

MIAMI, 7th - 8th JUNE 2012

HUMANITARIAN ASSISTANCE
SYMPOSIUM FOR THE CRUISE,
ENERGY, MANUFACTURING, RETAIL
AND TRANSPORTATION INDUSTRIES



Organized by:



Dear Sir/Madam,

The International Humanitarian Assistance Symposium will be held in Miami on June 7th & 8th 2012, organized by InterCruises Shoreside & Port Services and **The Family Assistance Foundation (FAF)**, an independent non-profit organization established for the purpose of empowering people following tragedy. The symposium will enhance industry response to emergencies and disasters, uniting different sectors through knowledge sharing and thus ensuring those involved in an unforeseen tragedy are given the support they need. The two day event will consist of a series of educational panels, practical workshops and experiences recounted first hand by disaster and accident survivors and responders.

In 2010 the FAF hosted an incredibly successful one-day conference in London. With no conference in 2011, IHAS 2012 will be the first FAF event for two years, **tailored for delegates from some of the world's leading industries – Cruise, Energy, Manufacturing, Retail and Transportation**. Furthermore, the content has been dramatically increased and now spreads over two days, providing the opportunity to identify cross industry synergies. With the symposium to take place in the beautiful city of Miami, we are expecting hundreds of delegates to help establish the International Humanitarian Assistance Symposium as a leading industry event.

Delegates will consist of industry personnel who are involved in humanitarian assistance for survivors (employees, customers, organizational responders and their families). With the greater expectations of corporate social responsibility and the rapid evolution of social media, **delegates, including Director and board level representatives, will be seeking to gain a better understanding of humanitarian assistance**. This includes how the media, clients, employees and the general public scrutinize the way an emergency or disaster is handled and their expectations in the post-disaster phase of an organization's response.

We are looking for a select number of sponsors at different levels to help deliver this symposium and its important subject. All contributions will be used to fund the symposium, with any remaining balance going to the FAF. Within this sponsorship pack you will find a full breakdown of the different sponsorship opportunities. We look forward to your support and working with you in supporting and enhancing industry response to emergencies and disasters.

Kind Regards,



Carolyn V. Coarsey, PhD
President & Co-Founder,
Family Assistance Foundation
carolyn@higherresources.com



Celeste Gladstone
President, InterCruises
North America & Caribbean,
InterCruises Shoreside & port Services
c.gladstone@na.intercruises.com

SPONSOR IHAS 2012

- **Affiliate your organization with an important and long term industry issue**
- **Establish your organization's commitment to developing industry response to emergencies & disasters**
- **Promote your brand to decision makers from five of the world's leading industries**
- **Opportunities for coverage in industry publications**

SPONSOR IHAS 2012

We are looking for industry sponsors who will add value and support what the symposium represents.

1/ Sponsorship Levels

There are four levels of sponsorship: **Platinum, Gold, Silver** and **Bronze**. Due to the advantages of being a Platinum or Gold sponsor, we can only accept a limited number of sponsors at this level. This will be decided on a first come first serve basis and where possible divided equally by industry.

2/ Branding a Key Moment

Three 'Key Moments' have been selected from the symposium program for sponsorship opportunities. Sponsoring one of these moments will mean it is branded with your organization's logo and name. Sponsors of 'Key Moments' also receive all the benefits of being a Platinum level sponsor.

3/ Assisting a Survivor

Survivors are included on many of the panels, but there are also survivors that want to be at the symposium to lend their support and share their experiences. You can assist them by contributing to their travel and accommodation costs. This type of contribution is completely separate from Sponsorship Levels.

TERMS

Key Moment:

There are three 'Key Moments' during the symposium that can be sponsored by an individual organization, who will also receive Platinum level benefits. These include a private function, two lunches and a Gala dinner.

Program Moment:

These are moments that require funding, such as coffee breaks. If a sponsor's money is used to fund a coffee break, than their logo will be displayed during this moment.
























Logo projected onto screens during IHAS 2012 opening:

In addition to the main screen for presentations and the opening video, two further screens will be used. Depending on the sponsorship level, your organization's logo will be displayed on one of these screens during the opening session.

IHAS 2012 Event Magazine:

A commemorative event magazine will be given to all delegates, featuring information on the different organizations involved and the stories of the survivors attending the event.

