



DATA FLOWS

The 3rd European
Data Economy Conference

9 February 2017 / Brussels

Sponsorship & Exhibition Prospectus

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www.data-flows.eu

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***PLEASE NOTE:** The list of packages described in this brochure are by no means exhaustive and are meant only as a guide to the possible sponsorship and brand building opportunities that are available at this event.*

If you have any specific requirements that you feel are not covered by the packages available, then please do not hesitate to get in touch. We are always available to help you identify the options that suit your budget while maximising your value and visibility at the conference, and if necessary, our marketing team can work with you to create innovative sponsorship packages tailored to the exact needs of you and your organisation.

Overview

In the context of the recent adoption of the EU General Data Protection Regulation, with the Audiovisual Media Services Directive once again under review and with the European Free Flow of Data and European Cloud initiatives to be delivered before the end of this year, this conference will offer a dual policy and industry stakeholder debate on the key challenges that must be addressed to ensure Europe has the correct regulatory environment and infrastructure to harness the full potential that data-driven innovation has to offer.



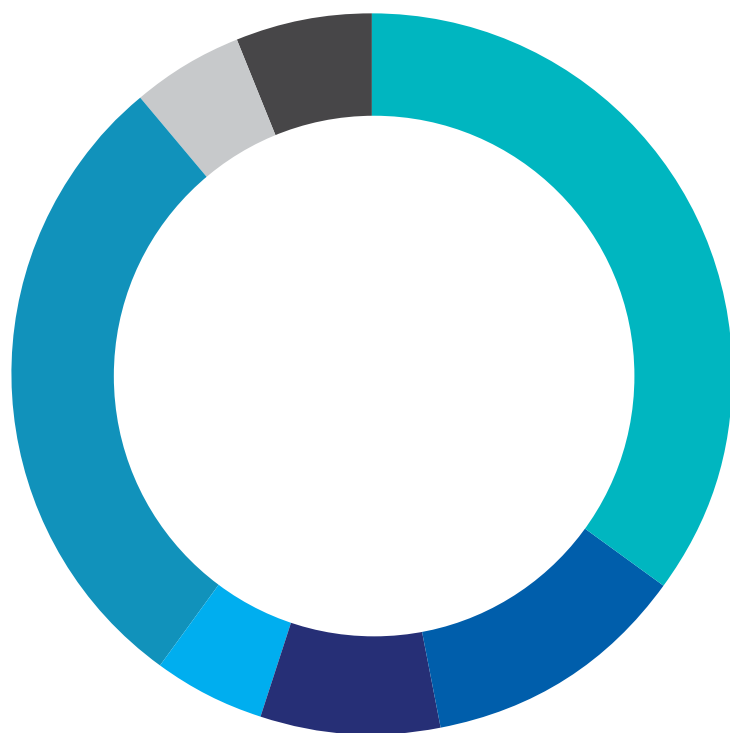
Sponsorship of The 3rd European Data Economy Conference

Annual events such as this are not simply stand alone, one-off marketing opportunities. Over time, they develop a brand of their own and a reputation for quality which adds value for all organisations that are associated with it. The European Data Economy Conference offers sponsoring organisations the opportunity to become involved on a regular basis in a high-level industry event.

There are a number of different ways in which you will benefit from taking out a sponsorship package at the 3rd annual edition of this event. Simply having your name and brand associated with a high-level event such as this can be extremely valuable and it provides a great opportunity to raise your profile within the industry and with high level policy and decision makers.

There are various package types available for the event, to offer optimum exposure for the budgets that are available. Details of these can be found on the following pages. For more information on the packages and to discuss your sponsorship requirements, please contact Rose Maloney on rose.maloney@forum-europe.com or call +44 (0) 2920 783 070.

Audience Breakdown



- 35% Industry
- 12% NGOs / Not-for-Profit Organisations
- 8% National Governments / Regulator
- 5% Student / Academic
- 29% European Institutions
- 5% Diplomatic Missions and Permanent Representations to the EU
- 6% Press



Audience Breakdown

Prices listed do not include VAT

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| Benefits | Platinum | Gold | Silver |
|---|-------------------|---------------|---------------|
| Exclusive speaking position for company representative (subject to suitability of programme). This offers stakeholders an opportunity to talk on a particular policy or industry related issue. | ✓ | | |
| 2 places at pre-conference speaker and VIP dinner debate (including speaker) | ✓ | | |
| Corporate identity on conference website with link to company website | ✓ | ✓ | ✓ |
| Recognition as sponsor (at selected level) in marketing emails and press releases | ✓ | ✓ | ✓ |
| Inclusion of company materials in delegate bags | ✓ | ✓ | ✓ |
| Branding on main stage | Priority Branding | ✓ | ✓ |
| Exhibition Space in refreshments / networking area | Prime Location | ✓ | ✓ |
| Advert in delegate handout | Full Page | Half Page | |
| Complimentary delegate places | 5 | 3 | 1 |
| Cost (excl. VAT) | €12,000 | €8,000 | €6,000 |

Catering Packages

Prices listed do not include VAT

Exclusive Sponsorship of VIP & Speaker Dinner

€10,000

One of the highlights of this event is expected to be the invitation-only VIP & Speaker Dinner & Debate, which will take place on the eve of the main conference. With around 35 participants and taking place under 'chatham house' rules, the dinner-debate allows for an open and frank exchange amongst policy and decision makers, in addition to providing an excellent networking opportunity in an intimate environment with a small scale but high-level group.

