collaborate with you on this landmark event.

Warm regards,

**Barış Işık**  
**President of the Chamber of Turkish Landscape Architects**

## ABOUT CONGRESS

### CODE RED FOR EARTH

The 60th World Congress of the International Federation of Landscape Architecture (IFLA), hosted by the UCTEA Chamber of Turkish Landscape Architects, will be held in Istanbul between 4-6 September 2024 with the theme "Code Red for Earth".

The IFLA World Congress is the most important annual event for the Landscape Architecture profession and the IFLA community. The World Congress offers professional development and networking opportunities for practitioners, entrepreneurs, educators, researchers, students, journalists, as well as anyone interested in the impact of landscape architecture on our society, economy, and culture. It is also an international event where challenges in education as well as current trends and issues in professional practice are discussed and answers to all problems are sought.

Herein, the 2024 IFLA 60th World Congress calls for humankind to take urgent action to prevent the worst impacts of environmental crises. Acknowledging human responsibility, the Congress invites policymakers, professionals, scientists, and individuals on stage to establish discourse and a course for the Earth's future.

Addressing landscape architecture as a professional and academic practice that is deeply and firmly rooted in built environments' relationship to nature, we intend to foreground the mediatory/mediating and catalytic role of Landscape Architecture and invite our esteemed scholars, researchers, educators, and practitioners to join this pivotal world conference.

The three-day congress intends to discuss anthropogenic impacts on the Earth system and establish scenarios by forming an action-oriented interaction ground rather than only (re)pointing out the problems.

For detailed information about the call, sub-themes, guidelines, venue and Istanbul, you can visit the congress website: [www.ifla2024.com](http://www.ifla2024.com)

### About International Federation of Landscape Architects (IFLA)

A truly global federation, IFLA currently represents 77 national associations from Africa, the Americas, Europe, Asia Pacific and the Middle East. Our mission as landscape architects is to create globally sustainable and balanced living environments for the benefit of humanity worldwide.

IFLA officially represents the world body of landscape architects through its member associations and regions and in both governmental and non-governmental organizations, such as the UN, UNESCO, UIA, etc. IFLA is a not-for-profit, non-political, non-governmental organization.

The mission is to promote the landscape architecture profession within a collaborative partnership of the allied built-environment professions, demanding the highest standards of education, training, research and professional practice, and providing leadership and stewardship in all matters.

[www.iflaworld.com](http://www.iflaworld.com)

### About UCTEA Chamber of Turkish Landscape Architects (CTLA)

The Chamber of Turkish Landscape Architects (CTLA) is a public institution, established on 13/05/1994 with the decision of the 33rd General Assembly of the Union of Chambers of Turkish Engineers and Architects (UCTEA).

Organizing Landscape Architecture in Türkiye started with the "Landscape Architecture Association," CTLA's predecessor organization, which was first established in Ankara in 1966. Today, CTLA, with its headquarters in Ankara, continues its activities with 6 branches, 15 provinces, and 2 district representatives.

The Chamber of Landscape Architects is the only professional organization that gathers within its organization Landscape Architects who are legally authorized to practice their profession and art within the borders of Türkiye and who are engaged in professional activities.

The IFLA 60th World Congress is organized this year by the Turkish Chamber of Landscape Architects, the official representative of Türkiye in the IFLA European region.

<https://www.peyzaj.org.tr/index.php>



## GENERAL INFORMATION

- Meeting Name:** International Federation of Landscape Architects (IFLA) 2024 – 60th World Congress
- Meeting Venue:** İstanbul, Türkiye
- Meeting Dates:** 4– 6 September 2024
- Meeting Language:** The official language of the meeting is English.
- Badge:** At the entrance of the congress venue, all participants are kindly requested to wear their name badges throughout the congress. These badges are necessary for attendance at scientific sessions, lunch breaks, the exhibition area, and other social programs for security purposes. Please do not forget to bring your name badges and ensure they are always visible.
- Exhibition Area:** Exhibition area will be open from 08:00 to 18:00 every day during the meeting.
- Congress Program:** Organization Committee has prepared a rich scientific program for the IFLA 2024. There will be scientific presentations and case/complication discussions in the scientific program.  
The congress program includes rich and diverse events such as academic sessions, invited speakers, panels, workshops, project competition award ceremonies and exhibitions, an opening reception and gala dinner, technical trips, and post-congress tours.
- Organization Secretariat:** Organizing Committee has authorized Z Event as the Official agency of the meeting. Please contact Z Event for any inquiries you may have about the meeting, we would kindly ask you to address your requests to Z Event [registration@ifla2024.com](mailto:registration@ifla2024.com)
- Registration and Information Services:** Registration and information desks will be located at the congress center and will be open from 07:30 to 18:00. No new registrations will be accepted at the Registration and Information desks. For further information and terms, please visit [www.ifla2024.com](http://www.ifla2024.com)
- Certificate of Attendance:** Certificate of attendance will be provided to all registered attendants.
- Speaker's Ready Room:** The Speaker Ready Room will be located at the Congress Venue and will be operating during the congress, with its high technology equipment.
- Internet Cafe & Information Center:** Internet Cafe and Information Center will be available to all participants during the congress between 08:00-18:00.
- Transfers:** Premium transfer service from and to the İstanbul Airports will be provided for the participants upon request. Please visit the registration & accommodation page for price information together with terms and conditions.
- Driving License:** International Driving Licenses are recognized throughout Turkey. Car rental companies ask for a valid driving license. For your requests, please contact the congress secretariat.
- Credit Cards:** All major credit cards (Visa, MasterCard) are accepted in Turkey by restaurants, hotels, shops, and at the Congress Registration Desks.

## GENERAL INFORMATION

### **Banks and**

#### **Currency Exchange:**

The currency is the Turkish Lira (TL). Foreign currency can be exchanged at the airport. Local banks are open from 09.30 to 17.00 hours from Monday to Friday. There are also private foreign exchange offices throughout the city that operate between 08.00 to 20.00 hrs.

#### **Climate:**

September marks the beginning of autumn in Istanbul. The average high temperature is around 20°C, while the average low is around 10°C. Evenings can be cool, so delegates are advised to bring a light jacket or sweater.

#### **Electricity:**

In Turkey the standard voltage is 220 Volts and the frequency is 50 Hz. Please contact the reception desk for available converters.

#### **Insurance:**

The meeting organizers cannot accept liability for personal injuries sustained or for loss of or damage to property belonging to Congress participants (or their accompanying persons) either during the Congress meetings and post congress activities. Please obtain proper travel and health insurance before your trip.

#### **Tipping:**

Tipping is not mandatory in Turkey. However, it is customary to add 10% in restaurants if you are satisfied with the service.

