

Organized by



The 2014 Cloud Computing Policy Conference USA

June 2014 / Washington D.C.



Sponsorship & Exhibition Prospectus

Knowledge Partners



www.forum-global.com / www.cloudcomputing-usa.com



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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 organization.

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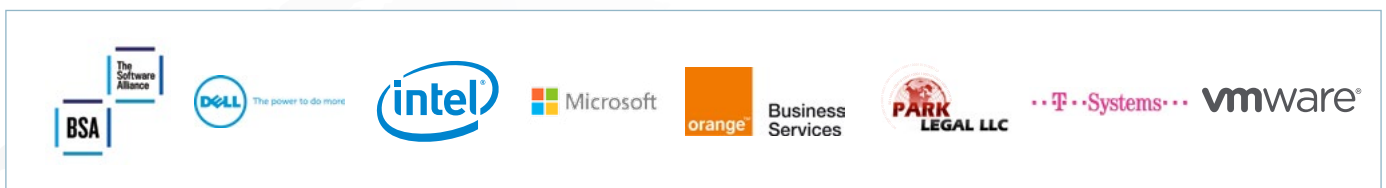
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About The European Cloud Computing Conference

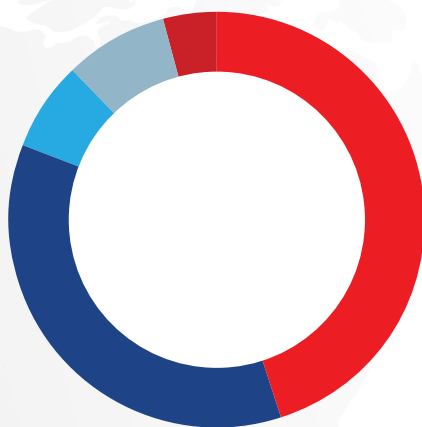
The format of this conference is based on the successful 'European Cloud Computing' event, which is now in its third year, having taken place annually in Brussels since 2012.

Bringing together over 250 delegates each year, The European Cloud Computing Conference provides a platform to hear from the key policymakers and stakeholders involved in this field.

Past sponsors have included



Delegates breakdown



A breakdown of delegates from the most recent European event to provide an indication of the expected make up of the conference

Based on 264 delegates

- 45% Industry & Corporate Organisation
- 36% Government body / Regulator (including EU Commission & Parliament)
- 7% Journalists
- 8% Not-for-profit Organisations
- 4% Academics



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Sponsorship Packages

Platinum Package: \$12,500

Becoming a 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 program
- 3 complimentary delegate places
- Priority branding on main stage and on all conference banners
- 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

Gold Package: \$8,500

- Half page advert in conference program
- 2 complimentary delegate places
- Branding on main stage and on all conference banners
- 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

Silver Package: \$6,000

- Quarter advert in conference program
- 1 complimentary delegate places
- Some Branding on main stage
- Exhibition space
- Inclusion of company materials in delegate bags
- Recognition as Silver sponsor in marketing materials and press releases
- Corporate identity on conference website with link to company website

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Sponsored Catering Packages

Exclusive Sponsorship of VIP & Speaker Dinner \$9,000

- 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
- Opportunity to provide input into guest list and dinner seating plan
- Corporate identity displayed in dining area during dinner
- Corporate identity included on menu cards
- Full page color advert in program

Exclusive Sponsorship of Lunch: \$5,000

- 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 program
- 1 complimentary delegate place

Exclusive Sponsorship of Cocktail Reception: \$5,000

- 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 color advert in program
- 1 complimentary delegate place
- 5 complimentary places to attend the cocktail reception (not conference)

Exclusive Sponsorship of Refreshments (3 per day): \$3,500

- 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 color advert in program
- 1 complimentary delegate place

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

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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 Global. 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

\$1700 + cost of production

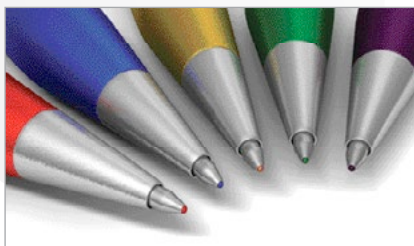
Lanyards are distributed to all delegates on arrival at the conference, ensuring high visibility of your brand throughout the event.



Data Sticks

\$1700 + 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

\$1500 + 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

\$650

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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Product Opportunities



Conference Badges

\$1250

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.



Advertise in the Delegate Handout

The delegate handout is provided both in hard copy and electronically to all attendees at the event. Placing an advert in the handout is a quick, easy and cost-effective way of getting your message across to this high level and targeted list of participants.

Please note: All page sizes are A4 (210mm x 297mm)

Color full page advert - \$600

Color half page advert - \$400

Black and white full page advert - \$400

Black and white half page advert - \$300

The options contained within are negotiable and are listed only as a guide. We look to cater for your individual requirements on a per event basis.

If you wish to discuss any of the information found in this document, please do not hesitate to contact Anne-Lise Simon.

We look forward to discussing the positive and high value promotion of your organization.

Forum Global

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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):

VIP & Speaker Dinner .. Lunch Cocktail Reception Refreshments

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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 **Anne-Lise Simon** to discuss all opportunities listed in this brochure.

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Exhibit at The 2014 Cloud Computing Policy Conference USA

Stand Size: 2.5m x 3m / Cost: \$1750 per stand



Be recognised as an important sector leader with an exclusive exhibition space during The 2014 Americas Cloud Computing Policy Conference USA.

This 1 day conference will offer exhibiting organizations 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 organization 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 organization and the products and services that you offer
- Listing of your company details on the event website along with contact details and a link to your homepage
- A special discounted rate of \$350 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:

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 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

Organization Name:

Contact Person:

Address:

City:

State:

Zipcode:

Tel: Fax: Email:

Description of organization 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 Anne-Lise Simon on +44 (0) 2920 783 023.

I would like to reserve (please indicate number) large exhibition spaces (2.5m x 3.0m) @ \$1750

Please tick here if you would also like to take advantage of the special exhibitors discounted rate of \$350 for a full page advert in the main conference brochure.

By taking out an exhibition space, one organization representative will be admitted into the venue to act as a host/hostess on your stand. Should any representatives of your organization 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 Global 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 Global. 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 \$150 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 The 2014 Americas Cloud Computing Policy Conference USA, June 2014, Washington D.C. and accepts the terms and conditions stated above.

Signature Date / /

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