- Opportunity to introduce and lead dinner-debate
- Three-course dinner for speakers and high-level invited guests
- Three seats at dinner reserved for your representatives or guests
- Opportunity to provide input into guest list and dinner seating plan
- Corporate identity displayed in dining area during dinner
- Corporate identity included on menu cards
- Full page advert in programme

Exclusive Sponsorship of Lunch Salon

€6,000

- Corporate identity displayed as lunch sponsor in main dining room and refreshment area
- A private room made available with space for up to 20 people to enjoy a seated lunch, which if required, can also be set up with a projector and screen etc.
- The opportunity to invite a selection of delegates and speakers who are attending the main conference to join as your guests
- Forum Europe will assist with the marketing of the lunch salon by ensuring that it is mentioned on the event website and emails that are sent to registered delegates
- Contact details of the delegates to be targeted will be provided to company sponsor to allow for their invitation. Forum Europe is also happy to send the initial invitations

Exclusive Sponsorship of Cocktail Reception

€4,500

- Exclusive corporate identity displayed on banners at reception venue
- Corporate identity included on invitations and menu cards
- Opportunity to give welcome address (though not compulsory)
- Full page advert in programme
- 1 complimentary delegate place at main conference
- 5 complimentary places to attend the cocktail reception (not conference)

Exclusive Sponsorship of Refreshments (3 refreshment breaks)

€3,500

- Corporate identity displayed in the refreshment area during coffee breaks
- Opportunity to include branded items such as napkins, chocolates or biscuits for instance (to be provided by sponsor and subject to venue terms and conditions)
- Full page advert in programme
- 1 complimentary delegate place for a company representative or guest to attend the main conference

In addition to the above benefits, all catering sponsors will also be included in the sponsor section of the delegate handout, which will be distributed to all guests upon arrival.

Product Opportunities

Prices listed do not include VAT

As well as the main Sponsorship Packages, there are also a range of product based branding opportunities available with Forum Europe. These have been chosen specifically for their ease of production and value beyond the event itself. The list below is by no means exhaustive and our marketing team will be happy to work with you to create innovative sponsorship packages tailored to the needs of you and your company.



Sponsored Lanyards

€1250 + cost of production

Lanyards are distributed to all delegates on arrival at the conference, ensuring high visibility of your brand throughout the event.



Data Sticks

€1250 + cost of production

In addition to providing a high value branded product to delegates beyond the event, conference proceedings can be loaded onto the sticks prior to the event and distributed to delegates on arrival.



Conference Pens and Pads

€1250 + cost of production

Distributed to all attendees upon arrival, branded pens and pads again offer visibility to you and value to the delegate both during and beyond the event.



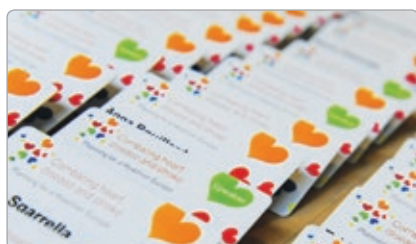
Insert in Delegate Packs

€500

Product or promotional materials can be included within the delegate packs distributed to each participant upon arrival. A high value option providing detailed company information to all delegates.

Product Opportunities

Prices listed do not include VAT



Conference Badges

€1200

All delegates are required to wear their personalised conference badge (attached to the lanyard) on arrival at the venue. Have your company logo on all delegate badges (position as design allows) and remind delegates of your company's input into the conference.

The options contained within are negotiable and are listed only as a guide. We look to cater for your individual requirements on a per event basis.

If you wish to discuss any of the information found in this document, please do not hesitate to contact [Rose Maloney](mailto:rose.maloney@forum-europe.com).

We look forward to discussing the positive and high value promotion of your organisation.

Forum Europe

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www.data-flows.eu

Exhibition Opportunities

Prices listed do not include VAT

Stand Size: 2.5m x 3m

€1,500



Be recognised as an important sector leader with an exclusive exhibition space during The 3rd European Data Economy Conference.

This conference will offer exhibiting organisations the opportunity to:

- Showcase, promote, and introduce products, technology and services to industry, legislators and media
- Increase industry exposure
- Discover new business opportunities
- Attract new clients and touch base with existing clients
- Form strategic alliances with other companies

Stands are prominently situated in the foyer area outside the conference room. All delegates will pass through this area on approach to the conference room. This area is also used to serve teas, coffee and refreshments. This ensures that delegates will be directly exposed to your company and will have the opportunity to explore your exhibitor display whilst enjoying drinks and snacks during the three separate refreshment breaks scheduled for the day.

As part of the exhibitor's package, you will receive:

- A unique exhibition space of 2.5m x 3m, including a display table
- Admittance to the exhibition area for one representative to act as a host/hostess on the stand
- A 25% discount off the standard conference fees for any organisation representatives who wish to attend the main event
- Listing of your company details in the Exhibitors Directory that is given to all delegates at the event, including a 50 word description of your organisation and the products and services that you offer
- Listing of your company details on the event website (www.data-flows.eu) along with contact details and a link to your homepage
- A special discounted rate of €250 for a full page advert in the main conference delegate handout

In addition, you will also receive a copy of the main conference handout, including a delegate list and details of the presentations made at the conference.

Exhibition details:

All stand areas are sized at 2.5m x 3m and the ceiling height in the room is 3.5m. The exhibition will be of a table top nature, not enclosed by a shell scheme.

Exhibitors may bring their own display stands but these must not extend beyond the area that has been reserved. All spaces have a display table sized approximately 1.8m x 1m included in the price.

Exhibitors are invited to prepare their stand between 14.00 and 17.00 the day before the conference.

Please contact: Rose Maloney on +44 (0)2920 783 070 or email rose.maloney@forum-europe.com to reserve your exhibition space at the event.

Please note: Exhibition space will be allocated strictly on a first-come, first-served basis so please book early to avoid disappointment.