

# PARTNERSHIP OPPORTUNITIES PROSPECTUS



[www.iamas-iapso-iacs-2009-montreal.ca](http://www.iamas-iapso-iacs-2009-montreal.ca)  
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[WWW.MOCA-09.ORG](http://WWW.MOCA-09.ORG)



## MOCA-09, the IAMAS / IAPSO / IACS 2009 Joint Assembly

Dear Colleagues:

**MOCA-09, the IAMAS / IAPSO / IACS 2009 Joint Assembly,  
provides a unique opportunity to address a common concern:  
OUR WARMING PLANET**

Set your sights on Montréal and invest in the future of our planet. MOCA-09 will attract more than 1600 scientists, leaders and decision makers from industry, public laboratories and universities who will meet to share their latest findings. This Joint Assembly of three major international associations will provide an exceptional opportunity for the world's leading meteorological, oceanographic and cryospheric researchers to converge and discuss critical issues of shared interest regarding the warming of our planet.

To ensure the success of this assembly, the IAMAS / IAPSO / IACS organizing committee is offering partnership opportunities that provide a world stage from which to market and showcase products, services and achievements to a unique audience. Designed to support partners' business objectives, this Prospectus provides details and options on how companies and organizations can become involved.

Organized by three members of the IUGG – IAMAS, IAPSO and IACS – and in collaboration with the National Research Council of Canada, the Assembly will be held from July 19-29, 2009 at the Palais des congrès in downtown Montréal. The scientific program committee represents a distinguished group of international and independent experts in their fields.

We hope your organization will see the benefit of its name being associated with this event. To discuss opportunities further, please do not hesitate to contact either the Partnership Program Chair or the Joint Assembly Chair through any of the coordinates listed below or the Assembly Management Office listed at the end of this prospectus.

**Michel Jean**  
**Partnership Program Chair**  
Tel: Off: (514) 283-1600; Sec. (514) 283-1600  
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**Michel Beland**  
**Joint Assembly Chair**  
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### THE ASSOCIATIONS

**IUGG – The International Union of Geodesy and Geophysics** is the international organization dedicated to advancing, promoting, and communicating knowledge of the Earth system, its space environment, and the dynamical processes causing change. Through its constituent Associations, Commissions, and services, IUGG convenes international assemblies and workshops, undertakes research, assembles observations, gains insights, coordinates activities, liaises with other scientific bodies, plays an advocacy role, contributes to education, and works to expand capabilities and participation worldwide. IUGG one of the Unions of the International Council for Science ([ICSU](#))

**IAMAS- The International Association of Meteorology and Atmospheric Sciences** provides the scientific community with platforms to present discuss and promote the newest achievements in meteorology, atmospheric science and related fields. It also facilitates and coordinates research which requires international cooperation. IAMAS and its Commissions organize a wide range of scientific meetings that are open to all scientists.

**IAPSO- The International Association for the Physical Sciences of the Oceans** has the prime goal of "promoting the study of scientific problems relating to the oceans and the interactions taking places at the sea floor, coastal, and atmospheric boundaries insofar as such research is conducted by the use of mathematics, physics, and chemistry." IAPSO participates in ICSU's Scientific Committee on Oceanic Research (SCOR) and interacts with UNESCO's Intergovernmental Oceanographic Commission (IOC).

**IACS- International Association of Cryospheric Sciences** strives to promote studies of all aspects of, and physical processes related to Earth's cryosphere and that of other bodies of the Solar System; to encourage research on these subjects by the cryospheric sciences community, through national and international institutions and programmes and by individual countries as well as through collaboration and international co-ordination; to provide an international platform for discussions and publications of results arising from research activities as mentioned above; to promote education and public outreach on cryospheric processes and cryospheric research; to facilitate the collection of data on cryospheric systems through standardized measurements and to promote the analysis, publication and archiving of such data.

### PARTICIPATION PROFILE

<b>Expected Attendance</b>	<b>1,600</b>
Academia	60%
Industry	10%
Government	30%
Anticipated Number of Participating Countries	90



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### PARTNERSHIP PARTICIPATION LEVELS

*The total of your partnership selection item(s) will determine your partnership level.*

#### **PREMIER PARTNER - \$30,000 CAD**

Premier Partners of the IAMAS / IAPSO / IACS 2009 Joint Assembly (MOCA-09) will have their logos prominently displayed (as per level of partnership) in all official Assembly communications including the website and final program. In addition, they will receive:

- signage recognition at the Assembly,
- hyperlink from the Assembly website directly to their website,
- one full-page colour advertisement in the final program,
- permission to insert a one-pager in the registration bag,
- signage recognition at the joint assembly social dinner,
- first-priority placement in exhibition hall.

