



SPONSORSHIP OPPORTUNITIES

AIPH Spring Meeting 2022

6-10th March, Expo 2020 Dubai, UAE



AIPH

Promote Your Business



AIPH is the International Association of Horticultural Producers and is the global approving body for International Horticultural Exhibitions. Through these exhibitions held in cities around the world, and our Green City initiatives, we drive the urban greening agenda as the world's champion for the power of plants.

AIPH's Spring Meeting 2022, 6th – 10th March, is being held during Expo 2020 . The agenda includes two major events - the AIPH Expo Conference and the AIPH International Green City Conference.

Sponsoring these conferences presents excellent opportunities to promote your business to organisers of some of the world's largest, and certainly greenest, international events, and to

influential city planners and authorities who strive to make our cities greener and healthier to live in.

In this brochure we show you a description of these prestigious events and the flexible range of sponsorship options, including the welcome dinner, to suit all budgets.

AIPH Expo Conference

7 March, 2022

With a mandate agreed by international convention, AIPH has been approving and regulating International Horticultural Expos since 1960. Enthusiasm for such expos has continued to grow, with millions of people visiting expos hosted all over the world, with millions of dollars being spent on developing these international spectacles, that can have the ability to stimulate the development of whole cities and transform the international reputation of hosting locations.

Each international horticultural expo lasts for 6 months, with sites ranging from 50 to 500 hectares in size. Each one is carefully regulated, steered and monitored by AIPH. Organisers are required to report progress at AIPH meetings, and each expo sends senior decision-makers, and often city mayors, to these meetings.

The Conference will be attended by organisers of AIPH-approved expos and representatives from cities interested in hosting an expo. Delegates will also include major events organisers, consultants, supply companies, city officials from around the world and

representatives from the country pavilions at Expo 2020 Dubai. The programme is focused on progress reports from Expos in preparation and applications from new cities as well as time for questions and sharing ideas.

The Conference provides a unique opportunity for businesses supplying products or services to expos to meet all the expo organisers face-to-face. Time will be provided for networking, with many opportunities to promote your business available throughout the Conference.



AIPH International Green City Conference

8 March, 2022



The AIPH International Green City Conference is an opportunity for global thinking on the successful integration of nature into the built environment. Through the Green City initiative, AIPH promotes the essential role of plants in creating vibrant urban areas in which people and businesses can thrive. Our environment, human wellbeing, social cohesion and economies are all improved by intelligently-designed green space.

Conference theme - Greening Cities for Sustainable Development: Green Cities deliver local action for global agendas.

In this 2022 conference, high profile speakers will present the activities and programmes that cities and countries are making to achieve the UN SGDs and other global initiatives (such as the Paris Agreement, CBD), with a specific focus on the contribution that 'living green' makes to meeting the stated objectives.

Cities and local governments have the capacity to generate innovative ideas and locally implement approaches that contribute to reaching global

initiatives. These contributions can be overlooked, perhaps by a question of scale, perhaps by limited promotion, yet these have an immense potential to influence change. Local governments and city leaders demonstrate just how impactful local innovation can be and how important it is to engage cities as partners to reach global sustainability and climate agendas.

Attendees will include influential figures on city greening, delegates from Expo 2020 Dubai and its international pavillions, and organisers of AIPH approved international horticultural expos.

AIPH Spring Meeting

2022 Programme

Sunday 6th March

Arrival of members and delegates and welcome dinner at Crowne Plaza Hotel, Dubai Marina

Wednesday 9th March

VIP tours of Expo pavilions with a focus on living green and sustainability at Expo 2020 Dubai.

Monday 7th March

AIPH Expo Conference

Progress reports from upcoming AIPH-approved Expos as well as an application from Thailand. Held at the Crowne Plaza Hotel followed by a special dinner experience.

Thursday 10th March

Visit to the Dubai Miracle Garden and free time at Expo 2020 Dubai, followed by a farewell dinner.

Tuesday 8th March

AIPH General Meeting

A meeting for AIPH members, which will include committee discussions on Ornamentals Production, Green City reports and Expos.

AIPH International Green City Conference

Held in the Media Centre at the heart of Expo 2020 Dubai, followed by a special dinner.



AIPH Sponsorship Packages

Choose a sponsorship package for the two following events:

1 AIPH Expo Conference

2 AIPH International Green City Conference

AIPH Expo & AIPH International Green City Conference Sponsorship Packages:

HEADLINE SPONSOR

- Your company name/ logo featured on event webpage and registration page, all invitations and promotional materials - including press releases and digital communications - related to the event.
- 4 tickets to attend your sponsored event and dinner that evening
- Opportunity to place a promotional display/exhibition stand at the event venue.
- Significant networking opportunities during the event.
- Opportunities to provide your business gifts to all delegates.
- A full-page advertisement in the event delegate pack.
- Brief speech and a promotional video to be played during the conference.

THE COST OF THE HEADLINE PACKAGE IS:

The AIPH Expo Conference: £10,000 GBP

The AIPH International Green City Conference: £10,000 GBP

SILVER SPONSOR

- Your company logo included on the event webpage, in the event programme and promotional materials.
- Your company logo displayed at the event venue.
- 2 tickets to attend your sponsored event and dinner that evening.
- Opportunity to place a promotional display/exhibition desk stand at the event venue.
- Significant networking opportunities at the event.
- Half page advertisement in the event delegate pack

THE COST OF THE SILVER PACKAGE IS:

The AIPH Expo Conference: £5,000 GBP

The AIPH International Green City Conference: £5,000 GBP

AIPH Sponsorship Packages

½ PAGE ADVERT IN THE SPRING MEETING PROGRAMME

A half page advert in the Spring Meeting brochure, which is given to all delegates upon arrival.

This package is limited in number and is at a cost of £250 GBP

DELEGATE GIFTS

The opportunity to give your business gifts to delegates at your chosen conference or dinner. This can include gifts such as bags, pens, branded merchandise etc.

This package is limited in number and is at a cost of £250 GBP



To secure your preferred package and for further information, please contact:
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