#### **Telephones:**

The international dialling code for Turkey is 90, the code for Istanbul Europe side is 212 and for Istanbul Asian Side is 216

#### **National calls:**

0 / city code/telephone number

#### **International calls:**

00 / country code / city code / telephone number

#### **Time Zone:**

Time is three hours ahead of Greenwich Mean Time (GMT+3) in Turkey.

#### **No Smoking:**

IFLA 2024 is a non-smoking event. For the comfort and health of all participants, smoking is strictly prohibited in the building.

#### **Silence / Prayer Room:**

Available at the convention centre

### **Organizer & Congress Agency**



#### **Z Event Congress Services**

**Phone:** +90212 323 51 00

**E-mail:** ifla2024turkiye@ifla2024.com

Istanbul – Budapest

[www.zevent.com.tr](http://www.zevent.com.tr)

## MAIN TOPICS



**Codifying Code Red: Eco-Emergency, Global Solidarity**



**Sustaining Life: Protection, Mitigation & Management**



**Cultivating Resilience: Sustainable & Resilient Communities**



**Acting for All: Diversity, Equity & Inclusion**



**Engaging with the Digital: Innovation, Technology & Big Data**



**Projecting the Process: Monitoring, Assessment & Applications**



**Building Bridges, Breaking Barriers: Education & Practice**

## REGISTRATION FEES

Registration Categories	Early Bird (15 June 2024)	Regular (15 August 2024)
* High Income Countries	480 EUR	580 EUR
** Low Income Countries	380 EUR	480 EUR
Resident	300 EUR	360 EUR
Students	150 EUR	180 EUR

- Registration fees include 3 full days of conference attendance, Coffee Breaks on all days, Lunchs on all days, Welcome Coctail on first day evening
- VAT (20%) shall be added to the prices (registration fee). Z Event reserves the right to change the fee if any changes arise in the taxes, charges, and duties levied.
- Z Event is entitled to shift the probable tax, due, and charge changes.
- All registration fees are required to be transferred to the below stated bank account of Z Event before the meeting.
- Agency reserves the right to cancel the request or make a change to the registration in case of incomplete fee payments.

\*Applies to High Income /Upper-Middle Income Economies (excluding Turkiye) according to World Bank GNI <https://blogs.worldbank.org/opendata/new-world-bank-country-classifications-income-level-2022-2023>

\*\*Applies to Lower-Middle Income/ Low Income Economies according to World Bank GNI <https://blogs.worldbank.org/opendata/new-world-bank-country-classifications-income-level-2022-2023>

### Group Registration

We offer companies or institutions the opportunity to register a group (10 persons) to the meeting. For each 10 registration, you will get one for free.

If you are interested in registering a group, please contact Mr. Muhammed Çiftçi via [registration@ifla2024.com](mailto:registration@ifla2024.com) with the following details:

- Name of company/client and country
- Number of participants
- Billing address

Subsequently, we will contact you for further details, e. g. excel sheet, deadlines, etc.

### Z Event Congress Organization Service Tourism Inc.

Bank: QNB Finansbank  
Branch Name: Yenikoy  
Swift Code: FNNBTRIS  
Account Name: Z Event Congress Organization  
IBAN (Euro): TR90 0011 1000 0000 0090 8959 39  
IBAN (USD): TR24 0011 1000 0000 0090 8958 66



## ACCOMMODATION



### The Marmara Taksim Hotel

We hold rooms for a special rate for you at the The Marmara Taksim Hotel, which is only 10 minutes walking distance from the congress venue.

Rooms are available from 1 – 6 September 2024.



### CVK Park Bosphorus Hotel Istanbul

We also hold rooms for a special rate for you at the venue CVK Park Bosphorus Hotel, which is only 15 minutes walking distance from the congress venue.

Rooms are available from 1 – 6 September 2024.



### Elite World Istanbul Hotel

We also hold rooms for a special rate for you at the venue CVK Park Bosphorus Hotel, which is only 10 minutes walking distance from the congress venue.

Rooms are available from 1 – 6 September 2024.



## ACCOMMODATION



### **Nippon Hotel**

We also hold rooms for a special rate for you at the Nippon Hotel, which is only 8 minutes walking distance from the congress venue.

Rooms are available from 1 – 6 September 2024.



### **Group Hotel Booking**

We offer companies or institutions the opportunity to register a group (10 persons) for the meeting. For each 10 accommodation, you will get one for free.

If you are interested in hotel booking a group, please contact Mr. Muhammed Çiftçi via [registration@ifla2024.com](mailto:registration@ifla2024.com) with the following details:

- Name of company/client and country
- Numer of participants
- Billing address

Subsequently, we will contact you for further details, e. g. excel sheet, deadlines, etc.



## CONGRESS VENUE



### **CROSSROADS OF CIVILIZATIONS**

Home to numerous civilizations throughout history, Istanbul is the only city straddling Asia and Europe. Its cultural heritage, unique geography, natural assets, and the Bosphorus, make Istanbul an unmatched destination.

Istanbul gathers people from different cultures and backgrounds, making it a modern metropolitan city.

Boasting all these assets, Istanbul is among the top destinations for international congresses.

### **THE BIGGEST CONGRESS CENTER IN ISTANBUL**

Istanbul Congress Center is situated in the Congress Valley in Taksim-Nişantaşı district, the most elegant and central destination in Istanbul.

Various prominent cafes, restaurants, hotels and shopping facilities surround ICC.

Istanbul Congress Center is close to most of the commercial and cultural spots of the city, making ICC a privileged and unique place for guests.

Istanbul Congress Center is an international congress and event destination, boasting world-class technological infrastructure, experienced staff, and a high-quality service it offers to visitors.

Spanning an area of 120.000m<sup>2</sup> on a total of eight floors, Istanbul Congress Center hosts social, cultural and professional events of all kinds, including but not limited to national and international congresses, conferences, symposiums, corporate meetings, fairs, exhibitions, concerts, musicals, and theater and movie premieres.

Ifla 60th World Congress will be organized in the multi-purpose meeting rooms, foyer, and event areas on the B1 and B2 floors of the Istanbul Congress Center.

## CONGRESS VENUE



### **PARKING LOT**

The parking lot of Istanbul Congress Center is a two-floor facility, with a capacity of 850 vehicles. There are also parking areas specially designed for the vehicles of mobility-restricted guests. The secure parking lot is open 24 / 7.

Access from the parking area to the conference seminar halls is available.

