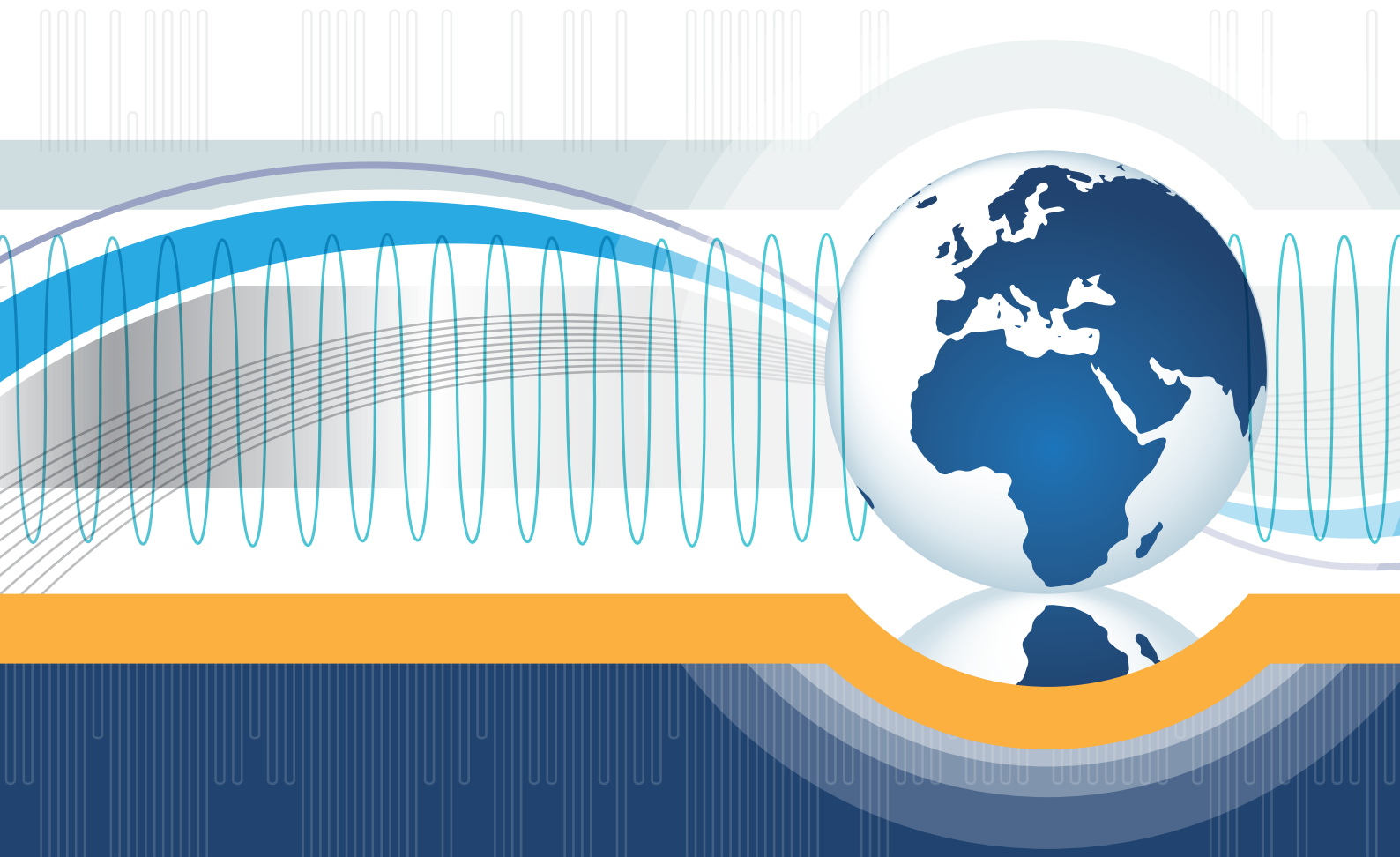


Organised by



The 9th Annual **European Spectrum Management Conference**

The meeting point for the European and global spectrum community!



