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TO: ALL CORPORATE MEMBERS OF CEDA

6 July 2009

Dear CEDA Member,

## **CEDA OFFERS NEW BENEFIT TO CORPORATE MEMBERS: WHITE PAPERS ONLINE**

I am pleased to inform you about a new membership benefit offered to Corporate Members of CEDA. From now on you will be able to publish White Papers on the CEDA website and in the CEDA E-Newsletter.

The term White Paper is often used to label very different types of document. For our purposes we adopted the following definition: *A White Paper is a technical article that provides detailed information about a product or service. While it has an objective, educational approach – contrary to conference papers that must avoid commercialism - White Papers contain persuasive information to lead the reader to the conclusion that the described product or service is the favourable SOLUTION for his or her specific problem.*

### **How you will benefit from publishing a CEDA White Paper?**

As you are aware, CEDA has a broad and varied membership representing all players of the dredging sector. By publishing a **CEDA White Paper** you will be able to reach your target audience in an efficient manner and you will not only reach them but you will also be able to make them aware of your company's novelties. By explaining in detail how a concept, a technical process or technology works, you can educate your readers about your new product or service. As executives and decision makers increasingly rely on White Papers when researching solutions for particular problems you have a powerful marketing tool and channel at your disposal. As CEDA White Papers will be published on the CEDA website, you will also be able to share the content with dredging professionals worldwide.

### **How your CEDA White Paper should look like?**

As guidelines we adopted recommendations by experienced White Paper writers (Stelzner, M. A.: Writing White Papers. Sample Chapter: <http://www.writingwhitepapers.com/book/> )

- Begin by addressing problems, challenges or needs, rather than the solution
- Range from 5 to 12 pages in length, on average
- Educate as a top priority
- Avoid direct selling
- Focus on benefits more than features

## **Understanding Dredging**

- For the cover page you must use the template provided by us. You are free to format all the other pages. The template is available here and from the Corporate Members Area of the CEDA website.

**Please note that** advertisements will not be accepted for publication as **CEDA White Papers**. CEDA reserves the right to request amendments or reject the publication of White Papers that do not comply with the requirements.

For some examples of White Papers please see <http://www.stelzner.com/copy-whitepapers.html>

## How it will work?

White Papers submitted to the CEDA Secretariat will be posted in the Publications section of the CEDA website subject to approval by the CEDA Communications Committee. Newly posted White Papers will be included in each subsequent CEDA E-Newsletter. White Papers will remain available on the CEDA website with free access to everyone until we receive a specific request from the author(s) by e-mail to remove them. At a later stage users will be able to search the CEDA White Papers by keywords, company names, etc.

## How much the publication of a **CEDA White Paper** will cost?

As a CEDA Corporate Member you are entitled to publish one **CEDA White Paper** per year free of charge. For further White Papers in the same year there will be a charge. This will depend on the annual CEDA corporate membership fee of your organisation, with the minimum charge being € 500 / White Paper.

We will use the following algorithm to determine the publication fee of each new CEDA White Paper by a company/organisation:

*Publication fee of a new CEDA White Paper by Company A (€) =*

$$\max(500, 0.25 \times \text{Annual CEDA Membership Fee of Company A}) \times 1.2^{n-1}$$

where  $n$  is the number of **CEDA White Papers** that have been already published by Company A in the year in question.

We are going to use the calendar year (1 January – 31 December) as a basis. Annex 1 shows the publication fees for various CEDA Corporate Membership fee categories and  $n$  values.

**Please note:** The funds we raise this way will allow us to finance CEDA projects that will bring you further membership benefits.

We hope that you will find this new membership benefit attractive. The first White Paper submissions will be published from 15 August 2009 and will be included in the fall issue of the CEDA Newsletter.

Should you have any questions please do not hesitate to contact me (T: +31 15 2682575; E-mail: [csiti@dredging.org](mailto:csiti@dredging.org)).

Best regards,

Anna Csiti  
General Manager CEDA

**CEDA White Paper Publication Rates as a function of CEDA Corporate Membership fees and the number of CEDA White Papers already published by the same company/organisation in the year in question (n):**

Publication rate of a new CEDA White Paper by Company A (€) =

$$\max(500, 0.25 \times \text{Annual CEDA Membership Fee of Company A}) \times 1.2^{n-1}$$

<b>Publication rate for a new paper (€)</b>			
<b>Membership Fee (€ / year)</b>	<b>Already published papers in the current calendar year (n)</b>		
	<b>1</b>	<b>2</b>	<b>3</b>
305	500	600	720
605	500	600	720
1,210	500	600	720
1,810	500	600	720
3,020	755	906	1,087
4,600	1,150	1,380	1,656
6,040	1,510	1,812	2,174
8,000	2,000	2,400	2,880
9,200	2,300	2,760	3,312
<b>The publication of the first White Paper is FREE OF CHARGE!</b>			