



**THE FORTH INTERNATIONAL BRIDGE SEISMIC WORKSHOP
(4IBSW)**

SPONSORSHIP BROCHURE

Ottawa, Ontario, Canada,
11-14 August 2024

About IABEE and IBSW

The International Association of Bridge Earthquake Engineering (IABEE) is a nonprofit organization. The Federal Highway Administration (FHWA) of the US Department of Transportation hosted the First International Bridge Seismic Workshop (IBSW) in September 2013 prior to the 7th National Seismic Conference (NSC). Bridge seismic engineering experts and scholars from more than 15 nations participated in the workshop in addition to the NSC conference. During the First IBSW workshop, IABEE was established with the mission to promote future exchange activities and international cooperation in the areas of bridge seismic engineering.



Why Sponsor 4IBSW

Sponsoring the 4IBSW can provide numerous benefits and opportunities for your organization and business. Here are some reasons why you should consider sponsoring the event:

Enhanced Visibility

Sponsoring the 4IBSW workshop will increase your organization's visibility and exposure in the bridge and seismic industry, reaching a wide audience of industry professionals, help establish your organization as a trusted player in the field.

Targeted Audience

The IBSW workshop attracts experts and specialists from around the world. You will have the opportunity to interact with a highly targeted audience of key decision-makers and industry influencers by sponsoring the event. This can lead to new business partnerships, collaborations, and future sales opportunities. A standard size office table and two chairs will be provided for exhibition of sponsor's products or services next to the workshop common area for coffee breaks.

Media Exposure

The IBSW workshop series receive increasing industry attention, allowing sponsors to gain exposure beyond the event, which can help attract new customers, increase organization recognition, and generate positive publicity.

Post-Event Promotion

Sponsorship of 4IBSW can continue to provide benefits, such as being promoted in Bridge Magazine, a publication with global reach and readership, for training and cross-national cooperation.

Sponsorship Opportunities

Benefits	Partner	Premium
	4000 CAD	2000 CAD
Free registration for workshop participants;	4	2
Company flyers/small gifts (provided by the company) included in the Conference Bag;	1	0
One-page advertisement on the workshop program hardcopy;	1	0
Play Promotional video during the workshop breaks for 3min.	1	0
Logo on IABEE and workshop webpages with hyperlink to your website;	1	1
Chair's verbal acknowledgements on the closing remark.	1	1
Display company roll-ups banner onsite.	1	1

Contact and Information

<https://carleton.ca/cee/4IBSW>

David Lau 4IBSW.sponsorship@carleton.ca

Photo credit: Ottawa skyline photo by Ottawa Tourism



Booking form for 4IBSW, 11-14 August, 2024, Ottawa, Canada

Booking form for the Sponsor:

Name of company: _____

Contact person: _____

Country: _____

E-mail: _____

Phone: _____

Terms of Payment

A deposit of 50% of the total sponsorship fee due will be invoiced once this signed Sponsorship Booking Form has been received. The second payment of 50% of the total sponsorship fee will be invoiced 2 months before the workshop 11 June 2024.

Cancellation Policy

Cancellations must be received in writing. A cancellation charge of 50% of the total sponsorship fees will apply to cancellations received between 30 April and 11 June 2024. For cancellations received later than 11 June 2024, a 100% charge will be applied. The fees are Canadian GST included.

Signature of this form implies compliance with the rules stated in this document.

Signature: _____

Date: _____

Please Return this Form to Attn: David Lau, 4IBSW.sponsorship@carleton.ca