

CIPREA 2024

IV INTERNATIONAL
CONGRESS
ON DROWNING
PREVENTION

PARTNERS AND EXHIBITORS GUIDE



CIPREA24



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IV INTERNATIONAL CONGRESS ON DROWNING PREVENTION (CIPREA)

Córdoba (Spain), 2024 October, 18th-20th



CIPREA24

The Royal Spanish Lifesaving Federation is organising the fourth edition of the **International Congress on Drowning Prevention (CIPREA)**.

This event is a biennial opportunity to bring together leading experts, research, systems and information on drowning prevention, rescue, lifesaving, safety in the aquatic medium and rescue and lifesaving as a sport.

CIPREA 2024, in the city of Cordoba, also gives us the opportunity to report on progress in drowning prevention response. For this reason, the Federation is calling for submissions from researchers and experts in the ten thematic areas into which the Congress is divided.

These issues reflect the challenges to reducing drowning at regional, national and global levels.

The Congress will focus on aquatic activities from the perspective of the following areas:

- Prevention
- Data
- Swimming and Water Safety Education
- Rescue
- Medical
- Disaster and Impacts of Climate Change
- Migrants and Refugees
- Innovations
- Sport
- Employment

For more information:



**Real Federación Española
de Salvamento y Socorrismo**

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28703, San Sebastián de los Reyes (Madrid)

www.ciprea.rfess.es

ciprea@rfess.es



Why collaborate?



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CIPREA 2024 has several **partnership possibilities available**, providing partners with an option to participate in the event. Supporting this event will provide your company with opportunities to:

- Maximise exposure and interaction with global congress participants.
- Network with key decision makers from private and public entities.
- Build and strengthen strategic relationships.
- Contribute to promoting drowning prevention work in Spain and around the world.
- Involve others in the Congress.

This opportunity will allow the congress participants to get to know and get to know your products through:

- Face-to-face time at the stand during the conference.
- Exposure on the Federation's website before and after the Congress.
- Exposure on social media before, during and after the Congress.
- Introduction of promotional materials in the congress bag.
- Networking opportunities during the Congress and the gala dinner.

Supporting the 4th International Drowning Prevention Congress 2024, through your participation, will allow you to **contribute globally to drowning prevention and to the further growth of the event**.

It is a **unique opportunity to ensure that drowning prevention campaigns and workshops are accessible to those who need them** most but do not have the resources to implement them.



What are the returns?



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- To take part in an international event of a Federation whose values are linked, together with the general values of sport, to the protection of people's health, gender equality and equal opportunities and education in the values of the Olympic Ideology and which promotes training in matters related to first aid, rescue and rescue, promotes the culture of accident prevention in the aquatic medium and the preservation of life in situations of risk through the culture of rescue and promotes the training of people in the field of lifeguarding.

- To be part of a community that is linked to the integral formation of the person from the earliest age in order to save lives and to develop a sport and a profession whose origin is solidarity among human beings.

- Associate your brand with an event that promotes the territory internationally, that generates important and influential communities of opinion leaders abroad and that will focus the attention of a large audience in Spain for a certain period of time.

- Establish a collaborative relationship with an entity such as the Royal Spanish Lifesaving Federation, a reference in safety in the aquatic medium and its link with the national and international community in which it is integrated and with which it is related.

Partnership opportunities



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There are a number of ways available at the International Drowning Prevention Congress to give visibility to partners with the opportunity to focus on your company profile. The Congress organising team looks forward to tailoring your proposals to ensure you get the maximum return on your investment in CIPREA 2024.

Please email us at ciprea@rfess.es for more information and/or to request the most suitable partnership option.

CATEGORY	DONATION	BENEFITS
PARTNER PLATINIUM	3.000 euros	<ul style="list-style-type: none"> • Incorporation your logo as partner entity. • Web and social media exposure. • Recognition in open and close session. • Stand in the main area of the event 4×2 m. • Option to present the product in a workshop*. • Two free registrations. • Two invitations to the protocolary acts organised during the event.
PARTNER GOLD	2.000 euros	<ul style="list-style-type: none"> • Incorporation your logo as partner entity. • Stand in the area of the event 2×2 m. • Two free registrations. • Two invitations to the protocolary acts organised during the event.
PARTNER SILVER	1.200 euros	<ul style="list-style-type: none"> • Incorporation your logo as partner entity. • Two free registrations. • Two invitations to the protocolary acts organised during the event.
PARTNER BRONZE	550 euros	<ul style="list-style-type: none"> • Incorporation your logo as partner entity. • One free registration. • One invitation to the protocolary acts organised during the event.

