



**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. It was held in Rio in 2021 – postponed from 2020 due to the COVID-19 pandemic. 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.

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.



JOSÉ LUIS CORTÉS DELGADO
President UIA International



NATALIE MOSSIN
The Host in Copenhagen

*UIA Vice President
Head of Institute
Chairman of the Board
President of Congress*

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:

Jesper Nygaard *(DK, CEO of Realdania Foundation)*

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)*

Marlene Le Roux ZA, *Chairwoman of the Desmond & Leah Tutu Legacy Foundation*

Board of Directors



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



LARS ATRUP
*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

World Capital of Architecture - Copenhagen 2023

Copenhagen is awarded the UNESCO. UIA World Capital of Architecture in 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.

The UIA Congress and the City of Copenhagen are working closely on the common agenda and on welcoming the many guests in the best possible way.

Founding Partners



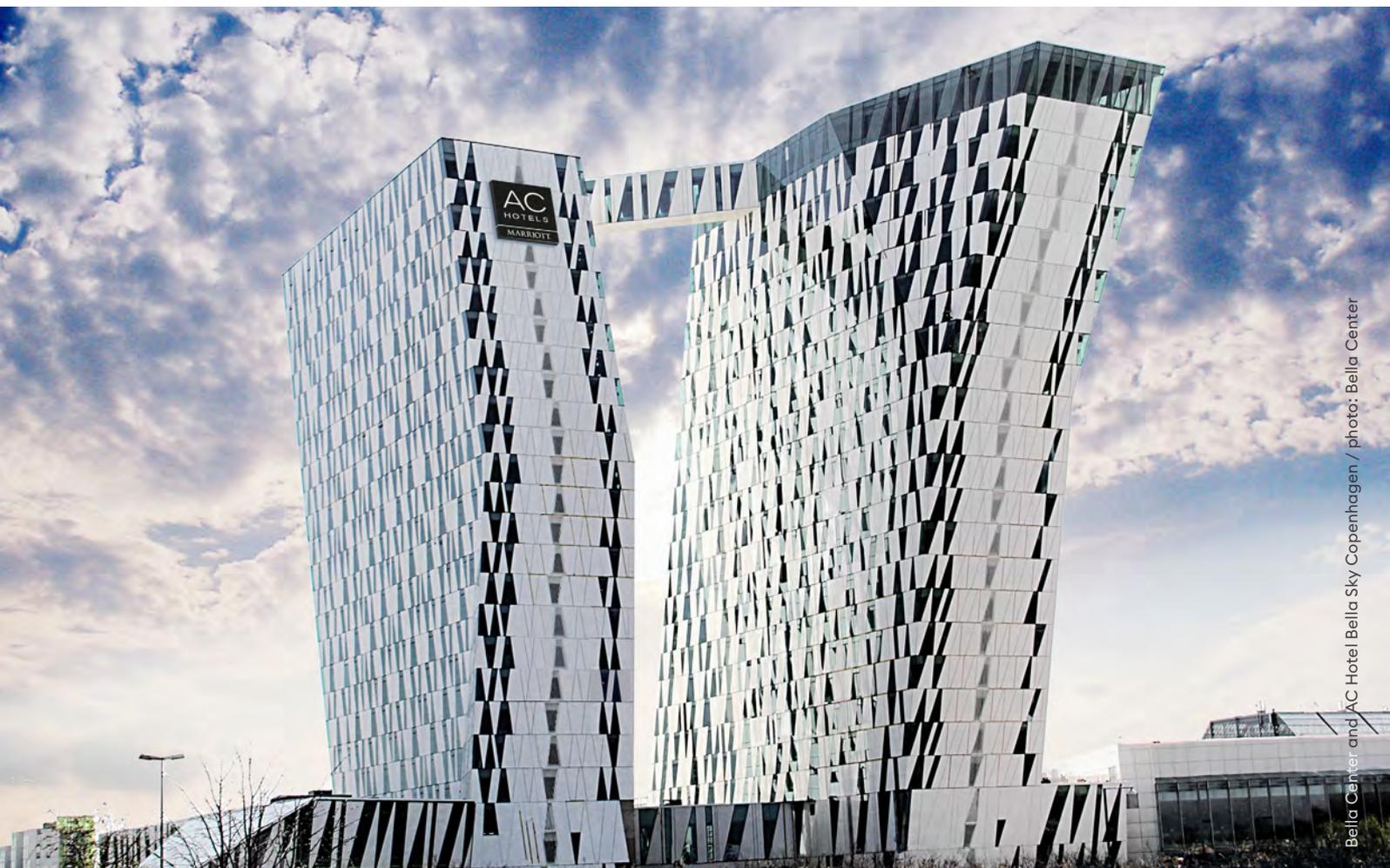
THE CITY COPENHAGEN



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 and AC Hotel Bella Sky Copenhagen / 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 – safe and sustainable

