



**UIA 2023 CPH
WORLD CONGRESS
OF ARCHITECTS
COPENHAGEN 2-6 JULY 2023**

**SPONSORSHIP AND
EXHIBITION PROSPECTUS**





Lille-Langebro: bicycle and pedestrian bridge in Copenhagen harbour / photo: Daniel Rasmussen

UIA World Congress of architects 2023

For the first time, a UIA World Congress of Architects will be held in a Nordic country, and Copenhagen, Denmark, is honoured to host the Congress in 2023. Copenhagen ranks as one of the most liveable and loveable cities in the world and is aiming to keep this title. As host of the UIA World Congress, Copenhagen provides a unique combination of culture, tolerance, global connectivity, well-functioning public transport, green spaces and high-quality architecture.

Nordic architecture, design and planning already enjoy admiration worldwide. Danish and Nordic businesses and research institutions have a long-lasting tradition of pursuing sustainable solutions in the building and construction industries.

The UIA World Congress takes place every third year with several thousand participants from all over the world. Congresses comprise keynote speakers, master classes and seminars, research presentations, exhibitions, study trips as well as public cultural events and much more.

Architecture as the tool for change

Under the overarching title “*Sustainable Futures – Leave No One Behind*”, the UIA World Congress of Architects in Copenhagen 2023 aims at making architecture a central tool in achieving the UN 17 Sustainable Development Goals and establishing global sustainability practices across all architectural disciplines by 2030.

Of fundamental value to the Congress is the UN pledge “*Leave No One Behind*”. All disadvantages and deprivations that leave people behind should be considered across five factors: discrimination, governance, socio-economic status, shocks and fragility. A more inclusive architecture that allows access and use by everybody is not just key to achieving the SDGs, it is also an opportunity for architecture to rethink its potential and force, giving shape to human interaction and living.

The congress is an exclusive opportunity to hear about, and share, the latest developments in sustainable solutions. The congress provides the participants with the knowledge, power and tools to go out into the world and create sustainable architecture. Participants will get a unique opportunity to expand their network and collaborate with other visionary professionals in the built environment.

We aim to take new, ambitious steps towards hosting a truly sustainable world congress. Steps that, in all aspects, reflect our belief: we must change business as usual and create more sustainable ways of hosting congresses.

We will therefore welcome and encourage sponsors that are engaged in our common mission to advance the achievement of the UN 17 Sustainable Development Goals. Through sustainable solutions on all levels – from the single building or an urban space to overall city and landscape planning – we believe architecture is key in creating a sustainable world.

Copenhagen named UNESCO-UIA World Capital of Architecture for 2023

The city of Copenhagen has been officially designated as World Capital of Architecture for 2023. Throughout the year many events, debates and tours will take place, and people from all over the world will visit and participate in the celebration activities.

UIA 2023 CPH Congress Organization

The International Union of Architects was founded in 1948 to unite the architects of the world through an association of their national organizations. From the 27 delegations present then, the UIA has grown to include the key professional architects' associations in 115 countries, organizing 1.3 million architects.

The UIA Nordic Section won the bid for the Copenhagen Congress at the World Congress in 2017 in Seoul. The Nordic Section consists of Denmark, Finland, Faroe Islands, Iceland, Norway and Sweden. The UIA is an international non-governmental organization recognized by the UN as the only architectural union operating at an international level. We hope that you will join us on our journey and help us make UIA 2023 a big success.

Honorary Committee

The Honorary Committee is composed of eminent persons who will lend strength to the UIA 2023 CPH through their support and contributions to the Congress and/or to the profession:



JOSÉ LUIS CORTÉS DELGADO
President UIA International



NATALIE MOSSIN
UIA Vice President

*Head of Institute,
Chairman of the Board,
President of Congress*

Honorary Committee

JESPER NYGAARD
DK, CEO of Realdania

MOGENS LYKKETOFT
DK, former Minister for Finance and former Minister for Foreign Affairs and President of the seventieth session of the United Nations General Assembly)

KRISTIAN JENSEN
DK, former Minister for Finance and former Minister for Foreign Affairs

BJARKE INGELS
DK, Architect MAA, Founder of BIG

SOPHIE HÆSTORP
DK, Lord Mayor of The City of Copenhagen, member of the C40 Cities Steering Committee, UIA.UNESCO World Capital of Architecture

MARTHA THORNE
US, Dean of IE School of Architecture and Design, Madrid, Member of the Pritzker Prize