#### **PRINCIPAL PARTNER - \$20,000 CAD**

Principal Partners of the IAMAS / IAPSO / IACS 2009 Joint Assembly (MOCA-09) will have their logos prominently displayed (as per level of partnership) in all official Assembly communications including the website and final program. In addition, they will receive:

- signage recognition at the Assembly,
- hyperlink from the Assembly website directly to their website,
- permission to insert a one-pager in the registration bag,
- second-priority placement in exhibition hall.

#### **PARTICIPATING PARTNER - \$10,000 CAD**

Participating Partners of the IAMAS / IAPSO / IACS 2009 Joint Assembly (MOCA-09) will have their logos prominently displayed (as per level of partnership) in all official Assembly communications including the website and final program. In addition, they will receive:

- signage recognition at the Assembly,
- hyperlink from the Assembly website directly to their website.



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### PARTNERSHIP SELECTION ITEMS

<b>Social</b>		
<b>Item</b>	<b>Cost</b>	<b>Description</b>
Official Assembly Welcoming Reception, Joint Evening Event (4 partners only)	\$15,000 CAD	Full visibility signage and verbal acknowledgement at the Welcoming Reception in the evening of Sunday, 19 July 2009.
<i>Taste of Montreal</i> Joint Evening Event (4 partners only)	\$15,000 CAD	Full visibility signage and verbal acknowledgement at the <i>Taste of Montreal</i> Joint event on the evening of Thursday, 23 July 2009.
Breaks	\$6,000 CAD per day OR \$3,000 CAD half day	Sign on coffee table acknowledging sponsorship during each partnered coffee-break
<b>Promotional</b>		
<b>Item</b>	<b>Cost</b>	<b>Description</b>
Assembly Delegate Bags (one partner) with corporate logo in 4 colours	\$18,000 CAD	All registered delegates will receive a bag. Company listed prominently
Reusable Thermal Mug or water bottle (one partner) with corporate logo in 1 colour	\$16,000 CAD	One mug or water bottle will be placed in each delegate bag and registrants will be encouraged to use them as part of the Assembly's Green Initiative.
Cybercafé / Internet Lounge (three partners only)	\$10,000 CAD	Opportunity to display company information and logo in the Cybercafé / Internet Lounge, with computers defaulting to your company website.
Speaker Ready Room (three partners only)	\$10,000 CAD	Opportunity to display company information and logo in the Speaker's Ready Room with computers defaulting to your company website.
Delegate Namebadge Lanyard	\$7,500 CAD	Opportunity to provide Delegate Namebadge Lanyards displaying your company's name. All delegates are required to wear these namebadges throughout the duration of the Assembly.
Assembly-at-a-Glance Pocket Guide	\$5,000	Logo displayed on cover of delegates' Assembly pocket guide
Program Advertising	\$5,000 for full page or \$3,000 for half page	Full page colour in Final Assembly Program materials (note: may be produced in print or electronic formats, or an appropriate combination of both).
<b>Educational (One partner per session)</b>		
<b>Scientific Sessions</b>		
Each partner's name will be listed at the selected Session, on the website and in the final program. Note that this does not afford the partner any control over the content of the session		
<b>JOINT SYMPOSIA</b>	<b>Cost</b>	<b>Description</b>
<b>J01</b> Observations of High Latitude Climate Change	\$5,000 CAD	<a href="http://www.moca-09.org/e/J01.shtml">http://www.moca-09.org/e/J01.shtml</a>
<b>J02</b> Polar Regional Weather and Climate Modelling (and Global Relevancy)	\$5,000 CAD	<a href="http://www.moca-09.org/e/J02.shtml">http://www.moca-09.org/e/J02.shtml</a>
<b>J03</b> International Polar Year – Early Results	\$5,000 CAD	<a href="http://www.moca-09.org/e/J03.shtml">http://www.moca-09.org/e/J03.shtml</a>
<b>J04</b> The Contribution of Greenland and Antarctica to Fresh Water Input to the Ocean and Sea Level Change	\$5,000 CAD	<a href="http://www.moca-09.org/e/J04.shtml">http://www.moca-09.org/e/J04.shtml</a>
<b>J05</b> Arctic Ocean Circulation and Sea Ice: Present and Future	\$5,000 CAD	<a href="http://www.moca-09.org/e/J05.shtml">http://www.moca-09.org/e/J05.shtml</a>



