



## 13th World Clean Air and Environmental Protection



The International Union of Air Pollution  
Prevention and Environmental  
Protection Associations - IUAPPA

C o n g r e s s   a n d   E x h i b i t i o n

Hilton Metropole Hotel | London, UK | August 22 - 27, 2004



### Official Sponsorship

The Congress is supported by the UK Department for Environment, Food and Rural Affairs; the Environment Agency for England and Wales; the Greater London Authority and the Corporation of the City of London.

Organised and hosted by the UK National Society for Clean Air and Environmental Protection and the Israel Society for Ecology and Environmental Quality Sciences, on behalf of the 40 National Member organisations of the International Union of Air Pollution Prevention and Environmental Protection Associations.

Incorporating NSCA Annual Conference, Environmental Protection 2004.

[www.kenes.com/cleanair](http://www.kenes.com/cleanair)



## WELCOME NOTE

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*Dear Colleague,*

*We have pleasure in inviting you to participate in the 13th World Clean Air and Environmental Protection Congress which will be held in London in August 2004.*

*The triennial Congress is one of the leading events in the international environmental meetings calendar. It brings together scientists, regulators and representatives of the industrial and business communities who will explore emerging trends and developments in the environmental sciences, technology and policy.*

*The subjects of the Congress are urgent and important. They are as relevant to the prospects of your company as to the wider community. They include the interaction of climate change and pollution; the challenge of resource efficiency; and the prospects for transition to a low carbon economy.*

*The Congress offers you the opportunity to promote environmental goods and services to a wide and influential audience, through the exhibition, advertising, and the opportunity to sponsor special sessions and workshops.*

*It also offers a unique opportunity to debate the latest developments at first hand with international leaders in environmental science, technology, regulation and policy.*

*This brochure introduces the opportunities available. Our colleagues recognise that every company has different requirements and circumstances. They will be happy to respond individually to your company's needs.*

*We look forward to meeting you in London.*

*Yours Sincerely*

**Menachem Luria**  
President, IUAPPA

**Richard Mills**  
Director General, IUAPPA



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## Sponsorship Prospectus

### SCIENTIFIC COMMITTEE

**Prof. M. Luria**, The Hebrew University of Jerusalem, **Chairman**  
**Dr. H. Almog**, Israel Electric Company  
**Professor H. ApSimon**, Imperial College, London  
**Professor N. Bell**, Imperial College, London  
**Prof. A. Bitan**, Tel-Aviv University  
**Professor P. Brimblecombe**, University of East Anglia  
**Prof. U. Dayan**, The Hebrew University of Jerusalem  
**Professor R.G. Derwent**, UK Meteorological Office  
**Professor D. Elsom**, Oxford Brookes University  
**Professor B. Festy**, Association for the Prevention of Atmospheric Pollution, France  
**Prof. Y. Goldreich**, Bar-Ilan University  
**S. Hart**, Former President, IUAPPA (Canada)  
**Professor S. Holgate**, University of Southampton  
**Dr. J. Koch**, Israel Nuclear Energy Commission  
**Dr. J. Kuylenstierna**, Stockholm Environment Institute  
**Dr. R. Laster**, Laster and Associates Law Firm  
**Dr. R. Lobato**, Brazilian Association for Ecology and Water & Air Pollution Prevention, Brazil  
**Prof. Y. Mahrer**, The Hebrew University of Jerusalem  
**Prof. Y. Mammane**, Israel Institute of Technology  
**S. Moorcroft**, Casella Stanger  
**Prof. M. Neuberger**, University of Vienna  
**Ms. S. Nezer**, Israel Ministry of the Environment  
**Dr. M. Peleg**, The Hebrew University of Jerusalem  
**Mr. Z. Rabinovitz**, International Processes Control, Ltd.  
**Dr. Y. Rudich**, Weizmann Institute of Science  
**Prof. M. Schechter**, Haifa University  
**Dr. I. Seter**, Israel Meteorology Service  
**Dr. G. Sharf**, Adam Teva Ve-Din  
**Prof. E. Sher**, Ben-Gurion University  
**Professor R. Sokhi**, University of Hertfordshire  
**Professor G. Zerbo**, CSIA-ATI, Italy  
**Prof. Y. Zvirin**, Israel Institute of Technology