### **Transport to/from Istanbul Congress Center**

#### **Taxi:**

Transportation by taxi from the airports to ICC  
Istanbul Airport (European Side) 37 minutes  
Sabiha Gökçen Airport (Anatolian Side) 55 minutes

#### **Metro:**

You can take the M2 Yenikapı-Hacıosman metro line and get off at Osmanbey or Taksim stations to easily access Istanbul Congress Center. Osmanbey and Taksim metro stations are approximately 7 minutes' walking distance to Istanbul Congress Center. Alternatively, you can use the F1 Taksim - Kabataş funicular line and get off at Taksim station to reach to Istanbul Congress Center.

#### **Metrobus:**

From Mecidiyeköy stop, you can transfer to metro or bus stop to access Istanbul Congress Center.

#### **Bus:**

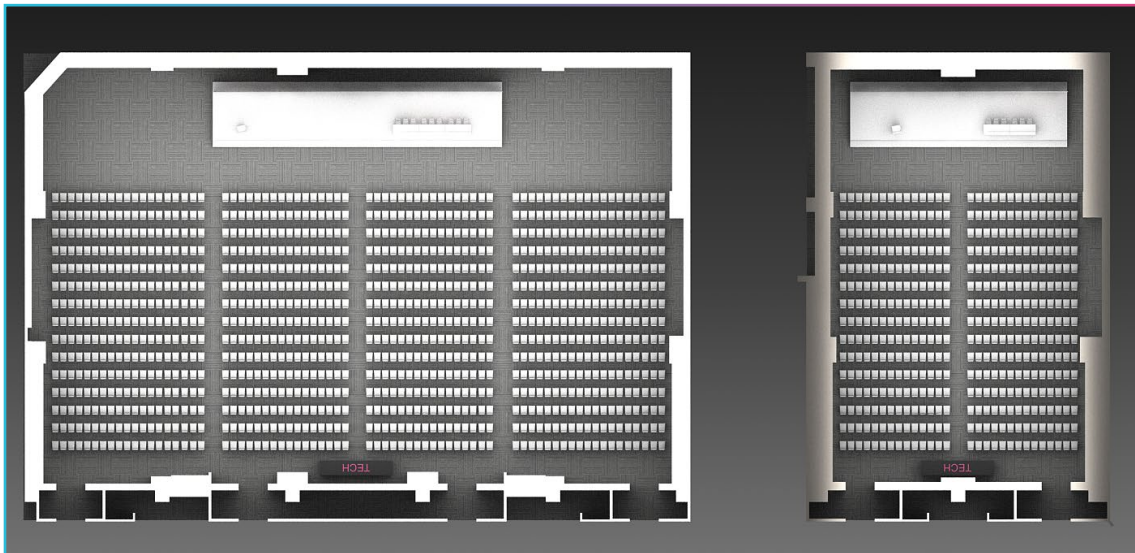
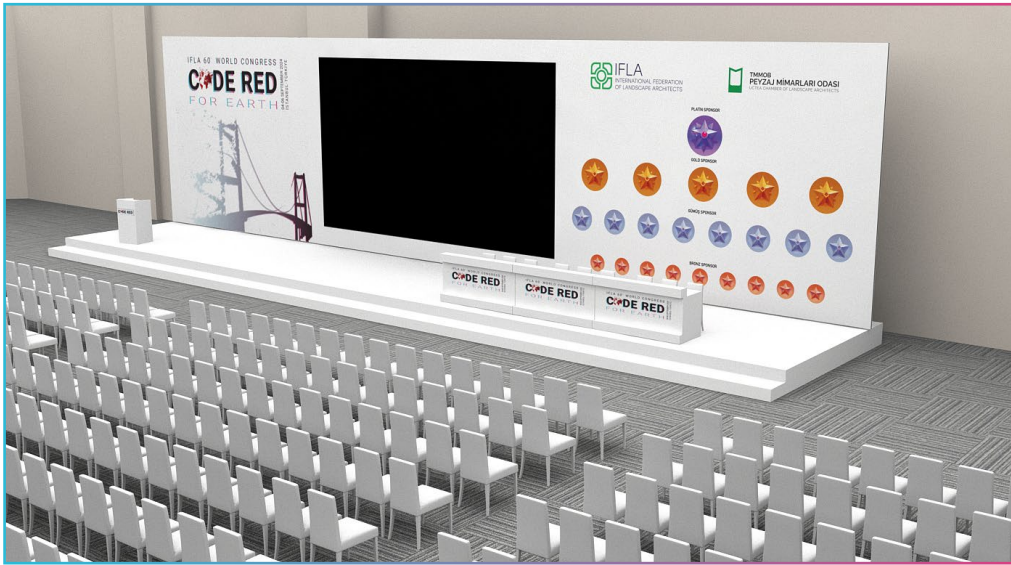
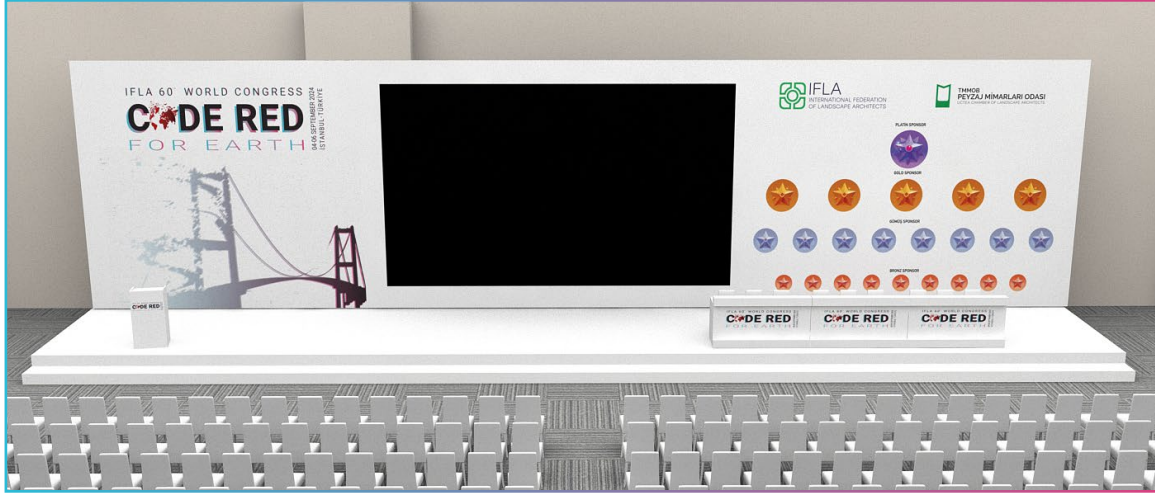
There are direct transportation options to Harbiye from various central districts including Taksim, Eminönü and Mecidiyeköy. ICC is only 2 minutes' walking distance from the bus stop in front of TRT Istanbul Radio.