1/ Sponsorship Levels

	Platinum	Gold	Silver	Bronze
Minimum Contribution:	\$25,000	\$12,000	\$5,000	\$1,000
WEBSITE				
Logo on IHAS 2012 website				
Company profile on IHAS 2012 website				
Logo on home page of IHAS 2012 website				
IHAS 2012 MAGAZINE				
Logo in IHAS 2012 magazine				
Logo on back cover of IHAS 2012 magazine				
Company profile in IHAS 2012 magazine				
EVENT				
Logo at all Program Moments				
Logo at funded Program Moment				
IHAS 2012 passes	4	2		
IHAS 2012 passes at discounted price: \$150				
Logo projected onto screens during IHAS 2012 opening				
Two invites to Wednesday Night Private Function (Cruise)				
Hotel Rooms	1			
SPONSOR LEVEL AVAILABILITY	8	15	Unlimited	Unlimited

2/ Branding a Key Moment

Three 'Key Moments' have been selected from the program that enable individual sponsors to highlight themselves as a key supporter of the **International Humanitarian Assistance Symposium 2012**.

Thursday Night Gala Dinner

Sponsored by.....

Communicate with senior management from five of the world's leading industries

The gala dinner will be attended by some of the most influential representatives from the Cruise, Energy, Manufacturing, Retail and Transportation industries, as well as IHAS 2012 VIPs, including the committee members and survivors. This is a unique opportunity to reach high level decision makers across a range of industries in a single moment, during a relaxed session of socializing and networking, with the beautiful backdrop of a magnificent gala dinner.

Cost: \$75,000

Wednesday Night Private Function (Cruise Industry)

Sponsored by.....

Reach important cruise industry decision makers during an exclusive cocktail soiree

On the eve of the International Humanitarian Assistance Symposium 2012 a private, invitation only cocktail soiree for the cruise industry will be held at one of the most prestigious venues in Miami. The guests will be senior representatives from the cruise industry and IHAS 2012 VIPs, including the committee members and survivors. Sponsor this moment and establish your brand as a serious supporter of emergency response and humanitarian assistance in the cruise industry.

Cost: \$30,000

Thursday & Friday Afternoon Lunch

Sponsored by.....

Generate brand awareness in senior industry executives on two separate occasions

Sponsor the first and last social moments during IHAS 2012 – introduce your organization on the first day and reinforce it in the mind of delegates on the second. On both days a buffet lunch will be served to all delegates (**Cruise, Energy, Manufacturing, Retail, Transportation**) and IHAS 2012 VIPs, including the committee members and survivors at a dining hall in the same venue as the symposium.

Cost: \$30,000

The manner in which the Key Moment is branded will be customized to suit the sponsor's objectives. Depending on the Key Moment and feasibility, potential branding opportunities include these examples:

- **Roll Up display**
- **Photo Call Background display**
- **Corporate table display**
- **Corporate colored items – e.g. serviettes**
- **Corporate information table**
- **Mid moment speech**
- **Corporate Video/Slideshow display screen**
- **Delegate Raffle**
- **Small delegate gift**
- **Venue staff in corporate uniform**

3/ Assisting a Survivor

Survivors of accidents or disasters will be involved in IHAS 2012 as panelists and VIP guests. During the social side of the symposium they will be able to share their experiences, expressing thanks for the help they received and identifying where improvements can be made. As people who have experienced emergency situations first hand, their input is critical to identifying the lessons that can be learnt.

There is the opportunity to assist them in attending IHAS 2012 by providing funds for their travel, accommodation and living costs while in Miami. No organization will be assigned to a specific survivor as costs vary depending on travel arrangements and circumstances, such as necessary accompaniment.

Assist a survivor

- Logo on www.IHAS2012.com
- Logo in IHAS 2012 commemorative magazine on page for organizations that assisted survivor attendance
- One free symposium pass
- Opportunity for additional symposium passes at discounted price of \$150

Cost: \$3000

Contact

To confirm your organization's involvement in the International Humanitarian Assistance Symposium 2012, please contact:

Carolyn V. Coarsey, Phd

President & Co-Founder, Family Assistance Foundation
carolyn@higherresources.com
www.fafonline.org

Celeste Gladstone

President, Intercruises North America & Caribbean
c.gladstone@intercruises.com
www.intercruises.com

Anonymous Contribution

At previous FAF meetings some organisations or individuals have felt compelled to make anonymous donations. This type of contribution at any level is greatly appreciated. Please use the contact details above should you or your organisation wish to make an anonymous contribution.

Organized by: