

# SPONSORS and EXHIBITORS

An ever-growing community of leaders in environmental change is inviting you to participate in a major event taking place in North America for the first time ever!

Meet more than 3000  
environmental education professionals.

Share your solutions for a better future.



**5<sup>TH</sup> WORLD ENVIRONMENTAL  
EDUCATION CONGRESS**

*Earth, Our Common Home*

**May 10-14, Montréal 2009**



## Welcome to Sponsors and Exhibitors of the 5th World Environmental Education Congress

More than ever, major social and environmental challenges, both regional and global in scale, have become part of our daily reality. We are all expected to be responsible citizens within our various spheres of activity. Governments, businesses, public institutions and community organizations everywhere are being asked to work hand-in-hand to find viable solutions for better living together on Earth, our common home. It is high time that we put our intentions into action.

Environmental education is an essential step towards action, and can take many forms: corporate training, education through schools, community activities, public programs in parks and museums, information disseminated by the media, social marketing, eco-tourism, special events, art, etc.

Faced with the urgent state of current ecological and social affairs, environmental education has a major role to play. It contributes to an informed and politically empowered citizenry capable of finding innovative solutions to socio-ecological problems. It promotes alternative economic development, and fuels creative approaches to production and consumption that respect the environment and social equity. A driver of change, environmental education contributes to building responsible societies.

It is with these goals of social development that the 5th World Environmental Education Congress will take place at the Palais des congrès de Montréal (Montréal Convention Centre) from May 10 to 14, 2009. This wide-ranging event will be an exceptional opportunity to:

- Share our experiences, research and thoughts;
- Assess and envision projects;
- Strengthen collaborative networks;
- Learn together how to better live in our neighbourhoods, cities, towns, regions and on our planet, and
- Globally recognize the social and environmental commitment of our partners.

We are pleased to count you among our partners at this historical meeting.



Co-Presidents: Bob Jickling



Lucie Sauvé



## A Growing Community

---

The World Environmental Education Congress (WEEC) was born of the desire to offer a forum for exchange and synergy among the variety of specialists in this field, including those from academia as well as other sectors of society, organizations, and associations on a regional, national or international level.

Portugal, Brazil, Italy and South Africa have all hosted the WEEC, bringing together governmental, para-governmental and corporate representatives; teachers, professors, researchers and students; event coordinators, performers and artists; community leaders, program heads and consultants; journalists, and many other players with a stake in environmental education.

In 2003, approximately 350 delegates from around the world took part in the first WEEC in Espinho, Portugal. As a result of growing interest in this initiative, the 2nd WEEC in Rio de Janeiro, Brazil, in 2004, welcomed approximately 1500 participants. Participation at the 3rd WEEC in Turin, Italy, in 2005, exceeded all expectations with a staggering participation of 3500 attendees from 115 countries. This qualitative and quantitative leap helped strengthen the organization of these world congresses, now considered a major international event that brings together the many players in the field of environmental education. Most recently, the 4th WEEC (July 2007) in Durban, South Africa, brought together more than 1300 participants, further confirming the event's universal relevance.

In 2009, this world-scale event will make its debut in North America with more than 3000 expected participants. It serves as a unique opportunity to highlight the efforts of organizations in terms of social and/or corporate responsibility, education, and environmental stewardship.

### Congress Objectives

---

- To promote cross-sector collaboration in environmental education between academia, practical education (learning institutes, museums, parks, NGOs), corporations, political and economic milieus, etc.
- To stimulate partnerships and networking.
- To offer a privileged opportunity to make an evaluative assessment of environmental education initiatives: research, actions, and the links between the two.
- To promote new programs and projects.
- To contribute to the professional development of participants.

### Multidisciplinary Issues That Inspire

---

- How can environmental education enrich the meaning of our lives?
- How can environmental education contribute to social innovation?
- How can environmental education influence public policies?



# A Program for Better Living Together on Earth

## The Scientific Program

### Plenary Talks

There will be three distinguished keynote speakers:

Ricardo Petrella  
Stephen Lewis  
Adriana Puiggrós

### Thematic Niches:

Dedicated to a specific theme, each “niche” comprises a set of talks, roundtables, communication sessions, poster presentations, workshops and other activities.