Due to the experience drawn from the COVID-19 pandemic, large gatherings entail new standards for participants’ safety and emergency preparedness.

Since mid 2020, Bella Center has developed into one of the most secure and modern congress venues, taking the post-pandemic precautions to the highest level. More space for social distancing, frequent change of air, intense and constant cleaning and a fast and effective disease control at the gate are some of the efforts introduced to provide the optimal meeting facilities.

We will follow the pandemic situation closely and adjust the security measures continuously.

EIGHT 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.

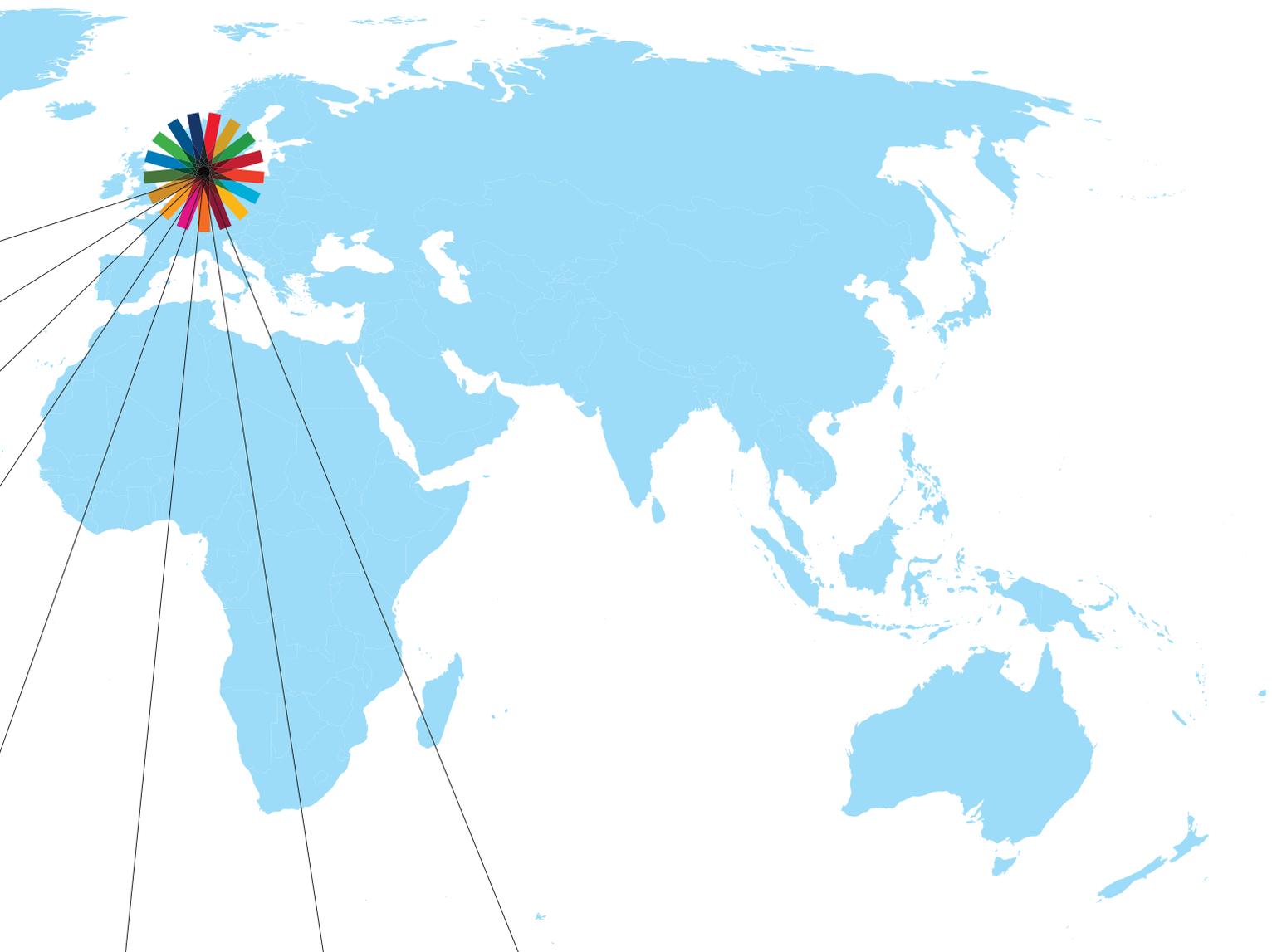
1 Join the world's leading providers of sustainable solutions to reach the 17 UN SDGs