### LOCAL STEERING COMMITTEE

**Mr. J. Speirs CBE**, President NSCA  
**Lord Hunt**, University College, London

**Joint  
Chairmen**

**Mr. G. Archer**, The Carbon Trust  
**Mr. G. Barrett**, Powergen  
**Prof. N. Bell**, Imperial College, London  
**Dr. M. Bigg**, Environment Agency  
**Prof. R. Burns**, Veolia Water UK Ltd  
**Ms. L. Davies**, Imperial College, London  
**Prof. R.G. Derwent**, UK Meteorological Office  
**Mr. R. Evans**, Johnson Matthey, UK  
**Mr. N. Haigh**, NSCA Vice-President  
**Mr. D. Hutchinson**, Greater London Authority  
**Mr. P. Jones**, BIFFA  
**Mr. C. MacDonald**, Scottish Environment Protection Agency  
**Prof. R. Macrory**, Imperial College, London  
**Prof. Y. Mammane**, Israel Institute of Technology  
**Mr. I. McPherson**, UK Petroleum Industry Association  
**Prof. J. Murlis**, University College, London  
**Ms. S. Nezer**, Israel Ministry of Environment  
**Mr. D. Phillips**, Institute of Air Quality Management  
**Dr. D. Pocklington**, British Cement Association  
**Mr. F. Price**, WS Atkins Global Environment  
**Prof. R. Sokhi**, University of Hertfordshire  
**Mr. P. Thompson**, Corporation of London  
**Dr. J. Van Ham**, Treasurer, IUAPPA  
**Dr. M. Williams**, Department for Environment, Food and Rural Affairs



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## IUAPPA INTERNATIONAL BOARD (2001-2004)

- Prof. M. Luria**, Israel Society for Ecology and Environmental Quality Services (President)  
**Mr. G. Fisher**, Clean Air Society of Australia and New Zealand (Vice-President)  
**Dr. R. Lobato**, Brazilian Association for Ecology and Water & Air Pollution Prevention (Vice-President)  
**Prof. Y. Mammane**, Israel Society for Ecology and Environmental Quality Services (Executive Vice-President)  
**Dr. W. H. Park**, Korean Society for Atmospheric Environment (Immediate Past President)  
**Dr. J. van Ham**, European Federation of Clean Air & EP Associations (Treasurer)  
**Dr. J. Awuku-Apaw**, Green Earth Organization, Ghana  
**Dr. M. Bouckaert**, Royal Flemish Chemical Society, Belgium  
**Prof. B. Festy**, Association for the Prevention of Atmospheric Pollution, France  
**Prof. W. Kofler**, Austrian Society for Air & Soil Pollution  
**Prof. S-C. Lu**, Environmental Protection Society, Taiwan  
**Dr. Hans Mathys**, Cercl'Air, Switzerland  
**Prof. K.C. Moon**, Korean Society for Atmospheric Environment  
**Dr. A. Muezzinoglu**, Turkish National Committee for Air Pollution Research & Control  
**Prof. I Mustafaev**, Ecological Society "Ruzgar", Azerbaijan  
**Dr. rer. Nat. R. Neuroth**, Commission on Air Pollution Prevention VDI & DIN, Germany  
**Mr. P. Odendaal**, National Association for Clean Air, South Africa  
**Prof. W.L. Ong**, Environmental Engineering Society of Singapore  
**Mr. P. Rombout**, VVM-Section for Clean Air in The Netherlands  
**Mr. D. Scherr**, Air & Waste Management Association, USA & Canada  
**Prof. K. Shiozawa**, Japanese Union of Air Pollution Prevention Associations  
**Dr. R. Sokhi**, National Society for Clean Air & Environmental Protection, UK  
**Mr. T. Tynjala**, Finnish Air Pollution Prevention Society  
**Dr. V. Vadic**, Croatian Air Pollution Prevention Association  
**Prof. L. Vegh**, Czech Association of IUAPPA  
**Mr. H. Xushong**, Chinese Society of Environmental Sciences  
**Prof. G. Zerbo**, Air Pollution Study Committee, Italy  
**Mrs. B. Zeineb**, Women for Sustainable Development, Tunisia  
**The Director**, Norwegian Clean Air Association  
**The Director**, Romanian Society of Hygiene & Public Health  
**The Director**, Union of the Societies for the Protection of the Environment in Slovenia



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## Sponsorship Prospectus



## WHO WILL ATTEND?

On the basis of previous experience, at least 800 participants from more than 40 countries are expected to attend this Congress in London.