#### **Minibus:**

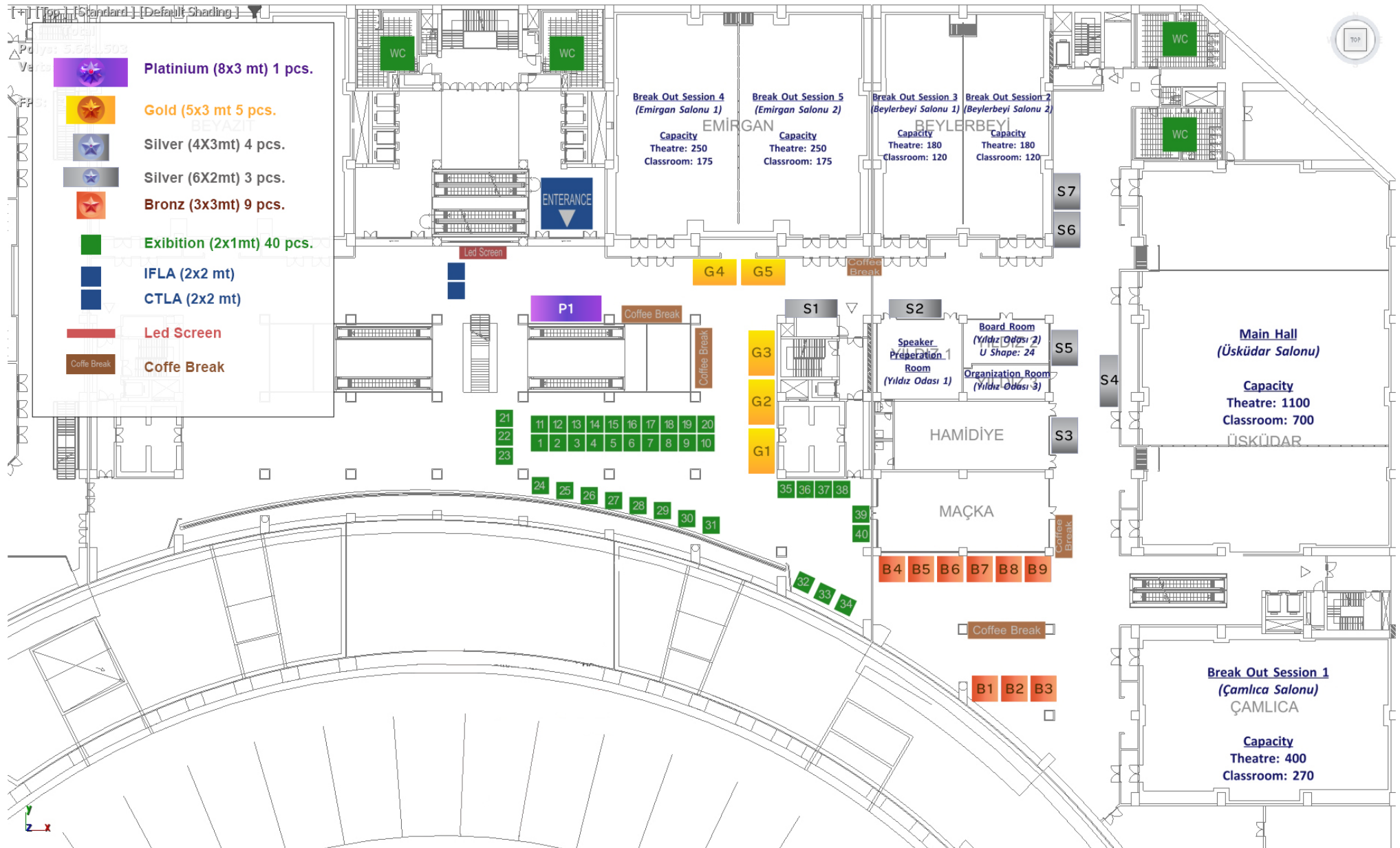
You can take the Beşiktaş-Harbiye minibus across Beşiktaş ferry station to access Harbiye Avenue. ICC is approximately 3 minutes' walking from Harbiye Minibus Stop.



## STAGE & CONFERENCE ROOM SAMPLE DRAWINGS



# CONGRESS STAND PLAN



Floor Plan İstanbul Congress Center

## SPONSORSHIP COMPARISON TABLE

SPONSORSHIP ITEMS	PLATINUM	GOLD	SILVER	BRONZE
<b>ADVANTAGES</b>	Only one company will be the Platinum Sponsor	Only 5 companies will be Gold Sponsor	Only 7 companies will be Silver Sponsor	Only 9 companies will be Bronze Sponsor
<b>STAND SPACE</b>	24 sqm	15 sqm	12 sqm	9 sqm
<b>PARTICIPANT BADGE</b>	8	6	6	4
<b>PANEL SYMPOSIUM</b>	Satellite/Panel Symposium advantage in the main hall will be granted to only one further company other than the Platinum Sponsor.	-	-	-
<b>PRINTED MATERIAL</b>	Display of your logo in all printed materials dealing with the congress	-	-	-
<b>PRINTED MATERIAL</b>	Final Program Advertisement C, (1/1 page A5, inside page) in the printed program	-	-	-
<b>WEB PAGE SPONSOR</b>	Company logo placement at the top position on the congress website Displaying the logo in a larger size compared to other sponsorship levels	Company logo to be placed in the 2nd position on the congress website.	Company logo to be placed in the 3rd position on the congress website.	Company logo to be placed in the 4th position on the congress website.
<b>BAG INSERT</b>	2 Unit	2 Unit	2 Unit	2 Unit
<b>CERTIFICATION COVER</b>	Placement of your logo	Placement of your logo	Placement of your logo	Placement of your logo
<b>CONGRESS BAG LOGO</b>	Placement of your logo	Placement of your logo	Placement of your logo	Placement of your logo
<b>ON-SITE PRESENCE</b>	Displaying your logo on the Sponsor's Board in the foyer area	Displaying your logo on the Sponsor's Board in the foyer area	Displaying your logo on the Sponsor's Board in the foyer area	Displaying your logo on the Sponsor's Board in the foyer area
<b>WELCOME COCKTAIL</b>	Displaying your logo on the Welcome Cocktail Board during Welcome Cocktail	-	-	-
<b>COFFEE BREAK</b>	Company logo will appear on the glasses twice a day for a total of 3 days.	-	-	-
<b>LUNCH BOX</b>	-	The company logo will be featured on lunch boxes for a total of 3 days.	-	-
<b>WATER DISPENSER</b>	-	-	Displaying your logo on all water dispensers in the Foyer Area for the duration of 3 days.	-
<b>GALA DINNER TICKET</b>	4	3	2	1
<b>PRICE</b>	<b>35.000.-EUR + VAT</b>	<b>20.000.-EUR + VAT</b>	<b>10.000.-EUR + VAT</b>	<b>7.500.-EUR + VAT</b>

## SPONSORSHIP

### EXHIBITING LEVELS

#### PLATINUM SPONSOR

Become a Platinum Sponsor of the congress and present your company sustainably to more than 1500 participants and opinion leaders. Only one company will be Platinum Sponsor.

