
EVENT PARTNER PROPOSAL

**WAPPP Annual Congress 2022
13-17 June 2022
Virtual Event**

A large wind turbine is shown against a dark blue sky. The turbine's tower and nacelle are visible, with three blades extending outwards. The lighting is soft, suggesting a dusk or dawn setting.

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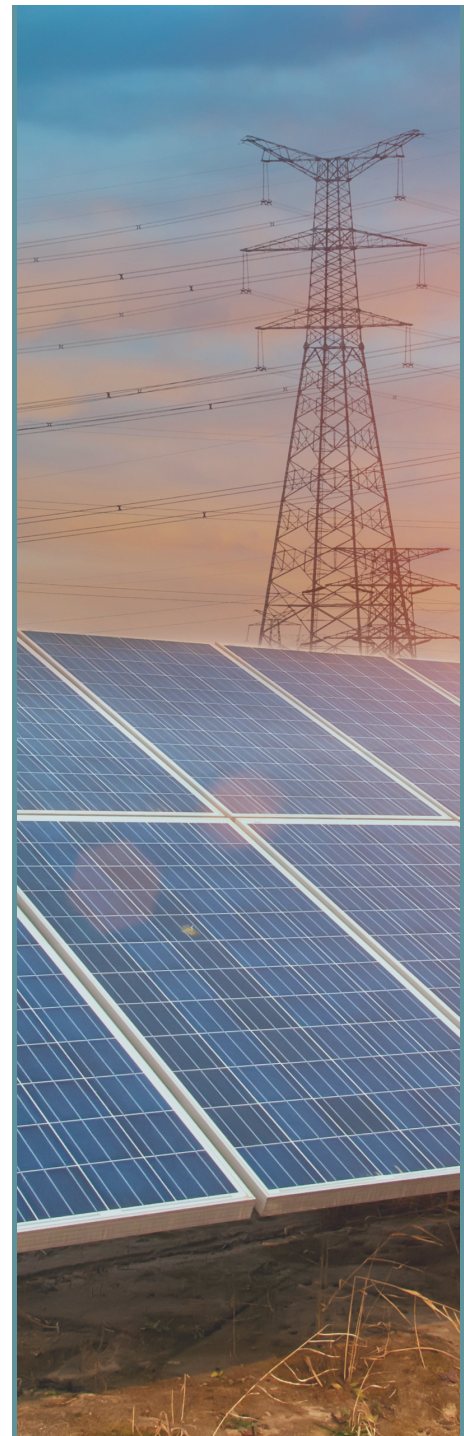
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CONCEPT NOTE

The theme of this year's Annual Congress is "PPPs after COP26". Following the Glasgow Climate Pact, countries have recognized the critical need to live within planetary boundaries and to urgently accelerate public and private sector financing to reach these goals. Continuing the "Next Level PPP" framing of last year's Annual Congress, this year's meeting will explore how to future-proof PPPs, and bring private and public sector stakeholders together towards one common goal of achieving more climate resilient infrastructure under the SDGs framework.

There is a global call for urgent action to build forward better. The links between climate change and sustainable development goals (SDGs) are strong. However, poor and developing countries will be the most adversely affected and least able to cope with anticipated social, economic, and natural shocks. As the impact of climate change has not surfaced as severely as that of Covid-19, governments are not acting as decisively on the interlinkages among growing social inequity, lack of access to essential infrastructure services and limitations of available resources to climate change as they should. However, it is not too late to build a robust system towards affordability, inclusiveness and resiliency in infrastructure.

Governments continue to face immense challenges. Governments all over the world find themselves already dealing with extensive challenges brought about by the Covid-19 pandemic, by the fast pace of technological change, by record-high national debt levels, and by the huge gap in financing needs for infrastructure. Bringing climate mitigation and adaptation to public infrastructure adds new layers of complexity, including climate-proofing and decarbonizing existing infrastructure, and developing future-proof models which will stand the test of climate change and limits on planetary boundaries.



