



CALL FOR SPONSORS

Sustainable Fire Engineering Conference
28th – 30th September 2016

Dublin, Ireland



Sustainable Built Environment Conference Series, 2016-17 Cycle

28th-30th September 2016

www.sustainable-fireengineering.ie

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Introduction

Fire Losses, both direct and indirect, amount to a very significant percentage of GDP in all economies, and result in enormous environmental damage and social disruption. Fire Engineering, including Fire Prevention and Protection in Buildings, is a major multi-billion euro component of the Construction Industrial Sector – worldwide.

Unfortunately, there is a fundamental conflict between **Sustainable Building Design Strategies** and the obsolete approaches of today's **Conventional Fire Engineering**. Unusual fire behaviour and a range of difficult fire safety issues (critical, in the case of fire-fighters) also arise from the **Innovative Design Features**, and **Building Products and Systems** being installed in Sustainable Buildings.

A vast chasm in language and understanding separates these two very different design disciplines. As a result, the performance of Sustainable Buildings can be seriously compromised. If, on the other hand, adequate technical control is absent on site ... it is fire safety and protection which is weakened. A joint approach is clearly required.

Event Aims & Objectives:

1. To **Transform** today's Conventional Fire Engineering into an ethical and fully professional Sustainable Design Discipline which is 'fit for purpose' in the 21st Century ... meaning, fire engineers can participate actively in a sustainable design process, and can respond creatively with sustainable fire engineering design solutions which result in Effective Fire Safety for All in Sustainable Buildings ;
2. To **Bring Together** today's Disparate Sectors within the International Fire Science and Engineering Community ... to encourage better communication between each and trans-disciplinary collaboration between all ;
3. To **Launch** a CIB W14 Research Working Group VI Reflection Document: 'Sustainable Fire Engineering Design & Construction' ... which will establish a framework for discussion on the future development of Sustainable Fire Engineering, and the education and research needed for Transformation ;
4. Finally, and perhaps more importantly, to **Initiate** discussion and **Foster** mutual understanding between the International Sustainable Development /Climate Change Adaptation/Urban Resilience Communities and the International Fire Science & Engineering Community.



Programme Summary

The programme covers plenary lectures, oral and poster presentations as well as discussion sessions.

Topics will include:

- Reinterpreting “Sustainable Human and Social Development”
- R&D and Education Needs for Transformation to a Safe, Resilient and Sustainable Built Environment
- Sustainable Fire Engineering: Design, Construction & Operation/Management of Buildings
- Fire Incident Human Behaviour, Abilities & Perception – “Fire Safety for All”
- Firefighting in Sustainable Buildings
- Sustainable & Intelligent Passive/Active Fire Protection Measures
- Structural Reliability in Fire Conditions & Subsequent Cooling Phase
- Fire Engineering After 2001 WTC 9-11 & 2008 Mumbai Hive Attack

To facilitate initial discussion and a very necessary mutual understanding between different building design disciplines, **Half-Day Interactive Workshop** will precede the Conference, during the afternoon of 28th September, which will be open for all delegates to attend.

Discussion Topics:

- Harmonization of design language and terminology
- Sustainable design concepts
- The collaborative design process
- Professional ethics
- Technical control
- Performance monitoring and targeting
- Sustainable building management

Who Should Attend This Benchmark SFE Event?

- Fire Engineers, Fire Scientists, Architects & Technical Controllers ;
- Firefighters & Emergency Responders ;
- Politicians & Legislators ;
- Psychologists & Sociologists ;
- Building & Facilities Managers ;
- Structural & Building Service Engineers ;
- Representatives of the Fire Services & AHJ's ;
- Representatives of Construction Organizations ;
- Fire Science, Engineering & Behavioural Researchers ;
- Building Product & System Manufacturers & Suppliers ;
- Fire Engineering Related Computer Model & Application Developers ;
- Senior Policy and Decision Makers in Public / Private Client Organizations.



Venue for SFE 2016 Conference

The venue for the conference is The Gresham Hotel, one of the most historic hotels in Dublin city.

This exceptional meeting hotel in a great city-centre location will house all of the conference sessions.





Call for Sponsors

The conference invites companies and organisations to participate in this important meeting as sponsors and exhibitors. A range of sponsorship opportunities are detailed below, and we are happy to discuss tailored packages for sponsors with particular requirements.

All sponsors will be acknowledged on the conference website, in promotional materials and onsite at the venue.

