



# SPONSOR PROSPECTUS



**e** WORKING WEEK 2021  
**20-25 JUNE**



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**YOUR COMPANY'S  
STORIES ARE JUST A  
MOUSE CLICK AWAY**

# WELCOME

We are pleased to invite you to the FIG e-Working Week 2021 – this time it will be a virtual gathering of surveyors and spatial experts from around the globe.

The International Federation of Surveyors – FIG, a UN-recognized non-governmental organization supporting the interests of surveyors and the advancement of the profession worldwide, has been organizing conferences since 1878. For more than a 100 years FIG has organized in-person conferences worldwide, where tens of thousands of professionals have met discussing key challenges of our time within the surveying profession.

## THIS YEAR WILL BE DIFFERENT!

The FIG Working Week has been transformed to a virtual conference, due to the COVID-19 outbreak. This brings in new opportunities. This special e-Working Week will be accessible from all over the world, allowing the whole FIG Community with over 250.000 members from around 120 countries to join in the event. As organisers we will do our utmost to bring together an unforgettable conference with possibilities to make meaningful connections with our sponsors, attendees and speakers, as well as attend sessions designed to be interesting, innovative and engaging.

## WHAT DOES THIS MEAN FOR OUR SPONSORS?

We view our sponsors as our partners in the successful execution of the FIG e-Working Week 2021 and will work alongside you to provide opportunities to promote your organisation through the before, during and after the FIG e-Working Week. The FIG e-Working Week will offer -

## EXTEND CONTROL OVER BRAND EXPOSURE

Picture yourself at an in-person FIG conference walking through the hallway banners when heading for a session only seeing a few of the sponsor branding on

display. At a virtual conference you have more opportunities and control over how your signage and branding appears on the screen, amplifying the reach of your branding outside the physical conference space.

## BUILD ENGAGING DIGITAL EXHIBITION SPACE

The exhibition hall is a timeless event tradition that allows sponsors to create a branded space to engage one-on-one or one-to-many with participants. But as effective as it has been over the years, it has always come with some limitations: hours are limited, attendees must choose between event presentations and engaging with sponsors, and sometimes the activity and crowds prevent everyone that wants to approach the booth from doing so.

The virtual sponsorship experience allows you to maximize your attendee touchpoints both by networking in the main conference and maintaining a digital sponsor space in the exhibition. Attendees can watch pre-recorded content, engage in a live video session and chat, or move the conversation to a private meeting.

## CAPTURE MORE GRANULAR DATA

At in-person FIG Conference you will collect business cards of potential customers. But at a virtual conference you can automatically capture a much more granular and nuanced look at this prospect data. You can get a clear view of exactly who showed interest in your products or information.

...and much more.

With this sponsorship prospectus we promise that the FIG e-Working Week will offer you extend branding in front of our virtual participants. You will be able to engage with targeted people through speaking slots, moderating sessions, running polls and so on.

Welcome to the FIG e-Working Week!





## WHY SPONSOR?

### Personal Contact

Put a face to your brand – the best way to create and maintain relationships with your target audience.

### Get connected

FIG e- Working Week will offer a range of networking opportunities, allowing you as sponsor to get closer to passionate and enthusiastic surveyors and geospatial professionals.

### Education

Learn what is happening in the global surveying industry and how you can be a part of it.

### Build on the future

Sponsorship of the e-Working Week does not start and end with the conference itself, but rather involves a broader partnership building for the future.

### Presence

Show your commitment to surveyors and geospatial professionals – support the community that support your business.

### Sales

Promote new services or demonstrate new products and equipment.

## FURTHER REACH

This year you will be able to reach out to a larger and broader target group because of this virtual format of the FIG Working Week. The FIG e-Working Week will be accessible from all over the world which makes us expect a bigger attendance among the FIG Community of over 250,000 members and from much more than the normal 100 nationalities.

## MORE SUSTAINABLE

The countdown has begun, less than a decade to go to accomplish the Sustainable Development Goals. The SDGs are the blueprint to achieve a better and more sustainable future for all and surveying professionals have a key role to play.

You as a sponsor also play a role when attending a virtual conference. Virtual conferences have a significantly smaller carbon footprint than in-person events as it eliminates air travel, food waste, ground travel, hotels, and more.

## IMPROVEMENTS IN ACCESSIBILITY

Virtual conferences are more accessible. There are a variety of reasons for this. One reason for improved accessibility is that the cost barrier no longer exists. We wanted to make the fee as low as possible, so people from all over the world have the opportunity to be a part of it and feel part of the magic.