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

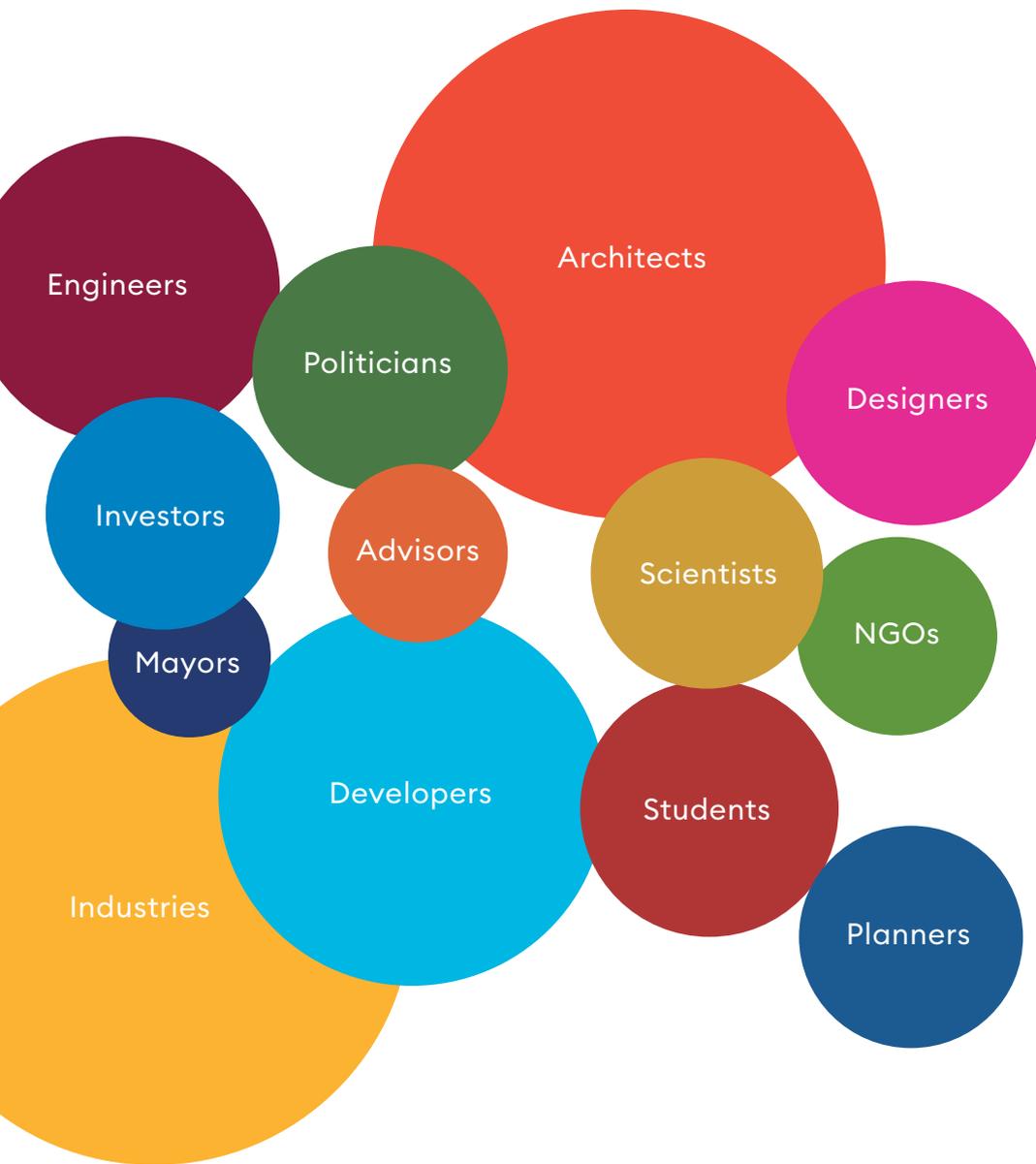
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Effective face-to-face marketing

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

SPONSORSHIPS



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.