Public-Private Partnerships (PPPs) are becoming more important than ever. Governments have limited resources to undertake such a sizable investment program. Facing all these challenges is nearly impossible without the public sector entering into partnerships with the private sector. However, risks posed by climate change and increasing ESG can lead to an exacerbation of existing problems that affect the basic tenet of PPPs-risk sharing and value-for-money. PPPs need to respond to the changing needs, limitations in the planetary resources, extreme weather events, physical climate risks, leapfrogging technological innovations and changing demography of our society.

OBJECTIVES

The Annual Congress will host international experts on the subject of “PPPs after COP26” from within the WAPPP global network of **PPP practitioners, UN Organizations, Governments, global and bilateral Development Financial Institutions (DFIs)** as well as **investors, lenders, infrastructure companies, businesses, manufacturers** and other “for impact” organizations.

1.

UNDERSTAND

how governments are future-proofing PPP policies and frameworks and how to accelerate the process.

2.

ELEVATE

the discussion on how we can adapt “post-COP26” PPP contracts to deliver efficacy, efficiency and competitiveness

3.

CONTRIBUTE

private sector perspectives on prioritizing impact in PPPs to ensure social inclusion, Just Transition, transparency and commercial profitability

THE TEAM



WORLD ASSOCIATION OF PPP UNITS & PROFESSIONALS



WAPPP is a Geneva-based, global, independent, non-governmental organization, with 40 PPP Units among its members.

We've grown into the largest global network of PPP units and PPP practitioners (corporate and individual, public and private) involved in the design and implementation of PPPs.

Key benefits of WAPPP include global collaboration, mentorship, networking and the promotion of best practices, advocacy for PPPs and the profession, and to help societies achieve the UN SDGs.

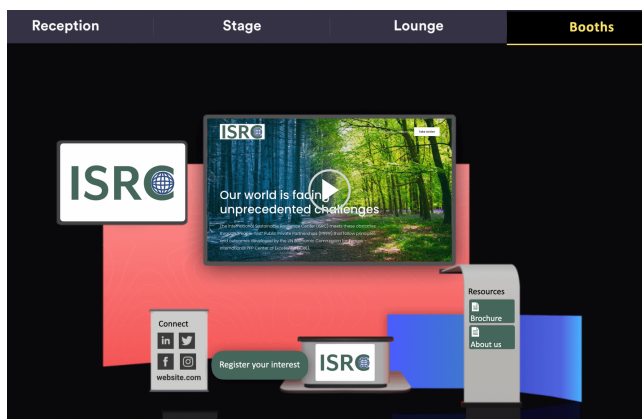
THE GLOBAL HOME OF PPP PROFESSIONALS



The WAPPP Annual Congress Week is dedicated to supporting the global growth and development of the Public Private Partnerships (PPP) industry.

VIRTUAL EXHIBITION

An interactive space where PPP suppliers share their Next Level PPP insights with newcomers eager to learn. Attendees can watch pre-recorded content, engage in a live video session and chat, or move the conversation to a private meeting. Confirmed exhibitors include ISRC, 4IP Group and APMG.



PPP UNITS PRESENTATION

On the third day, June 16th, PPP Units from all parts of the world will be presenting the plans and projects they are working on. Don't miss this extraordinary opportunity, especially if you are a financial or strategic investor looking to plan ahead.



FREE GENERAL ACCESS

In response to the current global crisis, we want to ensure maximum global accessibility to the summit. We will therefore offer **FREE** general access to the full WAPPP Annual Congress content. We don't want cost to be a factor preventing anyone from attending.



JUNE 13 | DAY 1

Planning and future-proofing PPP Strategy and Frameworks

JUNE 14 | DAY 2

Adapting PPP Contracts and implementation to new realities

JUNE 15 | DAY 3

The view from the field and PPP Unit presentations

JUNE 16 | DAY 4

Thematic-based and sectoral discussions

JUNE 17 | DAY 5

Looking forward to COP27 and WAPPP awards

** Dates and timelines are tentative and open to amendment.
All topics are tentative and open to amendment.*

TARGET AUDIENCE

Connect and mingle with WAPPP's unique global network of PPP Units & Professionals.