Board of Directors

NATALIE MOSSIN
Head of Institute, Chairman of the Board, President of Congress

LARS AUTRUP
CEO, Danish Association of Architects

LENE ESPERSEN
CEO, Danish Association of Architectural Firms

LENE DAMMAND LUND
Rector, Royal Danish Academy - Architecture, Design, Conservation

NINA KOVSTED HELK
Philanthropy Director, Realdania

TORBEN NIELSEN
Rector, Aarhus School of Architecture

Scientific Committee

METTE RAMSGAARD THOMSEN
General Reporter

MARTIN TAMKE
Alternate General Reporter

Congress Secretariat

METTE LINDBERG
CEO

Founding Partners



Programme Highlights

The UIA 2023 World Congress in Copenhagen is an opportunity to meet and engage with some of the most influential and innovative profiles in the built environment. Under the headline **Sustainable Futures – Leave no one behind**, the UN Sustainable Development Goals will frame the congress and guide the development of sessions and events. The big issue is how architecture can contribute to the realization of the SDGs.

As such, the congress programme is still a work in progress, but there is already a lot to look forward to. Our keynote speakers have all been handpicked to inspire our delegates and give an insight into some of the most important megatrends in the built environment. In the spirit of interdisciplinary collaboration our keynotes include both some of world's best architectural minds and important profiles from science, business, politics, and civil society.

Among the confirmed keynotes you will find Burkinabé architect **Francis Kéré** who won the Pritzker Prize for architecture in 2022, Danish architect and BIG founder **Bjarke Ingels**, EU Commission President **Ursula von der Leyen**, Siemens Chairman **Jim Hagemann Snabe**, Cambridge-economist **Partha Dasgupta** and WHO Director **Maria Neira**. More names will be added as we get closer to the congress.

For our opening ceremony, we are happy to announce that the renowned Nigeria-born writer **Chimamanda Ngozi Adichie** will give an inspirational talk.

And there is much more to get excited about – in our science track you will find a plethora of paper presentations exploring the frontlines of architecture and sustainability. We are designing several Next Gen-sessions powered by students and young professionals, and we are talking to a great many high-profile firms and organizations from architecture and the built environment about hosting sessions.



**CHIMAMANDA
NGOZI ADICHIE**
Writer and novelist



PARTHA DASGUPTA
*Economist and Professor,
University of Cambridge*



BJARKE INGELS
*Architect and Founder,
BIG*



FRANCIS KÉRÉ
*Architect and Founder,
Kéré Architecture*



URSULA VON DER LEYEN
*President of the
EU Commission*



MARIA NEIRA
*Director,
WHO*



JIM HAGEMANN SNABE
*Chairman,
Siemens*

The city Copenhagen



The 800-year-old city of Copenhagen will frame the whole congress, offering delegates and guests the most spectacular, eco-friendly and inspiring architecture, city planning and mobility services.

As a true pocket-sized metropolis, Copenhagen is packed with hotels, venues, buzzing and trendy neighbourhoods, green parks, inner-city canals and a wealth of activities that are all within walking distance of each other. Wander the cobbled streets of the city surrounded by beautiful, colourful houses while encountering the local Copenhageners in the city's relaxed atmosphere.

The venue

Bella Center Copenhagen



Bella Center Copenhagen and Bella Arena // photo: Bella Center

The UIA congress in 2023 takes place at Bella Center Copenhagen – Scandinavia’s largest conference and exhibition center, located 10 minutes from CPH Airport and 10-15 minutes from Copenhagen City Centre by Metro.

The congress

- Responsible and sustainable

At all times, Bella Center strives to ensure sustainability in every prospect of their business. Bella Center uses a 360-degree approach to sustainability which is crucial to their business and important in terms of the environment, people, and society.

The plenary of UIA2023 CPH, Bella Arena, is the latest addition to Bella Center Copenhagen and one of the most sustainable arenas.

Bella Arena has obtained pre-qualification for DGNB Gold Certification, the highest certification for sustainable construction work, and is among the first to use a new building material produced by upcycled Carlsberg kegs. Bella Center Copenhagen is also Green Key-certified.

8 good reasons to exhibit and sponsor

By being associated with UIA, your company will be seen as an international brand within architecture, design, development and building. Congresses are the ideal place to announce and display your latest innovations and developments – place your company in the centre of the attention by joining UIA 2023 CPH.

