

CONNECTING THE CITIZEN

REALISING THE POTENTIAL OF SMART CITIES

The 3rd Annual Public Sector Transformation Conference

7 November 2017 | The Hotel . Brussels



Sponsorship Prospectus

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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.



Contact - Rose Maloney
www.forum-europe.com

T. +44 (0)2920 783 070 / rose.maloney@forum-europe.com

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Overview

The 2017 Public Sector Transformation event will look at citizens' new digital expectations and how cities can respond to them, driving deeper engagement through digital technologies.

Drawing on case studies from Europe and around the world, it will examine the secure, high capacity infrastructure and edge computing capabilities that power smart cities. The event will look at how cities interact with their citizens in an inclusive way to deliver public services and how open data can be orchestrated, managed and valorised to drive new applications enhancing citizen and consumer experiences. It will also consider how funding and financing mechanisms can be utilised to ensure that good ideas become real outcomes. With the Estonian Presidency of the Council of the EU bringing a welcome focus on digitalisation and eGovernment, the event will help build momentum around efforts to modernise European public services and administrations.



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Why sponsor this conference

Sponsorship of the Public Sector Transformation conference

Whatever your budget, and your requirements, sponsoring this event is a cost effective, hassle-free means to successfully target key European public sector officials. We can offer you a wide range of packages ranging from the high level platinum package, which offers maximum exposure for your company both leading up to and during the event and includes an exclusive speaking position for a company representative; down to lower cost product branding opportunities, which are designed to compliment or act individually in support of your marketing strategy.

Why sponsor this event?

- The chance to promote your organisation to delegates including European Institutions, key public sector representatives, C-Level executives, national government officials, and many others.
- The opportunity to strengthen corporate and community relationships and an unrivalled platform to expose your organisation to key decision makers and procurement officials.
- Interact with delegates face to face during the numerous networking opportunities.
- Benefit significantly from a highly sought after platform to share your view to a keenly interested, relevant and, above all, influential audience.



There are various sponsorship packages available for the event, to offer optimum exposure for all budgets available. These range from higher end sponsorship packages giving an exclusive speaking position and priority branding, down to lower cost branding that still provides high visibility and a great value opportunity to raise your profile among the leading decision makers in this sector.

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Sponsorship Packages

Strategic Partner

Confirmed

This package offers the opportunity to become the main sponsor for the event with all the associated benefits this brings. This package is exclusive and limited to one organisation only.

Please refer to the key benefits below for further information

Key Benefits

Your organisation will have the opportunity to put forward a senior individual to represent the organisation in a high visibility speaking slot at the conference.

- Personal in host comp
- A high deg

Visibility

Your organisation

- Named as
- 1. Confere
- 2. Front of
- 3. Invitatio
- 4. Targete
- 5. Forum B
- Space for a
- Full access
- 7 complim
- Full page a
- Opportuni

Sponsor
Confirmed

€10,000

€7,000

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Sponsorship Packages

Prices listed do not include VAT

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Benefits	Platinum	Gold
Exclusive speaking position for company representative <i>(subject to suitability to programme)</i>	✓	
Place for one company representative to attend pre-conference dinner	✓	
Corporate identity on conference website with link to company website	✓	✓
Recognition as sponsor <i>(at selected level)</i> in marketing emails and press releases	✓	✓
Recognition as sponsor <i>(at selected level)</i> in Forum Europe newsletters	✓	✓
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
Cost (excl. VAT)	€10,000	€7,000

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Catering Packages

Prices listed do not include VAT

Exclusive Sponsorship of VIP & Speaker Dinner

€6,000

- Opportunity to introduce and lead dinner-debate
- Three-course dinner for speakers and their guests
- Three seats at dinner
- Corporate identity displayed in dining area during dinner
- Corporate identity included on menu cards
- Full page advert in programme
- 3 complimentary delegate places for main conference

SPONSOR CONFIRMED

Exclusive Sponsorship of Lunch

€2,500

- Corporate identity displayed in dining area during lunch
- Corporate identity included on menu cards
- Full page advert in programme
- 1 complimentary delegate place

Exclusive Sponsorship of Refreshments (2 refreshment breaks)

€2,000

- 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

In addition to the above benefits, all catering sponsors will also be included in the sponsor section of the event programme.

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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.



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

Sponsorship of both the lanyards and conference badges can be offered at a combined price of €2000 + cost of production



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.

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Exhibition Opportunities

Prices listed do not include VAT

Stand Size: 2.5m x 3m

€1500 per stand



Be recognised as an important sector leader with an exclusive exhibition space during the conference.

This 1 day 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 can be 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 along with contact details and a link to your homepage
- A special discounted rate of €250 for a full page black & white 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 will be advised in advance of a convenient time to prepare their stand.

You will then be contacted to confirm your reservation.

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



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