







*These efforts at diffusing knowledge should be seconded by means not inadequate to a great object, and should be worthy of the dignity and name of this rising country. Who would not like to see the best woods of every country stored up here in instructive samples?*

Ferdinand von Mueller, 1870

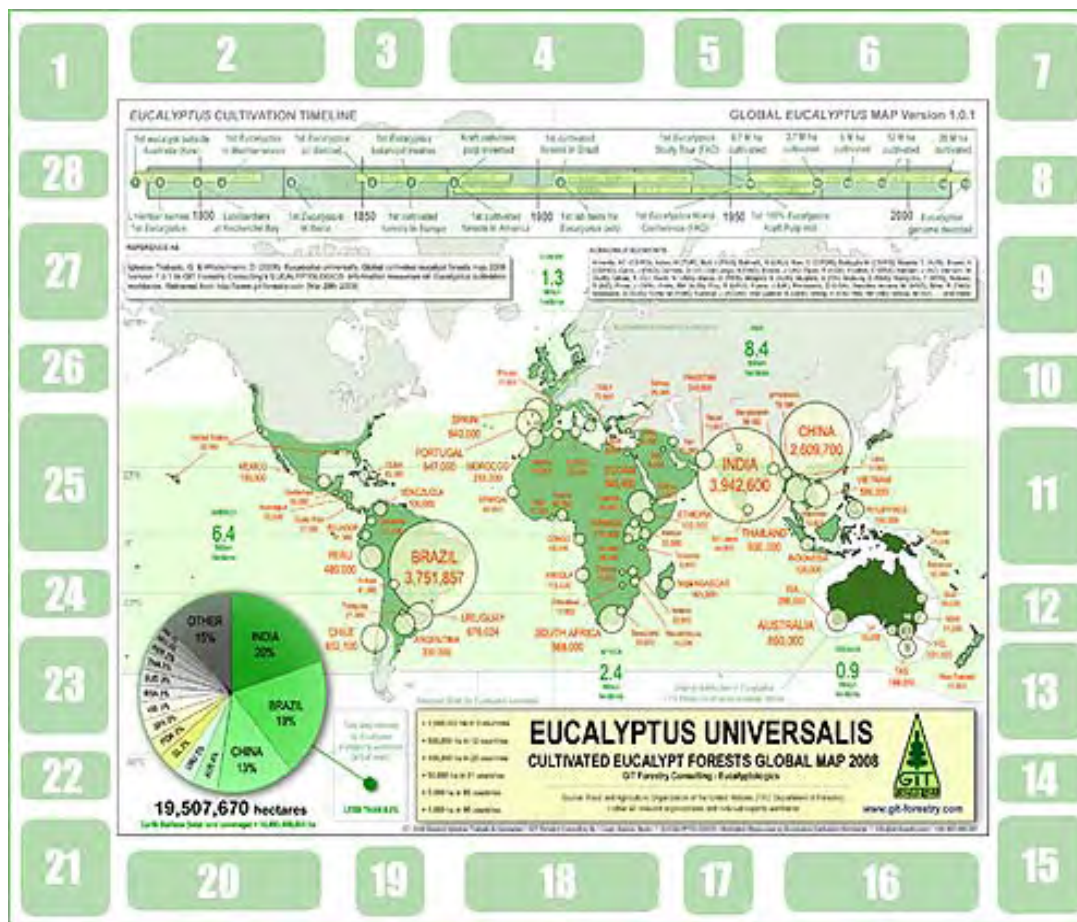
*"Australia's most dramatic export" was how the then Australian Minister for External Affairs, Mr. R. G. Casey (now Lord Casey) described the eucalypt when welcoming forestry experts from 24 countries to Australia in 1952. Mr. Casey's phrase was well chosen, for no single tree has ever been so widely propagated throughout the world as the pungent smelling evergreen eucalypt.*

*The current boom in eucalypt planting abroad is likely to continue unabated in a world that is belatedly aware of how prodigal it has been with its forests in the past. What is the explanation of the eucalypt's extraordinary ubiquity? It is not the best tree in the world -if such a thing exists- but it is possibly the best all-round general purpose tree.*

Dal Stivens, 1962

**2009: Global *Eucalyptus* cultivation area surpasses the 20 million hectare threshold**

## GLOBAL EUCALYPTUS MAP 2009 – XIII WORLD FORESTRY CONGRESS MARKETING CAMPAIGN SPONSORS – Brand slot types & location



Note: Map layout and map information will be new and updated respectively. We will try to respect slot distribution also, but the final outcome will depend on the total number of sponsors. Any solution for the final design will always benefit our sponsors.



## GLOBAL EUCALYPTUS MAP 2009 – SPONSORS – Brand slot description & fees

Slot Type	Printed Corporate logo size (mm)			N° of Available Slots	Corporate logo slot fees								
	Giant Map*	Map DIN-A1 (59 x 84 cm)	Map DIN-A3 (30 x 42 cm)		EUR (€)	USA (\$)	AUS (\$)	UK (£)	CAN (\$)	NZ (\$)	JAP (¥)	SWI (CHF)	CL (P)
Type A	125 x 175	62 x 87	31 x 43	2	2943,50	4304,28	4933,60	2709,79	4668,69	6007,68	385804,55	4443,51	2374290,39
Type B	225 x 75	112 x 37	56 x 18	6	2270,70	3320,44	3805,92	2090,41	3601,56	4634,50	297620,65	3427,85	1831595,44
Type C	125 x 125	62 x 62	31 x 31	8	2102,50	3074,49	3524,00	1935,56	3334,78	4291,20	275574,68	3173,93	1695921,70
Type D	125 x 60	62 x 30	31 x 15	8**	1009,20	1475,75	1691,52	929,07	1600,69	2059,78	132275,84	1523,49	814042,42
Type E	75 x 75	37 x 37	19 x 19	4**	756,90	1106,81	1268,64	696,80	1200,52	1544,83	99206,88	1142,62	610531,81

\* Equals design size. A giant print matching design size will be attempted for display in one of the main halls of the XIII World Forestry Congress venue. Final size might depend on special paper availability.

\*\* Up to 10 slots in these categories are to be awarded by EUCALYPTOLOGICS and Corporate Sponsors of this map, at no charge, to outstanding individuals, sectorial associations or non profit organizations with limited funding to participate in this marketing campaign but helping the promotion of *Eucalyptus* cultivation and its industrial use around the world. Because the big ones must look after the small ones.

### SLOT DESCRIPTION

**Type A** = Big rectangles, at both lateral sides. Allow matching brand with equatorial latitude. Only 2 slots available (11 & 25).

**Type B** = Long rectangles, at both up and down sides. Allow matching brand with continent (North / South / East / West combinations). 6 slots available (2, 4, 6, 16, 18 & 20)

**Type C** = Big squares, at both lateral sides. Allow matching brand with latitude. 8 slots available (1, 7, 9, 13, 15, 21, 23 & 27)

**Type D** = Small rectangles, at both lateral sides. Allow matching brand with latitude. 8 slots available (8, 10, 12, 14, 22, 24, 26 & 28)

**Type E** = Small squares, at both up and down sides. Allow matching brand with continent (North / South / East / West combinations). 4 slots available (3, 5, 17 & 19)







## SPONSORSHIP BENEFITS

- A Your brand will be part of the design of the Global *Eucalyptus* Map 2009 to be **printed for distribution as corporate gift** among the attendees to the 13th World Forestry Congress in a **handy DIN A-3 (30 x 42 cm) format or equivalent** . It will be your and our corporate gift to a select international academic, industrial and trade public directly involved with forestry.
- B A **limited series of extralarge prints in a DIN A-1 (59 x 84 cm) format** or equivalent will be made available to the attendees to the 13th World Forestry Congress also.
- C We will try to produce a **giant print of the map, including sponsors' logos, to be displayed on one of the main halls of the Congress venue.**
- D A **digital interactive version of the map** including sponsors' branding, hyperlinks to your corporate websites and to further information resources online will be prepared for distribution online through EUCALYPTOLOGICS after the 13th World Forestry Congress. We guarantee extra design surprises that will please you.
- E As **sponsors, you will receive a number of printed copies of both formats for your personal use.** And you will be first-in-line for a future limited series of giant printed maps (consider "C" as a printing test for that!)

## EXTRA BENEFITS

- F A **"Request Book"** will be made available for Congress attendees and visitors or any other parties interested in receiving further printed copies of the current or subsequent versions of the map to fill with their contact details, and any comment or suggestion they might want to make. This will allow to work out if further printing and a global distribution mechanism is necessary. If so, your brand will keep being promoted.
- G **SLOT 18** will be reserved for a **special sponsor belonging to the Global Papermaking Industry**, willing to donate certified paper made either of virgin and / or *Eucalyptus* Wood fiber. A legend mentioning "Printed on *Eucalyptus* Paper" set up according to sponsor specifications and acknowledging this extra role will be added to its brand in the design of the map.
- H Up to 10 **Brand Slots of categories D & E will be awarded at no charge to sectorial associations or non profit organizations helping the promotion of *Eucalyptus* Research**, cultivation and industrial use around the world. Corporate Sponsor fees will help to balance the equation.



## ACKNOWLEDGEMENTS

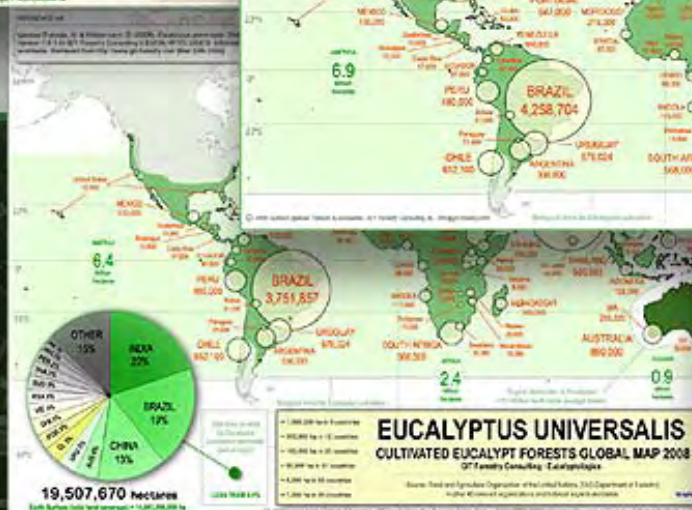
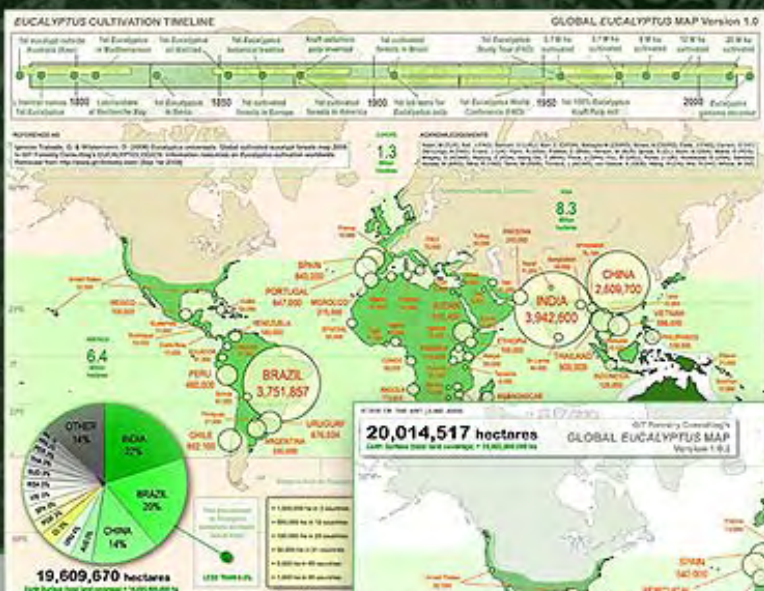
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The map is yours also



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