

## BIE 2020 – PARTNERSHIP OPPORTUNITIES

Sponsor **BIE 2020**

Sponsor **THE WORKING FACTORY**

BENEFITS	MAIN SPONSOR	OFFICIAL SPONSOR	SPONSOR with stand	SPONSOR without stand
Availability	Max 1	Max 3	Max 5	Max 5
Commodity exclusivity	V	V		
Investment	40.000 €	15.000 €	5.000 €	4.000 €
<b>Sponsor presence at exhibition</b>				
Bare exhibition area, with no outfitting and external from "The Working Factory" area (including registration fee)	32mq	16mq	9mq	
Visual advertising in the office area and/or hall	V	V		
Company logo on the exhibition signage totems*	V	V	V	V
Company logo on the notices distributed to the exhibitors every morning of the exhibition by the organizer*	V	V		
Company data sheet in the informative folder distributed to the exhibitors every morning of the exhibition by the organizer	V			
Company logo in the Info Point area*	V			
Possibility of organizing technical conventions during BIE 2020 (no longer than 30 minutes, from 4pm to 6pm)	V	V		
	*NB The size of each logo placement is proportional to the sponsor category and to the related investment			
<b>Communication plan: company visibility</b>				
Company logo on communication and marketing materials of BIE 2020 distributed in the firms of the sector, businesses, associations: -Roll-ups -Countertop displays -Invitations and exhibition leaflets	V	V		
Company logo on media plan (press: newspapers and specialized magazines)	V	V		
<b>BIE 2020 website and web communication</b>				
Company logo on the homepage, in dominant position, with link to a page dedicated to the company	V			
Logo in the "Sponsor" section with to company website	V	V	V	V
Logo in the "Sponsor" section with to company website	V			

Video release (no longer than 1,5 minutes) related to company participation in the exhibition and publication in the "Video" section.	V	V		
Text release related to company participation in the exhibition and publication in the "News" section			V	V
Possibility of divulging company news related to the exhibition (upon agreement with exhibition organizers)	V	V		
Placement of the company logo in the BIE Newsletters	V	V		
<b>BIE 2020 Catalog</b>				
Company logo on the catalog cover	V	V		
Company logo on the Sponsor page	V	V	V	V
Corporate greetings	no. 1 page (photo + text no longer than 1,300 types)			
Advertising spaces on the exhibition catalog	no. 2 pages (115x210mm each)	no. 2 pages (115x210mm each)	no. 1 page (115x210mm)	no. 1 page (115x210mm)
<b>BIE 2020 press conference</b>				
Participation among the speakers and speech	V			
Mention of the sponsor support during the conference	V	V	V	V
Mention of the sponsor in the official press release	V (Name + company release)	V (Name)		
<b>Printed materials</b>				
Invitation tickets to the exhibition to be handed out to company contacts	2.000	1.000	200	200