Sponsorship Package

50 years of UNIDO
EXPO, 21-25 November 2016
including main event and other activities

UNIDO Headquarters, Vienna International Centre
Wagramerstr. 5, P.O. Box 300, 1400 Vienna
Austria

UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION
In the course of 2016, we celebrate the 50th anniversary of the United Nations Industrial Development Organization (UNIDO). This anniversary provides an opportunity to reflect on the past and together chart a new path for a sustainable future. Today, as never before, we are fully committed to the job we started five decades ago: to put an end to poverty once and for all.

Looking back, we recall that on 17 November 1966, UNIDO was established as a special organ of the United Nations General Assembly to assist, promote and accelerate the industrialization of developing countries, with a particular emphasis on manufacturing. In 1985, the Organization was converted into a specialized agency. In 2013, at our fifteenth General Conference, the Lima Declaration defined UNIDO’s new mission: to promote and accelerate inclusive and sustainable industrial development in developing countries and economies in transition.

As a first step to realize this approach, UNIDO developed a new type of assistance package for its Member States: the Programme for Country Partnership (PCP), a custom-built formula for each beneficiary country. The first such programmes were launched in Ethiopia and Senegal, and today a Programme for Country Partnership is successfully developing in Peru. Other Member States are eager to have the same approach implemented in their country.

Looking forward, we feel confident, knowing that UNIDO has a proven track record and a global reputation as a robust and pertinent organization that offers a range of analytical, normative, convening and technical cooperation services, as well as industrial policy advice.

Today, UNIDO is in full gear and ready to use its vast experience and expertise to assist countries around the world in eradicating poverty and achieving environmental sustainability through industrial development.

Over the last 50 years, UNIDO has created opportunities for and improved the lives of millions of people, including women and young people. Today, we have a clear mandate and a direct responsibility for the achievement of the 2030 Agenda for Sustainable Development through inclusive and sustainable industrialization, as reflected in Sustainable Development Goal 9. I am confident that together - with the continued support of our Member States and donors - we will realize our dream of a sustainable future.

LI Yong
UNIDO Director General

June 2016
SUMMARY

On the occasion of the 50th anniversary of the United Nations Industrial Development Organization (UNIDO), an EXPO will be organized from 21 to 25 November 2016 in the Vienna International Centre, Austria. The EXPO will open with a main event on Monday, 21 November 2016. It will consist of an exhibition area in the Rotunda of the Vienna International Centre with numerous booths showcasing the impact and achievements of UNIDO, its partners, beneficiaries, donors and Member States. Additionally, a number of side events are planned in parallel with the EXPO, such as panel discussions, presentations and other dedicated sessions on various topics (e.g. industrialization as a key driver for economic growth with a particular emphasis on women and youth).

The EXPO, to be held under the slogan “Together for a Sustainable Future”, will promote the 2030 Agenda for Sustainable Development and its Sustainable Development Goals by focusing on the five themes of critical importance for humanity and the planet: People, Planet, Prosperity, Peace and Partnership.

We would highly appreciate your contribution to the EXPO and other related activities. The different contribution options are listed in detail on the following pages. The EXPO provides a unique opportunity to promote our joint achievements, increase visibility and engage with an audience of policy-makers, beneficiaries, high-level participants, representatives from donor organizations, the private sector, academia and the general public.

EXPO TARGET AUDIENCE:

- Policy-makers and thought leaders
- Beneficiaries of UNIDO’s interventions
- Approximately 200 high-level participants during the main event on 21 November 2016
- Delegates from UNIDO Member States attending the Industrial Development Board which will be held in the Vienna International Centre from 22 to 24 November 2016
- 200-300 young researchers and academics
- Between 500 to 1,000 general public participants on 24 November 2016
- Approximately 4,700 staff in the Vienna International Centre
- Social media outreach

BENEFITS FOR OUR SPONSORS

All of our sponsors will benefit from the following promotional activities:

- Exposure to an international audience
- Visibility on the 50th anniversary web platform (http://50.unido.org/)
- Visibility in the EXPO programme booklet
- Visibility in the final brochure
- Visibility on the “Partner Wall”
- Social media presence
SPONSORSHIP OPPORTUNITIES

Please select from the following sponsorship options (A), (B), (C) and/or (D). Note: It is possible to select more than one option. Further details, including the conclusion of agreements, will be discussed on an individual basis.