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<b>J06</b> Abrupt Changes in the Climate System	\$5,000 CAD	<a href="http://www.moca-09.org/e/J06.shtml">http://www.moca-09.org/e/J06.shtml</a>
<b>J07</b> Comparison of Projected Future Climate Change to Warm Intervals in Earth History	\$5,000 CAD	<a href="http://www.moca-09.org/e/J07.shtml">http://www.moca-09.org/e/J07.shtml</a>
<b>J08</b> Ice Cores in Paleoclimate	\$5,000 CAD	<a href="http://www.moca-09.org/e/J08.shtml">http://www.moca-09.org/e/J08.shtml</a>
<b>J09</b> Interannual and Interdecadal Climate Variability and Predictability	\$5,000 CAD	<a href="http://www.moca-09.org/e/J09.shtml">http://www.moca-09.org/e/J09.shtml</a>
<b>J10</b> Climate Sensitivity, Climate Feedbacks and Regional Responses to Global Forcing	\$5,000 CAD	<a href="http://www.moca-09.org/e/J10.shtml">http://www.moca-09.org/e/J10.shtml</a>
<b>J11</b> Climate Model Intercomparison	\$5,000 CAD	<a href="http://www.moca-09.org/e/J11.shtml">http://www.moca-09.org/e/J11.shtml</a>
<b>J12</b> Regional Climate Modelling	\$5,000 CAD	<a href="http://www.moca-09.org/e/J12.shtml">http://www.moca-09.org/e/J12.shtml</a>
<b>J13</b> Biogeochemistry and Climate	\$5,000 CAD	<a href="http://www.moca-09.org/e/J13.shtml">http://www.moca-09.org/e/J13.shtml</a>
<b>J14</b> Ocean-Ice-Atmosphere Boundary Layers and Interactions	\$5,000 CAD	<a href="http://www.moca-09.org/e/J14.shtml">http://www.moca-09.org/e/J14.shtml</a>
<b>J15</b> High Latitude Terrestrial Processes, Hydrology, and Interactions with the Atmosphere	\$5,000 CAD	<a href="http://www.moca-09.org/e/J15.shtml">http://www.moca-09.org/e/J15.shtml</a>
<b>J16</b> Remote Sensing – Use of Products in Cryospheric, Atmospheric and Oceanographic Investigations	\$5,000 CAD	<a href="http://www.moca-09.org/e/J16.shtml">http://www.moca-09.org/e/J16.shtml</a>
<b>J17</b> Monsoon Observations, Modelling and Prediction	\$5,000 CAD	<a href="http://www.moca-09.org/e/J17.shtml">http://www.moca-09.org/e/J17.shtml</a>
<b>J18</b> Natural Hazards (Atmosphere, Ocean and Ice)	\$5,000 CAD	<a href="http://www.moca-09.org/e/J18.shtml">http://www.moca-09.org/e/J18.shtml</a>
<b>J19</b> Tropical Cyclones	\$5,000 CAD	<a href="http://www.moca-09.org/e/J19.shtml">http://www.moca-09.org/e/J19.shtml</a>
<b>J20</b> Atmospheres and Ices of Terrestrial Planets	\$5,000 CAD	<a href="http://www.moca-09.org/e/J20.shtml">http://www.moca-09.org/e/J20.shtml</a>
<b>J21</b> Advances in Data Assimilation for Earth System Science	\$5,000 CAD	<a href="http://www.moca-09.org/e/J21.shtml">http://www.moca-09.org/e/J21.shtml</a>
<b>IAMAS SYMPOSIA</b>	<b>Cost</b>	<b>Description</b>
<b>M01</b> Middle Atmosphere Science		<a href="http://www.moca-09.org/e/M01.shtml">http://www.moca-09.org/e/M01.shtml</a>
<b>M02</b> Climate Processes in the Upper Troposphere and Stratosphere	\$5,000 CAD	<a href="http://www.moca-09.org/e/M02.shtml">http://www.moca-09.org/e/M02.shtml</a>
<b>M03</b> The Impact of Solar Variability on Earth	\$5,000 CAD	<a href="http://www.moca-09.org/e/M03.shtml">http://www.moca-09.org/e/M03.shtml</a>
<b>M04</b> Solar UV Radiation	\$5,000 CAD	<a href="http://www.moca-09.org/e/M04.shtml">http://www.moca-09.org/e/M04.shtml</a>
<b>M05</b> Stratosphere-Troposphere-Ocean Coupling in Climate - Top Down or Bottom Up?	\$5,000 CAD	<a href="http://www.moca-09.org/e/M05.shtml">http://www.moca-09.org/e/M05.shtml</a>
<b>M06</b> Theoretical Advances in Dynamics	\$5,000 CAD	<a href="http://www.moca-09.org/e/M06.shtml">http://www.moca-09.org/e/M06.shtml</a>
<b>M07</b> Towards Seamless Probabilistic Forecasting	\$5,000 CAD	<a href="http://www.moca-09.org/e/M07.shtml">http://www.moca-09.org/e/M07.shtml</a>
<b>M08</b> Dynamics and Predictability of High-Impact Weather	\$5,000 CAD	<a href="http://www.moca-09.org/e/M08.shtml">http://www.moca-09.org/e/M08.shtml</a>
<b>M09</b> Topographic Effects on Weather and Climate	\$5,000 CAD	<a href="http://www.moca-09.org/e/M09.shtml">http://www.moca-09.org/e/M09.shtml</a>
<b>M10</b> Tropical Waves and Circulations and Tropical-Midlatitude Interactions	\$5,000 CAD	<a href="http://www.moca-09.org/e/M10.shtml">http://www.moca-09.org/e/M10.shtml</a>
<b>M11</b> Dynamical Implications of Aerosol-Cloud-Climate Interactions	\$5,000 CAD	<a href="http://www.moca-09.org/e/M11.shtml">http://www.moca-09.org/e/M11.shtml</a>
<b>M12</b> Relations Between Aerosols and Ice Formation in Clouds: Measurements and Modelling	\$5,000 CAD	<a href="http://www.moca-09.org/e/M12.shtml">http://www.moca-09.org/e/M12.shtml</a>
<b>M13</b> Aerosol-Cloud-Radiation-Precipitation Interactions	\$5,000 CAD	<a href="http://www.moca-09.org/e/M13.shtml">http://www.moca-09.org/e/M13.shtml</a>



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<b>M14</b> 3D Radiative Transfer in the Atmosphere	\$5,000 CAD	<a href="http://www.moca-09.org/e/M14.shtml">http://www.moca-09.org/e/M14.shtml</a>
<b>M15</b> Atmospheric Composition Change: Air Pollution in the Global Environment	\$5,000 CAD	<a href="http://www.moca-09.org/e/M15.shtml">http://www.moca-09.org/e/M15.shtml</a>
<b>M16</b> Thunderstorms and their Manifestation on Local, Regional and Global Scales	\$5,000 CAD	<a href="http://www.moca-09.org/e/M16.shtml">http://www.moca-09.org/e/M16.shtml</a>
<b>M17</b> Lightning: Characteristics, Physics, and Hazard Mitigation	\$5,000 CAD	<a href="http://www.moca-09.org/e/M17.shtml">http://www.moca-09.org/e/M17.shtml</a>
<b>M18</b> Comparative Atmospheres of the Giant Planets and their Satellites	\$5,000 CAD	<a href="http://www.moca-09.org/e/M18.shtml">http://www.moca-09.org/e/M18.shtml</a>
<b>IAPSO SYMPOSIA</b>	<b>Cost</b>	<b>Description</b>
<b>P01</b> Mesoscale Ocean Eddies	\$5,000 CAD	<a href="http://www.moca-09.org/e/P1.shtml">http://www.moca-09.org/e/P1.shtml</a>
<b>P02</b> Effects of Climate Variability on Nearshore Coastal Environments: Physical, Geomorphologic and Biological Interactions	\$5,000 CAD	<a href="http://www.moca-09.org/e/P2.shtml">http://www.moca-09.org/e/P2.shtml</a>
<b>P03</b> Argo and Operational Oceanography	\$5,000 CAD	<a href="http://www.moca-09.org/e/P3.shtml">http://www.moca-09.org/e/P3.shtml</a>
<b>P04</b> Overflows and Abyssal Currents	\$5,000 CAD	<a href="http://www.moca-09.org/e/P4.shtml">http://www.moca-09.org/e/P4.shtml</a>
<b>P05</b> Physics and Chemistry of the Oceans: General Topics	\$5,000 CAD	<a href="http://www.moca-09.org/e/P5.shtml">http://www.moca-09.org/e/P5.shtml</a>
<b>P06</b> Ocean Mixing Processes and Consequences	\$5,000 CAD	<a href="http://www.moca-09.org/e/P6.shtml">http://www.moca-09.org/e/P6.shtml</a>
<b>P07</b> The Southern Ocean: Its Physics, Chemistry, Biology and Links to the Global Climate System	\$5,000 CAD	<a href="http://www.moca-09.org/e/P7.shtml">http://www.moca-09.org/e/P7.shtml</a>
<b>P08</b> Coastal Currents and Large Marine Ecosystems	\$5,000 CAD	<a href="http://www.moca-09.org/e/P8.shtml">http://www.moca-09.org/e/P8.shtml</a>
<b>P09</b> Deep Ocean Exchange with the Shelf	\$5,000 CAD	<a href="http://www.moca-09.org/e/P9.shtml">http://www.moca-09.org/e/P9.shtml</a>
<b>P10</b> The Variable Atlantic Meridional Overturning Circulation- Characteristics, Causes and Consequences for Climate	\$5,000 CAD	<a href="http://www.moca-09.org/e/P10.shtml">http://www.moca-09.org/e/P10.shtml</a>
<b>IACS SYMPOSIA</b>	<b>Cost</b>	<b>Description</b>
<b>C01</b> Understanding Cryospheric Change in Canada	\$5,000 CAD	<a href="http://www.moca-09.org/e/C1.shtml">http://www.moca-09.org/e/C1.shtml</a>
<b>C02</b> Mountain and Forest Snow Cover: Climatology, Interactions and Processes	\$5,000 CAD	<a href="http://www.moca-09.org/e/C2.shtml">http://www.moca-09.org/e/C2.shtml</a>
<b>C03</b> Snow and Ice Mechanics and Microstructure	\$5,000 CAD	<a href="http://www.moca-09.org/e/C3.shtml">http://www.moca-09.org/e/C3.shtml</a>
<b>C04</b> Changes in Glaciers in Different Climate Regimes	\$5,000 CAD	<a href="http://www.moca-09.org/e/C4.shtml">http://www.moca-09.org/e/C4.shtml</a>
<b>C05</b> Changes in Continental Snow Cover, Lake and River Ice	\$5,000 CAD	<a href="http://www.moca-09.org/e/C5.shtml">http://www.moca-09.org/e/C5.shtml</a>
<b>C06</b> Cryospheric Processes – Open Session	\$5,000 CAD	<a href="http://www.moca-09.org/e/C6.shtml">http://www.moca-09.org/e/C6.shtml</a>



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**All payments are to be made out to:**

**Receiver General for Canada MOCA-09**  
1200 Montreal Road, Bldg 19 Room 274  
Ottawa, Ontario Canada  
K1A 0R6

**Please send to the Conference Management Office:**

**MOCA-09 Management Office**

**Michèle Bourgeois-Doyle**

Conference Manager

National Research Council Canada Conference Services Office

Building M-19, 1200 Montreal Road Room 274

Ottawa, ON K1A 0R6 Canada

Tel.: +1 (613) 993-9495

Fax: +1 (613) 993-7250

Email: [Montreal2009@nrc-cnrc.gc.ca](mailto:Montreal2009@nrc-cnrc.gc.ca)



# MOCA-09, the IAMAS / IAPSO / IACS 2009 Joint Assembly Application Form and Agreement for Partnership

The undersigned organization commits to partnership with the IAMAS/IAPSO/IACS 2009 Joint Assembly (MOCA-09) to be held July 19 to 29, 2009 at the Palais des congrès de Montréal.

(Please type or print clearly)

12\_S151\_00

Name of Organization: \_\_\_\_\_  
*(as you want it to appear on all promotional materials and listings)*

Contact Name: Last Name: \_\_\_\_\_ First Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ Prov/State: \_\_\_\_\_ Country: \_\_\_\_\_ Postal/Zip Code: \_\_\_\_\_

Tel: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

E-mail: \_\_\_\_\_

Please indicate which item/category from the Partnership Opportunities Prospectus your organization wishes to purchase:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Total Partnership Amount: \$ \_\_\_\_\_ CAD

Your entitlements will be as listed in the Partnership Opportunities Prospectus. Once the payment is received, the Assembly Management office will contact you or your designate if needed to coordinate deliver of your entitlements.

Please make cheque payable to the Receiver General for Canada Moca-09 or complete credit card information below:

Credit Card Type:  Visa  MasterCard  American Express

Card Number: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

Name (as it appears on card): \_\_\_\_\_ Expiry Date: \_\_\_\_\_ / \_\_\_\_\_  
Month Year

Cardholder Signature: \_\_\_\_\_ Date: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_  
DD MM YY

I certify that I am the duly authorized representative of the above-mentioned organization for the partnership pledge.

Print Name: \_\_\_\_\_ Title/Position: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Return this completed form, with payment, to:  
MOCA-09 Management Office  
National Research Council Canada Conference Services Office  
1200 Montreal Road, Building M-19, Room 274, Ottawa, Ontario K1A 0R6  
Tel: +1 (613) 993-9495 Fax: +1 (613) 993-7250  
Email: [Montreal2009@nrc-cnrc.gc.ca](mailto:Montreal2009@nrc-cnrc.gc.ca)