

IAME 2018

11 – 14 September

Mombasa - Kenya

Sponsorship proposals

www.iame2018.com



Supported by



What is IAME?

- International Association of Maritime Economists (IAME)
- Largest global association of researchers in maritime, shipping and port economics and management
- Ca. 400 members from the global maritime research community (ports, shipping, maritime logistics)
- Related to 2 prolific scientific journals:
 - Maritime Economics and Logistics
 - Maritime Policy and Management
 - + other associated journals to the conference
- Annual conferences since 1992 with 200 – 300 participants



What is the IAME conference?

- Annual 4 – day gathering of the global research and policy community of maritime economics (shipping, ports, logistics)
- Held on all continents since 1992, except Africa!
- **2018 = first time on African soil (Kenya, Mombasa)**
- Initial bid prepared by Vrije Universiteit Brussel (University of Brussels –Belgium), Kenya Ports Authority and Port Management Association of Eastern and Southern Africa (PMAESA)
- Supported by Kenya Maritime Authority (KMA) and local Kenyan universities (JKUAT, UoN, Moi) through local MoUs
- Supported by UNCTAD and other development partners



University of Nairobi



Why sponsor the conference? (1)

- Registration fees have been kept low to allow African Scholars to participate in the event in large numbers for the first time
 - A high number of abstracts from African scholars has already been received (ca. 1 in 4 as opposed to 1 out of 25), and about 1/3 of the submissions deal with specific challenges for Africa.
- It allows African scholars to strengthen their participation within this prolific international network
- The maritime and blue economy is a major driver of past, current and future economic development of African countries, and needs support from a strong scientific and educational base to deliver on its local promises



Why sponsor the conference? (2)

- The main organizing alliance (VUB – KPA – PMAESA) has jointly decided, in the case of a positive financial balance, to create a **jointly managed fund benefitting further development of networks and capabilities of African institutions within the field of maritime and port related research and education**
- All 3 organizations have already committed substantial financial and human resources to the project since 2014
- The objective of the conference is thus to generate a longer-term **sustainable impact** within the local (and international) research community
- Any additional financial contribution from sponsors and donors pushes this important objective forward, and puts Kenya and the African continent on the map and within the network of global maritime research & education



Why sponsor the conference? (3)

- Your contribution directly impacts sustainable development under the form of knowledge creation in line with the **UN Sustainable Development Goals (SDGs)**:
 - SDG 4: Quality Education (more in particular the maritime education, as KPA is currently the largest provider of maritime education with its fully integrated Bandari College)
 - SDG 7: Affordable and Clean Energy (research on offshore energy and the impact on ports and shipping)
 - SDG 8: Decent Work and Economic Growth (the Blue Economy as a source of welfare)
 - SDG 9: Industry, Innovation and Infrastructure (e.g. the Belt and Road Initiative and the impact on Africa)
 - SDG 11: Sustainable cities and communities (e.g. the impact of ports and shipping on urban areas)
 - SDG 12: Responsible production and consumption (e.g. green shipping and green maritime logistics / hinterland transport)
 - SDG 13: Climate action (see SDG 12)
 - SDG 14: Life below water (e.g. impact and sustainability of Blue Economy activities)



Our proposed packages

PROPOSED SPONSORSHIP PACKAGES – WITH COST

	Keystone	Platinum	Gold	Silver	Bronze
EXCLUSIVITY (SPACES)	1	2	3	4	8
Premium space for display of company material, banners and posters					
Table for 10 persons at Conference Gala dinner					
Sponsored sessions*					
Company logo on back cover of program booklet, and on conference bag					
Program booklet advertisement space (free)	Inside Back cover	½ page	¼ page	1/8 page	
Company logo displayed at key locations during the event					
Company profile on conference website					
Company website linked from conference website					
Acknowledgement in sponsors list (program booklet / website)					
Complimentary exhibition booth (size to be specified)					
Complimentary number of delegates to the full conference (incl. gala dinner)	5	4	3	2	1
Minimum Investment (USD)	12.000	9.000	6.000	3.000	1.500
Minimum Investment (EUR)	9.600	7.200	4.800	2.400	1.200

* This applies to cocktails, lunches and dinners mentioned in the conference program and online schedule.

Other possibilities

- Other examples of conference collateral to be sponsored:
 - Conference Bag
 - Note book
 - Pens
 - Pen drive
 - Lanyard
 - Polo shirts
 - Caps
 - Insert in the Conference bag
 - Awards for best papers



Final remarks

- Packages can be customized
- International sponsoring: handled by University of Brussels (VUB)
(Contact: Prof. dr. Michaël Doms Michael.Doms@vub.be)
- Local sponsoring (Kenya/East Africa): handled by PMAESA
(Contact: Mr. Mubarak Sodha msodha@pmaesa.org)
- Thank you for your interest in the IAME conference 2018 !
- www.iame2018.com