Main Sponsor Package: €5,000

- Prime positioning of sponsor logo on conference announcements, newsletters and all advertisements
- Sponsor logo on conference website
- Sponsor logo on delegate bag
- 2 staff from sponsor may attend the conference free of charge
- Sponsor may include welcome letter or arrival gift for delegates
- Exhibition table/display space on 29th-30th September (in refreshments area)

Additional Sponsorship Items:

Sponsorship of Opening Reception (exclusive)	€1,500
Conference Badge Sponsor (branded lanyards)	€2,000
Lunch Sponsor (2 days available)	€1,000 per day
Sponsorship of Coffee Breaks (1 day = 2 coffee breaks)	€800 per day
Pocket Programme Back Cover	€1,000
Conference pens and notepads (provided in-kind)	€750
Insert in delegate bag (received by each delegate)	€400
Programme Book Back Cover Advert	€1,000
Programme Full Page A4 colour	€700
Programme Half Page A4 colour	€400



CONFERENCE EXHIBITOR



Exhibition stand spaces will be available at the conference on 29th-30th September. The exhibition stand is space-only but will include a table, two chairs and electrical supply. 1 staff pass is included with each stand space. Coffee breaks will be held in the exhibition area.

Exhibition space – 6m² space only **€1,250**

PUBLISHERS AREA

Publishers are invited to display or sell books and journals at the conference. The special discounted price below will be available for a 3m x 2m area.

Publishers Booth €750



Other Information:

Exhibition stand prices are subject to Irish VAT (current rate 23%); European tax-registered companies can self-account for VAT in their own country. Sponsorship items will be subject to Irish VAT for Irish companies. VAT on exhibition stand price and other expenditure related to participation at the congress can be reclaimed by overseas tax-registered companies in most cases.

Sponsors and exhibitors are encouraged to launch new products and to offer special sales promotions at the Workshop. These will be advertised free of charge pre-event and at the congress.

Contact Information for queries and bookings:

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Terms and Conditions

- 50% of amount is due immediately upon booking, with balance due on 1st June 2016. Invoices must be paid within 30 days of the invoice date. Payment can be made by bank wire transfer. Bank details will be provided on all invoices, and any bank charges are the responsibility of the sender.
- Should an Exhibitor/Sponsor wish to cancel any of its participation, written notification must be sent to the Exhibition & Sponsorship Manager. Refunds will be based on the following schedule:
 - Before 31st March 2016 – 50% of the booking deposit will be refunded
 - After 31st March 2016 – No refund available
- Exhibitors are entitled to have one staff in attendance to man their exhibition stand, who may also participate in conference sessions. Additional staff badges can be purchased for a price of €195 per person.
- Exhibitors taking a stand agree to be present for the full duration of the exhibition.
- In the event that the conference is postponed for any given reason, the exhibitor/sponsor/advertiser will not be entitled to cancel the exhibition space/sponsorship/advertising or to obtain monetary compensation, but the benefits that have been agreed will remain in place for the rescheduled event. In the event that the conference is cancelled for any given reason, the organisers will refund the exhibition/sponsorship/advertising money to the relevant company, minus any benefits that have been received by the company prior to the cancellation and any expenses incurred by the organisers with respect to the provision of the agreed benefits.
- The organisers reserve the right to alter the layout of the exhibition area and to remove sections of the space and features such as posters and catering without notice.
- The organisers cannot be held responsible for any loss of damage of/to any equipment brought in for the Exhibitor/Sponsor's exhibition stand. The Exhibitor/Sponsor is therefore advised to ensure to take out adequate insurance cover as necessary including Employers Liability & Public Liability cover, insurance to cover loss of damage to exhibits or other personal property. In addition the Exhibitor/Sponsor is required to show proof of their insurance liability in the event of damage to the venue. If an Exhibitor/Sponsor would like to take out insurance for its exhibition stand/equipment, he/she should contact their own insurer.
- The Rules & Regulations must be fully observed by exhibitors, their contractors and their personnel. The organisers reserve the right to demand changes to, or closure of, any stand that does not conform to these Rules & Regulations. If an exhibitor fails to comply with these rules and regulations, the organisers reserve the right to reclaim its exhibition space and resell it, and all monies paid by the exhibitor shall be forfeited.
- Once an exhibiting company has reserved exhibition space and/or stand services, it agrees to abide by the payment conditions and cancellation policy.