#### Current Themes

- Relationships between ecology and economy: the issue of sustainability
- Questions of fairness in socio-ecological issues
- Environmental health
- Urban challenges
- Ecologizing colleges and universities
- School and community
- Learning in society
- Interpreting heritage
- Indigenous knowledge and practices
- Ethics, environmental thought and world views
- Art: imagination, creativity and meaning
- Ecological identity

### NGO Forum

The Congress will offer NGOs involved in environmental education a platform in which each organization can present its projects, achievements, services, educational material, etc. This activity will run complementarily to the exhibit.

### Symposiums

Symposiums will look at specific issues, responding to multidisciplinary interests.

- Research into environmental education
- Evaluation of environmental education
- Scientific and environmental education
- The Polar Year: A North-South dialogue

### A Political Forum

At the center of the thematic niches, a political forum will focus on the political dimensions of environmental education. Key decision makers and other stakeholders are invited to a roundtable discussion of their sector’s contribution to environmental education development:

- The Councils of Education Ministers from various countries
- The Councils of Ministers of the Environment and Sustainable Development from various countries
- Deans of the Faculties of Education
- Large NGOs
- Representatives from the “Green” economy sector
- Leaders of youth movements

### Exhibition

#### Congress Partners Exhibition

A place will be set up so that partners can present their ecological achievements, training, and environmental education.

#### Educational Resources Exhibition

A space showcasing environmental education teaching resources.

#### Exhibition for Business and Other Civil Society Stakeholders

An exhibition area will be set aside for businesses and organizations engaged in environmental education and/or whose own practices are an example of environmental responsibility.

#### Congress Host Exhibition

#### Montréal, Québec City and Canada

An opportunity for hosts of the Congress to showcase their expertise in environmental education.

# A Program for Better Living Together on Earth

## Parallel Activities

### Children of the World

A media production project invites children to present their village, their neighbourhood, their environment, their treasures and their dreams. This multilingual project consists of video productions by children to illustrate the positive aspects of their living environment and their environmental concerns. The photos are accompanied by a soundtrack, permitting us to hear the voices of children from around the world.

### Eco-Show

A number of artists use their creative gifts as part of the Congress theme. This is an environmental show: zero carbon, zero waste, green communications, free tickets for the underprivileged, etc.

### An International Festival of Environmental Storytelling

Storytelling is an extraordinary strategy for promoting environmental education, reaching both adults and children. Using this rich tradition, which has been established or revived here and elsewhere over the past few decades, storytellers from all continents will make your imagination run wild, with words and images that bring together nature and culture.

## Touristic and Cultural Activities

### Guided Tours

Participants will have the opportunity to take part in thematic tours to learn more about various environmental education initiatives in Montréal and the Province of Québec. Several of these initiatives are run by the City of Montréal, including museum facilities, such as the Biôdome or Botanical Gardens, major park programs (including Nature Parks), eco-territories (created by the City's policy on protection and enhancement of natural spaces) and other familiar facilities and institutions, such as the eco-centres, eco-neighbourhoods and the Saint Michel Environmental Complex.

## Be Part of the Solution!

- **Make a difference and show real social and environmental commitment.**
- **Share your ideas with other professionals and discover new ways of doing things.**
- **Create links with the scientific community and expand your network.**
- **Increase awareness with your own employees and business community.**
- **Have your efforts recognized by an informed public.**
- **Reinforce your brand image.**
- **Benefit from the Congress's marketing tools to heighten your visibility.**

**Participant exhibitors will be called upon to demonstrate in concrete terms their commitment to eco-responsibility both within their company and in their professional activities.**





## SPONSORSHIP OPPORTUNITIES

---

### **Principal Sponsor:** Investment: **\$25,000** (taxes not included)

#### **Advertisements/Publicity (magazines and official publications)**

- One full-page 4-colour advertisement in the official program (English, French and Spanish);
- A half-page B&W advertisement in the Congress Crossroads passport

#### **Logo and/or Mention as a Principal Sponsor:**

- On all visual display items for the event at the Palais des congrès de Montréal;
- On the sponsors signage panel at registration;
- Advertisement announcing the event;
- Hyperlink on the 5WEEC website for a six-month period;
- 150-word description on your company's commitment to eco-responsibility in a special area on the website;
- In all electronic newsletters;
- Advertising on screens throughout the Palais des congrès de Montréal (format to be defined);
- On the back cover of the official program;
- On the cover page of the exhibitor guide