As a sponsor most of the costs associated with an exhibition will be eliminated; the stand and furniture, shipping, employee time, travel costs, meals and more...



# WELCOME TO THE FIRST E-WORKING WEEK 2021 – A VIRTUAL GATHERING OF SURVEYORS AND GEOSPATIAL EXPERTS FROM AROUND THE GLOBE

We have decided to use [Hopin](#) as our virtual event space. A platform where attendees can learn, interact, and connect with people from anywhere in the world. It mirrors the in-person event experience almost exactly, more sustainably, accessibly, and safely. It has been important to find a platform where connections and communication are stimulated. In Hopin it is easy to connect one-on-one or in small groups. Hopin even has a simple networking tool for matching people one-on-one which is designed to recreate the “coffee-in-the-exhibition” conversations that are important at a FIG event.



In Hopin the participants can network one-on-one, break out into group sessions, watch keynote presentations, send chat messages and polls, and explore the interactive exhibition space.



# SPONSOR OPPORTUNITIES

ALIGN YOUR COMPANY WITH THE GLOBAL SURVEYING COMMUNITY TO:

- Demonstrate thought leadership as one of a select group of industry experts
- Showcase your expertise and products to a unique gathering of surveyors and geospatial experts
- Amplify your messaging and position your brand to FIG's 250,000 members

## BRONZE SPONSORSHIP

**2,000 EUR - FIG Members**  
**2,200 EUR - Non-Members**

As one of the bronze sponsors, your company will have a virtual exhibition space with video and chat capabilities and direct messaging functionality to attendees during the FIG e-Working Week.

## SILVER SPONSORSHIP

**4,500 EUR – FIG Members**  
**4,950 EUR – Non-Members**

As a Silver sponsor, your company will enjoy a strong alignment with the FIG e-Working Week 2021 through the many opportunities for branding and exposure, prior to, during and after the event.

## GOLD SPONSORSHIP (LIMITED)

**10,000 EUR – FIG Members**  
**11,000 EUR – Non-Members**

As one of the Gold Sponsors of the FIG e-Working Week 2021, your organization will enjoy an excellent level of exposure and we will constantly work alongside you to provide opportunities to promote your company before, during and after the event.

## PLATINUM SPONSOR (LIMITED)

**25,000 EUR – FIG Members**  
**27,500 EUR – Non-Members**

We view our Platinum Sponsors as our partners in the successful hosting of the FIG e-Working Week 2021 and will work alongside you to provide opportunities to promote your company through the before, during and after the Working Week.

This is a unique marketing opportunity and we are confident your participation in this prestigious event at this level will provide your company with exceptional commercial rewards. As a Platinum Sponsor, your company will benefit from the highest level of exposure.



## SPONSORSHIP PACKAGES

The following options are suggested sponsorship levels. We are happy to discuss adjustments and custom packages.

	BRONZE	SILVER	GOLD	PLATINUM
<b>BRAND AWARENESS</b>				
Logo and link on <a href="http://www.fig.net/fig2021">www.fig.net/fig2021</a>	Low tier	Low tier	Mid Tier	Top tier
Detailed Company Listing on <a href="http://www.fig.net/fig2021">www.fig.net/fig2021</a>	50 words	75 words	100 words	125 words
Registration Page – Logo and Link			Mid tier	Top tier
Reception Page – Logo and Link		Low tier	Mid tier	Top tier
Basic inclusion in the FIG e-Working Week Materials			✓	✓
Extended inclusion in the FIG e-Working Week Materials (ei. logo on power point template)				✓
Dedicated Email to Attendees				1
Social Media Promotion			1	3
Stage Break Ad roll (provided by sponsor)			15 Seconds	30 seconds
Mainstage Break Ad roll (prior to Keynote) (made in corporation with FIG2021)				✓
Highlighted Chat Messages during the conference			1	2
Inclusion in Digital Event Bag			✓	✓
<b>ACCESS</b>				
Complimentary Tickets	4	6	10	20
Ticket discount code (off early bird fee 100 EUR)	10% - max. 50 tickets	20% - max. 50 tickets	30% - max 80 tickets	40% - max 100 tickets
<b>EXHIBITION</b>				
Exhibition Space (3 days)	✓	✓	✓	✓
Exhibition Space Prioritization	Low	Mid	Mid	High
Exhibition Space Sizing	Small	Small	Medium	Large
Tags	4	4	4	4
<b>THOUGHT LEADERSHIP</b>				
Branded Sessions			✓	✓
Expo session announced in technical programme (hosted in exhibition space)		1	3	5
Host a breakout session (25 minutes)	1	2	2	3
Host a workshop / Session (90 - 270 minutes)				1
<b>LEAD GENERATION</b>				
Lead generation tool - you will receive data of visitors who show interest in your booth	✓	✓	✓	✓
Access to Attendees List after the e-Working Week				✓
Access to Event Recordings/transcripts	✓	✓	✓	✓

# THE VIRTUAL EXHIBITION SPACE

Showcase your products and services with your choice of a prerecorded video or a live video stream session in the booth.