ACCESS TO PPP UNITS

Interact with PPP Units, working on public-private infrastructure projects for Governments, Regions and Municipalities.

GLOBAL PPP AUDIENCE

Address a select audience & start building new business relationships globally.

ACCESS TO STRATEGIC AND FINANCIAL INVESTORS

Be visible to strategic investors who seek stable long-term revenues in public-private infrastructure assets.

MEET PPP CONSULTANTS AND FRESH TALENT

Tap into the rich and diverse talent pool of PPP practitioners from all walks of life to up-skill and advance your projects.

900+

Attendees

70+

Countries

40+%

Senior Level Executives

By Region



Top markets: Asia Pacific, South Asia, Middle East, CIS-Countries, Europe, Africa, North and Latin America.

By Industry Sector



Top Sectors: Healthcare, Finance, Engineering and Construction, Airport, Infrastructure, Education, Water.

By Occupation

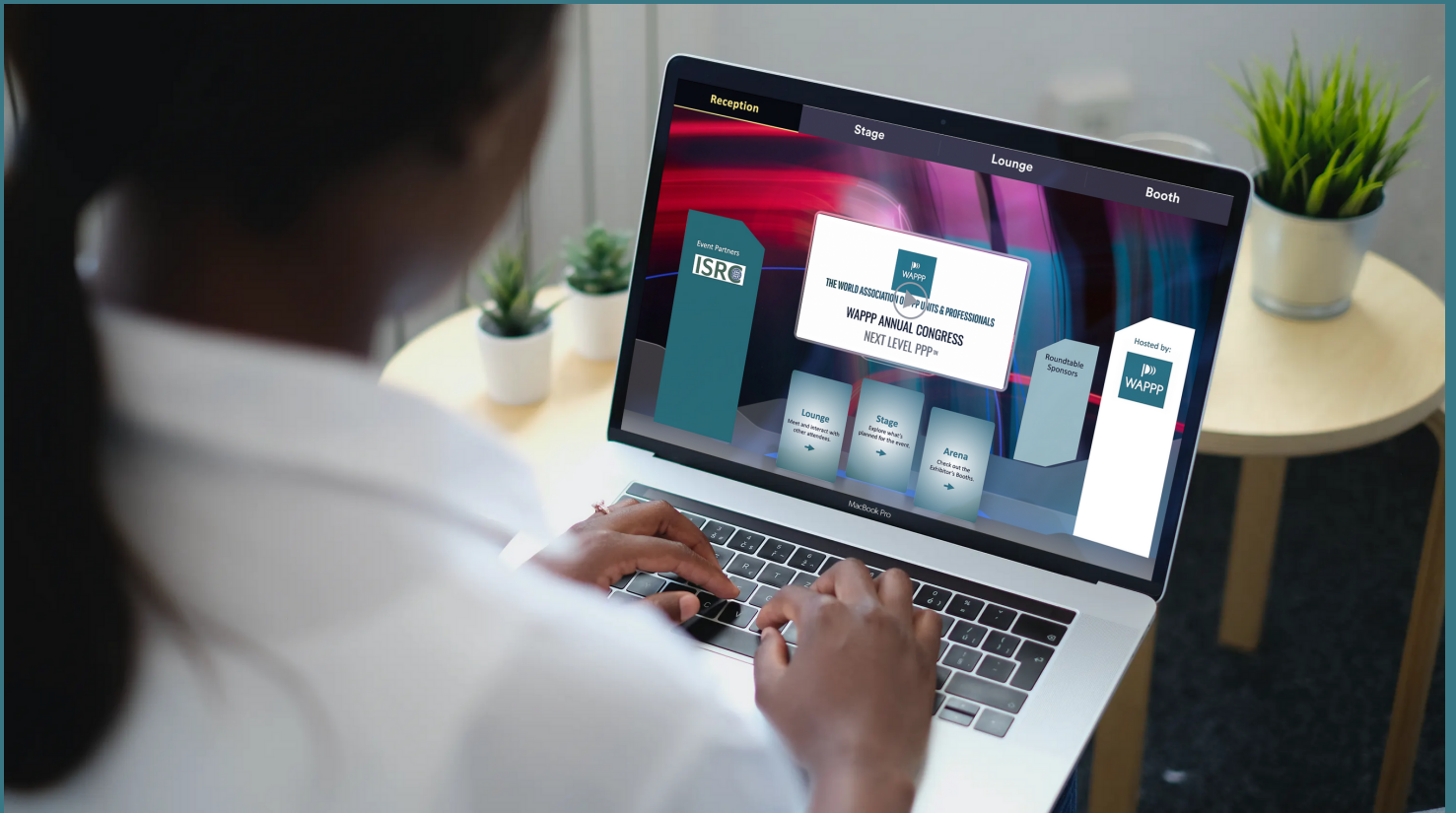


Top Roles: PPP Units and Consultants Strategic and Financial investors, PPP professionals from all over the world.

By Objectives



Top reasons to attend: Staying on top of the latest news and trends; Finding new solution providers; Gaining competitive advantage in the industry.



THE PLATFORM

Airmeet is an online venue for international events, designed to deliver real engagement and best-in-class interactions.



[Click here to watch the full video now](#)

THE OPPORTUNITY

Interact with global PPP decision-makers and take advantage of our unique branding, publicity and networking opportunities.



GET INDUSTRY RECOGNITION