#### **Public Relations:**

- Mention in several press releases;
- Insertion of a message\* or brochure\* in the press folder

#### **Other Privileges:**

- Acknowledgement on stage during the opening session;
- A 200-square-foot VIP exhibit space;
- A "sponsor to visit" box in the Congress Crossroads passport;
- Option of playing a corporate video in the Sponsor Exhibition space;
- Option of distributing a promotional article\* to all participants;
- Insertion of a corporate document\* in the official document holder (3000);
- Invitation to the VIP opening reception;
- Six (6) complete VIP registrations to different events, if applicable;
- Six (6) additional invitations to the opening reception and the Wednesday night cocktail

\* All items are subject to the committee's approval

**Theme-Associated Sponsor:** Investment: **\$15,000** (taxes not included)

**Theme**

Possibility of sponsoring one of the Congress themes. See the list on page 13.

**Advertisements/Publicity (magazines and official publications)**

- One half-page 4-colour advertisement in the official program (English, French and Spanish);
- A quarter-page B&W advertisement in the Congress Crossroads passport

**Logo and/or Mention as a Theme-Associated Sponsor:**

- On the sponsors signage panel at registration;
- In the special electronic newsletter announcing the theme-associated sponsors;
- Sponsor page in the official program;
- In the official schedule in the program;
- Signage outside and on the back of the screen in the theme-associated rooms;
- Hyperlink on the 5WEEC website for a six-month period;
- 150-word description on your company's commitment to eco-responsibility in a special area on the website;
- Advertising on screens throughout the Palais des congrès de Montréal (format to be defined)

**Other Privileges:**

- Mention during the opening plenary for the theme;
- A 100-square-foot exhibit space;
- A "sponsor to visit" box in the Congress Crossroads passport;
- Distribution of a corporate document\* to participants during the opening plenary for the theme;
- Option of playing a corporate video in the Sponsor Exhibition space;
- Invitation to the VIP opening reception;
- Four (4) complete VIP registrations to different events, if applicable;
- Four (4) additional invitations to the opening reception and the Wednesday night cocktail

**Public Relations:**

- Mention in one press release;
- Insertion of a message\* or brochure\* in the press folder

\*All items are subject to the committee's approval

**Keynote Sponsor:** Investment: **\$10,000** (taxes not included)**Advertisements/Publicity (magazines and official publications)**

- One half-page B&W advertisement in the official program (English, French and Spanish)

**Logo and/or Mention as a Sponsor for a Keynote Talk:**

- On the sponsors signage panel at registration;
- In the electronic newsletter announcing the sponsors;
- Sponsor page in the official program;
- In the “opening talks” section of the official schedule in the program;
- On the signage and screen at the talk (logo only, not complete image);
- Hyperlink on the 5WEEC website for a six-month period;
- 150-word description of your company’s commitment to eco-responsibility in a special area on the website;
- Advertising on screens throughout the Palais des congrès de Montréal

**Other Privileges:**

- Option to thank the keynote speaker;
- Option of playing a corporate video in the Sponsor Exhibition space;
- 100-square-foot exhibit space;
- A “sponsor to visit” box in the Congress Crossroads passport;
- Invitation to the VIP opening reception;
- Two (2) complete VIP registrations to different events, if applicable;
- Two (2) additional invitations to the opening reception and Wednesday night cocktail

**Document Holder Sponsor:** Investment: **\$7500** (taxes not included)**Advertisements/Publicity (magazines and official publications)**

- One half-page B&W advertisement in the official program (English, French and Spanish)

**Logo and/or Mention as a Sponsor:**

- On the document holder\* given to all Congress participants;
- Partners page in the official program;
- Hyperlink on the 5WEEC website for a six-month period;
- In the electronic newsletter announcing the sponsors;
- 150-word description on your company’s commitment to eco-responsibility in a special area on the website

**Other Privileges:**

- Option of playing a corporate video in the Sponsor Exhibition space;
- Invitation to the VIP opening reception;
- Two (2) complete VIP registrations for different events, if applicable;
- Insertion of a corporate document\*\* in the official document holder (3000);
- Mention as a sponsor under the “eco-responsibility” section of the website and in the official program

\* The document holder will be chosen based on the eco-responsibility criteria of the Congress

\*\*All items are subject to the committee’s approval



**Internet Café and Rest Area Sponsor:** Investment: **\$4000** (taxes not included)

**Advertisements/Publicity (magazines and official publications)**

One half-page B&W advertisement in the official program (English, French and Spanish)

**Logo and/or Mention as a Principal Sponsor:**

- Tabletop “tent ads” on the rest area tables;
- On the sponsors signage panel at registration;
- On the Sponsor page in the official program;
- In the official schedule in the program;
- In the electronic newsletter announcing the sponsors;
- On signage outside the room;
- Hyperlink on the 5WEEC website for a six-month period;
- In the electronic newsletter announcing the sponsors

**Other Advantages:**

- One (1) complete registration for a delegate;
- Logo on the home page of all Internet café computers;
- Option of decorating, with the approval of the Congress’s eco-responsibility committee (extra charge)

**Session Sponsor:** Investment: **\$3000 (1 session)** (taxes not included)

**Sessions**

See updated list on the 5WEEC website (*online as of December 2008*)

**Advertisements/Publicity (magazines and official publications)**

One half-page B&W advertisement in the official program (English, French and Spanish)

**Logo and/or Mention as a Sponsor:**

- On the sponsors signage panel at registration;
- Partners page in the official program;
- In the program’s official schedule in the program;
- In the electronic newsletter announcing the sponsors;
- On outside signage and on the back of the screen in the session room;
- Hyperlink on the 5WEEC website for a six-month period

**Other Advantages:**

- One (1) complete registration for a delegate

## Sponsor of the “Congress Crossroads” Passport and a Trip

Investment (plus trip): **\$5000** (taxes not included)

### Congress Crossroads:

This is a site that includes the exhibit, Internet café and rest area, poster sessions and breaks.

### Passport Description:

- Colour cover page featuring your company logo;
- Back colour cover page for sponsors (publicity);
- Inner B&W pages:
  - List of booths and exhibitor plan;
  - Boxes for the stamp or signature of exhibitors that congress attendees must visit;
  - Mandatory visit to the sponsor’s booth;
  - Pages of advertising of other sponsors;
  - Other practical undetermined information that the organization reserves the right to add (activities in other stands, for example)

This passport, serving as the exhibit guide, will be distributed to all participants

### Trip:

Must be at least a return plane trip for one week for two to a destination outside of North America\*

\*Subject to the approval of the committee

### Privileges:

- A poster of the sponsor inviting congress attendees to participate in a draw;
- Awarding of trip by a corporate manager;
- A 100-square-foot exhibit space;
- Corporate logo on the permanent container inside which participants put their passports once validated;
- Advertisement of trip, including sponsor logo, in the official Congress program;
- Hyperlink on the 5WEEC website for a six-month period;
- Logo and/or mention on the sponsors signage panel at registration;
- Logo and/or mention on the partners page in the official program;
- Logo and/or mention in the electronic newsletter announcing the sponsors;
- One (1) full registration for a delegate

**Eco-Responsibility Package:** Investment: **\$10,000** (taxes not included)

**Advertisements/Publicity (magazines and official publications)**

- One half-page B&W advertisement in the official program (English, French and Spanish)

**Logo and/or Mention:**

- On the sponsors signage panel at registration;
- In the electronic newsletter announcing the sponsors;
- Partners page in the official program;
- In the “Eco-Responsibility” section of the official program;
- On all signs promoting eco-responsibility;
- Hyperlink on the 5WEEC website for a six-month period;
- 150-word description on your corporate commitment to eco-responsibility in a special area on the website

**Other Privileges:**

- Option of playing a corporate video in the Sponsor Exhibition space;
- Co-hosting the Congress Crossroads’ eco-responsibility booth with volunteers;
- A “sponsor to visit” box in the Congress Crossroads passport;
- Logo on T-shirt worn by the volunteers of the eco-responsibility team;
- Invitation to the VIP opening reception;
- Two (2) complete VIP registrations for different events, if applicable

**Opening/Closing Cocktail:** Investment: **\$5000** (taxes not included)

**Advertisements/Publicity (official publications)**

- One half-page B&W advertisement in the official program (English, French and Spanish)

**Logo and/or Mention:**

- Identification as a sponsor during the cocktail;
- On the sponsors signage panel at registration;
- In the electronic newsletter announcing the sponsors;
- Sponsor page in the official program;
- In the “social activities” section of the official schedule in the program;
- Hyperlink on the 5WEEC website for a six-month period

