



SBE16 ISTANBUL Conference
13-15 October 2016

SPONSORSHIP AND PRESENTATION FILE



**SMART
METROPOLES**

Integrated Solutions for Sustainable and Smart Buildings & Cities



We Will Discuss Tomorrow's Buildings and Cities at SBE16 ISTANBUL Conference



Türkiye IMSAD will carry out a significant event in 2016. We are glad to organise International Sustainable Built Environment Conference, which has been held in more than 50 countries throughout the world since 2000. SBE16 ISTANBUL Conference will take place between 13-15 October 2016.

Within the scope of SBE16 ISTANBUL Conference, ideas, solutions, methods and techniques for a sustainable future will be shared and Turkey's national vision for climate change will be discussed.

As Türkiye IMSAD, we emphasise the importance we attach to sustainability on every platform. We support it not only by our statements but also with the works we conduct. As already known, we made public our Sustainability Report 2014, which, for the first time, was prepared by a NGO in accordance with GRI4 Guideline. Today, our Sustainability Committee is about to complete our second report... In order to create a common understanding and discourse in the sector for the concept of sustainability, we prepared "Sustainable Construction Materials Glossary" in 2015. During our "Quality in Construction Summits, which have been one of the biggest meeting points of the sector for the last 7 years, we made sure that sessions and presentations emphasizing sustainability were held and shared. In 2015, during the 7th International Quality in Construction Summit, we, as Türkiye IMSAD members, shared our Sustainability Parameters and signed a "Commitment for Sustainability". With the theme of "Changing World & Developing Material", we made the first steps to determine the issues to be addressed in SBE16 ISTANBUL.

During the conference with the main theme of "Smart Metropolis - Integrated Solutions for Sustainable and Smart Buildings & Cities" we will discuss tomorrow's buildings and cities.

A broad audience including attendees from private sector representatives to academicians as well as from non-governmental organizations to public sector representatives will find the opportunity to submit papers. During this conference issues like a sustainable future, climate change, smart and green buildings/cities, problems, solution alternatives/suggestions will be discussed and opened up for ideas.

We will be pleased to see all members and sector stakeholders among us during this 3-day conference that will cover panel sessions, declaration presentations, round-table meetings and several auxiliary events.

F. Fethi Hinginar

Türkiye IMSAD Chairman of the Executive Board
Head of the SBE16 ISTANBUL Organisation Committee

City	Date
Dubai	17-19 January 2016
Torino	18-19 February 2016
Hamburg	08-10 March 2016
Valetta	16-18 March 2016
Dublin	06-08 April 2016
Utrecht	06-08 April 2016
Zurich	13-17 June 2016
Prague	22-24 June 2016
Manila	13-15 July 2016
Singapore	06-07 September 2016
Vitoria	07-09 September 2016
Toronto	19-20 September 2016
Helsinki and Tallinn	05-07 October 2016
Istanbul	13-15 October 2016
Thessaloniki	16-19 October 2016
Chongqing	04-07 November 2016
Sydney	17-18 November 2016
Cairo	29 November-01 December 2016
Malmö	30 November-02 December 2016
Seoul	12-14 December 2016
Hong Kong	05-07 June 2016



International Sustainable Built Environment Conference Series has been held in more than 50 countries throughout the world since 2000.

This event aims to bring construction material producers, scientists, practitioners, architects, engineers, constructors, industry, governmental and non-governmental institutions, civil society, dealing with various aspects of Sustainable, Green, Resilient and SMART buildings, cities and Metropolises to discuss, share and exchange ideas, solutions, methods and techniques for a better future.

BACKGROUND

It is estimated that 2/3 of the world population is going to be living in metropolitan areas and mega cities, especially in developing countries, in the coming decades. This brings additional problems such as social, economic, technical and cultural issues to those metropolises. The world's urban population will increase by 3.3 billion and reach to almost 5 billion till 2030. So best solutions of practice at global level are necessary to improve life quality and sustainability in cities.

Approximately 350 million people are presently living in the urban areas in European cities that are nearly 70% of the overall population, and according to worldwide estimations, urban consumptions are related with the two thirds of final demand and up to 70% of CO2 emissions are generated in cities. 75% of Europe's GDP is produced in metropolitan districts, while their population only represents 59% of the total European population. Metropolises are therefore important.