Year	Venue	No. of Registered Participants	No. of Countries Attending
1983	Paris, France	1100	43
1986	Sydney, Australia	515	13
1989	The Hague, The Netherlands	800	42
1992	Montreal, Canada	800	38
1995	Helsinki, Finland	750	50
1998	Durban, South Africa	650	42
2001	Seoul, Korea	700	40

At the last three Congresses held in Europe attendance has averaged 900.

When held in Europe, North America or Asia, the number of countries with significant representation has ranged from 38 to 50.

Substantial representation is expected in 2004 from the UK and in particular from:

- The United States and Canada – IUAPPA affiliate, the Air and Waste Management Association is the leading NGO with over 9000 members;
- Europe – IUAPPA has prominent member organizations in most major countries (in particular France, Germany and Italy);
- Japan, Taiwan and Korea, where the Union is strongly represented.



## CONGRESS THEME AND SCIENTIFIC OVERVIEW

### Environment at the Turning Point

**The interaction of climate change and pollution and their impact on human health, natural resources and socio-economic systems**

Throughout the Congress, key environmental themes – relevant to business and industry – will be addressed, with particular focus on:

- Technologies for a low-carbon economy
- Regional air pollution issues
- Environmental quality and sustainability in cities and mega cities
- Resource efficiency and waste

The emphasis of the Congress is on policy-oriented science, allowing in-depth presentations of new technologies, and policy and management tools. It will be equally relevant to resource-based companies, equipment manufacturers and consultancies.

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## KEYNOTE SPEAKERS

The plenary presentations will be by the leading international authorities in the environmental science, technology and policy field. As of August 2003, these include three Nobel Laureates, the Environment Commissioner of the European Union and Executive Director of UNEP.





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# PRELIMINARY TIMETABLE (SUBJECT TO CHANGE)

	Sunday August 22	Monday August 23	Tuesday August 24	Wednesday August 25	Thursday August 26	Friday August 27
Morning		Opening Ceremony	Plenary Session IV	Plenary Session V	Plenary Session VI	Plenary Session VII
		Coffee Break in Exhibition Area				
		Plenary Session I	Parallel Sessions/ Workshops	Parallel Sessions/ Workshops	Parallel Sessions/ Workshops	Closing Ceremony and Report Back
Lunch Break in Exhibition Area						
Afternoon	Registration	Plenary Session II	Parallel Sessions	Parallel Sessions/ Visits	Parallel Sessions/ Visits	
		Coffee Break in Exhibition Area				
		Plenary Session III	Parallel Sessions	Parallel Sessions/ Visits	Parallel Sessions/ Visits	
Evening	Welcome Reception	Thames Event	Free Evening	Social Event	IUAPPA Dinner (optional)	

## OFFICIAL SOCIAL EVENTS

- Welcome Reception
- Opening Ceremony
- Thames Event
- IUAPPA Dinner (optional)

The Organising Committee of the 13<sup>th</sup> World Clean Air and Environmental Protection Congress would greatly appreciate it if Industry does not plan evening social events that may clash with the official Congress and social programme.



13TH WORLD CLEAN AIR AND ENVIRONMENTAL PROTECTION  
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## GENERAL INFORMATION

### CONGRESS ORGANISERS AND SECRETARIAT:

Kenes International  
13th World Clean Air and Environmental Protection Congress and Exhibition  
Kenes Building, Airport City 70151  
P.O.Box 56, Ben-Gurion Airport 70100, Israel  
Tel: +972 3 9727500,  
Fax: +972 3 9727555  
Website: <http://www.kenes.com/cleanair>  
E-mail: [cleanair@kenes.com](mailto:cleanair@kenes.com)

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### SPONSORSHIP:

Michael Foreman  
Kenes International  
Suite 77, 176 Finchley Road  
London NW3 6BT, UK  
Tel: +44 (0)20 8953 4333  
Fax: +44 (0)20 8953 6333  
E-mail: [mforeman@kenes.com](mailto:mforeman@kenes.com)

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### THE CONGRESS VENUE & HEADQUARTERS HOTEL:

Hilton London Metropole  
225 Edgware Road  
London W2 1JU, UK  
Tel: + 44 20 74024141  
Fax: + 44 20 76167313  
Website: [www.hiltonlondonmet.com](http://www.hiltonlondonmet.com)

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### LANGUAGE

The official language of the Congress will be English.

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### CLIMATE

London in August is mild and mainly dry. Temperatures range from 16°C - 21°C. It is recommended to bring an umbrella and a jacket for the evenings.

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### HOTEL ACCOMMODATION AND SIGHTSEEING TOURS

Special rates in various categories of London hotels will be available for Congress participants, as well as Pre and Post Congress Tours. A special Accompanying Persons Program will be offered. Details and prices will be included in future announcements.



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## Sponsorship Prospectus

# LIST OF SPONSORSHIP ITEMS

### Major Sponsorship Package

€30,000

Sponsorship includes:

- Sponsorship of an official Congress session. The sponsor will have the opportunity to give input on the development of the session as well as provide one corporate presentation within the session.
- Inclusion of an insert in the participant Congress bags
- Logo with Hyperlink on Congress Website
- Session Programmes are included in the Final Programme
- Acknowledgement as Major Sponsor on Sponsor Board on-site
- Acknowledgement as Major Sponsor on Sponsor's list in the Final Programme

In addition, Major Sponsors will receive:

- Prime exhibition space (36m<sup>2</sup>)
- Sponsorship of an item of choice from the list below
- Full page advertisement in all Congress Publications (2<sup>nd</sup> Announcement, Final Programme)

### Educational grant in support of the 13th World Clean Air and Environmental Protection Congress

In addition to any other sponsorship items, companies may support the Congress with an unrestricted educational grant in support of integrated symposia.

Sponsorship will include:

- Logo with Hyperlink on Congress Website
- Acknowledgement on Sponsor Board on-site
- Acknowledgement on Sponsor's list in the Final Programme

### Workshop

€7,500

Sponsor will organise and facilitate an educational course on a topic of their choice. (The workshop programme is to be approved by the Scientific Committee).

- Room Rental
- Branding opportunities
- Standard audiovisual equipment and technical assistance
- Logo with Hyperlink on Congress Website
- Acknowledgement on Sponsor Board on-site
- Acknowledgement on Sponsor's list in the Final Programme
- Workshop invitation included in the Congress bag

### Video Session

€12,500

A unique opportunity for technology and equipment companies to promote their products using a 30 minute video (info-mercial), followed by 15 minutes questions and answer time. There will be an allocated room in the Congress centre (seating between 50-100 people per sitting), for delegates to attend a planned programme of screenings from sponsoring companies. The 'videos' will be shown on a daily basis throughout the Congress, providing the sponsor with maximum product exposure.

- Room Rental
- Standard audiovisual equipment and technical assistance
- Distribution of product literature during the company screening
- Sponsor's support will be acknowledged in the Final Programme
- Logo with Hyperlink on Congress Website
- Acknowledgement on Sponsor Board on-site
- Acknowledgement on Sponsor's list in the Final Programme



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## LIST OF SPONSORSHIP ITEMS

### 2nd Announcement and Call for Papers

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A number of full-page colour (4 colour) advertisements will be available at the following prices:

Inside Page	€2,500
Back Cover (if not sold to a major sponsor)	€6,000
Inside Front or Back Cover (if not sold to a major sponsor)	€3,500

- Mailed to experts all over the world
- Distributed at Congress of a similar or related field
- Acknowledgement on Sponsor Board on-site
- Logo with Hyperlink on Congress Website
- Acknowledgement on Sponsor's list in the Final Programme

### Final Programme

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The Final Programme will be distributed at the Congress to all registered participants. It will include the complete scientific, social and tour programme as well as practical information concerning the Congress.