**Other Advantages:**

- Option of addressing the crowd;
- Invitation to the VIP opening reception;
- One (1) complete registration for a delegate;
- Two (2) extra tickets for the cocktail

**Speaker Room: Investment: \$2500** (taxes not included)**Logo and/or Mention:**

- Signage at the speaker room entrance;
- Tabletop “tent ads” on the speaker room tables;
- On the sponsors signage panel at registration;
- Partners page in the official program;
- Hyperlink on the 5WEEC website for a six-month period

**Other Advantages:**

- One (1) complete registration for a delegate;
- Option for this delegate to act as the host of the speaker room

**VIP Reception\* : Investment: \$2000** (taxes not included)**Logo and/or Mention:**

- Identification as a sponsor during the reception;
- On the sponsors signage panel at registration;
- Partners page in the official program;
- Hyperlink on the 5WEEC website for a six-month period

**Other Advantages:**

- Welcome speech during the reception;
- One (1) complete registration for a delegate

\* The following people will be invited: keynote speakers, organizers, sponsors, partners, and special guests

**Poster Presentations and Happy Hour Investment: \$3500** (taxes not included)

- Poster presentations will take place on Monday, May 11, and Tuesday, May 12, 2009, from 5 p.m. to 7 p.m.
- Presentations will take place in the Congress Crossroads and cash bars will be available for participants

**Logo and/or Mention:**

- Signage in proximity to the poster presentations;
- On the sponsors signage panel at registration;
- Partners page in the official program;
- In the “poster presentation” section of the official program;
- Hyperlink on the 5WEEC website for a six-month period;
- Table-top “tent ads” on the bars

**Other Advantages:**

- One (1) complete registration for a delegate;
- Possibility for this delegate to act as host of the poster presentations;
- Brief speech during one of the two evenings;
- Awarding of the prize for the best poster



## LIST OF THEMES

---

- Relationships between ecology and economy: the issue of sustainability
- Questions on socio-ecological equity
- Environmental health
- Urban challenges
- Ecologizing colleges and universities
- School and community
- Learning in society
- Heritage interpretation
- Indigenous knowledge and practices
- Ethics, environmental thought and world views
- Art, imagination, creativity and meaning
- Ecological identity

## OTHER OPPORTUNITIES

---

### EXHIBITION

Exhibit Dimensions: 3m x 3m (10ft x 10ft)

Will include a 9m (100ft) square space:

- *Curtain separators*
- *Frontal exhibitor identification*
- *Table, chairs (2)*
- *Passes (5) for the exhibit*
- *Mention in the list of exhibitors in the official program*
- *Mention in the list of exhibitors in the Congress Crossroads passport*

### Rates According to Business Category (taxes not included)

|                                    |        |
|------------------------------------|--------|
| Early bird NPO reservation*:       | \$700  |
| Regular NPO reservation:           | \$1000 |
| Early bird corporate reservation*: | \$1000 |
| Regular corporate reservation:     | \$1250 |
| Early bird vehicle reservation*:   | \$2450 |
| Regular vehicle reservation:       | \$3000 |

