

10th
BAQ
Better Air Quality Conference
Kuching, Malaysia
14-16 Nov 2018

REGIONAL ACTION, GLOBAL IMPACT

SPONSORSHIP OPPORTUNITIES

Organized by



Supported by



The Better Air Quality Conference (BAQ) is the leading event on air quality in Asia, covering all sources of air pollution including emissions from transport, energy and industry, with a particular emphasis on solutions including national government and city-level policies and measures. Policy makers and practitioners meet at BAQ to network, learn and share experiences. The BAQs have a proven history of influencing policies, initiating new projects, and establishing innovative partnerships.

We're in a race against time

Air pollution is now recognized as a global public health crisis, linked to 6.5 million premature deaths per year, with Asia bearing the brunt of the mortalities. Immediate transformative action and technological innovation are needed to hold global average temperature rise to below 2°C of pre-industrial levels, as stipulated in the Paris Agreement, and in order to achieve the United Nations' Sustainable Development Goals.

We must heed the call and together take action

The 10th BAQ theme is Regional Action, Global Impact. Asia plays a pivotal role in these efforts. Rapid urbanization coupled with unbridled economic growth has resulted in deteriorating air quality and adverse climatic changes. This has prompted many countries to embark on measures to improve their air quality and reduce greenhouse gas emissions. Faced with worsening air pollution and climate change impacts, it is imperative that the region acts with urgency to decarbonize economies and lifestyles.

The pressing nature of the challenges underscores the need for unity and collaboration in the development of new solutions, designs and approaches that will help us chart more sustainable future horizons. At BAQ 2018, we're heeding the call to action and coming together in a spirit of unanimity in building a cleaner, greener and healthier Asia.

About the Organizers



Clean Air Asia is an international non-governmental organization that leads the mission for better air quality and healthier, more livable cities in Asia. Clean Air Asia is a UN-recognized partnership with a network comprised of 261 organizations around the world, including Country Networks in Indonesia, Malaysia, Nepal, the Philippines, Sri Lanka, and Vietnam. Our headquarters are in Manila, Philippines and we have offices in Beijing, China and New Delhi, India.

Our mission is to reduce air pollution and greenhouse gas emissions in Asia and contribute to a more livable and healthy Asia for everyone, both now and in the future. We reduce air pollution and greenhouse gas emissions by building capacity, disseminating data and knowledge, advocating for the development and implementation of effective and appropriate policies and practices, and informing stakeholders about air pollution, its links to climate change and sustainability.



The Clean Air Forum Society of Malaysia is a professional organization registered in Malaysia whose mission is to promote better air quality through research, dialogue, sharing of information and expertise, and capacity building, thereby contributing to the national welfare. The organization has more than 300 active members including representatives from the academe, researchers, governmental organizations, practitioners, industry leaders, students, and volunteers.

10th BAQ PROGRAM OVERVIEW*

Time/Date	12 Nov (Mon)	13 Nov (Tue)	14 Nov (Wed)	15 Nov (Thu)	16 Nov (Fri)
09:00-10:30	BAQ pre-events	BAQ pre-events	Opening Plenary (Opening of Clean Air Cities Pavilion)	Breakout Sessions & Dialogues	Breakout Sessions & Dialogues
10:30-11:00			Coffee Break	Coffee Break	Coffee Break
11:00-12:30			Changemakers' Forum	CEO Forum	Multi-Stakeholder Forum
12:30-13:30			Lunch	Lunch	Lunch
13:30-15:00			Breakout Sessions & Dialogues	Breakout Sessions & Dialogues	Breakout Sessions & Dialogues
15:00-15:30			Coffee Break	Coffee Break	Coffee Break
15:30-17:00			Breakout Sessions & Dialogues	Breakout Sessions & Dialogues	Kong Ha Award and BAQ 2018 Closing (15:30-16:30)
18:00-20:00				Welcome Reception	Gala Dinner

*This program overview is tentative. Sessions and schedule of sessions may still change.