Sponsorship and Exhibition Prospectus

17 - 18 June 2014 / The Management Centre Europe Brussels

Contact - Tom Chinnock
T. +44 (0)2920 783 025
tom.chinnock@forum-europe.com

www.forum-europe.com

www.spectrummanagement.eu



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About the Event

Now in its **9th year** the **European Spectrum Management Conference** is an important event on the Brussels calendar. As in previous years, the 2014 edition will bring together high level speakers and delegates from the major stakeholders of the European and global spectrum communities for an interactive discussion on the key issues surrounding spectrum management policy in Europe. As an established annual event, the European Spectrum Management Conference does not simply offer a stand alone, one off marketing opportunities, but provides the chance to become involved on a regular basis in a pivotal and talked about industry event. Over time the event has established a brand of its own and a reputation for quality, which in turn adds value for all organisations that are involved and associated with it.

Contents

- P 3** Previous Spectrum Management Conferences
- P 4** Sponsorship Packages
- P 6** Catering Packages
- P 7** Product Opportunities
- P 9** Sponsorship Reservation Form
- P 10** Exhibit at Spectrum Management 2014
- P 11** Exhibition Space Reservation Form

***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.

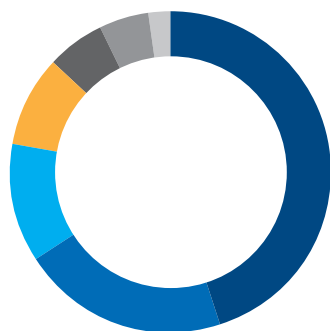
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Previous Spectrum Management Conferences



Audience Breakdown Graph (Based on average of 212 delegates)



Previous delegates have included representatives of the following organisations

AGCOM
Alcatel-Lucent/
Wireless Business Group
ANACOM
BBC World Service
Belgacom
BT
Civil Aviation Authority
Coleago Consulting Ltd
DigiTAG
Ericsson
ETNO

ETSI
European Broadcasting Union
European Commission
European Radiocommunications
Office (ERO)
European Satellite Operators
Association
FCC
France Telecom
General Radio Frequency Centre,
Russian Federation
GSMA

Inmarsat
Microsoft
Mobistar
Motorola
NATO
Nokia Siemens Networks
OFCOM
Orange
Phillips
Qualcomm Inc
Radio Spectrum Policy Group
(RSPG)

Samsung
Siemens
Telecommunications Regulatory
Authority, Finland
Telefónica Europe
Telenor
Telkom SA
Telstra
T-Mobile International
U.S. NTIA
Vodafone

Previous speakers have included

European Policy Makers



Neelie Kroes
Vice President
and EU Commissioner
for Digital Agenda,
European
Commission



Roberto Viola
Deputy
Director
General, DG
CONNECT,
European
Commission



Arijandas Sliupas
Vice Minister for
Transport and
Coms,
Republic of
Lithuania



Gunnar Hökmark
MEP,
Rapporteur
for Radio Spectrum
Policy,
European
Parliament



Andreas Geiss
Acting Head
of Unit, Radio
Spectrum
Policy,
European
Commission



Gilles Brégrant
Chair, RSPG
and Director
General,
l'Agence nationale
des fréquences
(ANFR)

Industry Representatives



Peter Pitsch
Associate General
Counsel and
Executive Director
of Communica-
tions Policy,
Intel Corporation



Matthias Kurth
Executive
Chairman,
Cable Europe



Wassim Chourbaji
Chair of the
Spectrum
Working Group,
DIGITALEUROPE



Olivier Blondeau
Director
Frequency
Planning &
Management,
Orange



Lieven Vermaele
Director of
Technology and
Innovation,
EBU



Daniel Pataki
Director,
ETNO

International Policymakers



François Rancy
Director, Radio-
communication
Bureau,
International
Telecommuni-
cation Union



Julius Knapp
Chief, Office of
Engineering &
Technology,
FCC



Luis Lucatero
Chief of
Regulatory
Policy, Cofetel,
Mexico



Dimitry Tur
Deputy Head of
Spectrum Regu-
lation Division,
Russian Ministry
of Communica-
tions



Sudhir Gupta
Principal Advisor
Spectrum
Management,
Telecom
Regulatory
Authority of
India (TRAI)



Bashir Gwandu
Executive
Commissioner,
Nigerian
Communications
Commission

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Sponsorship Packages

Exclusive Platinum Package: €10,000

Becoming the Platinum sponsor for the conference will provide your company with optimal exposure on all marketing material and banners, as well as access to a number of additional benefits that are unique to this package.

