

PARTNERSHIP PROGRAM

Business event partnership is a privileged program of an advertising campaign which includes all elements of promotion and provides your company with the possibility to have an impact on the target audience and to motivate buying

Benefits of partnerships programs:

- Direct impact on the target audience: business owners, general i managers, executive and financial officers of companies, heads of key departments i
- Positioning of the company and presentation of products
- Increasing of customers loyalty to the company
- Demonstration the benefits of company to the potential clients
- Demonstration of solutions, accumulated experience and i competence of your company's representatives
- Obtaining the access to new clients
- Broadening of the market for sales of products or services
- New business contacts (business partners and potential clients), feedback in the discussion mode and as a result of receiving of the contacts database after events
- Demonstration of an active position of your company
- Company reputation (trust and weight in the professional business sector environment)

PARTNERSKIE MOŻLIWOŚCI

Partnerskie możliwości - to uprzywilejowany program przeprowadzenia kampanii reklamowej na dużą skalę, co włącza wszystkie elementy przesuwania, skierowana na kształtowanie czy wsparcie imidżu lidera przemysłu przez przyciąganie szczególnej, dodatkowej uwagi uczestników do kompanii.

Przewagi partnerskich programów :

- Proste działanie na celowy audytorium: właścicieli biznesu, generalnych menedżerów, komercyjnych, finansowych i wykonawczych dyrektorów firmy , kierowników departamentów kluczowych
- Pozycjonowanie kompanii i prezentacja produktów
- Podwyższenie lojalności klientów do firmy
- Demonstracja potencjalnym klientom przewag firmy
- Demonstracja decyzji, nagromadzonego doświadczenia i kompetencji współpracowników swojej firmy
- Otrzymywanie dostępu do nowych klientów
- Rozszerzenie rynku zbytu produkcji czy usług
- Nowe rzeczowe kontakty (biznes-partnerzy i potencjalni zleceniodawcy), wsteczny związek w reżimie dyskusji wskutek otrzymania kontaktowej bazy po przedsięwzięciu
- Demonstracja aktywnej pozycji firmy
- Reputacja kompanii (zaufanie i waga w fachowym branżowym środowisku rzeczowym)
- Podwyższenie kosztu znaku (firmy) firmowego
- Podwyższenie objętości sprzedaży

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OPTIONS	IMAGE PARTNER	DEMO PARTNER	PARTNER	GENERAL PARTNER
BEFORE THE FORUM				
Placement of company logo and partner status in the advertising materials and reports about the event according to the media plan	V	V	V	V
Placement of company logo and partner status in the program and presentation of the forum that will be sent to participants from databases	V	V	V	V
Placement of company logo and partner status in an electronic invitation which will be sent to all registered participants before the event	V	V	V	V
DURING THE FORUM				
Opening remarks by company's senior manager at the beginning of the forum				5 min
Forum moderator announces the partner's status at the beginning of the event	V	V	V	V
Moderation of one of the key sections in the main program of the forum				V
Delivery of a speech in the main program of the forum			20 min	20 +20 min
Placement of information about the company in the printed program of the event (name, partner status, logo, company description)	250 symbols	250 symbols	400 symbols	500 symbols
Placement of company logo and partner's status on electronic screens which will be displayed on projection screens during the forum	V	V	V	V
Placement of company's logo and partner's status on the cover of forum's brochure (the final program, information about speakers and their companies will also be posted in the brochure)	V	V	V	V
Partner's logo placement on participants' name badges				V
Branded neckbands for badges supplied by partner				V
Placement of display stand of the company within a mini-exhibition with the possibility of the distribution of branded and informational materials, presentations, as well as consultation of potential clients.		V		V
Advertising banner (Floor standing design) at the venue of the event (priority location near the presidium, with good visibility for the participants, the press, photo and video cameras)	V	V	V	V
Placement of partner's promotional information on the table of the presidium or a tribune in the conference hall				V
Placing of partner's promotional and information materials (brochures, catalogues, CD's) on the desks of participants	V	V	V	V
Distribution of your branded materials for participants (pens, notepads)		V	V	V
Possibility to give to all participants your own questionnaire form			V	V
Display of a commercial video of a partner on the plasma screen in the coffee breakarea				V
The number of tickets for representatives of the partner company	1	2	2	3
The number of tickets for guests of the partner company			1	2
AFTER THE FORUM				
Partner mentioning in the media post-release	V	V	V	V
Sending of presentations in electronic form to all forum participants with partner contact information	V	V	V	V
Receiving the photo report	V	V	V	V
TOTAL COST OF PARTNERSHIP PACKAGE, EURO (not subject to VAT)	2000	3500	5500	10000

PARTNER + DEMO PARTNER = 7000 EURO (not subject to VAT)

Delivery of a speech in the main program of the forum + Placement of display stand of the company within a mini-exhibition



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