## YOUR EXHIBITION SPACE ADVANTAGES

<p><b>Host a 30 minutes breakout session</b></p>	<p><b>Invite partners with a discount</b></p>	<p><b>Host sessions in your exhibition space</b></p>
<p><b>Variable business hours</b></p>	<p>Showcase products and services, with either pre-recorded videos or a live video stream session in the booth</p>	<p><b>Post-event analytics including the number of visitors, number of interactions, and average attendee time in the booth</b></p>
<p>Have one-on-one conversations with the attendees</p>	<p><b>Log into your exhibition space live on-camera or submit a pre-recorded welcome message</b></p>	<p><b>Promote your company via the conference chat</b></p>
<p><b>Add an optional promotional offer button to increase attendee engagement</b></p>	<p><b>Customizable lead generation feature for capturing attendee interest</b></p>	
<p>Join the networking where you are matched one-on-one with others. It is like the “coffee-in-the-exhibition” situation</p>	<p><b>Link to website in the booth and on conference website (<a href="http://www.fig.net/fig2021">www.fig.net/fig2021</a>)</b></p>	<p><b>Company tags</b></p>



# PROGRAMME AT A GLANCE

FIG e-WORKING WEEK, 20-25 JUNE 2021

SUNDAY 20 JUNE	MONDAY 21 JUNE	TUESDAY 22 JUNE	WEDNESDAY 23 JUNE	THURSDAY 24 JUNE	FRIDAY 25 JUNE
General Assembly	Key notes Sessions	Key notes Sessions	Key notes Sessions	Workshops	General Assembly
	High level Sessions	High level Sessions	High level Sessions		
	FIG & Partner Sessions	FIG & Partner Sessions	FIG & Partner Sessions		
<b>EXHIBITION</b>					

## EXHIBITION SPACE

Attendees can visit you in this area and learn about relevant products and resources from your company.

The Exhibition will showcase all kind of companies and where attendees can “walk around” to visit your booth and where you can interact with other companies and take actions.

Your exhibition space at the FIG e-Working Week can contain pre-recorded or live video, branded content, website and Twitter links, special offers and you live on camera.

We will create your exhibition space in corporation with you and at the event and if you want any changes in your exhibition space, just ask and we are happy to make the changes.

## OPENING HOURS EXHIBITION

Exhibit hall will be open the entire event with recommended times set aside for dedicated “live” exhibit interaction time (schedule to be announced later). Sponsors have the options to:

- Have staff live at your exhibition space during the entire conference time each of the 3 days
- Have staff live just during the dedicated live times listed in agenda (when not live, a preloaded video can be displayed instead)
- Not be live at all and instead, submit a video to be played on demand by attendees

# EXHIBITION HALL EXAMPLE

The screenshot shows a digital exhibition hall interface. On the left is a navigation sidebar with icons for Reception, Stage, Sessions, Networking, and Expo. At the top is a search bar labeled 'Search booths'. The main area displays several booth cards:

- FIG (International Federation of Surveyors):** A large booth card with a background image of a map and the FIG logo. It is annotated as a 'LARGE BOOTH'.
- esri:** A medium booth card featuring a map and the text 'Pioneering ArcGIS, powerful mapping and a...'. It is annotated as a 'MEDIUM BOOTH'.
- Trimble:** A medium booth card with the text 'work is your reputation.' and 'MAKE YOUR MARK'. It is also annotated as a 'MEDIUM BOOTH'.
- Leica Geosystems:** A medium booth card showing a surveyor with a hard hat and a device. It is annotated as a 'MEDIUM BOOTH'.
- Kadaster:** A medium booth card with a landscape image and the text 'Collect and register administrative and spa...'. It is annotated as a 'MEDIUM BOOTH'.
- Ripro Corporation, Jap:** A small booth card with the text 'Ripro Corporation, Jap' and 'made in Japan'. It is annotated as a 'SMALL BOOTH'.