- Exclusive speaking position for company representative
- Corporate identity in delegate handout & on all event materials - listed as a platinum sponsor
- Company logo on conference website with link to company website
- 5 complimentary delegate places to attend the main conference
- Full page advert in delegate handout, which will be distributed to all guests upon arrival at the main conference.
- Exhibition space in prime location in the main networking area of the conference
- Inclusion of company materials in delegate bags, which will be distributed to all guests upon arrival
- Recognition as a platinum sponsor in Forum Europe newsletters

Gold Package: €6,500

- Corporate identity in delegate handout & on all event materials - listed as a gold sponsor
- Company logo on conference website with link to company website
- 3 complimentary delegate places to attend the main conference
- Half page advert in delegate handout, which will be distributed to all guests upon arrival at the main conference.
- Exhibition space in good location in the main networking area of the conference
- Inclusion of company materials in delegate bags, which will be distributed to all guests upon arrival
- Recognition as a gold sponsor in Forum Europe newsletters



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Sponsorship Packages

Silver Package: €5,000

- Quarter page advert in conference programme
- 1 complimentary delegate place
- Some branding on main stage
- Exhibition space
- Inclusion of company materials in delegate bags
- Recognition as Silver sponsor in marketing materials and press releases
- Company logo on conference website with link to company website
- Recognition as Silver sponsor in Forum Europe newsletters

Exclusive Sponsorship of Interactive Voting System: €2,500

Our Interactive Voting System enables delegates to provide a live response to questions posed by the chair and see the real-time results in a variety of formats on the screens. This package offers your organisation the opportunity to become associated with this part of the conference format.

- **Your company logo displayed at the beginning of the Interactive Voting sessions, which will take place at various stages throughout the event**
- **Company logo on conference website with link to company website**
- **Your company logo displayed in the bottom corner of all pages containing both questions and results**
- **Inclusion of a pdf containing company information with the summary of results that are sent out to all delegates immediately following the event**



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Catering Packages

Exclusive Sponsorship of VIP & Speaker Dinner €7,500

- 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
- Corporate identity displayed in dining area during dinner
- Corporate identity included on menu cards
- Full page advert in programme
- 3 complimentary delegate places

Exclusive Sponsorship of Lunch: €4,000

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

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
- 5 complimentary places to attend the cocktail reception (not conference)

Exclusive Sponsorship of Refreshments (3 per day): €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

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

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Product Opportunities

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

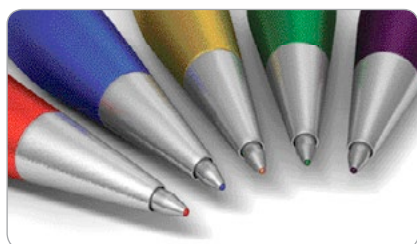
Lanyards are distributed to all delegates on arrival at the conference, ensuring high visibility of your brand throughout the event.



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.

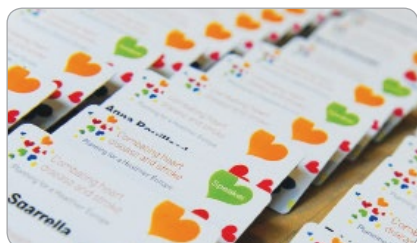
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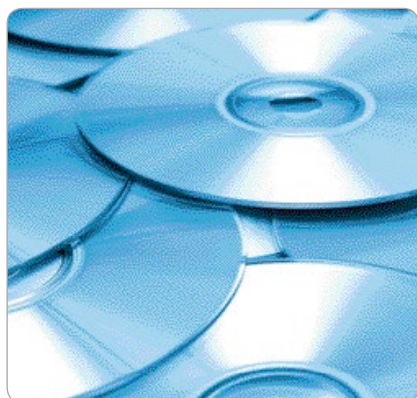
Product Opportunities



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.



