



International Association  
of Business Communicators  
EMENA Region

# EuroComm 2017 LONDON

## Sponsorship packages

#EuroComm17 • London • 27-28 March 2017

OVERVIEW				
	Platinum (£20,000)	Gold (£10,000)	Silver (£5,000)	Bronze (£2,000)
Host the gala reception dinner	✓			
One-time opportunity to email attendees via IABC	✓			
Speaker opportunity ( <i>no sales presentations - user experiences or case studies only</i> )	✓	✓		
Company literature and/or gift placement	✓	✓		
Auditorium exhibition table	✓	✓		
Host the Gift of Communication workshop		✓		
Photo booth OR Recharging station OR event app OR Goodie bag OR Photographer			✓	
Complimentary conference tickets	5	3	2	1
Invitation to gala reception dinner	5	3	2	1
Logo on website and promotional literature	✓	✓	✓	✓
Logo on programme & event app	✓	✓	✓	✓
Pop-up banner in exhibition area	✓	✓	✓	✓

# #EuroComm17

## Platinum Partner

- £20,000 - limited to one exclusive partner •

As the only Platinum Partner of EuroComm 2017, your company can enjoy enhanced visibility and brand awareness as the exclusive host of the **gala reception dinner** held on 27 March. The gala dinner is attended by about 80% of the registrants, as well as some of the key speakers.

The Platinum Partner receives an unrivalled benefits package, delivering a 6-month integrated marketing programme that reaches hundreds of regional members, thousands of members globally, and tens of thousands of non-member IABC followers.

You will be acknowledged as the Platinum Partner during the conference via verbal recognition and thanks by the EMENA Chair at Welcome and Close on both days. You will also receive prime pre-conference and on-site exposure with:

- “Exclusive Platinum Partner” billing at the entrance to the dinner venue
- Conference speaker opportunity – with option to also deliver brief remarks at the gala dinner
- Opportunity to place your company’s literature or a gift on seats at the gala reception dinner
- Display of your company logo on pre-conference mailers and follow-up communications
- Your logo on the cover of the conference programme / brochure, plus a short company description and contact details inside
- Top billing on a large-screen display and on all on-site conference banners and signage in high-traffic areas
- Branded pop-up banner in auditorium / entrance area
- Exposure via the [iabcemena.com](http://iabcemena.com) EuroComm 2017 event listing, web pages and blogs - with a hyperlink to your own website
- Listing as the main sponsor of the conference via our event app
- Opportunity to exhibit your products and services via an auditorium display table
- Complimentary full conference registration and front-row seating for five delegates
- Direct access to delegates during conference breaks and interactive sessions and via the event networking app
- One-time opportunity to email attendees post conference through IABC
- Continued partnership and ongoing brand exposure, with option for first refusal to retain the same sponsorship at #EuroComm18, or to partner with IABC EMENA in other ways



# #EuroComm17

## Gold Sponsor

• £10,000 - limited to two sponsors •

Join IABC members who make a lasting contribution to the non-profit community in London. **Gift of Communication** is the brainchild of the IABC Foundation. Working with local non-profits, IABC communication professionals will provide pro bono advice and counsel to help registered charitable organisations address their most pressing communication challenges. This is social responsibility and professional development at its best!

As a Gold Sponsor, you will be acknowledged as one of two partners enabling the Gift of Communication session. You will also be acknowledged during the conference via verbal recognition and thanks by the EMENA Chair at Welcome and Close on both days. You will also receive prime pre-conference and on-site exposure with:

- “Gold Sponsor” billing at the entrance to the Gift of Communication session
- Conference speaker opportunity – with option to also deliver brief remarks at the Gift of Communication session
- Display of your company logo on pre-conference mailers and follow-up communications
- Your logo on the cover of the conference programme / brochure, plus a short company description and contact details inside
- “Gold Sponsor” billing on a large-screen display and on all on-site conference banners and signage in high-traffic areas
- Branded pop-up banner in auditorium / entrance area
- Exposure via the [iabcemena.com](http://iabcemena.com) EuroComm 2017 event listing, web pages and blogs - with a hyperlink to your own website
- Listing as a sponsor via our event app
- Opportunity to exhibit your products and services via an auditorium display table
- Complimentary full conference registration and front-row seating for three delegates
- Direct access to delegates during conference breaks and interactive sessions and via the event networking app
- Continued partnership and ongoing brand exposure, with option for first refusal to retain the same sponsorship at #EuroComm18, or to partner with IABC EMENA in other ways



# #EuroComm17

## Silver Sponsor

• £5,000 - limited to five sponsors •

You will be acknowledged as a Silver Sponsor during the conference via verbal recognition and thanks by the EMENA Chair at Welcome and Close on both days. You will also receive pre-conference and on-site exposure with:

- Display of your company logo on pre-conference mailers and follow-up communications
- Your logo on the cover of the conference programme / brochure, plus a short company description and contact details inside
- “Silver Sponsor” billing on a large-screen display and on all on-site conference banners and signage in high-traffic areas
- Branded pop-up banner in auditorium / entrance area
- Exposure via the [iabcemena.com](http://iabcemena.com) EuroComm 2017 event listing, web pages and blogs - with a hyperlink to your own website
- Listing as a sponsor via our event app
- Complimentary full conference registration and front-row seating for two delegates
- Direct access to delegates during conference breaks and interactive sessions and via the event networking app

Then, EITHER:

- Sponsor a **photo booth** (attendees get their instant photo made in a booth wrapped in your brand and logo – a fun way to help our delegates make friends and capture memories)

OR

- Sponsor a **recharging kiosk** (fast-charging facilities for cell phones, tablets, and laptops – you supply branding materials - one of the most requested resources at any conference)

OR

- Sponsor the EuroComm **mobile event app** (used by 90% of attendees, it serves as the primary communication vehicle for all on-site conference communications - and the conversation continues after the event too)

OR

- Sponsor the **photographer / videographer** (leave a lasting legacy by sponsoring the images and film that capture the event)

OR

- Provide the conference **goodie bag** (a firm favourite at all conferences, this is your chance to demonstrate your brand's generosity - then sit back and watch the thank-you tweets roll in!)



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## Bronze Sponsor

• £2,000 •

You will be acknowledged as a Bronze Sponsor during the conference via verbal recognition and thanks by the EMENA Chair at Welcome and Close on both days. You will also receive pre-conference and on-site exposure with:

- Display of your company logo on pre-conference mailers and follow-up communications
- Your logo on the cover of the conference programme / brochure, plus a short company description and contact details inside
- “Bronze Sponsor” billing on a large-screen display and on all on-site conference banners and signage in high-traffic areas
- Branded pop-up banner in auditorium / entrance area
- Exposure via the [iabcemena.com](http://iabcemena.com) EuroComm 2017 event listing, web pages and blogs - with a hyperlink to your own website
- Listing as a sponsor via our event app
- Complimentary full conference registration and front-row seating for one delegate
- Direct access to delegates during conference breaks and interactive sessions and via the event networking app

### Contact us

Find out more about sponsorship or partnership opportunities at #EuroComm17 via our website, [iabcemena.com](http://iabcemena.com) or email us at [eurocomm@iabcemena.com](mailto:eurocomm@iabcemena.com).

If you'd like to partner with us, please complete the [EuroComm 2017 Sponsorship Agreement](#) and return a signed PDF copy to us via [eurocomm@iabcemena.com](mailto:eurocomm@iabcemena.com).