Annotations on the right side of the interface include:

- BACKGROUND IMAGE (pointing to the FIG booth background)
- LOGO (pointing to the FIG logo)
- LIVE BOOTH (NOT PRE-RECORDED) (pointing to the 'LIVE' tag on the FIG booth)
- LARGE BOOTH (pointing to the FIG booth)
- MEDIUM BOOTH (pointing to the esri, Trimble, Leica, and Kadaster booths)
- SMALL BOOTH (pointing to the Ripro booth)



# VIRTUAL EXHIBITION SPACE EXAMPLE

The image shows a virtual exhibition booth for the International Federation of Surveyors (FIG). The booth is divided into two main sections: a large video player on the left and a text-based information area on the right. A navigation sidebar is visible on the far left.

**Navigation Sidebar (Left):**

- Home
- Reception
- Stage
- Sessions
- Networking
- Expo

**Main Video Player (Left):**

- FIG THE NETHERLANDS
- e WORKING WEEK 2021
- 21-25 JUNE

**Information Area (Right):**

- Event Booth
- Offer Chat Polls People
- FIG LOGO
- International Federation of Surveyors - a hub for the surveying community
- LINK TO WEBSITE AND SOCIAL MEDIA (Facebook, Twitter, LinkedIn, YouTube icons)
- ABOUT: FIG was founded in 1878, and is a United Nations and World Bank recognized non-governmental organization of national member associations, cadastral and mapping a... Show More
- EVENT OFFER (OPTIMAL): 10% Discount for all attendees using code #FIG2021
- VIDEO OR INTERACTIVE AREA: Selecting the button below will open the booth link in a new tab.
- ACTION BUTTON (LINK TO WEBSITE OR REGISTER INTEREST): Link to Website
- ADDITIONAL INFORMATION (ADD DESCRIPTION, EMBED WIDGETS ETC.): A white box at the bottom left of the booth area.

# THEME AND SUBTHEMES

The theme for FIG e-Working Week 2021 will be the same as for the Working Week 2020:

## SMART SURVEYORS FOR LAND AND WATER MANAGEMENT CHALLENGES IN A NEW REALITY

with an addition to reflect on working with and adapting to new realities, in this case the impact of COVID-19 on our profession. During FIG e-Working Week 2021, besides the subthemes *Smart Surveyors*, *Integrated Land and Water Management* and *FIG, surveyors and the SDG's*, we also want to focus on the surveyors and the challenges they have in a unstable, uncertain and unpredictable world and with what technology, methods and procedures they face these new developments. How do surveyors adapt to these unexpected circumstances and what have we learned so far from these challenges?

The theme '*Smart Surveyor for Land and Water Management - challenges in a new reality*' is relevant both for the international community as well as for our local organisers from the Netherlands. Mapping and surveying are basic activities to support the management of land and water. Having almost 200 years of experience with mapping and more than 100 years of land consolidation, the Netherlands brings inspiring knowledge and experience to the FIG e-Working Week 2021. Apart from being known for its tulips, wind mills and clogs, with its almost 42,000 Square km the Netherlands is one of the most surveyed area in the world. Every square meter is mapped, registered and documented and it has to be, being densely populated, with more than 55% of the total country below sea level and being the second exporter of agricultural goods in the world.



### SMART SURVEYORS

We will put the 'Smart Surveyor' at the centre stage. We will do so by preparing current and future generations of professionals, by sharing knowledge about approaches that work, by bridging the technological and the societal perspective, by educating our workforce, and by strengthening and developing our profession. Rapid urban growth, smart energy, cleaner mobility, and 'land rights for all' are some of the challenges demanding innovative

surveying approaches and technologies. Sensing technologies, spatial data processing technologies and related approaches are already available. Use and improve them to become future proof, Smart Surveyors!





## FIG, SURVEYORS AND THE SUSTAINABLE DEVELOPMENT GOALS

The countdown has begun, less than a decade to go to accomplish the Sustainable Development Goals. The SDGs are the blueprint to achieve a better and more sustainable future for all and surveying professionals have a key role to play. How did we, as surveyors, contribute to ending poverty, improve health and education, reduce inequality, and spur economic growth – all while tackling climate change and working to preserve our oceans and forests?

In addition, what will be our role for the coming ten years?



## INTEGRATED LAND AND WATER MANAGEMENT

Without integrated land and water management, the Netherlands as well as other coastal countries cannot sustain its agricultural and urban development. Climate change, though, increases the risks of sea and riverine floods while extended drought periods complicates this management task. Unorthodox measures are called for. Get familiar with these measures and discuss them from your critical surveyor perspective.