A number of full-page colour (4 colour) advertisements will be available at the following prices:

Inside Page	€3,000
Back Cover (if not sold to a major sponsor)	€7,000
Inside Front or Back cover (if not sold to a major sponsor)	€4,000

- Distributed to all participants in the Congress bags
- Will include the complete final scientific, social and tour programme as well as the practical information on the Congress
- Acknowledgement on Sponsor Board on-site
- Logo with Hyperlink on Congress Website
- Acknowledgement on Sponsor's list in the Final Programme

### Mini Programme

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€5,000

A full colour exclusive advertisement will appear on the back cover.

- Distributed to all participants in the Congress bags
- Pocket size useful Congress overview
- Acknowledgement on Sponsor Board on-site
- Logo with Hyperlink on Congress Website
- Acknowledgement on Sponsor's list in the Final programme

### Congress Bags

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Provided in kind

Sponsor will provide the participants Congress bags. The quality of the bag must be approved by the Organising Committee in advance.

- The bag will bear the sponsor's logo and the Congress logo
- Acknowledgement on Sponsor board on-site
- Logo with Hyperlink on Congress Website
- Acknowledgement on Sponsor's list in the Final Programme

### Thames River Event

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This Event can be sponsored wholly by one company or by elements such as wine, transportation, venue hire etc. Please contact the sponsorship office for pricing details

- Sponsor's support will be acknowledged in the Final Programme
- Logo with Hyperlink on Congress Website
- Sign showing sponsors name at entrance
- Logo on Invitations and Menus
- Acknowledgement on Sponsor Board on-site
- Acknowledgement on Sponsor's list in the Final Programme



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### LIST OF SPONSORSHIP ITEMS

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#### Internet/E-mail Service €12,000

Sponsor will provide at least 10 work stations and technical assistance in the set up of the Cyber Centre in the exhibition which is easily accessible and with wide exposure.

- Opportunity to display company logo/information on screen saver
- Opportunity to display company logo/information on screen background
- Opportunity to distribute mouse pads and related promotional gifts from the Cyber Centre
- Acknowledgement on Sponsor Board on-site
- Logo with Hyperlink on Congress Website
- Acknowledgement on Sponsor's list in the Final Programme
- Information regarding this service will be included in all future announcements

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#### Bag Inserts

Congress bags will be distributed to all registered Congress participants. The insert will be provided by the sponsor and will be distributed in the Congress bag. A restriction of 10 items will apply.

- Companies already participating as an Exhibitor €500
- Non Participating Company €1,000

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#### Badge Lanyards €5,000

Sponsor's company logo will appear on the participants' badge cords

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#### CD ROM All production costs plus €2,000

The CD-ROM will contain all 13<sup>th</sup> World Clean Air and Environmental Protection Congress Full Papers to be distributed to all participants at the Sponsor's exhibition booth. An exchange voucher (to be provided by the Sponsor) will be inserted in all Congress bags.

- Exclusive advertisement on the back cover of the voucher
- Exclusive advertisement on the back cover of the CD-ROM

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#### Notepads and Pens Provided 'In Kind' plus €4,000

Sponsor will provide – or provide funding for – the participants Notepads and Pens for use during the Congress.

- The notepads and pens can bear the sponsor's company/product logo and will be distributed in the Congress bags to all delegates in London.

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#### Website €10,000

Sponsor will have the opportunity to sponsor the Congress website which is live until the end of the Congress

- Sponsor's support will be acknowledged in the Final Programme
- Exclusive Logo with Hyperlink on Congress Website Homepage
- Acknowledgement on Sponsor Board on-site
- Acknowledgement on Sponsor's list in the Final Programme



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## LIST OF SPONSORSHIP ITEMS

### Special Requests

We are aware that sponsorship of any of the above items may not suit your current marketing aims. We are therefore willing to tailor a package to suit your objectives. Please feel free to contact the Sponsorship Office to discuss your needs.

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### Acknowledgements

Please note that all sponsors and exhibitors will be acknowledged in the Final Programme, on the acknowledgement board at the Congress and on the Congress Website.