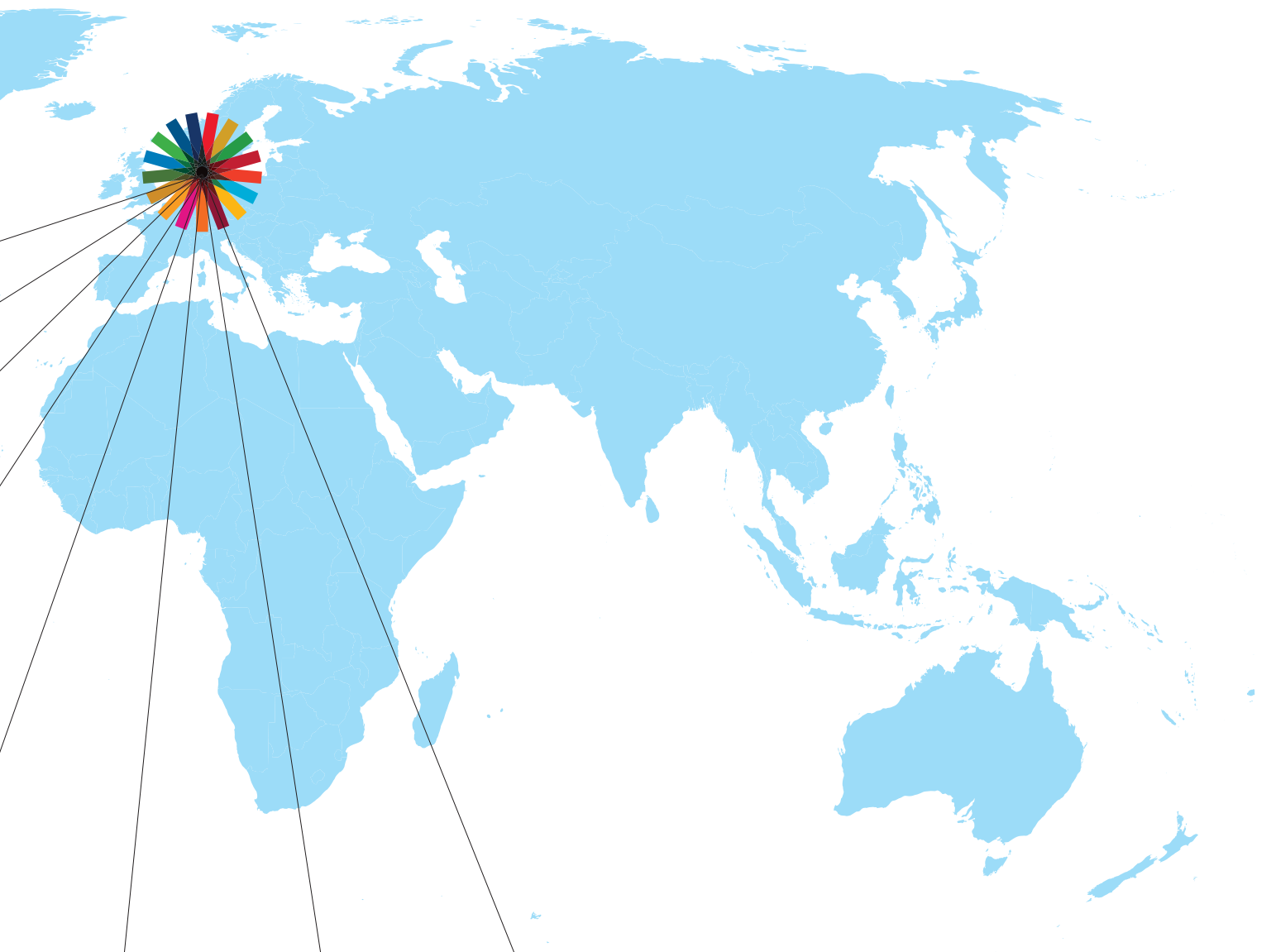
1 Join the world's leading providers of sustainable solutions to reach the 17 UN SDGs