Side Events

A wide array of options to host events and showcase your expertise and products will be available at the congress – virtual and live in Copenhagen:

- VIP Talks on site
- Tours – a large number of tours will be launched, e.g.
 - Visit renowned, Danish architecture studios and their lead architects
 - Visit new projects and best practice samples
 - Guided tours to spectacular architecture and landscapes in Denmark, Sweden, Norway and Finland
- Business Round Tables and debates at extraordinary venues – e.g. Denmark's National Bank, The Royal Playhouse, Designmuseum Denmark, and more
- Pop-up debates at the main venue – selected topics
- Receptions and other social gatherings
- Harbour tours – boat trip, debate and drinks
- Designated area for cinematic events and sponsor shows
- Pavilion hopping – customized events at harbourside winner pavilions
- And more to come...



photo: Bella Center

Sponsorship Categories

	DIAMOND Sponsor € 250,000	PLATINUM Sponsor € 200,000	GOLD Sponsor € 150,000	SILVER Sponsor € 100,000	BRONZE Sponsor € 50,000
Sponsor of a side event	Worth €100,000	Worth €80,000	Worth €60,000	Worth €40,000	Worth €20,000
Exhibition space/satellite /workshops/ conference	Worth €150,000	Worth €120,000	Worth €90,000	Worth €60,000	Worth €30,000
Free registrations for your staff and guests	150	120	100	100	50
Recognition as sponsor on promotional material, congress website and onsite branding	Yes	Yes	Yes	Yes	Yes
Right to brand your company as UIA 2023 CPH sponsor with congress logo	Yes	Yes	Yes	Yes	Yes
Commercials each day of congress on streamed material	4	3	2	1	1
Virtual industry session	2	2	1	0	0

