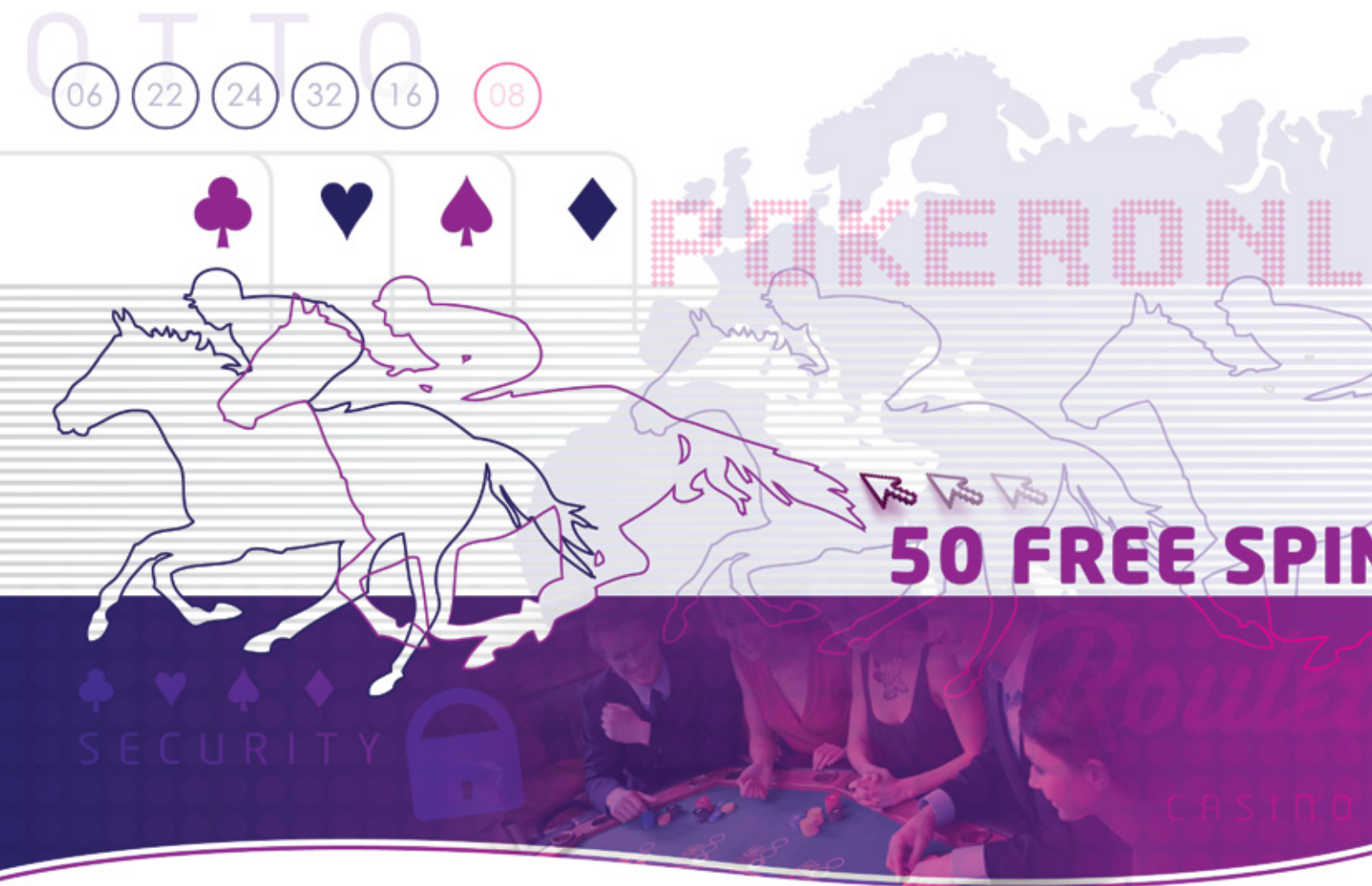


The 2nd Annual European Gambling Policy Conference

Establishing a level playing field for gambling & gaming in Europe



Sponsorship & Exhibition Prospectus

Summer 2012 / Brussels

Contact - Charlene Selmer
T. +44 (0) 29 20 783 024
charlene.selmer@forum-europe.com

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www.gambling-policy.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.