Conference Proceedings

€1245

All delegates receive the conference proceedings on high quality CDs, printed with your company's logo and a short advert (either text/PDF or moving image, in which case size must be agreed beforehand).

These are made available, if possible, before the event. However it is best practice to deliver them after the event to all delegates to ensure all the presentations that are available are loaded to the CDs.

These CDs, in addition to being distributed to all delegates as part of the conference package, will also be made available for purchase to non-attendees post event.

This high value option reaches all delegates and is the most valued information and reference point beyond the event itself, this option is only available to selected organisations and it is recommended that you contact **Tom Chinnock** to discuss this high value, high exposure option.

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 **Tom Chinnock**.

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

Forum Europe

2 - 4 Second Floor, High Street Arcade Chambers,

Cardiff, CF10 1BE. UK

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f: +44 (0) 2920 020 432

e: tom.chinnock@forum-europe.com

www.spectrummanagement.eu

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tom.chinnock@forum-europe.com



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Sponsorship Reservation Form

I am interested in becoming the (please tick box):

Platinum Sponsor Gold Sponsor Silver Sponsor Interactive Voting System

I am interested in the following Catering Packages (please tick box):

Cocktail Reception Lunch VIP & Speaker Dinner Refreshments

I am interested in the following Product Opportunities (please tick box):

Sponsored Lanyards Data Sticks Conference Pens & Pads
Insert in Delegate Packs Conference Badges Conference Proceedings

17th - 18th June 2014 . Management Centre Europe Brussels

Company:

Address:

Name of contact:

Contact

Tel. Number:

Contact

Email:

Signature:

Date:

Please Faxback to +44 (0) 2920 020 432

Please contact Tom Chinnock to discuss all opportunities listed in this brochure.

Tel: +44 (0) 2920 783 025 . Fax: +44 (0) 2920 020 432 . Email: tom.chinnock@forum-europe.com

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

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Exhibit at Spectrum Management 2014

Stand Size: 2.5m x 3m / Cost: €1500



Be recognised as an important sector leader with an exclusive exhibition space during the 2014 European Spectrum Management Conference.

This 2 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 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.spectrummanagement.eu) along with contact details and a link to your homepage
- A special discounted rate of €250 for a full page colour 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.

To reserve your exhibition space at the event, please complete the form on page 10 and fax it back to us on **+44 (0) 2920 020 432**.

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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Exhibition Space Reservation Form

Please faxback to +44 (0) 2920 020 432 - we will contact you to confirm your reservation

Organisation Name:

Contact Person:

Address:

Postcode: City:

Country:

Tel: Fax: Email:

Description of organisation for Exhibitors Directory, alternatively you can email this on a separate document if necessary:

(max 50 words):

Please select the number and size of stand space below.

If you have any queries over this, please contact Tom Chinnock on +44 (0) 2920 783 025.

I would like to reserve (please indicate number) large exhibition spaces (2.5m x 3.0m) @ €1500 each

Please tick here if you would also like to take advantage of the special exhibitors discounted rate of €250 for a full page advert in the main conference brochure.

By taking out an exhibition space, one organisation representative will be admitted into the venue to act as a host/hostess on your stand. Should any representatives of your organisation wish to attend the conference they will be entitled to a special 25% discount off the standard conference fees.

I would like to reserve (please indicate number) delegate passes for the main conference and claim a 25% discount off the usual delegate rate for each pass. Forum Europe will contact you shortly to take the details of delegates.

Payment schedule

An invoice for the full amount will be issued upon receipt of this booking form.

Exhibition space reservations are not confirmed until full payment is received by Forum Europe. The organisers reserve the right to reallocate exhibition space if deposit / full payment is not received by the due date.

Cancellation Policy

Cancellations must be made in writing.

If a cancellation is received 6 weeks before the event start date, a full refund will be given, subject to a €150 administration charge. However, there will be no refund for cancellations received after this date. No shows will be charged the full amount.

The undersigned, representing the above mentioned company, hereby agrees to exhibit at The 9th Annual European Spectrum Management Conference, 17th & 18th June 2014, Management Centre Europe Brussels and accepts the terms and conditions stated above.

Signature

Date

Contact - Tom Chinnock
T. +44 (0)2920 783 025
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