BAQ 2018 Sessions (tentative)

- Air Pollution and Health: Translating Science and Trends to Steer Action
- Keeping Up with SLCPs: Moving Forward to Mitigate SLCPs Emissions
- Beyond Borders: Strengthening Regional Action to Address Transboundary Air Pollution
- Controlling and Managing Air Pollution from Coal-Fired Power Plants
- Clean Air Starts at Home: Keeping the Indoor Air we Breathe Clean
- Innovative Solutions to Fill Gaps in Air Quality Data
- Global Energy Demand and Air Pollution
- The Clean Energy Revolution and its Promise of Better Air Quality
- Future Fuels and Vehicles: Advancing Clean Fuels and Vehicles in Asia
- Implementing Clean Fuels and Vehicle Emission Standards in Asia
- Building Momentum in Improving Automotive Fuel Economy in Asia
- Waste Not: GHG Mitigation Opportunities from Waste Management
- Transport Dialogue: The Roadmap to Real Zero Emissions Mobility
- Sustainable Cities, Clean Air Cities
- Future Cities: Developing Sustainable Urban Areas in Asia
- City Solutions and Best Practices to Address Stationary, Mobile, and Area Sources of Air Pollution
- Cities for Clean Air Certification: Engaging Cities to Take Transformative Action
- City Connect (Networking)
- Media for Better Air Quality
- China Day: Sharing China's Experiences in Air Quality Management
- Air Quality Challenges and Opportunities for South Asia/SAARC
- Education and Youth for Clean Air
- Air Quality and SD2030
- Air Pollution Monitoring and Process
- Big Data Applications and Air Pollution Modelling
- Air Pollution Controls and Technologies
- Sustainable Transport Solutions for Cities
- Urban Planning and City Solutions for Clean Air

SPONSORSHIP OPPORTUNITIES

We invite companies and organizations that have an interest in or work on air quality, climate change, transport, and energy to support BAQ 2018.

Building on the success of prior congresses and conferences, we anticipate at least 600 participants. We are confident that sponsors will enjoy diverse opportunities to launch and showcase the company's products and services.

Sponsors will benefit from:

- being recognized as a leader in their field of work relevant to air quality, climate change, transport, or energy;
- communicating and engaging with the most relevant decision makers and stakeholders on air quality and climate change, sustainable urban transportation, and energy in Asia and worldwide;
- increasing exposure of company's products and services.