2 Showcase your services and products to highly targeted buyers

3 Highlight your company/organization as a leading capacity in the sector

4 Connect with peers and new clients

5 Influence and support the "Leave no one behind" agenda and be part of the solutions



6

Enjoy the full congress programme as part of the sponsor and exhibitor programme

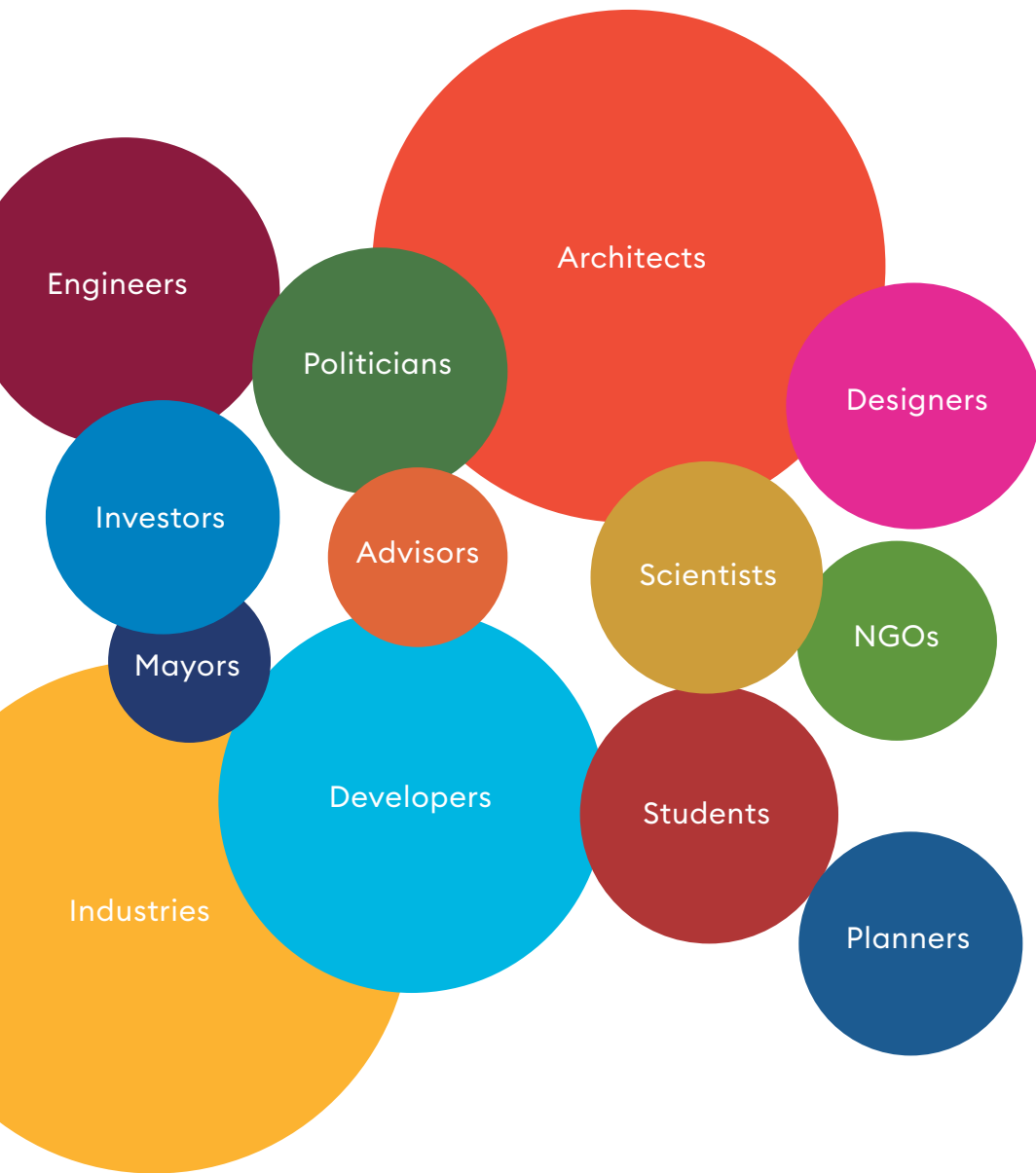
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Effective face-to-face marketing

8

Brand your company/ organization with targeted signage and sustainable merchandise

Target audience



Target audience

The UIA 2023 CPH World Congress attracts key stakeholders from all corners of the built environment. Between 8-12,000 professionals from both Danish and international architect companies, real estate developers and commercial investors will convene with renowned scientists from all over the globe, highly motivated students, dedicated NGOs and politicians to widen their horizons, debate and get inspired by new products and learnings – and of course to network.