* The option will be admitted whenever possible. The organisation reserves the right to study the feasibility of this option.

Exhibitor



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EXHIBITOR

As an exhibitor you will have extensive interaction with the speakers during the event through the breaks and during the presentations and communications that will take place in the same area of the Congress venue. In addition, advertising on the Federation's website and social media before, during and after the Congress will maximise return on investment.

The exhibition space is designed to allow for easy and comfortable movement of speakers. Security will be implemented to ensure that your exhibition space and content is secure outside of event hours.

Exhibition space dimensions

The dimensions of the exhibition spaces will be as follows. You can request an increase in the exhibition space by emailing ciprea@fess.es, and paying the price of the extra space.

- **Platinum Partner** Space _____ 4 m x 2 m
- **Gold Collaborator** Space _____ 2 m x 2 m

All stands will have:

- Light point
- Table and two chairs
- Wi-Fi connection

How to become an exhibitor

- Space can be booked by email: ciprea@rfess.es or by telephone (+34) 917252234.
- In order to apply for participation in the Congress, it is essential to provide information about the company's activity (training, equipment, etc.).
- If the exhibitor cancels his/her participation, the advance payment will be forfeited. If the exhibitor withdraws within 30 days prior to the opening of the Congress, he/she may be required to pay the full amount for the space, even if it can be occupied by another exhibitor at a later date.
- The Congress organisers reserve the right to change exhibition space locations for justified reasons.

Additional registrations

Each exhibitor may apply for additional registrations for CIPREA 2024 at a cost of 120 €.

Other information of interest

- Exhibition spaces may be set up on Friday (morning and afternoon), Saturday (morning and afternoon) and Sunday in the morning session.
- Exhibitors may enter their exhibition spaces 30 minutes before the start of the event and leave 30 minutes after the end of the event.
- If exhibitors plan to sell to the public, they must have express authorisation from the event organisers.
- In the event that your space requirements are greater, please contact us by email at ciprea@rfess.es.

Approach to the catalogue of options



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The Royal Spanish Lifesaving Federation presents an indicative **catalogue of options** in order to open a range of **opportunities for collaboration** in the CIPREA24 in Cordoba depending on the intensity of the collaboration and, if necessary, to extend it over time.

- Presence in the different social networks of the Royal Spanish Lifesaving Federation.
- Inclusion in the sponsorship of the events of the official Competition Calendar of the Royal Spanish Lifesaving Federation (posters, stages -swimming pool and beach-, live broadcasts through RFESSMedia, social networks...).
- Presence in the exhibitors or common areas of the Palacio de Congresos of Córdoba during CIPREA24.
- Presence in common spaces of the website rfess.es and in the specific web space of CIPREA24.
- Presence in the electronic communications of the CIPREA24, aimed at participants, the media and the federative ecosystem (athletes, technical staff, refereeing staff, clubs, regional federations and national federations of other countries, among others).
- Presence by means of video or still image in the main hall of the Palacio de Congresos de Córdoba during the congress or in the common areas of the CIPREA24.



- Product presentations in the framework of CIPREA24.

- Sponsorship of specific actions within the framework of CIPREA24 (CPR competition, performances, awards...).

- Presence in the photocall located in the Palacio de Congresos of Córdoba during the celebration of CIPREA24.

- Video or still image distribution during a period linked to the celebration of CIPREA24 on corporate social networks and aimed at drowning prevention.

- Presence in the bag or rucksack provided to the participants in the CIPREA24.

- Introduction of promotional or advertising material in the documentation provided to CIPREA24 participants.

- Presence of the corporate image on the equipment of CIPREA24 organisational staff.

- Handing out a gift or branded gift to the participants in the CIPREA24.