## CHALLENGES IN A NEW REALITY

What impact is the coronavirus pandemic having on the geospatial industry worldwide? The current situation is unique. There are no textbooks from which we can learn how to master such a crisis. The impact varies from country to country and from organisation to organisation. Such a change in reality brings challenges and opportunities. During FIG e-Working Week we want to focus on the surveyor and the challenges they have in an

unstable, uncertain, unpredictable world and with what technology, methods and procedures they face these new developments. How do surveyors adapt to these unexpected circumstances and what have we learned so far from these challenges?

# FIG YOUNG SURVEYORS

FIG 6<sup>TH</sup> YOUNG SURVEYORS CONFERENCE - 15-16 MAY 2021



Within the past year, a lot of things have changed in our world, ushering us into a new reality. However, these changes have not changed our goal of a more sustainable future. Surveyors play a large role in the drive towards our common future. More so, young surveyors representing the link with the future play a larger role in the adaption to the new reality and face the Global Challenges of our day. This requires the involvement, and cooperation of young surveyors from the wide spectrum of the surveying profession. The 6th Young Surveyors

Conference (6YSC) is a two-day online conference, held across four time zones, that will provide young surveyors from different cultures, countries, academic qualifications, and professional backgrounds to meet, learn from each other, dialogue on the integral role of young surveyors towards rising up to the Challenges of our New Reality. Join us on this virtual trip around the world in 24 hours!!!

## SUPPORT THE YOUNG SURVEYORS

Being a GOLD or PLATINUM e-Working Week sponsor you will also support the young surveyors and their event.

FIG 6 <sup>TH</sup> YOUNG SURVEYORS CONFERENCE	GOLD	PLATINUM
Inclusion in the FIG YSN Conference material	x	x
Logo and link on conference website ( <a href="http://www.fig.net/fig2021/ys.htm">www.fig.net/fig2021/ys.htm</a> )	x	x
Reception Page – Logo and Link	Mid tier	Top tier
Registration Page - Logo and Link	Mid tier	Top tier
Speaker opportunity		x
"Be creative together with the Young Surveyors"		x

For special sponsor opportunities, please contact Claudia Stormoen at [csp@fig.net](mailto:csp@fig.net)



Website: [www.fig.net/fig2021/youngsurveyors.htm](http://www.fig.net/fig2021/youngsurveyors.htm)



# CORE PRINCIPLES OF THE e-WORKING WEEK 2021

**Inspires & connect**

**Is a global event**

**Brings qualitative good sessions**

**Provides an opportunity to exchange knowledge**

**Provides an opportunity to network & socialize**

**Brings different professional groups together**

**Brings the opportunity to bring new participants to become part of the community**

**Demonstrates what FIG is about and works on**

**AFTER ATTENDING YOU ARE: INSPIRED, (RE)CONNECTED, ENERGIZED,  
GAINED KNOWLEDGE AND FEEL A PART OF THE COMMUNITY**

## HOSTS



**FIG – INTERNATIONAL FEDERATION OF SURVEYORS** is the premier international organization representing the interests of surveyors worldwide. It is a federation of the national member associations and covers the whole range of professional fields within the global surveying, geomatics, geodesy and geoinformation community. It provides an international forum for discussion and development aiming to promote professional practice and standards. FIG was founded on July 18, 1878 in Paris by delegates from seven national associations - Belgium, France, Germany, Great Britain, Italy, Spain and Switzerland - and was known as the *Fédération Internationale des Géomètres*. This has become anglicized to the International Federation of Surveyors. It is a UN-recognized non-government organization (NGO), representing more than 120 countries throughout the world, and its aim is to ensure that the disciplines of surveying and all who practise them meet the needs of the markets and communities that they serve.



**GIN** Geo-Information Netherlands, GIN is an interactive meeting place and is an open knowledge network for everyone who is professionally involved with geographic information. GIN organizes activities and encourages and facilitates sharing and transferring knowledge of its members in development of all members and to strengthen the position of the field of geo-information in society.



**KADASTER** The Netherlands' Cadastre, Land Registry and Mapping Agency – in short Kadaster – collects and registers administrative and spatial data on property and the rights involved. This also goes for ships, aircraft and telecom networks. Doing so, Kadaster protects legal certainty. We are also responsible for national mapping and maintenance of the national reference coordinate system. Furthermore, we are an advisory body for land-use issues and national

spatial data infrastructures.



**ITC** The ITC Faculty of the University of Twente is a leading international knowledge hub in geospatial sciences, with an emphasis on collaborative educational and research activities in geoinformation science and earth observation. Our focus is on fundamental and problem-solving research, with an eye to those complex global challenges where spatial information can make a real difference. These complex interacting challenges often relate to claims for sufficient and secure food, water, energy, health, land and housing provision.



## CONTACT US

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