#### Exhibition

- + 24 sqm exhibition space allocated at an exposed place in the exhibition area. (One of the top locations)
- + 8 registration badges.

#### Panel Symposium

- + Organized by the company, the Panel Symposium will take place on site at the Congress Venue and will be included in the official congress schedule and the content of the presentation / lecture must be approved the organizing and the scientific committee. The duration is 15 minutes in main hall (prime time)

#### Printed Material - Website

- + Display of your logo in all printed material dealing with the congress.
- + Final Program Advertisement (4c, 1/1 page A5, inside page) in the printed program.
- + Web page sponsor (Company logo on the congress website)
- + Bag Insert (2 unit)
- + Certification Cover
- + Congress Bag Logo

#### On-site Presence

- + Display of your logo at a board of sponsors in the Welcome Banner at Entrance of Venue.
- + Welcome Cocktail Banner / Visual
- + Coffee Break Sponsorship (Each day 2 times in a total of 3 days)

#### Gala Dinner Ticket

- + Includes 4 tickets to the Gala Dinner. Any additional staff members can register contact to registration desk.

35.000.- EUR

Price does not include VAT.





## SPONSORSHIP

### GOLD SPONSOR

Become a Gold Sponsor of the congress and present your company sustainably to more than 1500 participants and opinion leaders. Only 5 companies will be Gold Sponsor.

### Exhibition

- 15 sqm exhibition space allocated at an exposed place in the exhibition area. (Red Unit)
- 6 registration badges.

### Printed Material – Website

- Web page sponsor (Company logo on the congress website)
- Bag Insert (2 unit)
- Certification Cover
- Congress Bag Logo

### On-site Presence

- Display of your logo at a board of sponsors in the Welcome Banner at Entrance of Venue.
- Lunch Box Sponsorship (Total of 3 days)

### Gala Dinner Ticket

- Includes 3 tickets to the Gala Dinner. Any additional staff members can register contact to registration desk.

20.000.- EUR

Price does not include VAT.



## SPONSORSHIP

### SILVER SPONSOR

Become a Silver Sponsor of the congress and present your company sustainably to more than 1500 participants and opinion leaders. Only 7 companies will be Silver Sponsor.

### Exhibition

- 12 sqm exhibition space allocated at an exposed place in the exhibition area. (Green Unit)
- 4 registration badges.

### Printed Material – Website

- Web page sponsor (Company logo on the congress website)
- Bag Insert (2 unit)
- Certification Cover
- Congress Bag Logo

### On-site Presence

- Display of your logo at a board of sponsors in the Welcome Banner at Entrance of Venue.
- Water Dispenser Sponsorship

### Gala Dinner Ticket

- Includes 2 tickets to the Gala Dinner. Any additional staff members can register contact to registration desk.

10.000.- EUR

Price does not include VAT.



## SPONSORSHIP

### BRONZE SPONSOR

Become a Bronze Sponsor of the congress and present your company sustainably to more than 1500 participants and opinion leaders. Only 9 companies will be Bronze Sponsor.

#### Exhibition

- 9 sqm exhibition space allocated at an exposed place in the exhibition area. (Green Unit)
- 4 registration badges.

#### Printed Material – Website

- Web page sponsor (Company logo on the congress website)
- Bag Insert (2 unit)
- Certification Cover
- Congress Bag Logo

#### On-site Presence

- Display of your logo at a board of sponsors in the Welcome Banner at Entrance of Venue.

#### Gala Dinner Ticket

- Includes 1 ticket to the Gala Dinner. Any additional staff members can register contact to registration desk.

7.500.- EUR

Price does not include VAT.



## FURTHER SPONSORSHIP OPPORTUNITIES

### Exhibition Participation Rules:

1. The companies participating in the exhibition are free to use their own original designs in their Booth areas. Companies must share the drawings and details of the designs they want to use with the Congress Sponsorship Committee in advance and obtain approval. Designs must comply with measurement standards and be suitable for the integrity of the fair area.
2. During the exhibition, companies can distribute catalogs, brochures, promotional materials, and other promotional items to exhibition participants for the purpose of promoting their companies.

These rules are designed to provide a cohesive and professional exhibition experience while allowing companies the freedom to showcase their unique products.

### Exhibition Space Rental / 1 Sqm (1 Unit)

**500.- EUR/m2 + VAT**

- + Minimum space to reserve: 4 sqm
- + The maximum building height for exhibit stands cannot exceed 2m from the floor of the exhibition hall.
- + All exhibitors must follow the safety regulations during booth set up.
- + All exhibition spaces include a power supply, 1 covering table, 2 chairs
- + All additional electrical wiring, outlets, and booth decorations shall be at the Exhibitor's expense.
- + All exhibitors are required to be registered and will receive a badge displaying the exhibiting company name.
- + One exhibitor badge will be given free for the 12 square meters booked.
- + The companies will choose their stand area according to their total sponsorship value



## FURTHER SPONSORSHIP OPPORTUNITIES

### SCIENTIFIC SPONSORSHIP

#### Satellite/Panel Symposium

**5.000.-EUR + VAT**

Organized by the company, the Symposium will take place on-site at the Congress Venue and will be included in the official congress schedule and the content of the presentation/lecture must be approved by the organizing and the scientific committee. The duration is 15 minutes in the main hall.

#### Satellite / Panel Symposium Advantages:

Satellite/Panel Symposium advantage in the main hall will be granted to only one further company other than the Platinum Sponsor. Therefore, the company that agrees to this sponsorship option will share the opportunity to make a presentation in the main hall and to all participants with only 1 company (Platinum).

#### Satellite/Panel Symposium rate includes:

Standard Audio-Visual equipment provided (supply of projectors, microphones, and screen) Company name displayed in the meeting room and the pocket program book. Publishing of the symposium title, schedule, and program in the pocket program book.

### Mobile Application

**10.000.-EUR + VAT**

Mobile Application is a trend sponsorship activity aims to enable all participants to follow events such as academic sessions, invited speakers, panels, workshops, project competition award ceremonies and exhibitions, an opening reception and gala dinner, technical trips, and post-congress tours.