Establish your organisation as an industry leader. Increase your visibility to reach your target audience. Join the WAPPP Podcast for an interview before or after the Congress. You will also be featured in WAPPP's Quarterly Magazine.



REACH A GLOBAL AUDIENCE

One of the most popular benefits of hosting a virtual event is that it can be accessed from ANY device, at ANY time, and from ANY part of the world. Address a wider audience & start building new business relationships globally.



GAIN ACCESS TO QUALITY LEADS

Increase your mailing list significantly in a single day with high quality leads. Get access to backend customer data for everyone who interacts with your booth in any form during the event. It's time to start converting leads into customers.



TELL YOUR BRAND'S STORY

Showcase your products and services. Upload company information, videos, and any other marketing materials that grab attention. Event attendees will be able to view and download them for future reference.



PUT YOUR BRAND IN THE SPOTLIGHT

Take advantage of the unparalleled brand exposure opportunities we have to offer. Our visually rich, fully customisable, and highly interactive virtual platform is there to put the spotlight on you and your organization.



ACCESS TO WORLD CLASS PPP CONTENT

All of the latest industry trends, news and Covid-19 insights delivered to your device. Browse valuable content, network and attend live webinars to grow your knowledge. All while sipping on a cup of coffee in the comfort of your own home / office.

SPONSOR & EXHIBITOR PACKAGES



PACKAGE COMPARISON

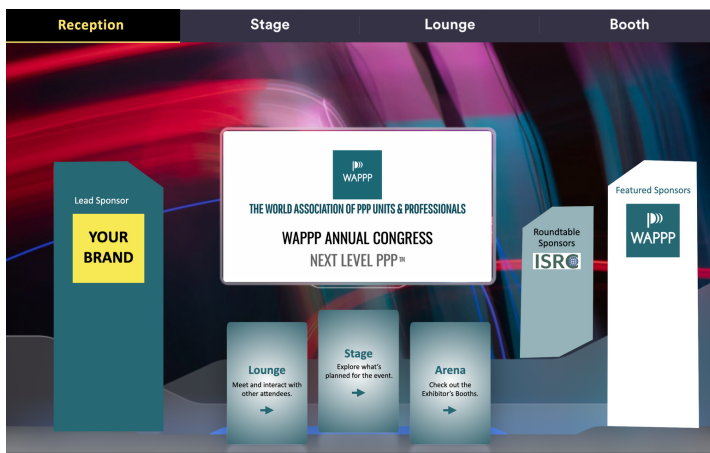
Interested in growing your PPP business, increasing your global reach and making 2022 your best year yet?