(A) GENERAL AND IN-KIND CONTRIBUTION

A general or in-kind contribution to support the successful organization of the main event/EXPO would be highly appreciated in order to support various activities such as the involvement of young participants and beneficiaries from all over the world, event coordination tasks, etc. A general contribution will be used at the discretion of UNIDO. Please insert the contribution below.

GENERAL CONTRIBUTION: € .......................................... or IN-KIND CONTRIBUTION: ..............................

(B) NON-COMMERCIAL BOOTH DURING THE EXPO (21 TO 25 NOVEMBER 2016)

A booth during the EXPO offers the opportunity to highlight and share our collaboration and joint achievements with a large audience. Please see below the possible types of booths with different levels of exposure.

<table>
<thead>
<tr>
<th>Type of booth/stand</th>
<th>Please indicate your preferred option and other details e.g. theme, date, etc.</th>
</tr>
</thead>
<tbody>
<tr>
<td>EXPO booth (3x4m/12sqm or 3x2m/6sqm) located in the Rotunda of the Vienna International Centre</td>
<td></td>
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<tr>
<td>EXPO stand (2x2m/4sqm) located on the second floor of the Vienna International Centre</td>
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</table>

(C) EVENTS DURING THE EXPO AND AT COUNTRY/FIELD LOCATIONS

Sponsoring an event during the EXPO or in UNIDO country/field locations offers an opportunity to engage an international audience on issues of global significance relating to the themes of the EXPO and the 2030 Agenda. Please note that all side events can be live streamed via UNIDO’s 50th anniversary web platform, UNIDO’s web page and our social media networks. Please select one or more event options from the below.

<table>
<thead>
<tr>
<th>Type of event</th>
<th>Please indicate your preferred option and other details¹ e.g. theme, date, etc.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large side event during the EXPO (for instance a panel discussion, a reception or any other dedicated session for approximately 180-200 participants)</td>
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</tr>
<tr>
<td>Medium side event during the EXPO (for instance a panel discussion, a reception or any other dedicated session for approximately 60-80 participants)</td>
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<tr>
<td>Small side event during the EXPO (for instance a cultural event, catering, photo exhibition, etc.)</td>
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<tr>
<td>Event at UNIDO country/field locations throughout the year together with government officials, counterparts and local media, etc. to showcase joint achievements</td>
<td>to be agreed with respective country/field office(s)</td>
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¹ In-kind contributions are also welcome.
### D) PUBLICATIONS AND OTHER ACTIVITIES

Please note the below opportunities to contribute to publications and other activities in order to increase your visibility in the years to come.

<table>
<thead>
<tr>
<th>Type of activity</th>
<th>Please indicate your preferred option(s)</th>
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<tbody>
<tr>
<td><strong>Documentary</strong> on industrialization as a key driver for economic growth. The documentary will be premiered at the main event of the EXPO on 21 November 2016 and promoted via international media and social media channels: Sponsor logo will be displayed and a short contribution during the documentary itself is possible</td>
<td></td>
</tr>
<tr>
<td><strong>Youth award competition</strong> for young people’s visions on the achievement of the Sustainable Development Goals by 2030: Sponsor logo will be displayed on promotional material and involvement during the presentation of the award</td>
<td></td>
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<tr>
<td><strong>Commemorative book</strong> (100-150 pages) on industrialization and UNIDO from 1966-2016: Sponsor logo will be included and a contribution is possible</td>
<td></td>
</tr>
<tr>
<td><strong>Various brochures</strong> (25-100 pages) on UNIDO’s work and impact, including the perspective of donors, regions, countries, women and youth, etc.: Sponsor logo will be included in the brochures with a short contribution of around 750-1,000 words</td>
<td></td>
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<tr>
<td>Printed and online anniversary edition of UNIDO’s “Making It” magazine: Article of around 750-1,000 words</td>
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</table>

### CONTACT DETAILS

Please communicate your interest in contributing to the EXPO and other related activities by indicating your preferred option(s) and by returning the completed sheet at your earliest convenience to Mr. Jason Slater, Chief, Corporate Communications and Media Relations Division via e-mail: 50years@unido.org

**MEMBER STATE/DONOR:** ____________________________________

**CONTACT:** ____________________________________

**PHONE:** ____________________________________

**EMAIL:** ____________________________________

Annex:
EXPO floor plan, Rotunda

For further information:
- UNIDO’s [web page](#)
- UNIDO’s 50th anniversary [web platform](#) to be launched during June 2016
- Follow us on: [Twitter](#), [Facebook](#), [Instagram](#), [Flickr](#), [LinkedIn](#), #UNIDOS0
Annex – Example – EXPO floor plan, Rotunda