

Organised by



The 2nd Annual EU - US Trade Conference

The Transatlantic Trade & Investment Partnership

Where now for the EU - US trade deal?

5th February 2015 / Brussels



Sponsorship & Exhibition Prospectus

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www.forum-europe.com

www.ttip-conference.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.

The 2nd Annual EU-US Trade Conference

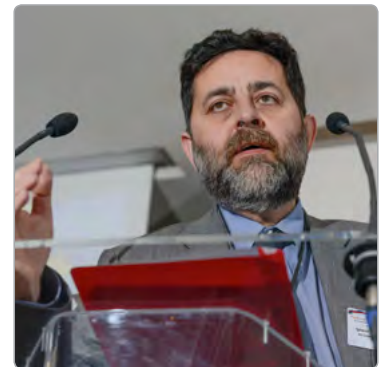
The Transatlantic Trade & Investment Partnership

Where now for the EU-US trade deal?

Introduction

The Transatlantic Trade and Investment Partnership (TTIP) has been described as the most significant bilateral trade negotiation ever to take place. With global competitors emerging, particularly from Asia, it is argued that a successful agreement would boost jobs and economic growth on both sides of the Atlantic, at a time when the two economic powers need to increase their competitiveness most.

The 2015 edition of this annual conference will provide an opportunity for assessment of the progress made so far on TTIP, and what remains to be done to secure the conclusion of the deal. The main themes of the conference will be to look at potential benefits of TTIP in terms of jobs and growth for Europe, achieving regulatory convergence, and debate on key issues such as investor protection, transparency of negotiations and maintenance of standards and social protections, and the political and practical challenges around these issues.



Sponsorship of the EU-US Trade Conference 2015

Whatever your budget and requirements, sponsoring this event is a cost-effective and hassle-free means of successfully targeting the key decision makers in EU-US trade. A wide range of packages are available, from high-level sponsorship of a plenary session or hosting a sector-specific working lunch, to lower cost product branding opportunities, all designed to compliment your wider marketing strategy.

Further details on the sponsorship opportunities available at this event can be found on the following pages. For more information on the packages and to discuss your sponsorship requirements, please contact: **Jessie Atkinson** at jessie.atkins@forum-europe.com or call +44 (0)2920 783 029

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Sponsorship Packages

Prices listed do not include VAT

Plenary Session Sponsor

€10,000

- Speaking position for company representative in a plenary session
- Full page advert in conference programme
- 5 complimentary delegate places
- Priority branding on main stage
- Prime location allocated for exhibition space
- Inclusion of company materials in delegate bags
- Recognition as Event Partner in marketing materials and press releases
- Company logo on conference website with link to company website

Working Lunch Session Sponsor

€7,500

- Opportunity to have input into the content one of four sector-specific working lunch sessions
- Speaking position for a company representative in chosen working lunch session
- Full page advert in conference programme
- 3 complimentary delegate places
- Branding on main stage
- Exhibition space in semi-prime location
- Inclusion of company materials in delegate bags
- Recognition as sponsor in marketing materials and press releases
- Company logo on conference website with link to company website

Conference Sponsor

€4,000

- Half page advert in conference programme
- 1 complimentary delegate place
- Branding on main stage
- Exhibition space
- Inclusion of company materials in delegate bags
- Recognition as sponsor in marketing materials and press releases
- Company logo on conference website with link to company website

For more information or to discuss any of these packages in more detail, please contact Jessie Atkinson using the details below.

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Catering Packages

Prices listed do not include VAT

Exclusive Host of VIP & Speaker Dinner

€6,000

- Opportunity to speak during 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 to main conference

Exclusive Sponsorship of Refreshments (3 refreshment breaks)

€3,000

- 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.

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. This list is by no means exhaustive. If you have an alternative company branded product you would like to distribute at the conference, please contact Jessie Atkinson using the details at the bottom of the page to discuss other opportunities available.



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 2nd Annual EU-US Trade 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 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 (www.ttip-conference.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 will be advised in advance of a convenient time to prepare their stand.

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

To discuss exhibition opportunities in more detail, please contact Jessie Atkinson using the details below.

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