THIS EVENT IS FOR YOU.

| | LEAD SPONSOR | FEATURED SPONSOR | SESSION SPONSOR | EXPOBOOTH SPONSOR |
|--|-------------------|--------------------|--------------------|-------------------|
| Cost | CHF 6,000 | CHF 3,000 | CHF 1,000 | CHF 500 |
| #Availability | 1 | 3 | 5 | 20 |
| PRE-EVENT MARKETING | | | | |
| Event Registration Website | Premium placement | Priority placement | | |
| Logo placement, company description and link to your site | X | X | X | |
| Speaker/agenda profile | X | X | X | X |
| Social Media Promotion | | | | |
| Announcement of Partners across all WAPPP channels | 3 posts | 2 posts | 1 post | 1 post |
| Email Communications | | | | |
| Logo on all communication with attendees | X | X | X | |
| Newsletter recognition | X | X | | |
| EVENT ACCESS | | | | |
| Complimentary Tickets | 10 | 5 | 3 | 1 |
| Exhibitor Backend Access for your Team | X | X | X | X |
| LIVE EVENT MARKETING | | | | |
| Reception Area | Premium placement | Priority placement | Priority placement | |
| Logo and link | X | X | X | X |
| Pin Sponsor messages on top of Event Chat (10 mins each) | 3 messages | 1 message | | |
| Main Stage | | | | |
| Dedicated Banner (visible across all live sessions) | X | X | | |
| World Café Lounge Area | | | | |
| Logo and background image | X | X | X | |
| Dedicated roundtable | X | X | X | |
| Dedicated roundtable post-session for networking | X | X | X | X |
| Expo Hall Booth | Big size | Big size | Medium size | Medium size |
| Custom Branding | X | X | X | X |
| Dedicated exhibitor tables | X | X | X | X |
| Pre-upload a welcome/company video | X | X | X | X |
| Social media links | X | X | X | X |
| Guest Speaker Opportunity | | | | |
| Session on Main Stage | 45 mins | 30 mins | | |
| Interview spot with a WAPPP representative | X | X | X | |
| POST-EVENT MARKETING | | | | |
| Social Media Promotion | 2 posts | 1 post | 1 post | |
| Highlights from your event participation | X | X | X | |
| Email Communications | | | | |
| Written acknowledgement in post-event email to all attendees | X | X | X | |
| WAPPP press release promotion | X | X | X | |

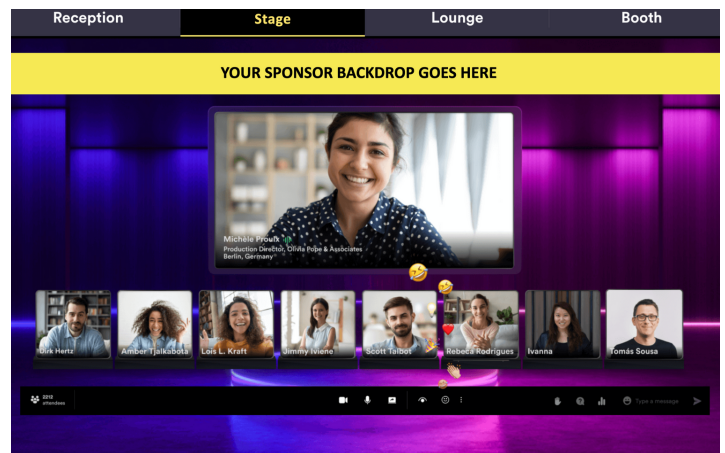
LEAD SPONSOR EVENT PREVIEW

Put your company center stage in front of our audience. This is our premium and most valuable sponsorship package. Your brand will be visible and embedded throughout the entire virtual event.



RECEPTION

As a Lead Sponsor, your logo will be visible on a dedicated pull-up banner.