Your logo will be added to the application and customized according to your preferences.

### Final Programme

#### Advertising Space: (Inside Page or Inside Back Cover)

**3.000.-EUR + VAT**

It will contain full details covering the scientific program, together with full session details and information on the Exhibition as well as information covering the Congress social calendar of events

### Certification Cover

**2.000.-EUR + VAT**

A special Cover will be designed for the certificates, that will be distributed during the congress, and all participants will take their certificates within these covers.

## FURTHER SPONSORSHIP OPPORTUNITIES

### CONGRESS MATERIALS & PROMOTIONAL ITEMS

#### Congress Bag

5.000.-EUR + VAT

Company name and logo will be printed on the face of the Congress Bag with the Congress logo  
(The Organizing Committee will decide the specifications).



#### Bag Insert

500.-EUR + VAT

Insert advertising in the congress bags



#### Pen

1.000.-EUR + VAT

Insert to the congress bags



#### Notepad

Insert to the congress bags

15x22 cm, Hidden Spiral, Hard Cover, 1st Dough, 90gr, 272 pages notebook

Advertising pages: 115 gr coated paper, colour printing



#### Notepad Front Cover Advertisement

2.500.-EUR + VAT

2 pages, inside front cover and first page

#### Notepad Inside Page Advertisement

1.000.-EUR + VAT

Single page

#### Notepad Back Cover Advertisement

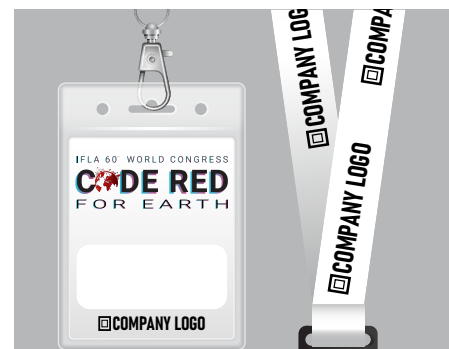
1.750.-EUR + VAT

2 pages, last page and inside back cover

#### Name Badge - Lanyards

5.000.-EUR + VAT

Company name or logo with Congress name



## FURTHER SPONSORSHIP OPPORTUNITIES

### CONGRESS MATERIALS & PROMOTIONAL ITEMS

#### Website Sponsor

**3.000.-EUR + VAT**

Company logo on the congress website

#### Welcome Banner at Entrance of Venue

**3.000.-EUR + VAT**

Display of your logo at a board of sponsors in the Welcome Banner at Entrance of Venue.

### CONGRESS COMMUNICATIONS NETWORK

#### Congress WiFi (exclusive)

**5.000.-EUR + VAT**

Provide free internet access for the IFLA 2024 attendees

Acknowledgement as the Congress WiFi Sponsor on the congress website with:

- ✚ A link to the sponsor's website and in the main program
- ✚ Opportunity to display flyers on high tables in the exhibition area with recognition as Free Congress WiFi Sponsor

#### Direction Board

**2.000.-EUR + VAT**

Company logo on the direction boards

## FURTHER SPONSORSHIP OPPORTUNITIES

### BANQUET FACILITIES

#### Coffee Break

**3.000.-EUR + VAT**

Sponsoring the daily tea and coffee breaks that will be held twice a day within the Exhibition Hall.

#### Lunch Box

**5.000.-EUR + VAT**

Sponsoring the daily lunch breaks that will be held total of 3 days within the Exhibition Hall.

#### Welcome Cocktail

**5.000.-EUR + VAT**

The sponsor will be recognized on banners bearing their company name and receive acknowledgment during the function. Welcome Cocktail invitation cards will be put into the congress bags

#### Gala Dinner

**7.500.-EUR + VAT**

- ✚ The Congress Dinner will take place nearby on 5th September 2024.
- ✚ You may distribute and display flags, banners, napkins etc. during the evening
- ✚ Get the possibility to welcome the guests for 10 minutes during the dinner with a representative of your company
- ✚ You will be the exclusive supplier for the evening. Please inquire about further details
- ✚ The Congress Dinner will be named with your company name and announced in all print materials and on the congress website
- ✚ About 300 persons will participate

### OTHERS

#### Screen Advertisement

**3.000.-EUR + VAT**

Company generic will be displayed on the main hall screen during the prime-time scientific session. Video generic should be 3 minutes (max).

#### Water Dispenser

**5.500.-EUR + VAT**



## SPONSORSHIP REGISTRATION FORM

Please mail the completed form until end of May, 2024 to: [sponsorship@ifla2024.com](mailto:sponsorship@ifla2024.com)

For any questions, please contact with Ms. Nazan Calısır : +90 552 323 51 00

Company Name:

First Name and Surname (Contact):

Division:

Street/PO Box:

City:

Country:

Phone:

Fax:

Mobile Phone:

Email:

Contact person responsible for group registration(s):

## SPONSORSHIP REGISTRATION FORM

**Herewith we bindingly register for the following sponsoring/exhibition space and accept the participation terms:**

- Platinum (35.000.-EUR + VAT)       Gold (20.000.-EUR + VAT)       Silver (10.000.-EUR + VAT)       Bronze (7.500.-EUR + VAT)

### Further sponsorship opportunities

- Exhibition Space Rental / 1 Sqm (1 Unit) (500.- EUR + VAT - Min 4 sqm required)       Stallelite / Panel Symposium (5.000.-EUR + VAT)       Mobile Application (10.000.-EUR + VAT)
- Final Programme Advertising Space: (Inside Page or Inside Back Cover) (3.000.-EUR + VAT)       Certification Cover (2.000.-EUR + VAT)       Congress Bag (5.000.-EUR + VAT)
- Bag Insert (500.-EUR + VAT)       Screen Advertisement (3.000.-EUR + VAT)       Notepad Front Cover Advertisement – 2 pages (2.500.- EUR + VAT)
- Notepad Inside Page Advertisement - Single page (1.000.-EUR + VAT)       Notepad Back Cover Advertisement - 2 pages (1.750.-EUR + VAT)       Pen (1.000.-EUR + VAT)
- Website Sponsor (3.000.-EUR + VAT)       Welcome Banner at Entrance of Venue (3.000.-EUR + VAT)       Name Badge - Lanyards (5.000.-EUR + VAT)
- Direction Board (2.000.-EUR + VAT)       Coffee Break (3.000.-EUR + VAT)       Lunch Box (5.000.-EUR + VAT)
- Welcome Cocktail (5.000.-EUR + VAT)       Gala Dinner (7.500.-EUR + VAT)       Water Dispenser (5.500.-EUR + VAT)
- Congress WiFi (exclusive) (5.000.-EUR + VAT)

The General Terms and Conditions of Z Event Congress Org., which are printed on the back or attached, shall apply. We have acknowledged and accepted these

**General Terms and Conditions:** You will receive a written confirmation within 3 working days, with which the contract for your booking shall be deemed concluded. If you do not receive this confirmation, please notify the above-mentioned contact immediately. Due to the conclusion of a separate contract, further agreements may become part of the contract in addition to the agreements made by this booking.