STREAMING SPONSORSHIP

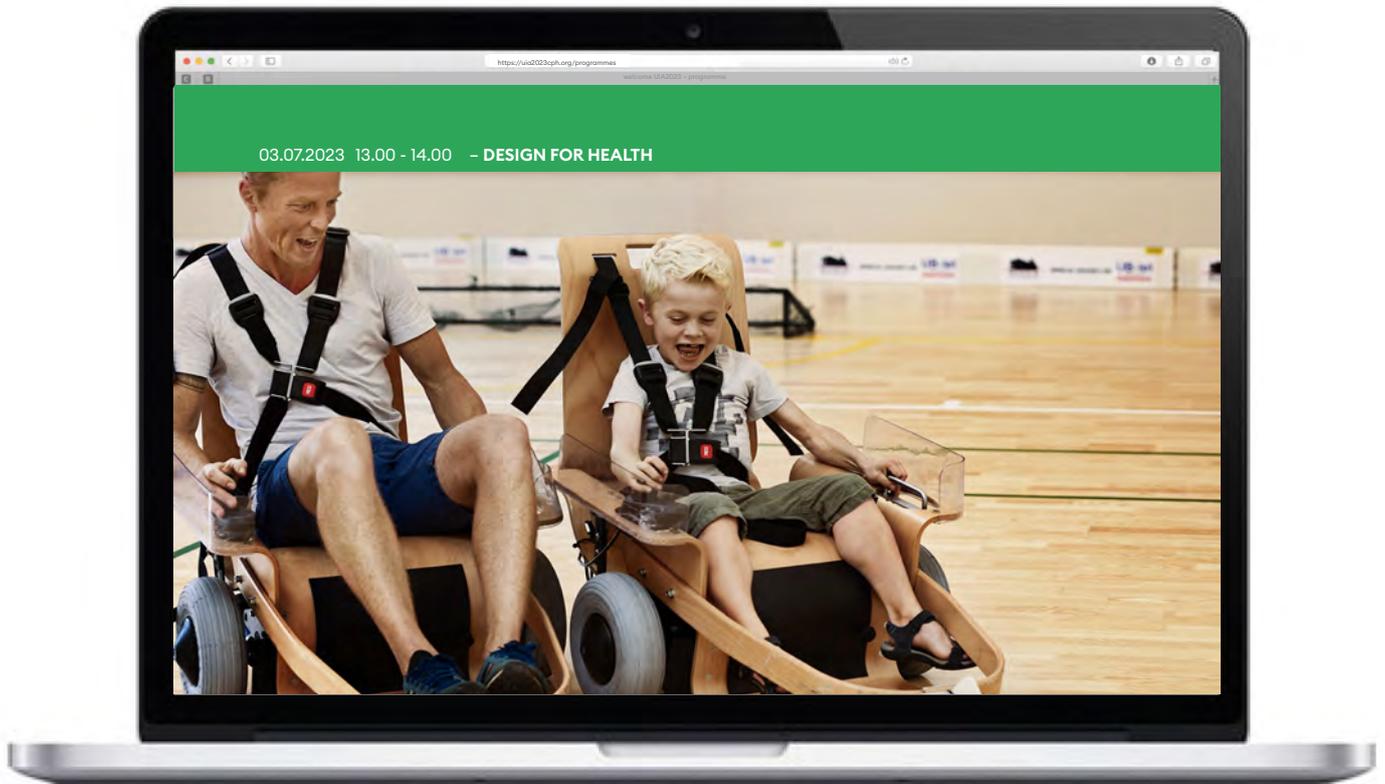
Streaming Sponsorship

UIA 2023 CPH will be organized as a hybrid congress where many of the sessions will be streamed to an online, international audience.

Sole sponsorship – €150,000

As sole sponsor, your company will be the only streaming sponsor and get maximum branding.

- 3 commercials each day in between sessions
- 1 company profile video, 15 min
- 1 interview with your CEO, or other employees, 15 min
- Acknowledgement “streaming of this session is supported by” in all sessions except industry sessions





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 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:

- 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: next page

INDUSTRY SESSIONS

Industry Sessions at UIA 2023 CPH

The UIA 2023 congress in Copenhagen offers several options for your company to host your own sessions and workshops to share knowledge about your research, new developments, products or any other topics you think could be interesting for the audience.

Our team and the scientific committee are able to help with advice for your industry sessions.

Plenary industry session, 90 min – €65,000

The plenary hall has space for 4,500 attendees. There will not be any other major sessions during the plenary industry session. The session will also be broadcast to a virtual audience.

Plenary industry session, 60 min – €50,000

The plenary hall has space for 4,500 attendees. There will not be any other major sessions during the plenary industry session. The session will also be broadcast to a virtual audience.

400 person industry session, 90 min – from €25,000

The price will depend on the congress day and the time of day of the industry session. The room will have space for 400 attendees. The session will also be broadcast to a virtual audience.

400 person industry session, 60 min – from €20,000

The price will depend on the congress day and the time of day of the industry session. The room will have space for 400 attendees. The session will also be broadcast to a virtual audience.

160 person industry session, 90 min – from €15,000

The price will depend on the congress day and the time of day of the industry session. The room will have space for 160 attendees.

160 person industry session, 60 min – from €12,000

The price will depend on the congress day and the time of day of the industry session. The room will have space for 160 attendees.

65 person industry session, 90 min – from €10,000

The price will depend on the congress day and the time of day of the industry session. The room will have space for 65 attendees.

65 person industry session, 60 min – from €8,000

The price will depend on the congress day and the time of day of the industry session. The room will have space for 65 attendees.

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, as we will have to rent it from our supplier.

Workshops

In addition to the industry sessions, you have the possibility to organise workshops during UIA 2023 CPH. The prices for workshops start at €10,000 for a 2-hour workshop in a room that has space for 40 people in a workshop setup. Individual arrangements are possible, if you would like to have more time or a bigger room for your workshop.

Webinars

Get in touch with the virtual audience at UIA 2023 CPH.

30 min webinar up to 250 participants – €2,500

60 min webinar up to 250 participants – €4,000

30 min webinar up to 500 participants – €3,500

60 min webinar up to 500 participants – €6,000

All webinars will be hosted on our platform.