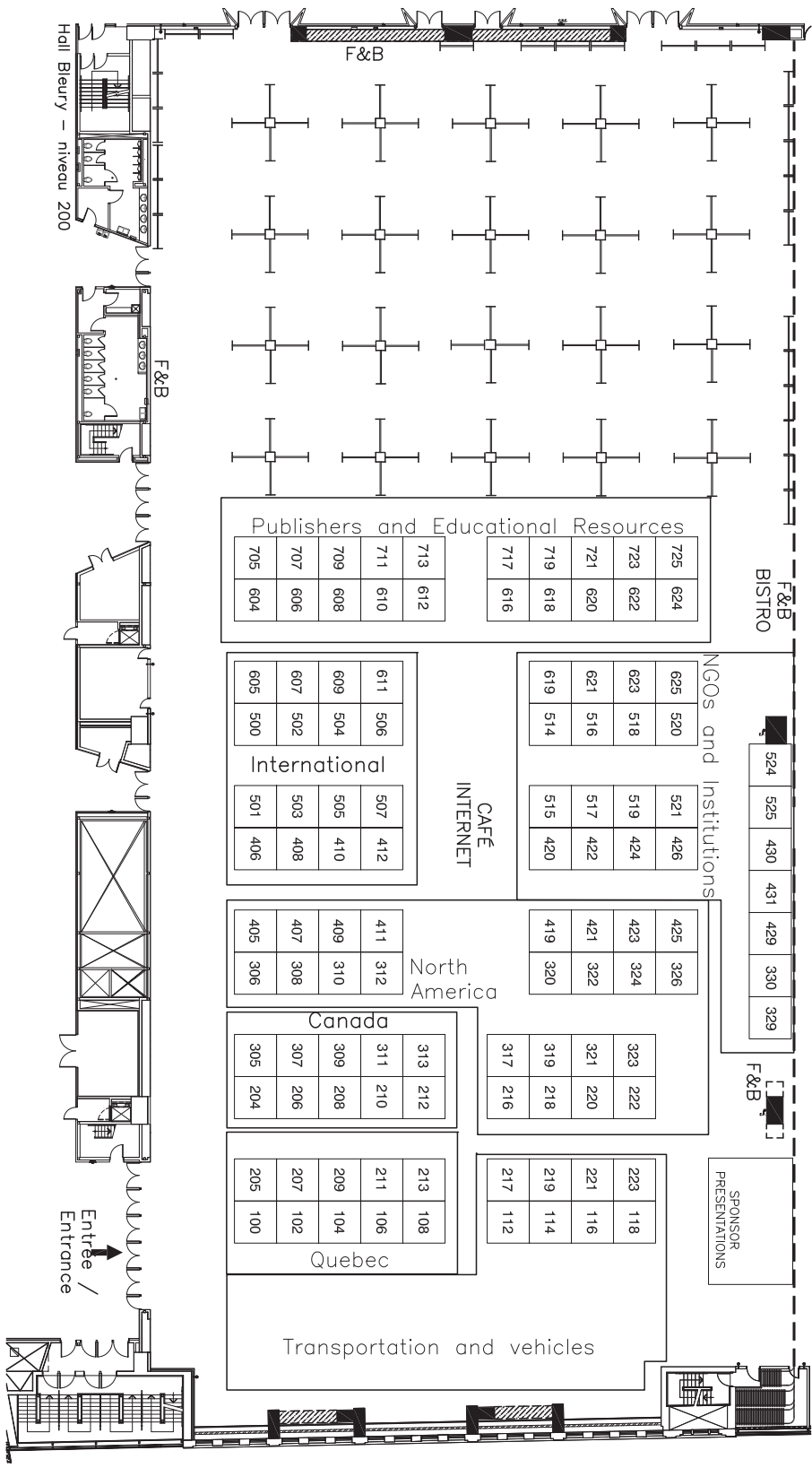
\* Early bird reservations end March 1, 2009

An exhibit prospectus will be mailed upon request. Contact us at: [commercial5weec@jpd.com](mailto:commercial5weec@jpd.com)



# Exhibit Floor Plan

5th World Environmental Education Congress  
 May 10-14, 2009





## Advertising

---

Advertising available in the official program, given to all participants

- Advertising must be in a format that is “camera-ready”

### Available Formats:

|                            |              |
|----------------------------|--------------|
| 1 page colour, OR B&W      | \$1000/\$800 |
| ½ page colour, OR B&W      | \$600/\$450  |
| ¼ page B&W                 | \$325        |
| Business card section, B&W | \$200        |

## Parallel Activities Sponsorship

---

We are looking for partners to co-organize or be associated with the following events:

1. Children of the World
2. Eco-Show
3. An International Festival of Environmental Storytelling
4. Guided Tours

Details to be discussed with the sponsor – Contact us!

## Donations

---

If your company would like to make a tax-deductible donation, contact Caroline Apollon at the UQAM Foundation:

+1 514-987-3000, ext. 4522

Apollon.caroline@uqam.ca

Details to be discussed with the donor – Contact us!

# To Contact Us

---

## Our Contact Information

5th World Environmental Education Congress, Secretariat  
1555 Peel Street, Suite 500  
Montréal (Québec) H3A 3L8  
CANADA  
+1 514-287-0326  
commercial5weec@jpd1.com



[www.5weec.uqam.ca](http://www.5weec.uqam.ca)