Thanks for returning this document completed and signed with date, signature, company's stamp and the "**Agreed and signed**" mention.

## General Terms and Conditions of Z Event Congress

Event formats: in-person  
Exhibition/Industry Presentations

### 1. Booking/contract

#### 1.1. Booking

Bookings for an exhibition stand, sponsorship, symposium, or other industry presentation shall be performed using the respective booking form for the respective event format. The booking form shall be signed in a legally binding manner by the applicant (= exhibitor/sponsor). Sending it to Z Event Congress constitutes an irrevocable contract proposal. Z Event Congress shall process it promptly after receipt.

#### 1.2. Application of the General Terms and Conditions

By signing the booking form the applicant recognizes the General Terms and Conditions of Z Event Congress as binding for the conclusion of a contract. He is responsible for ensuring that the persons employed by him at the event also comply with the entire contract including the General Terms and Conditions.

#### 1.3. Booking confirmation

The booking is accepted by a written booking confirmation by Z Event Congress, by means of which the applicant is admitted to the respective event format.

#### 1.4. Conclusion of contract

Z Event Congress shall decide on the admission of the applicant and specified objects to the event format by written confirmation. On receipt of the booking confirmation by the applicant, the contract between Z Event Congress and the applicant shall be deemed concluded. Any collateral agreements shall only be binding if they have been confirmed by Z Event Congress in writing. Due to the conclusion of a separate sponsoring contract, further agreements may become part of the contract in addition to the agreements made by the booking and its confirmation.

#### 1.5. Restrictions

The stand space/advertiser page may only be sublet/resold to third parties with the express consent of Z Event Congress. Z Event Congress is entitled to charge additional stand fees for subletting of the stand space/reselling of the advertiser page from the applicant. For objectively justified reasons, taking due account of the contract partner's interests, in particular, if the exhibition spaces or periods are insufficient for staging panel symposia or other ordered sponsoring activities, Z Event Congress can exclude individual exhibitors/sponsors or suppliers from participation and, where this is necessary for achieving the purpose of the event, can restrict the event to specific groups of exhibitors or suppliers. In addition, it shall be entitled to restrict the specified exhibits or change the booked spaces/booked virtual services. Especially in the case of industry symposia Z Event Congress is entitled, by agreement with the organizer of the symposium and taking due account of the contract partner's interests, to restrict the lecture time or change the date or venue/virtual presence of the symposium. Any claims for compensation of the applicant due to the described changes shall be ruled out.

### 2. Exhibitors/sponsors

The following may be admitted as exhibitors and sponsors: manufacturers and dealers of pharmaceutical and medical products, manufacturers of medical equipment, book shops, publishing houses, financial service providers insurance companies, and companies that offer products or services that are consistent with the theme of the event.

#### 3. Group exhibitors/shared stand

It is not possible to share a (virtual/physical) stand with several companies. All persons entrusted with stand service responsibilities must be from the same company.

#### 4. Exhibition spaces and presentation rooms

Z Event Congress shall assign the exhibition spaces and presentation rooms/advertiser pages within the virtual platform. Special requests shall be considered, where possible. However, there shall be no entitlement in this respect. An assignment of the rights and obligations agreed by the booking/confirmation to third parties in whole or in part and the relocation, separation and/or exchange of spaces or rooms by the respective presenting company shall not be permitted. Contents for the virtual presentation are to be delivered by the sponsor/exhibitor in due time in the file formats specified by Z Event Congress in the respective offer or uploaded by the sponsor/exhibitor himself in the online portal. Physical stands must be built in accordance with the submitted application documents/descriptions and in the manner specified there. All stands (physical/virtual) shall be self-supporting. They may not be attached to hall walls, pillars, and floors. Pillars, columns, wall projections etc. within the exhibition stands are part of the assigned spaces. The exhibitor shall be

liable for any damages caused by non-compliance. Z Event Congress reserves the right to demand modifications to inadequate stand constructions or the removal of unsuitable exhibits that are a nuisance or danger to visitors or neighboring exhibitors. As a rule, a maximum stand floor height of 2 cm shall be admissible. Any floor height exceeding this limit shall require the written consent of the exhibition management and the edges must be bevelled. The maximum construction height is 2 meters. Any construction heights exceeding this limit shall require the written consent of the exhibition management. Free access must be ensured to fire alarms, hydrants, electric distribution boards, switchboards, and telephone distribution frames. The utilization of open fire or light sources, e.g. spirit, heating oil, gas etc., shall be prohibited. All materials used for stand construction and decoration shall be demonstrably flame-retardant. During set up and dismantling times and the event itself all police and other official regulations shall be complied with. Carpets may only be stuck to the floor with residue-free adhesives that are easy to remove. In the case of adhesive residues special cleaning measures shall be invoiced to the exhibitor. Sticking advertising materials to the walls, pillars or other objects of the event venue shall not be permitted. Occupation of the room shall only be permitted within the scope specified by or agreed with Z Event Congress.

### 5. Exhibition goods and presentation goods

A direct physical/virtual sale of the admitted exhibition or presentation goods shall only be permitted with the express prior consent of Z Event Congress. The exhibitor and/or the respective presenting company shall be liable for observing possible copyrights or other industrial property rights relating to the exhibition or presentation of goods.

### 6. Costs

The costs are specified in the booking form, in the general information for exhibitors and sponsors or in an individual proposal and also include organizing and preparing the physical/virtual exhibition/event for the exhibitors/sponsors, as well as factoring in and integrating exhibitors/sponsors into the overall plan of the exhibition/event.

The stand lease shall include: lease of the stand space during the exhibition, and during set-up and dismantling times, general lighting, and general cleaning of the aisles. Furniture, electricity connections, and further equipment can be rented against a separate invoice. For this purpose order forms with exact specifications shall be submitted in good time. The costs for a virtual presentation within a virtual platform include the presentation of company-related digital content in various file formats. Company profiles can exist here as advertiser pages or virtual exhibition stands on the virtual platform. Services related to the industry exhibition/industry symposia such as website design, design of virtual rooms etc.

can be arranged by Z Event Congress via external service providers for a fee. Services are ordered by separate bookings. Z Event Congress shall accept no liability for the implementation of the service provider.