**Industry sessions can be booked
through the online booking form:**

<https://uia2023cph.org/sponsors-and-partners/booking>

Ground floor





TERMS OF PAYMENT

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

Payment is possible in EUR and DKK.

Due dates

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.

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

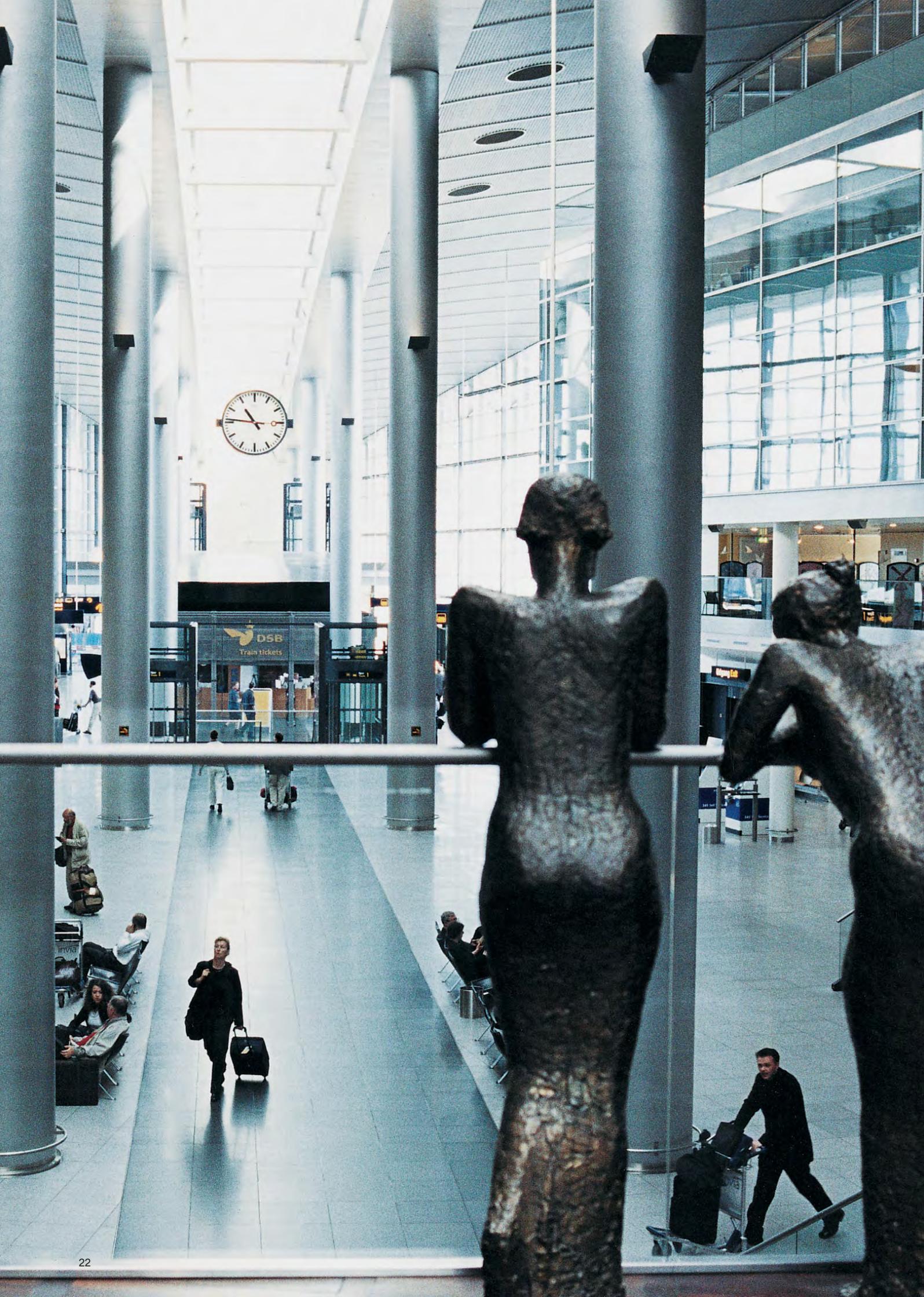
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More information about UIA 2023
in Copenhagen, Denmark
www.uia2023cph.org







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More information for sponsors and exhibitors
<https://uia2023cph.org/sponsors-and-partners/>