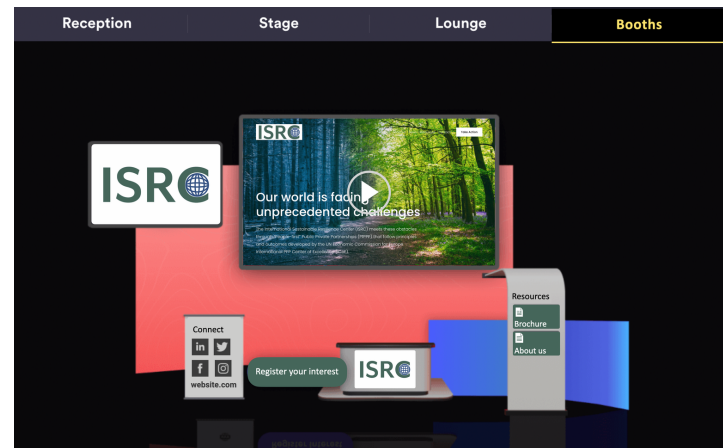
MAIN STAGE BRANDING

As a Lead Sponsor, your name / logo / company image will be visible on top of each session throughout the event.



DEDICATED ROUNDTABLE

As a Lead Sponsor you will be able to brand one of our regional, sectorial or thematic forum tables.



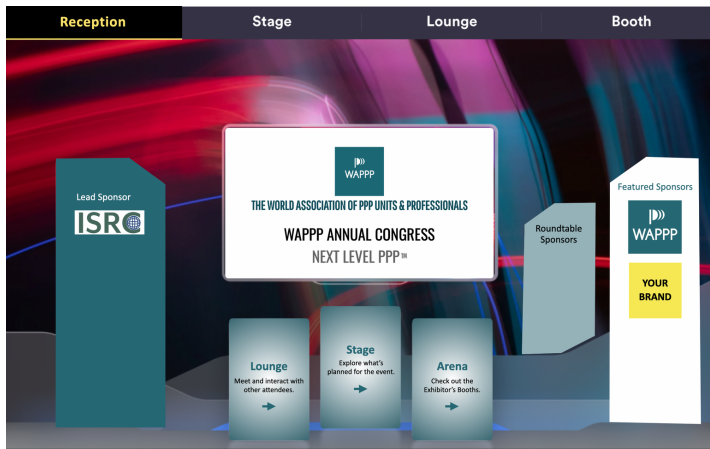
EXHIBITOR BOOTH

As a Lead Sponsor, you are entitled to a premium size Exhibitor booth. Please refer to page 15 for additional details.

Full list of Lead Sponsor benefits available on page 12.

FEATURED SPONSOR EVENT PREVIEW

Your brand will have a substantial presence during the event and you will be able to reach everyone in attendance.



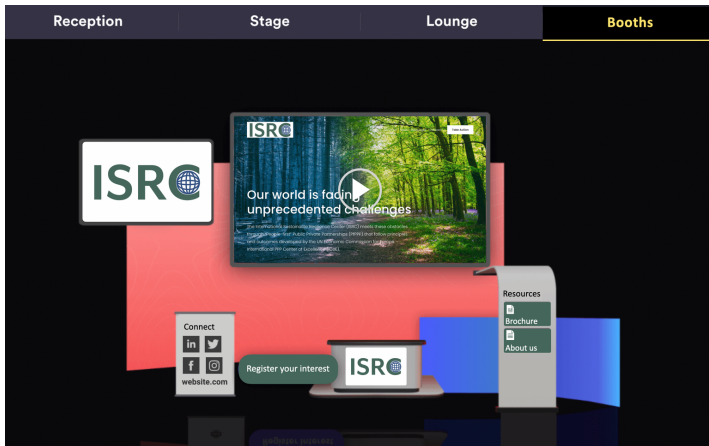
RECEPTION

As a Featured Sponsor, your logo will be visible on a dedicated pull-up banner.



DEDICATED ROUNDTABLE

As a Featured Sponsor, you will be able to brand one of our regional, sectorial or thematic forum tables.



