



TRANS-ATLANTIC
BUSINESS COUNCIL

In co-operation with



THE INTERNET OF THINGS AND **TRANSATLANTIC** COOPERATION

Driving Common Standards – Facilitating Policy & Business Cooperation

December 8 . 2016 / Brussels

Sponsorship Brochure

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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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Introduction

On 8 December, The Trans-Atlantic Business Council (TABC) in cooperation with Forum Europe will bring together policymakers, industry, and other stakeholders from both Europe and the USA for a half-day programme to push forward transatlantic cooperation in the field of the Internet of Things (IoT).

Top level policy makers and regulators from the US and EU will join the IoT community in this unique platform to merge the ongoing technology and policy discussions around IoT on both sides of the Atlantic.

These discussions will take place against the backdrop of the US Government's IoT Green Paper and the European Commission's Digital Single Market (DSM) strategy. Participants will learn more about these and future IoT-related initiatives as well as endeavor to determine transatlantic policy solutions and best practices for businesses and policymakers.



Sponsorship of the Internet of Things and Transatlantic Cooperation Conference

Further details of the sponsorship opportunities 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

Prices listed do not include VAT

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Benefits	Platinum	Gold
Exclusive speaking position for company representative (<i>subject to suitability to programme</i>)	✓	
Corporate identity on conference website with link to company website	✓	✓
Recognition as sponsor (<i>at selected level</i>) in marketing emails and press releases	✓	✓
Company material distributed to the participants	✓	✓
Branding on main stage	Priority Branding	✓
Exhibition Space in refreshments / networking area	Prime Location	✓
Advert in delegate handout	Full Page	Half Page
Complimentary delegate places	10 Places	5 Places
Cost	€10,000	€5,000



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Cocktail Sponsorship

Prices listed do not include VAT

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 advert in programme
- 3 complimentary conference delegate places
- 5 Complimentary places to attend the cocktail reception

In addition to the above benefits, the Cocktail Reception sponsor will also be included in the sponsor section of the event programme.



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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. 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.



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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