Energy Issues in Turkey

Turkey became one of the fastest-growing economies in the world in 2010 with a real GDP growth of 9%. The significant growth in the economy continued in 2011 and the GDP growth rate in 2011 reached 8.5%, before decreasing to 2.2% in 2012. (NEEAP)

Turkey's economic growth is accompanied by increasing energy consumption. Primary energy demand has been increasing between 1990 and 2012, except during major economic crises, recording an average growth rate of 2.9% between 1990 and 2012. In 2013, primary energy consumption increased by 32% from 2005. (NEEAP) Turkey's primary energy supply relies heavily on fossil fuels; about 93% of primary energy was supplied by fossil origin resources in 2013. Solid fuels (hard coal, coke, etc.) represented in 2013 the major source of energy, followed by natural gas and petroleum products. (NEEAP)

CLIMATE CHANGE ISSUES IN TURKEY

In the case of increases in the global temperature of up-to 2°C; the expected impacts in the Mediterranean Basin of which Turkey is situated in, show the extent to which measures taken against the impacts of climate change need to be programmed. In the Fourth Assessment Report of the IPCC it is indicated that a 1°C - 2°C increase in temperatures in the Mediterranean basin would be observed, that aridity will be felt in an even wider area, and heat waves and the number of very hot days will increase especially in inland regions. For Turkey, on the other hand, the average increase in temperatures is estimated to be around 2.5°C - 4°C, reaching up to 5°C in inner regions and up to 4°C in the Aegean and Eastern Anatolia. The IPCC report and other national and international scientific modeling studies demonstrate that Turkey in near future will get hotter, more arid and unstable in terms of precipitation patterns.

The Climate Change Action Plan 2011-2023 has been developed according to the National Climate Change Strategy for Turkey. According to that action plan Turkey's national vision within the scope of "climate change" is to become a country fully integrating climate change-related objectives into its development policies, disseminating energy efficiency, increasing the use of clean and renewable energy resources, actively participating in the efforts for tackling climate change within its "special circumstances", and providing its citizens with a high quality of life and welfare with low-carbon intensity.

The law on Energy Efficiency by the Ministry of Energy and Natural Resources was published in 2011. It establishes that the energy consumption of Turkish government buildings and enterprises has to be reduced by at least 20% in 2023 compared to 2010. Turkey declared on September 30 2015 that there will be a 21 percent reduction in GHG emissions from the baseline emissions under business as usual level by 2030.

A considerable part of the population in Turkey is concentrated in the coastal areas with its infrastructure and economic activities. It is known that these areas are facing rising sea levels, salty water mixing with fresh water and more frequently observed meteorological hazards due to the impacts of climate change. This situation shows the vulnerable position of Turkey concerning the impacts of climate change and demonstrates the need to identify the potential vulnerabilities to climate change impacts, not only in all the processes of strategies and policies produced in relation to climate, but in all areas in order to ensure afterwards taking adaptation measures.

WHY SPONSOR?

- ▲ Connect with key decision-makers and opinion leaders before, during, and after the conference.
- ▲ Receive full visibility throughout the event cycle with exposure to thousands of the most prominent, active, and socially aware executives, leaders, practitioners, academicians, engaged in the building industry and professionals engaged in the Turkey Building Industry.
- ▲ Profile your products and services, and showcase your expertise directly to hundreds of potential customers at the Conference
- ▲ Build important relationships and achieve peer recognition for your leadership in the sustainable building sector.
- ▲ Distinguish your organization and brand from peers and competitors.
- ▲ Showcase your ongoing commitment to responsible and environmentally innovative practices and initiatives in the building sector.

Sponsorship (Strategic)	MAIN SPONSORSHIP	PLATINIUM SPONSORSHIP	GOLD SPONSORSHIP	SILVER SPONSORSHIP
Stand Area	10 m ²	8 m ²	6 m ²	4 m ²
Conference Invitations	10	8	6	4
Gala Dinner Invitations	10	8	6	4
Conference Bag	1 brochure or 1 promotion material	1 brochure or 1 promotion material	1 brochure or 1 promotion material	1 brochure or 1 promotion material
Logo usage	As MAIN SPONSOR in all introductory materials, invitations, advertisements, printed materials, brochure, programme	As PLATINIUM SPONSOR in all introductory materials, invitations, advertisements, printed materials, brochure, programme	As GOLD SPONSOR in all introductory materials, invitations, advertisements, printed materials, brochure, programme	As SILVER SPONSOR in all introductory materials, invitations, advertisements, printed materials, brochure, programme
Conference Web Site	As MAIN SPONSOR	As PLATINIUM SPONSOR	As GOLD SPONSOR	As SILVER SPONSOR
Conference Badge	✓			
Written & electronic press releases	As MAIN SPONSOR	As PLATINIUM SPONSOR	As GOLD SPONSOR	As SILVER SPONSOR
Introductory Film	At the foyer	At the foyer	At the foyer	At the foyer
Web Banners at www.imsad.org & www.sbeistanbul.org	For 6 months	For 3 months	For 1 month	
News or interview at Türkiye İMSAD Mag	✓	✓	✓	
Türkiye İMSAD Mag advertisement	1 full page	1 full page	1 full page	
Türkiye İMSAD e-bulletin banner	During 6 months	During 3 months	During 1 month	
Budget	100.000 TL+TAX	80.000 TL+TAX	60.000 TL+TAX	40.000 TL+TAX