UIA Rio 2021

Virtual - in numbers

More than
88,000 participants

From
150+ countries

More than
500 hours of content

More than
30 round tables

More than
60 architalks

540 speakers
from all over the world

380 papers and
abstracts

More than
20 institutions involved

192 articles, interviews
and reportages in the
media

UIA Seoul 2017

In Person - in numbers

23,419 participants
from all over the world

1,500 students
participated in Summer
school, Young Architects
Forum, Student Forum,
several competitions and
the exhibition

13,000 visitors
in the exhibition

351 booths

179 sessions

729 speakers

600 papers
and abstracts

18 cultural events
showcasing national and
international artists

Industry support



Support from the business community is vital to the staging of UIA 2023 in Copenhagen, and you will get the best possible support and environment to secure a good return on investment.

We tailor the sponsorships to your needs to ensure a profitable experience at UIA 2023 CPH. We are also happy to incorporate other sponsorship ideas if you have had good experience with something particular at other meetings and congresses. It is our goal to deliver the optimal outcome to our industry partners.

Sponsorship Levels

The sponsorship level is defined by the amount you spend at UIA 2023. Following items count towards your sponsorship level: Exhibition space, industry symposia & workshops, branding, specific e.g., lanyards sponsorship sponsorships (excl. production cost), congress dinner support, grants, registrations for guests & staff. Support for pavilions or side events will not be counted towards the sponsorship level.

Following sponsorship levels are available:

Diamond Sponsor Spend €100,000+	Platinum Sponsor Spend €80,000+	Gold Sponsor Spend €60,000+	Silver Sponsor Spend €40,000+	Bronze Sponsor Spend €20,000+
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All sponsors will be recognised on promotional material, congress website & app, and onsite branding. All sponsors have the right to brand their company as official UIA 2023 CPH sponsor with congress logo.

Example:

120 sqm exhibition space:	€30,000
Industry symposium 400 pax/ 60 min.:	€10,000
Industry workshop 2h:	€4,000
Lanyard sponsorship:	€15,000
Registrations guests:	€5,000
GOLD SPONSORSHIP, Total:	€64,000



Exhibition

Network and showcase your brand, products and services to 8-12,000 influential experts who set budgets, select vendors and specify products. Exhibiting at UIA 2023 CPH will give your business access to experienced industry leaders looking to learn about new products, trends, and build relationships with suppliers.

Exhibition Pricing

Exhibition spaces start at 9 square metres.
The cost per square metre is €250.
All exhibition spaces are floor space only.

Included in the exhibition space:

- 3 days of full exhibition from Monday 3 July - Wednesday 5 July
- Acknowledgement as an exhibitor in the programme with logo and contact information
- Company information in exhibitor directory, on website and congress app
- Two exhibitor badges for every 9 sqm. of space hired
- Early build-up access is included for stands bigger than 25 sqm

Floor plan illustration: see page 16 - 17

Book online

Book your exhibition online at
www.uia2023cph.coconnex.com

Please note, bookings are made on first come, first serve basis.

Sponsorship items

<p>Lanyards</p> <p>The lanyards with the sponsor's logo and the society's logo will be handed out together with the name badges. This item gives sponsors premium visibility as all participants should wear their badge during the entire congress. Must be made of sustainable material, and design must be approved by the congress secretariat.</p>	<p>€15,000</p> <p>+ production cost</p>
<p>Congress app</p> <p>The congress app will be widely used by the entire participants where they can find all information about the congress. The sponsorship includes branding in the app and 1 daily push message.</p>	<p>€15,000</p>
<p>Water bottles</p> <p>The participants receive an eco-friendly UIA2023 CPH water bottle with the sponsor's and the society's logo on. The design must be approved by the congress secretariat.</p>	<p>€10,000</p> <p>+ production cost</p>
<p>Water station</p> <p>There will be water stations placed at the exhibition area, so the participants can refill their water bottles. The water stations will be branded with the sponsor's logo on.</p>	<p>€5,000</p> <p>/ water station</p>
<p>Hand sanitizer dispenser stands</p> <p>Placed in the exhibition areas and with the sponsor's logo on.</p>	<p>€7,000</p>
<p>Streaming</p> <p>To make the programme available to as many people as possible on a global level, we are streaming sessions of the congress. The quantity of the streamed sessions will depend on the numbers of sponsors to support this. All sponsors will receive a daily 10-second advert and the possibility to host a 1-hour online industry session.</p>	<p>€10,000</p> <p>/ company or</p> <p>€40,000</p> <p>as sole sponsorship</p>
<p>Catch box microphone</p> <p>Wireless, cube shaped microphone that can be thrown like a soft ball among participant for Q&A in the session rooms. It has antimicrobial cover with the sponsor's logo on. Can only be used in room with max. capacity of 160 people.</p>	<p>€1,500</p> <p>+ production cost</p>
<p>Congress dinner</p> <p>The congress dinner will be held at historical Øksnehallen at the meat packing district centrally located in Copenhagen. Associate your company to this event by supporting it. Your logo will be on the information about the dinner and your company will be branded as sponsor at the dinner. Incl. 20 dinner tickets complementary.</p>	<p>€15,000</p>
<p>Travel grants</p> <p>Travel grants for delegates from low-income countries. To bring as many participants as possible with each grant, travel and stay will be at budget hotels and economy class travel. Your company will be acknowledged towards the grant recipients and highlighted in the conference material.</p>	<p>From</p> <p>€5,000</p>

