



The 2nd Annual European E-Commerce Conference 2010



Sponsorship Prospectus

December 2nd 2010

Central Brussels

Contact - James Wilmott
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www.forum-europe.com

www.eCommerce-conference.eu

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About the Conference

The nature of online cross-border trade has demanded a reappraisal of traditional thinking on retail and this debate has been progressing for a number of years. Many policy areas directly relevant to E-Commerce have shifted to new departments following the European Commission re-structuring, while issues such as privacy and data protection, payments, fraud, advertising, mobile, and intellectual property, remain key and politically are continuing to evolve.

This years Annual European E-Commerce Conference will once again bring together e-commerce businesses and policy-makers for an authoritative debate on the state of play and future directions for e-commerce, while also taking stock just under a year into the new administrations tenure.

Further details on the programme will be made available as we move forward however should you wish to discuss this or the sponsorship and partnership options available, please do not hesitate to contact James Wilmott on +44 (0) 2920 783 022 or email james.wilmott@forum-europe.com.



Sponsorship of the 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 Conference offers sponsoring organisations the opportunity to become involved on a regular basis in a pivotal and talked about industry event.

There are a number of different ways in which you will benefit from taking out a sponsorship package at the Conference. 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 two separate sponsorship packages available for the event, designed 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 James Wilmott at james.wilmott@forum-europe.com or call +44 (0)2920 783 022.

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Sponsorship Packages - The Benefits

Partnership Package: €10,000 + VAT

Speaker/VIP Dinner:

One of the highlights of the conference will be the VIP/dinner debate on the eve of the conference where speakers and senior policy decision makers meet to discuss global financial markets challenges and issues.

1. A prominent place at dinner for a senior company representative.
2. 1 additional place at the dinner for a company representative or guest.
3. Your company logo included in the documentation prominently displayed on the table.
4. Personalised invitations can be sent to your guests on your behalf.

Guaranteed conference passes for you and your guests:

1. 4 places reserved at the main conference (including lunch) for your company staff and guests.
2. Personalised invitations sent to your guests on your behalf.

Prominent Branding:

Your company name mentioned "in partnership with..." and your company logo prominently displayed on the:

1. Front of the conference programme.
2. Speaker CVs.
3. Lists of participants.
4. Invitation mailings, minimum three mailings, each one sent to a targeted list of 12,000 potential participants from industry, EU institutions, permanent representations, governments, trade associations, etc.
5. Front of the delegate folders.
6. Conference platform banner (fixed or by projection).
7. Forum Europe website with hyperlink to your company website.
8. Front of the conference report distributed to EU Commission, EU Parliament and national governments, civil society groups and the international press.

Advertisement in the Conference Report:

1. A full-page advertisement of your company in the conference report, 1000 copies produced and widely distributed.

Table Display:

1. On the day of the conference, a table display for your company documentation.



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Sponsorship Packages - The Benefits

Support Package: €5,000 + VAT

Speaker/VIP Dinner:

One of the highlights of the conference will be the VIP/dinner debate on the eve of the conference where speakers and senior policy decision makers meet to discuss global financial markets challenges and issues.

1. A place at dinner for a senior company representative.
2. Your company logo included in the documentation prominently displayed on the table.

Guaranteed conference passes for you and your guests:

Interest in this event has been extremely high, with online delegate registration already closed and a waiting list system in place.

1. 2 places reserved at the main conference (including lunch) for your company staff and guests.

Branding:

Your company name mentioned "with the support of. . ." and your company logo displayed on the:

1. Front of the conference programme.
2. Speaker CVs.
3. Lists of participants.
4. Invitation mailings, minimum three mailings, each one sent to a targeted list of 12,000 potential participants from industry, EU institutions, permanent representations, governments, trade associations, etc.
5. Front of the delegate folders.
6. Conference platform banner (fixed or by projection).
7. Forum Europe website with hyperlink to your company website.
8. Front of the conference report distributed to EU Commission, EU Parliament and national governments, civil society groups and the international press.

Advertisement in the Conference Report:

1. A half-page advertisement of your company in the conference report, 1000 copies produced and widely distributed.

Table Display:

1. On the day of the conference, a table display for your company documentation.



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Sponsorship Catering Packages



Exclusive Sponsorship of Cocktail Reception: €4,500 + VAT

- 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 colour advert in programme
- 1 complimentary delegate place
- 5 complimentary places to attend the cocktail reception (not conference)

Exclusive Sponsorship of Lunch: €4,000 / day + VAT

- Corporate identity displayed in dining area during lunch
- Corporate identity included on menu cards
- Opportunity to give luncheon address (though not compulsory)
- Full page colour advert in programme
- 1 complimentary delegate place

Exclusive Sponsorship of Refreshments (3 per day): €3,250 / day + VAT

- 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 colour 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, website and CD-ROM.

We are always available to help you identify the options that suit your budget while maximising your value and visibility at the conference. We have Product Opportunities that can be combined with any of the sponsorship packages or taken individually.

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Sponsorship Reservation Form

Please either complete this form or call James Wilmott using the details below.

I am interested in the (please tick box):

Partnership Package (€10,000 + VAT)

Support Package (€5,000 + VAT)

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Company:

Address:

Name of contact:

Contact
Tel. Number:

Contact
Email:

Signature:

Date:

Please Faxback to +44 (0) 2920 668 992

Please contact James Wilmott to discuss all opportunities listed in this brochure.

James Wilmott

Tel: +44 (0)2920 783 022 . Fax: +44 (0) 2920 668 992 . Email: james.wilmott@forum-europe.com

Forum Europe, 2 - 4 Second floor, High Street Arcade Chambers, Cardiff, CF10 1BE. UK

On receipt of this information, we will contact you to discuss and confirm your requirements.

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