Sponsorship (Event)	GALA DINNER SPONSORSHIP	LUNCH SPONSORSHIP (all lunches during conference)	COFFEEBREAK SPONSORSHIP (including all coffeebreaks during the conference, totally 5 times)	CONFERENCE BAG SPONSORSHIP
Conference Invitations	5	4	4	4
Gala Dinner Invitations	5	4	4	4
Conference Bag	1 brochure or 1 promotion material	1 brochure or 1 promotion material	1 brochure or 1 promotion material	
Logo usage	As GALA DINNER SPONSOR in all introductory materials, invitations, advertisements, printed materials, brochure, programme	As LUNCH SPONSOR in all introductory materials, invitations, advertisements, printed materials, brochure, programme	As COFFEEBREAK SPONSOR in all introductory materials, invitations, advertisements, printed materials, brochure, programme	As CONFERENCE SPONSOR in all introductory materials, invitations, advertisements, printed materials, brochure, programme
Conference Web Site	As GALA DINNER SPONSOR	As LUNCH SPONSOR	As COFFEEBREAK SPONSOR	As CONFERENCE SPONSOR
Wellcome speech	approx. 3 minutes			
POP materials	1 table flag on each table at dining venue		1 table flag on each table & 4 pennants at the foyer	
Budget	60.000 TL+TAX	50.000 TL+TAX	50.000 TL+TAX	40.000 TL+TAX

	SPONSORED SESSION	SPONSORED PRIVATE SESSION*	WORKSHOP SPONSORSHIP
Stand Area	4 m ²	-	-
Desk	-	-	1 (spyder display, roll-up or brochure holder can be placed behind the desk)
Conference Invitations	4	2	2
Gala Dinner Invitations	4	2	2
Conference Bag	1 brochure or 1 promotion material	-	-
Introductory Film	At the foyer	At the foyer	-
Speakers	One speaker in one of the session apart from the sponsored session	National or international best practices or case studies will be presented by minimum 2 presenters, in panel or presentation format. At least one of the speakers should be independent that will present his/her professional view about the chosen topic, (academician, sector professional, consultant etc.)	
Logo/Title Usage	As SPONSORED SESSION in conference program as well as all introductory materials, invitations, advertisements, printed materials and brochure,	Logo usage in the Conference Program (No usage in the other visibility materials)	Company Title usage in the Conference Side Events Program (No usage in the other visibility materials)
Meeting Hall Usage & Visibility	Visibility material (roll-up, flag etc.) usage in the Meeting Hall	Visibility material (roll-up, flag etc.) usage in the Meeting Hall	Usage of the Meeting Hall for 1 hour during the first 2 days of the conference
Budget	50.000 TL + TAX	20.000 TL + TAX	15.000 TL + TAX

*** SPONSORED PRIVATE SESSION**

- Duration of each session is 30 minutes,
- National or international best practices or case studies will be presented by minimum 2 presenters, in panel or presentation format.
- At least one of the speakers should be independent that will present his/her professional view about the chosen topic, (academician, sector professional, consultant etc.)
- The presentations should be delivered to Türkiye İMSAD at least 2 weeks before the conference. Türkiye İMSAD has the right to ask for revisions about the content.
- The name of the speakers should be declared to Türkiye İMSAD at least 45 days before the conference.

NEW

THE LEADING NGO OF THE TURKISH CONSTRUCTION MATERIALS SECTOR

Türkiye İMSAD, Association of Turkish Construction Material Producers, is an organization that has represented the construction industry both nationally and internationally since being founded in 1984. The association has accepted industry associations and stakeholders along with industrialist members to membership, for the purpose of setting forth the industry's real power and has been organized as an umbrella organization.

With 31 industry associations, 81 industry companies and participating members, Türkiye İMSAD, aims to approach the Turkish construction materials industry as a whole.

Türkiye İMSAD, establishing its Brussels representative office in 2011 and Cameroon representative office in 2015 manages industry-specific projects, issues reports and also leads projects funded by the European Commission.

The construction materials industry is Turkey's export leader in 2015, with 17,0 billion dollars. 75 percent of this export is made by Türkiye İMSAD members. Türkiye İMSAD members, who employ 1.5 million people, and with their families, represent a sector that is directly related to 7.5 percent of the overall population. In 2015, the share of construction materials is 14 percent within all exports.

Türkiye İMSAD issues regular monthly economic reports about the developments in the economy and its reflections on the construction industry, and organizes sector-specific "Agenda Meetings" with a different content once in every three months. With the help of 11 committees, sectoral reports, guides, dictionaries are prepared as well. Türkiye İMSAD is the first sector specific association that prepared a "Sustainability Report" according to GRI4 format in the world.