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2011 Conference Overview

The inaugural European Gambling Policy Conference took place on the 28th June 2011 at the Sofitel Europe, Brussels and brought together key policy makers, national regulators and stakeholders for a full and frank discussion on the best way forward to achieve a market for online gambling services that is appropriately regulated.

During this event, the following subjects were examined:

- The publication of the European Commission's Green Paper on online gambling that calls for an extensive public consultation on all relevant public policy challenges and possible Internal Market issues resulting from the rapid development of both licit and unauthorised online gambling offers directed at citizens in the EU.
- The necessity to determine whether differing national regulatory models can realistically co-exist within the Internal Market or whether now is the time to establish a harmonised EU-wide framework.
- The ever-topical challenges facing the online and offline gambling industries including fraud and criminal activity, issues surrounding integrity, consumer protection, and problems and solutions surrounding the positive and negative social impacts of gambling.

2011 Conference Speakers Included



Pamela Brumter-Coret,
Head of Unit,
DG MARKT,
European Commission



Jurgen Creutzmann,
MEP, Committee on
the Internal Market &
Consumer Protection;
Rapporteur for the Green
Paper on Online Gambling,
European Parliament



Christel Schaldemose,
MEP, Committee on the
Internal Market and
Consumer Protection;
Shadow-rapporteur for the
Green Paper on Online
Gambling, European
Parliament



**Juan Carlos Alfonso
Rubio**,
Deputy General Director.
General Direction
of Gambling,
Spanish Ministry of
Finance



Sigrid Ligné,
Secretary General,
European Gaming &
Betting Association



Annette Kok
President,
Euromat

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2011 Audience Breakdown



A total of **129** delegates attended last year's conference

- 8% not-for-profit & academia
- 26% EU Institutions
- 53% Industry & Corporate organisations
- 4% Press
- 7% National government & regulators
- 2% Other

2011 Sponsors & Supporters

Hosted by



Supported by



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Sponsorship Packages

Exclusive Platinum Package: €8,000

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
- 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 Platinum sponsor in marketing materials and press releases
- Corporate identity on conference website with link to company website
- Recognition as Platinum sponsor in Forum Europe newsletters

Gold Package: €6,000

- Half 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 Gold sponsor in marketing materials and press releases
- Corporate identity on conference website with link to company website
- Recognition as Gold sponsor in Forum Europe newsletters

Silver Package: €4,000

- 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

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Catering Packages

Exclusive Sponsorship of VIP & Speaker Dinner €5,000

- 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 colour advert in programme
- 3 complimentary delegate places

Exclusive Sponsorship of Lunch: €2,500

- 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 Cocktail Reception: €3,000

- 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 Refreshments (3 refreshment breaks): €1,800

- 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.

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Sponsorship Reservation Form

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

Platinum Sponsor Gold Sponsor Silver Sponsor

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

Cocktail Reception Lunch VIP & Speaker Dinner Refreshments

Summer 2012 / Brussels

Company:

Address:

Name of contact:

Contact Tel. Number:

Contact Email:

Signature:

Date:

Please Faxback to +44 (0) 2920 020 432

Please contact **Charlene Selmer** to discuss all opportunities listed in this brochure.

Tel: +44 (0) 2920 783 024 . Fax: +44 (0) 2920 020 432 . Email: charlene.selmer@forum-europe.com

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

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charlene.selmer@forum-europe.com





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Summer 2012 / Brussels

Exhibit at Gambling Policy 2012

Stand Size: 2.5m x 3m / Cost: €1500



Be recognised as an important sector leader with an exclusive exhibition space during The 2nd Annual European Gambling Policy Conference.

This 1 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.gambling-policy.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:

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 Charlene Selmer on +44 (0) 2920 783 024.

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 received 6 weeks prior to the conference, a full refund will be given, subject to a €150 administration charge. 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 2nd Annual European Gambling Policy Conference, Summer 2012, Brussels and accepts the terms and conditions stated above.

Signature

Date

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