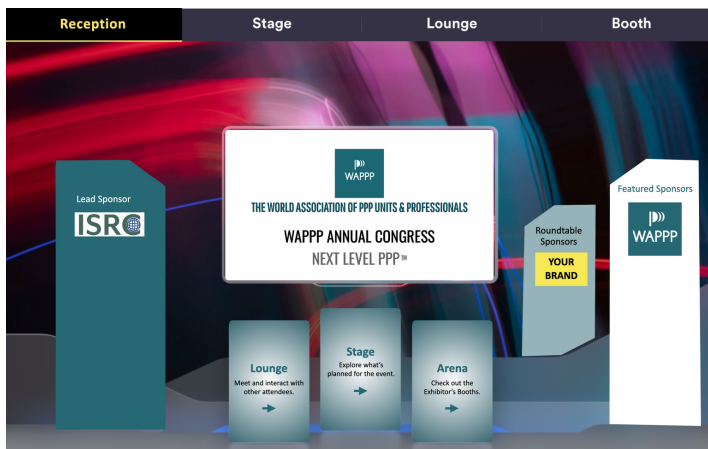
EXHIBITOR BOOTH

As a Featured Sponsor, you are entitled to a premium size Exhibitor booth. Please refer to page 15 for additional details.

Full list of Featured Sponsor benefits available on page 12.

SESSION SPONSOR EVENT PREVIEW

This is our value sponsorship package coupled with the opportunity to sponsor a dedicated session. Your brand will be visible and presented to all attendees prior, during and after the event.



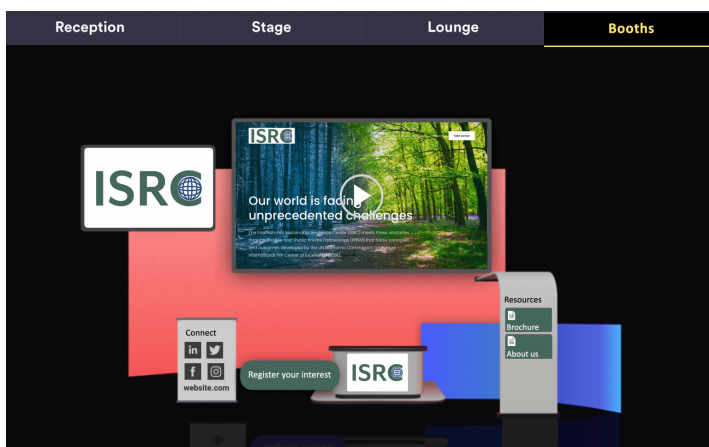
RECEPTION

As a Session Sponsor, your logo will be visible on a dedicated pull-up banner.



DEDICATED ROUNDTABLE

As a Session Sponsor, you will be able to brand one of our regional, sectorial or thematic forum tables.



EXHIBITOR BOOTH

As a Session Sponsor, you are entitled to a medium size Exhibitor booth. Please refer to page 15 for additional details.

Full list of Session Sponsor benefits available on page 12.

EXHIBITOR PACKAGE (FROM CHF 500)

Showcase everything your brand has to offer on your Expo Profile and start building business relationships with our audience of 500+ PPP professionals.



PROMOTION

- Your company name and logo featured on event website.
- Social media post, introducing your participation in the event.

VIDEO SCREEN

Pre-upload a welcome video or stream one from YouTube / any other streaming provider - just make it count.

VIRTUAL BOOTH

1. Custom branding
2. Video opportunity
3. Dedicated exhibitor tables, where you can talk to attendees
4. Add links to social media pages
5. Opportunity to upload your company documents

MEET & GREET

Create accounts for each of your team members and let them connect and engage with our event attendees on dedicated exhibitor tables.

EVENT ACCESS

- Backend access for your team.
- Measure your impact with insightful data reports after the end of the event.

YOUR DOCS

You can add documents (PDF, PowerPoint, Excel, etc.) that will be visible to our audience once we go live.



CONTACT US

Get in touch to get involved.



CONTACT

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