TURKISH BUILDING INDUSTRY : IMPULSIVE FORCE OF ECONOMY



DOMESTIC
MARKET SIZE
64 BILLION \$



TOTAL SHARE IN
EMPLOYMENT
7,6%



TOTAL
MARKET SIZE
80 BILLION \$

*Estimated data for 2015...

TÜRKİYE İMSAD
THE LEADING NGO OF THE CONSTRUCTION MATERIALS SECTOR



TOTAL EXPORTS

17,0
BILLION \$



DOMESTIC MARKET SIZE
OF THE CONSTRUCTION
MATERIALS

44,5
BILLION \$



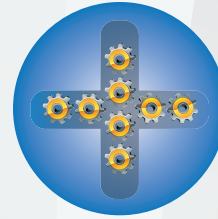
SHARE IN TURKEY'S
TOTAL EXPORTS

11,8%

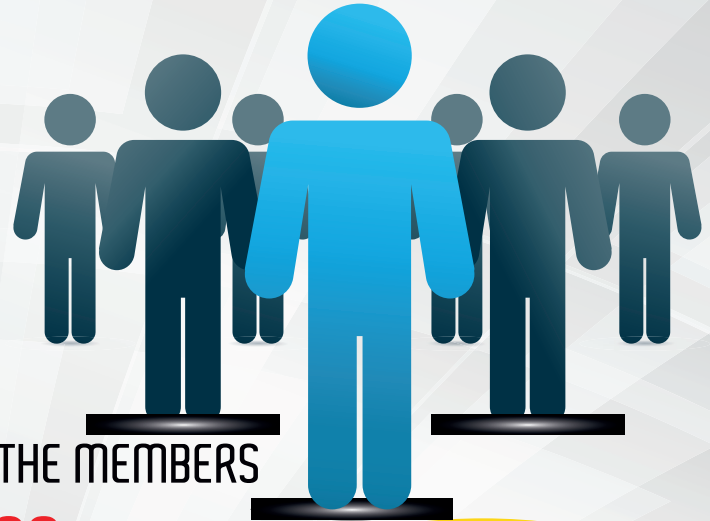
*Estimated data for 2015...



MEMBERS SHARE
IN THE SECTOR'S EXPORTS
75%



POSITIVE CONTRIBUTION
TO THE CURRENT ACCOUNT DEFICIT
187%

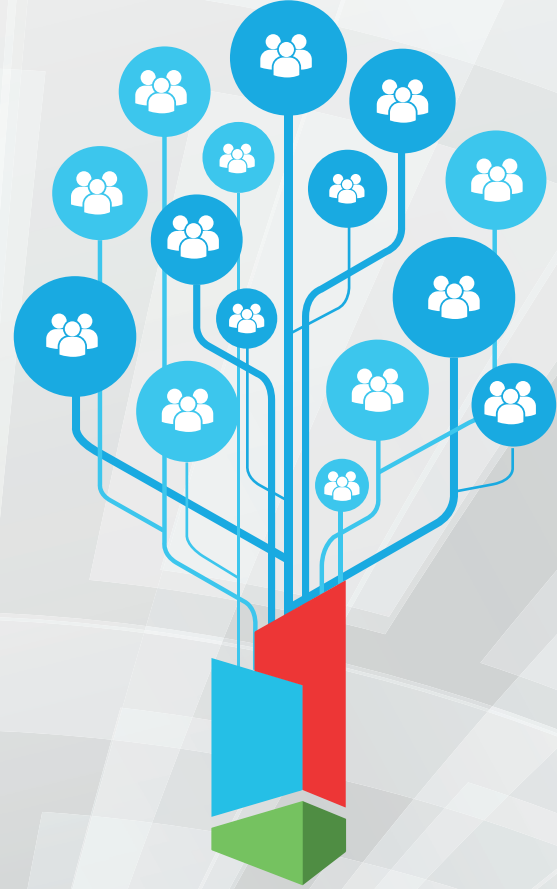


TOTAL EMPLOYMENT OF THE MEMBERS
1,5 MILLION

POWER OF TÜRKİYE İMSAD



THE LEADING NGO
OF THE CONSTRUCTION MATERIALS SECTOR FOR
32 YEARS



MANUFACTURER-DEALER
NETWORK
21.000

REPRESENTS THE CONSTRUCTION INDUSTRY BOTH
NATIONALLY AND INTERNATIONALLY SINCE 1984

ASSOCIATION MEMBERS

31



COMPANY MEMBERS

81





Üye Şirketler / Company Members





SBE16 İSTANBUL

City that connects two continents
13-15 October 2016

www.sbeistanbul.com



İNŞAAT MALZEMESİ SANAYİCİLERİ DERNEĞİ
ASSOCIATION OF TURKISH CONSTRUCTION MATERIAL PRODUCERS

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