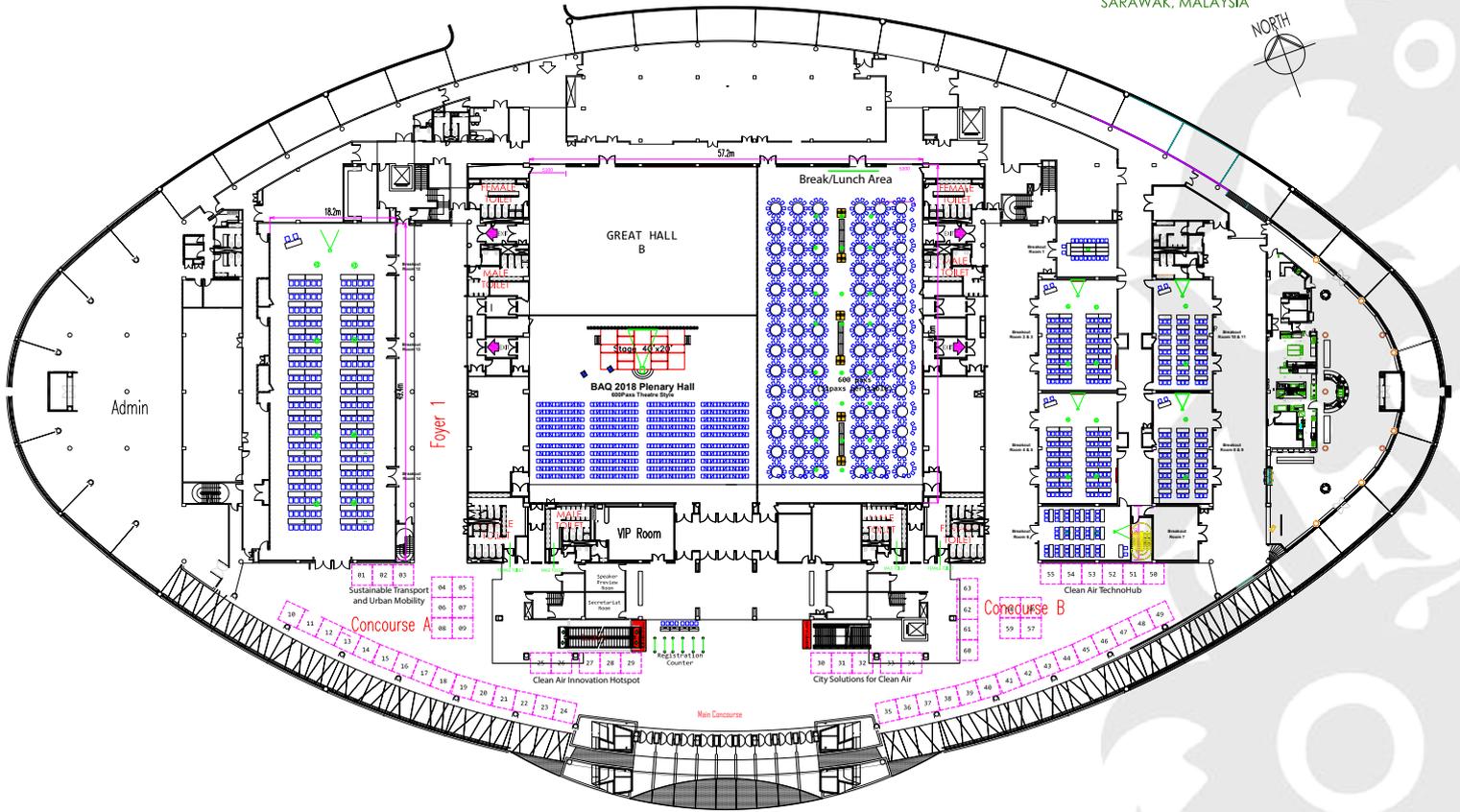
Benefits of General Sponsorship

Benefits	Sponsorship Level and Investment			
	DIAMOND	PLATINUM	GOLD	EXHIBITOR
	\$40,000	\$20,000	\$8,500	\$2,500
Complimentary Registrations				
Conference	10	5	2	1
Welcome Reception & Gala Dinner	10	5	2	1
Exhibition Space booth size: 3000mm (L) X 2400mm (H) X 3000mm (W)	3 booths	2 booths	1 booth	1 booth
Branding Opportunities				
Speech at the Welcome Reception/Gala Dinner	✓	-	-	-
Logo on the website main page	✓	✓	✓	-
Company profile on the website	✓	✓	✓	name listing only
Advertisement in the souvenir program	full page (outside cover)	full page (inside)	1/2 page (inside)	-
Logo in Conference Backdrop	✓	✓	✓	-
Company logo in Clean Air Asia Annual Report 2017	✓	✓	✓	-
Verbal recognition during the Opening Plenary	✓	✓	✓	-
Recognition in social media news feeds	✓	✓	✓	-
Placement of company marketing items in the Conference bags	up to 3 items	up to 2 items	1 item	-
Sponsor reference in general mailings	2	2	2	-

