

Organised by



NATO: a Credible Security Provider?

Strengthening European Security and Defence Capabilities within the Alliance

3rd September 2014 / Cardiff Marriott Hotel . Wales

Contact - Jessie Atkinson
T . +44 (0)2920 783 029
jessie.atkinson@forum-europe.com

Sponsorship Prospectus

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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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About this event

Timed to immediately precede September's NATO summit, taking place in Wales, this conference will bring together some 100 key stakeholders in the critical sectors of security and defence, including officials from EU, UK and Welsh government, NATO representatives, industry and civil society.

The event will comprise an in-depth discussion on Europe's security and defence priorities, punctuated by significant networking opportunities, ahead of the NATO summit which begins the following day.



Sponsorship

Sponsoring this event is a cost effective, hassle-free means to successfully promote your activities in the field of defence and security and position your company as a thought leader in the area. We can offer you a wide range of packages ranging from the high level platinum package, which offers maximum exposure for your company both leading up to and during the event and includes an exclusive speaking position for a company representative; down to lower cost product branding opportunities, which are designed to compliment or act individually in support of your 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 on jessie.atkinson@forum-europe.com / +44 (0) 2920 783 029.

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Partnership and Sponsorship Packages

Below you will find the typical packages available for this event. We would be pleased to discuss options outside of these and to create a bespoke package for you.

Benefits	Event partner	Event sponsor
Opportunity to have input into the event agenda	✓	
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	✓	✓
Recognition as sponsor (<i>at selected level</i>) in Forum Europe newsletters	✓	✓
Inclusion of company materials in delegate bags	✓	✓
Advert in delegate handout	✓	✓
Branding on main stage	Priority Branding	✓
Exhibition Space in refreshments / networking area	Prime Location	✓
Guaranteed delegate places	5	3
Cost (excl. VAT)	£8,000	£5,000

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Catering Packages

Exclusive Sponsorship of VIP & Speaker Dinner £4,000

- Opportunity to introduce and lead dinner-debate
- Three-course dinner for speakers and high-level invited guests
- 3 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 guaranteed conference delegate places

Exclusive Sponsorship of Welcome Lunch: £2,000

- Corporate identity displayed in dining area during lunch
- Corporate identity included on menu cards
- Full page advert in programme
- 1 guaranteed delegate place

Exclusive Sponsorship of Cocktail Reception: £2,000

- Exclusive corporate identity displayed on banners during the reception
- Corporate identity included on invitations and menu cards
- Opportunity to give welcome address (though not compulsory)
- Full page advert in programme
- 1 guaranteed delegate place
- 5 places to attend the cocktail reception (not conference)

Exclusive Sponsorship of Refreshments: £1,000

- 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 guaranteed delegate place

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

Prices listed do not include VAT.

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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

£750 + 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

£600

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 €950 + cost of production



Data Sticks

£750 + 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

£750 + 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

£250

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.

Prices listed do not include VAT.

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Sponsorship Reservation Form

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

Event Partner Event Sponsor

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 Conference Badges Lanyard & Badge Package

Data Sticks Conference Pens & Pads Insert in Delegate Packs

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Company:

Address:

Name of contact:

Contact

Tel. Number:

Contact

Email:

Signature:

Date:

Please Faxback to +44 (0) 2920 020 432

Please contact **Jessie Atkinson** to discuss all opportunities listed in this brochure.

Tel: +44 (0) 2920 783 029 . Fax: +44 (0) 2920 020 432 . Email: jessie.atkinson@forum-europe.com

Forum Europe, Second Floor, Castle House, 1-7 Castle Street, Cardiff, CF10 1BS, UK.

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Exhibition Opportunities

Stand Size: 2.5m x 3m / Cost: £800 per stand



Be recognised as an important sector leader with an exclusive exhibition space during the 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.defencedebate.eu) along with contact details and a link to your homepage

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.

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 or email to jessie.atkinson@forum-europe.com

Organisation Name:	<input type="text"/>		
Contact Person:	<input type="text"/>		
Address:	<input type="text"/>		
City:	<input type="text"/>	Country:	<input type="text"/>
Postcode:	<input type="text"/>	Email:	<input type="text"/>
Tel:	<input type="text"/>	Fax:	<input type="text"/>

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 Jessie Atkinson on +44 (0) 2920 783 029.

I would like to reserve (please indicate number) large exhibition spaces (2.5m x 3.0m) @ £1000 each

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 £100 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 'NATO: A Credible Security Provider' on 3rd September 2014, Cardiff Marriott Hotel, Wales and accepts the terms and conditions stated above.

Signature

Date

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