Please forward your company logo (in JPG format) to [cleanair@kenes.com](mailto:cleanair@kenes.com)

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### Categories of Sponsorship

Sponsors will be given a sponsorship category status according the level of their total sponsorship and exhibition contribution once their package has been formulated.

Status will be allocated as follows:

Major Sponsor:	For a contribution over	€30,000
Sponsor:	For a contribution up to	€29,999

Major sponsors will be offered first choice on all items provided their contribution is confirmed in writing by November 3, 2003. Subsequently, all items will be allocated on a "first come, first served basis".





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## Sponsorship Prospectus

# INFORMATION FOR SPONSORS

### Application for Sponsorship

Application for sponsorship can be made in writing with the enclosed booking enquiry form to:

Michael Foreman  
Kenes International  
Suite 77, 176 Finchley Road  
London, NW3 6BT, UK  
Tel: +44 (0)20-8953 4333  
Fax: +44 (0)20 8953 6333  
E-mail: mforeman@kenes.com

Once an application is made a contract will be sent to you for completion. This contract should be signed and returned with a 50% deposit payment to the sponsorship/exhibition office address above. Alternatively, an invoice for the deposit can be requested on the booking form. Once this has been received a confirmation of sponsorship will be mailed to you with an accompanying invoice.

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### Terms of Payment

50% with signed contract  
Balance due to be paid before the start date of the Congress

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### Payment Methods

**Option 1:** Payment by cheque - Please make cheques payable to: CLEAN AIR 2004

**Option 2:** Payment by Bank Transfer - Please make drafts payable to CLEAN AIR 2004, and send them to CLEAN AIR 2004, Credit Suisse Bank Geneva Branch, Switzerland;  
Account number: 4251- 465953-82-52 : Swift No: CRESCHZZ12A; Bank Account: CLEAN AIR 2004. Bank charges are the responsibility of the payee and should be paid at source in addition to the sponsorship fees.

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### Cancellation Policy

Cancellation must be made in writing to:

Michael Foreman  
Kenes International  
Suite 77, 176 Finchley Road  
London, NW3 6BT, UK  
Tel: +44 (0)20 8953 4333  
Fax: +44 (0)20 8953 6333  
E-mail: mforeman@kenes.com

The Organisers shall retain:

10% of the agreed package amount if the cancellation is made more than 12 months prior to the Congress

50% of the agreed package amount if the cancellation is made between 12 and 4 months prior to the Congress

100% of the agreed package amount if the cancellation is made after 4 months prior to the Congress.

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### General Conditions

Terms and Conditions will be included in the sponsorship agreement.

# SPONSORSHIP BOOKING APPLICATION FORM

**Please complete and send to:**

CLEAN AIR 2004  
c/o Kenes International  
Suite 77, 176 Finchley Road  
London NW3 6BT, UK  
Fax: +44-20-8953 6333;  
E-mail: mforeman@kenes.com

Contact Name \_\_\_\_\_ Name of Company \_\_\_\_\_

Address \_\_\_\_\_

Post/Zip Code \_\_\_\_\_ Country \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

**I would like to book the following Sponsorship Items:**

Sponsorship Item	Price
Major Sponsorship Package	€30,000
Educational Grant in Support Clean Air 2004	
Workshop	€7,500
Video Session	€12,500
2nd Announcement and Call for Papers – advertisement	€2,500 / €6,000 / €3,500
Final Programme – advertisement	€3,000 / €7,000 / €4,000
Mini Programme - advertisement	€5,000
Congress Bags	Provided in Kind
Welcome Reception	€25,000
Thames River Event Dinner	
Internet/E-mail Service	€12,500
Bag Inserts for Exhibiting Companies	€500
Bag Inserts for Non Exhibiting Companies	€1,000
Badge Lanyards	€5,000
CD ROM of Abstracts	€2,000 plus all production costs
Note pads and Pens	Provided in kind and €4,000
Website	€10,000
<b>Total Amount (please complete)</b>	

We hereby apply to be:

Sponsor Category Status	Total
Major Sponsor – over €30,000	
Sponsor - up to €30,000	

- Please call me to discuss our sponsorship package  
 Please send me a sponsorship contract and first 50% deposit invoice

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date





[www.kenes.com/cleanair](http://www.kenes.com/cleanair)