For more branding options at the venue please see the Branding Catalogue.

Industry sessions

	Size of room/ capacity	Duration minutes	Broadcast to a virtual audience	No other major sessions in parallel	Price, €
Plenary	4.500	90	Yes	✔	50.000
Plenary	4.500	60	Yes	✔	35.000
Session room	400	90	Yes*		15.000
Session room	400	60	Yes*		10.000
Session room	160	90	No		7.500
Session room	160	60	No		5.000
Session room	65	90	No		4.500
Session room	65	60	No		3.000

* Additional fee may apply

Workshops

It is possible to organise workshops during UIA 2023 CPH. The prices for workshops start at €2,000 for a 1-hour workshop with capacity for 40 people. Individual arrangements are possible if you would like to have more time or a bigger room for your workshop.

All industry session rooms will be equipped with standard audio-visual equipment. The stage can be set according to your demands, if special furniture is needed this will come at an additional cost.



Foyer and registration area / photo: Bella Center

Venue overview



Sessions

Exhibition

Exhibition floor plan



Book online
 Book your exhibition online at www.uia2023cph.coconnex.com
 Please note, bookings are made on first come, first serve basis.

Terms and conditions

All prices quoted are net prices and in Euros. The legally required VAT will be included upon billing. All bank costs are covered by the Sponsor/ Exhibitor.

Terms of payment

Sponsorships and exhibition above 15,000 EUR: 25% of the total amount will be invoiced upon ordering, 25% of the total amount will be invoiced July 1, 2022, the remaining amount will be invoiced in January 2023 and is due within 14 days. All invoices are due within 14 days.

Orders below 15,000 EUR and any orders received after January 1, 2023 will be invoiced for the full amount immediately upon ordering.

Regardless of the booking or payment date, all invoices must be settled before June 20, 2023. If not, the organiser reserves the right to cancel the company's participation and the fees still remain due.

Cancellation policy

After receiving the order of confirmation, the order is binding and the company is committed to pay as per the above specified payment terms.

Cancellations before July 1, 2022 will incur a cancellation fee of 10% of the total commitment, remainder of the paid fees will be refunded.

Cancellations before December 31, 2022 will incur a cancellation fee of 25% of the total commitment, remainder of the paid fees will be refunded.

Cancellations after January 1, 2023 are non-refundable and require full payment of the amount stated in the order confirmation. The above applies even if the exhibitor withdraws from the contract or does not participate in the event.

Force majeure

The performance of the specified agreement by UIA 2023 CPH is subject to the following events that are beyond the reasonable control of UIA 2023 CPH, including but not limited to:

1. War, including armed conflict
2. Strikes or labour disputes at the event venue
3. Government regulations
4. Disaster, fire
5. Infectious disease epidemics and pandemics
6. Terrorism or threats of terrorism
7. Curtailment of transportation facilities

Should any of the above prevent or unreasonably delay at least 50% of the expected UIA 2023 CPH attendees from participating in the event, making it thereby inadvisable, illegal, impossible, or commercially impractical to hold UIA 2023 CPH or to fully perform the terms of the agreement, the agreement may be terminated without penalty and with performance fully excused for any or more of these reasons by written notice from the organiser to the Sponsor/ Exhibitor.

We will endeavour to refund as much of the received fees as possible, however, UIA 2023 CPH reserves the right to deduct the already incurred costs of the congress before such a refund. The remaining funds will be allocated proportionately among the sponsors and exhibitors.





#UIA2023CPH



Connect

For more information on the different sponsorships, please contact our sponsorship and exhibition managers.

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More information about UIA 2023 CPH
www.uia2023cph.org
UIA2023Booking@cap-partner.eu

Book exhibition directly on
www.uia2023cph.coconnex.com

Notes





More information about UIA 2023 in Copenhagen, Denmark
www.uia2023cph.org

#UIA2023CPH