OTHER SPONSORSHIP OPTIONS

Items	Amount	Included
Kong Ha Award sponsors	\$12,000 per category	<p>2 sponsorships available for the city awardee and the individual awardee</p> <ul style="list-style-type: none"> • Present the Kong Ha Award to the selected city and/or individual • The company logo to be included in the plaque to be given to the awardee • Acknowledgment on the BAQ 2018 website and in the final program • 2 complimentary registrations to the conference, welcome reception, and gala dinner <p><i>The Clean Air Asia Partnership established this award to honor the memory of the late Kong Ha, one of the founding fathers of BAQ, who served as the chairperson of Clean Air Asia from December 2004 to April 2007</i></p>
Welcome Reception 13 Nov 2018	current price (at cost/ based on actual cocktails package)	<p>1 sponsorship available</p> <ul style="list-style-type: none"> • The company logo will be printed on the welcome banner and signage • 1 slide of acknowledgment at session intervals • Opportunity to give a speech (max of 10 mins. on an agreed topic that is not directly promotional or marketing related) during the welcome reception • Acknowledgment on the BAQ 2018 website and in the final program • Signage in the welcome reception area
Gala Dinner 15 Nov 2018	current price (at cost/ based on actual dinner package)	<p>1 sponsorship available</p> <ul style="list-style-type: none"> • The company logo will be printed on the banner • 1 slide of acknowledgment at session intervals • Opportunity to give a speech (max of 10 mins. on an agreed topic that is not directly promotional or marketing related) during BAQ Dinner • Acknowledgment on the BAQ 2018 website and in the final program • Signage in the dinner area
Lunch	\$10,000 each	<p>3 sponsorships available</p> <ul style="list-style-type: none"> • Signage in the lunch area • Air quality-related promotional videos may be played during lunch • Acknowledgment on the BAQ 2018 website and in the final program
Coffee break	\$ 5,000 each	<p>6 sponsorships available</p> <ul style="list-style-type: none"> • Signage in the break area • Acknowledgment on the BAQ 2018 website and in the final program
Conference bag	\$ 5,000 + production of bag with logo	<p>1 sponsorship available</p> <ul style="list-style-type: none"> • The sponsor will produce and print their company logo and BAQ logo on the conference bag (design to be approved by the BAQ 2018 organizing committee). • Acknowledgment on the BAQ 2018 website and in the final program
Conference badge and lanyards	\$ 5,000	<p>1 sponsorship available (NO LONGER AVAILABLE)</p> <ul style="list-style-type: none"> • The company logo will be printed on the conference badge lanyards • Acknowledgment on the BAQ 2018 website and in the final program
Branded materials provided in kind	Materials	<p>1 sponsorship available for each item</p> <ul style="list-style-type: none"> • Logo branding in the items below • Note pads and pens • USB flash drives • Umbrellas • Tumblers <p><i>Items are not limited to those above; sponsors can suggest other items that can be provided. All materials will be provided to attendees at registration. Sponsor arranges purchase, production and delivery to the conference Secretariat Office.</i></p>
Ads only	\$ 1,500 for ¼ page	<ul style="list-style-type: none"> • Inside page of the souvenir program • Banner placement in the conference mobile app
Video promotion at the Clean Air Innovation Hotspot	\$1,200 for a 10-min video	<ul style="list-style-type: none"> • looping video featuring game-changing innovation and cutting-edge technologies for cleaner air played throughout the 3-day main conference • video to be played up to 5 times a day • Clean Air Innovation Hotspot to be placed in the exhibition area with high foot traffic

Location : BCKK Level 2			
Style : As Shown	Capacity : 600 paxs	Height : 10000mm	Sq m. : 1641.69



EXHIBITION: CLEAN AIR CITIES PAVILION

- Sustainable Transport and Urban Mobility
- Clean Air TechnoHub – clean technology showcase
- City Solutions for Clean Air – city videos and best practices
- Clean Air Innovation Hotspot – Videos featuring game-changing innovation and cutting-edge technologies for cleaner air



Booth Size (1 booth):
3000mm (L) x 2400mm (H) x 3000mm (W)

Booth Includes:

- White Laminated Panels
- 1 Reception Table + 2 Chairs
- 1 Power Point 13Amp
- 2 Fluorescent Lamps
- 1 Waste Basket
- Fascia Names (max 30 letterings)

Note: Exhibition floor plan is tentative and may still change.

Please confirm your support by returning the completed Sponsorship Contract Form to:
For organizations outside Malaysia, contact Clean Air Asia on +632 631 1042 or at baq@cleanairasia.org;
For organizations based in Malaysia, contact the Clean Air Forum Society of Malaysia (MyCAS) on +60 13 632 4362 or at cleanairmalaysia@gmail.com

If you would like to discuss the options available to sponsors in more detail please do not hesitate to contact us at baq@cleanairasia.org or +63 2 631 1042 (for organizations outside Malaysia); cleanairmalaysia@gmail.com or +609 668 3972 (for organizations based in Malaysia)