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Our data



CIPREA24

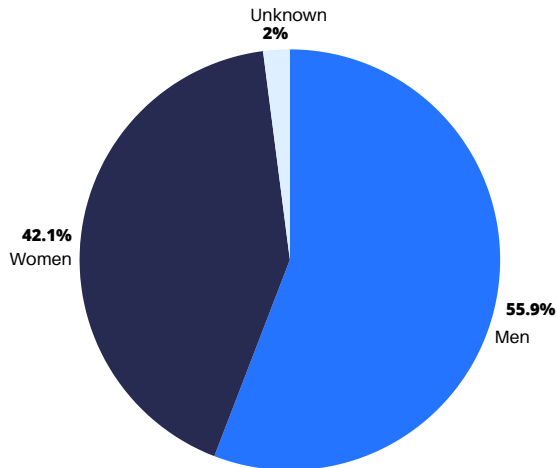
The Royal Spanish Lifesaving Federation offers its ecosystem for the promotion of CIPREA24. The website and corporate social networks are joined by the **multi-device television RFESSMedia**.

In 2023, the Real Federación de Salvamento y Socorrismo's digital ecosystem reached **almost 13 million impressions, one million interactions**, including likes, comments and reactions, and has more than 33,000 followers.

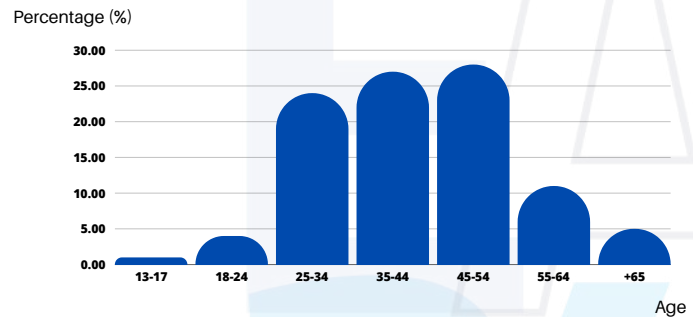
Impressions of publications on the Royal Spanish Lifesaving Federation's official social media profiles **have grown by 34 per cent** in 2023 compared to the previous year, as have interactions, which have **increased by 80 per cent**.

HEARING

Gender



Age



SOCIAL NETWORKS

Accounts reached
Interacting accounts
Total followers

+ 13 MILLIONS
+ 1 MILLION
+ 33.000



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Web

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ciprea.rfess.es



Facebook

@rfess1



Instagram

@rfess1



Twitter

@RFESS1



TikTok

@rfesalvamentoysoyocorrismo



YouTube

CANAL RFESS



LinkedIn

RFESS

RFESSMedia



The 4th International Congress on Drowning Prevention (CIPREA) will be available for post-congress viewing through RFESSMedia, where all sessions of the event will be broadcast, ensuring that awareness has the widest possible reach and amplifying the impact of CIPREA in promoting safe aquatic spaces worldwide.

RFESSMedia is based on 'over the top' (OTT) technology, the same technology used by the major television platforms for their Smart TV broadcasts, which broadcasts the competitions live to the entire planet and is accessible through TV receivers, computers and mobile devices on all operating systems. This platform can be found through its name, RFESSMedia, and rfessmedia.tv in the web environment.

With the use of the most advanced technology (HD image, use of drones in open spaces, mobile and underwater cameras...), RFESSMedia has been a reference in the OTT of Spanish sport and **is the only multi-device television of lifesaving in the world**, which justifies the great territorial expansion of all the competitions it broadcasts.

It also **has various sections on the sporting and corporate activity** of the Royal Spanish Lifesaving Federation, along with a section dedicated to training, making it one of the most advanced audiovisual products of its kind.

In the last 2022-2023 lifesaving and lifeguarding season, the platform was enjoyed by some **50,000 users from 99 countries around the world**, with special emphasis on Spain, Romania, the United States, Argentina, Ireland, Italy, Japan, France, Germany and Portugal.

Who will attend?



The 4th International Congress on Drowning Prevention has **national and international participation.**

The Congress will be attended by people committed to the prevention of accidents in the aquatic and terrestrial mediums, and who are aware of drowning prevention and aquatic safety from all over the world. This includes the following groups:

- Lifeguards, technical personnel related to activities in the aquatic medium (rescue and lifeguarding, swimming, diving, etc.), TAFADs, TESEAs, people with degrees and graduates in Physical Education, health personnel (doctors, nurses, emergency technical personnel, etc.), security personnel in the aquatic medium (UME, Navy, Firefighters and State Security Forces), NGO or research personnel, teaching staff and students of these branches, disciplines and specialities.





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