



# The European Border Management, Defence, Internal Security & Migration Conference

An innovative and agile Europe that protects in the digital age

June 2017 / Brussels

## Sponsorship Brochure

# The European Border Management, Defence, Internal Security & Migration Conference

An innovative and agile Europe that protects in the digital age

June 2017 / Brussels



## Contents

P3 Overview

P4 Who will attend?

P5 Sponsorship Packages

P7 Catering Packages

P8 Additional Opportunities

P9 Exhibition Opportunities

*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 European Border Management, Defence, Internal Security & Migration Conference

An innovative and agile Europe that protects in the digital age

June 2017 / Brussels



## Overview

As Europe continues to face unprecedented challenges in the areas of security, border management and migration, the EU Commission has recently launched several initiatives aiming to build on Europe's defence capabilities; address soft targets in public spaces; and guarantee stronger and effective collaboration among border, custom, defence and policing public authorities at both national and European levels while ensuring that fundamental rights remain preserved.

This high-level operational and strategic conference brings together thought leaders, policymakers and practitioners from across Europe to work on solutions to concretely implement the Security Union, Defence Action Plan and the Smart Borders Package across Europe.



# The European Border Management, Defence, Internal Security & Migration Conference

An innovative and agile Europe that protects in the digital age

June 2017 / Brussels



## Who will attend?

Over 180 delegates from across Europe participated in the 2016 EU Security, Borders and Migration Conference with the following approximate breakdown:



## 2016 speakers included:



**Rob Wainwright**  
Europol



**Berndt Körner**  
Frontex



**Artis Pabriks**  
Rapporteur, European  
Border and Coast  
Guard Regulation



**Krum Garkov**  
eu-LISA



**Manuel Navarrete**  
European Counter  
Terrorism Centre



**Alexandra Antoniadis**  
DG HOME



**Rob Rozenburg**  
DG HOME



**Jamie Shea**  
NATO

## Become involved

### Sponsorship of this event offers the chance to:

- Promote your organisation to delegates including European Institutions, national government executives and practitioners, C-Level executives and many others.
- Strengthen corporate and community relationships and an unrivalled platform to expose your organisation to key decision makers and procurement officials.
- Interact with delegates face to face during the numerous networking opportunities.
- Benefit significantly from a highly sought after platform to share your view to a keenly interested, relevant and, above all, influential audience.

There are various sponsorship packages available for the event, to offer optimum exposure for all budgets available. These range from higher end sponsorship packages giving an exclusive speaking position and priority branding, down to lower cost branding that still provides high visibility and a great value opportunity to raise your profile among the leading decision makers in this sector.

# The European Border Management, Defence, Internal Security & Migration Conference

An innovative and agile Europe that protects in the digital age

June 2017 / Brussels



## Sponsorship Packages

### Strategic Partner

Confirmed

This package offers the opportunity to become the main sponsor for the event with all the associated benefits this brings. This package is exclusive and limited to one organisation only.

Please refer to the key benefits below for further information

### Key Benefits

Your organisation will have the opportunity to put forward a senior individual to represent the organisation in a high visibility speaking slot at the conference.

- Personal host company
- A high de

### Visibility

Your organisation

- Named a
- 1. Confere
- 2. Front
- 3. Invitat
- 4. Target
- 5. Forum
- Space for
- Full acces
- 7 compli
- Full page
- Opportu

Sponsor Confirmed

		✓
		✓
	Branding	✓
	Prime Location	✓
	Full Page	Half Page
	5	3
	€10,000	€7,000

# The European Border Management, Defence, Internal Security & Migration Conference

An innovative and agile Europe that protects in the digital age

June 2017 / Brussels



## Sponsorship Packages

Prices listed do not include VAT

The list of packages described below is by no means exhaustive and is meant only as a guide to the possible sponsorship 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.

Benefits	Platinum	Gold
Exclusive speaking position for company representative <i>(subject to suitability to programme)</i>	✓	
Place for one company representative to attend pre-conference dinner	✓	
Corporate identity on conference website with link to company website	✓	✓
Recognition as sponsor <i>(at selected level)</i> in marketing emails and on social media	✓	✓
Distribution of company materials at event	✓	✓
Branding on main stage	Priority Branding	✓
Exhibition Space in refreshments / networking area	Prime Location	✓
Advert in delegate handout	Full Page	Full Page
Complimentary delegate places	5	3
<b>Cost (excl. VAT)</b>	<b>€10,000</b>	<b>€7,000</b>

# The European Border Management, Defence, Internal Security & Migration Conference

An innovative and agile Europe that protects in the digital age

June 2017 / Brussels



Prices listed do not include VAT

## Catering Packages

### Exclusive Sponsorship of VIP & Speaker Dinner

€6,000

- Opportunity to introduce and lead dinner-debate
- Three-course dinner for speakers and VIPs
- Three seats at dinner
- Corporate identity displayed in dining area during dinner
- Corporate identity included on menu cards
- Full page advert in programme
- 3 complimentary delegate places for main conference

**SPONSOR CONFIRMED**

### Exclusive Sponsorship of Lunch

€2,500

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

### Exclusive Sponsorship of Refreshments (2 refreshment breaks)

€2,000

- 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.

# The European Border Management, Defence, Internal Security & Migration Conference

An innovative and agile Europe that protects in the digital age

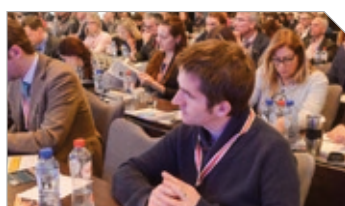
June 2017 / Brussels



## Additional 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.

# The European Border Management, Defence, Internal Security & Migration Conference

An innovative and agile Europe that protects in the digital age

June 2017 / Brussels



## Exhibition Details

Stand Size: 2.5m x 3m



### Exhibition will be a key feature of this year's conference with 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.

### 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.