### 7. Rights of use and qualities

For all publications of the sponsor's/exhibitor's speeches/contents in word and image within the scope of the booked sponsor services the sponsor and/or exhibitor shall assign to Z Event Congress the right of duplication by all methods, the right of dissemination of the work for the types of use known and unknown at the time of conclusion of the contract, the right of reproduction by videogram or phonogram of all kinds, especially in electronic form (offline, online) as well as the exclusive right of translation, without restriction as to time and location, for all languages and countries. The assignment of rights shall include the publication and distribution of the above-mentioned media via cooperation partners (e. g. technical providers of virtual congress platforms). After the conclusion of the virtual event, the sponsor's digital presentation can remain on the virtual platform on demand, if desired. Individual agreements and additional bookings are possible here.

### 8. Terms of payment

All amounts charged by Z Event Congress shall be payable without deduction on the payment date quoted in the booking confirmation/invoice. If the amount is not paid by the due date the exhibitor/sponsor shall not be entitled to take part in the congress but shall still remain obliged to make the payment. In the case of a default of payment default interest in an amount of 3.5 % p.a. over the Turkishbank discount rate may be charged.

9. Cancellation of booking/withdrawal of admission After booking the exhibitor shall be obliged to pay the full stand lease/amount of the booked service even if he should cancel or fail to take part. Z Event Congress also reserves the right to claim compensation for damages caused by non-participation in breach of the contract. If the stand space in question can be let/resold to another exhibitor, Z Event Congress reserves the right to claim cancellation fees of 25 percent of the invoiced stand lease from the initial tenant who has withdrawn from the contract. Z Event Congress shall be entitled to revoke its admission and assign the stand space to another exhibitor.

1. if the stand is not recognizably occupied in good time according to the set-up and presence times specified in the exhibitors' manual,
2. if the stand lease/invoice is not paid by the specified date,
3. if the exhibitor allows a grace period granted by Z Event Congress to expire.

If the sponsor cancels the symposium and/or the sponsorship Z Event Congress shall have the right to charge the contractually agreed price in full if no substitute event and/or substitute sponsor can be gained. If a substitute can be found, the sponsor shall only be charged 25 percent of the contractually agreed price.

#### **10. Advertising**

The exhibiting and presenting companies may only engage in advertising within the physical/virtual stand space/ presentation room rented by them/advertiser page within the virtual platform.

#### **11. Order-related provisions**

The lessor of the physical event facilities has domestic authority in all areas of the rooms. He shall have the right

to inspect the exhibition stands and presentation measures and to prescribe security measures in the interests of the event and for compliance with legal regulations. Bringing animals into the venue is not permitted. The exhibiting or virtual presenting company shall deduct possible GEMA fees and/or contributions to the artists' social security scheme for artistic performances staged by it or commissioned by it at its own expense and shall indemnify Z Event Congress in this respect against all claims of third parties inter partes. The exhibiting companies are obliged to keep their physical/virtual stands and advertiser pages staffed and in a clean condition during opening hours. The presenting companies are obliged to keep the physical/virtual presentation rooms staffed during the rented times and to leave them punctually and in a clean condition. After the end of the exhibition, the exhibition stand must be dismantled by the exhibiting company within the agreed term and by the agreed deadline date. Presentation measures/events shall be concluded within the agreed time and any introduced objects shall be removed from the rooms within the agreed term. Rented objects shall be returned immediately to the respective lessor. Exhibits or presentation objects that have not been removed by the agreed date shall be transported away and stored at the risk and expense of the exhibiting or presenting company.

#### **12. Insurance**

The exhibitor/sponsor shall be liable for any personal injury and damages to property caused by the operation of the exhibit and exhibition objects used by him. It is recommended that he take out adequate insurance of his

own. The organizer shall only accept a general liability risk for the exhibition and shall take out liability insurance for the event (for personal injury and damages to property) for any claims that may be brought against the organizer due to statutory liability regulations. The organizer and venue shall accept no liability for any objects that are introduced to the premises.

#### **13. Amendments**

Z Event Congress reserves the right to cancel, relocate or postpone the exhibition or event of the respective event format in the case of force majeure at the site, major restrictions to public life due to unrest, civil war, public health incidents such as epidemics or pandemics, in the case of strikes, power cuts, earthquakes, floods, and in the case of specific or general official orders and after corresponding

instructions by the organizer. In the case of cancellation of the exhibition/event for one of the above-mentioned reasons, Z Event Congress can deduct from the costs agreed with the respective exhibitor/sponsor an amount of 15 percent of these costs for organizing and preparing the exhibition/event of the respective event format for the exhibitors/sponsors. Any amounts paid in excess of this would normally be refunded by Z Event Congress. Z Event Congress also reserves the right to change the venue and/or time of the exhibition/event, to change its duration or, if objective changes to site conditions, official orders or instructions of the organizer, or other compelling circumstances so require, to relocate, change the dimensions of, or limit the space provided to the exhibitor. In doing so, Z Event Congress shall be obliged to take account of the exhibitor's justified interests at its own reasonable discretion. In this case, the exhibitor waives the right to claim damages from Z Event Congress or to withdraw from the lease.

#### **14. Exhibitor lists**

A physical/virtual exhibitor list shall be published for the event. Z Event Congress and the organizer shall accept no liability for entries that are accidentally not included, mistakes, printing/typing errors etc.

#### **15. Industry-sponsored events**

During, right before, and after the physical/virtual congress, no industry-sponsored events may be staged without prior consultation with the organizer or with Z Event Congress.

#### **16. Catering**

Food and beverages for physical catering at the stands or for another event are available through the service partner of the event venue. Orders for food and beverages may only be placed with these licensed in-house caterers. Deliveries by another service provider or bringing along one's food and beverages for dispensing to third parties shall require a prior consultation. In both cases, the service partner shall be entitled to demand compensation for assigning his catering rights.

#### **17. Limitation of liability**

The organizer shall only be liable to the sponsor/exhibitor in the case of intent and the absence of a guaranteed service. Liability for all other damages shall be ruled out, especially for data loss, hardware malfunctions, or disrupted Internet connections. Neither shall Z Event Congress be liable in the event of malfunctions caused by the incompatibility of the components present on the computer system or mobile terminal device of the user/participant with the hardware and software.

#### **18. Place of performance/legal venue**

The place of performance and legal venue for all reciprocal obligations shall be İstanbul, Türkiye.

\* Only for reasons of easier readability only the grammatically masculine form is used. This always refers to people of any gender identity.





TMMOB  
PEYZAJ MİMARLARI ODASI  
UCTEA CHAMBER OF LANDSCAPE ARCHITECTS



INTERNATIONAL FEDERATION  
OF LANDSCAPE ARCHITECTS

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