

## **SPONSORSHIP PACKAGES, PARTNERSHIPS AND ADVERTISING**

### **International conference for people management „Maximizing Human and Organizational Capabilities”**

#### **Bulgarian Association for People Management**

**11 November 2016, Inter Expo Center**

#### **About Bulgarian Association for People Management**

Bulgarian Association for People Management /BAPM/ is the only one nationally represented organization of HR directors, managers, and specialists in Bulgaria. Established in July 2000, currently the BAPM members' database includes more than 2000 HR professionals, representatives of more than 850 companies. Every year BAPM organizes big international conferences under different people management topics. The Association is a member of the European Association for People Management (EAPM) and the World Federation of People Management Associations (WFPMA).

#### **Our ambition for the event**

- To present the current trend in people management area
- To show good practices of Bulgarian and international companies
- To give people management specialists opportunities to exchange ideas and experience
- To provide networking opportunities

#### **Audience:**

250-300 participants:

- HR directors and managers of Bulgarian and international companies
- HR specialists
- HR consultants
- PR specialists
- Representatives of public administration
- Representatives of NGOs
- Students

#### **Advertising campaign:**

- web site for the event
- web banner on the web site of BAPM
- e-mail communication to over 2300 people – HR directors and experts of Bulgarian and international companies
- media partners
- newsletter distributed by e-mail and posted on the web site of BAPM
- Facebook page , LinkedIn Group

### **Company flyer – 300 lv., VAT excl.**

- ✓ One company Flyer will be included in the folders with materials that each conference participant will receive; Max. size A4, up to 4 pages /the pages must be attached. If this is not done every page will be accepted as a separate flyer/. Every additional page will be charged x 50 lv.,VAT excl.

### **Branded promotional materials - 150 lv., VAT excl.**

- ✓ One piece of branded promotional material of the company will be included in the materials that each conference participant will receive. All physical characteristics of the material such as size, weight, shape, etc., must be agreed in advance with the organizers.

### **Advertisement area – 500 lv., VAT excl.**

- ✓ The company will receive space in the foyer in front of the conference room where it can assemble its own advertisement area. The decoration and the equipment used by the company must be agreed with the organizers;
- ✓ Company logo on the programme in “Exhibitors” section (*the logo will be published in both the electronic programme, announced on the event’s website, and in the printed programme, placed in the folder with materials given to the participants*).

***The combination of any two or all the three options of this section, gives you 10% discount from the final price.***

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### **Branding the badges: 1 500 lv., VAT excl.**

- ✓ Branding the badges of all the participants in the conference with the company logo. The badges are provided and branded by the organizer after the branding is approved by the company.

### **Branding the bags, which the materials of all the participants in the conference will be put in: 2 000 lv., VAT excl.**

- ✓ Branding the bags, in which the materials of all the participants in the conference will be put, with the company logo. The bags are provided and branded by the organizer after the branding is approved by the company.

### **Parallel advertisement session: 250 lv., VAT excl.**

- ✓ The company gets the right to hold a 30-minute session during the conference. The session will be held in a separate room, parallel to the main program. It will be announced in advance in the program of the event. The organizers can not commit to the number of participants who will attend the session.

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## **GENERAL SPONSOR – 10 000 lv /VAT excl./**

### **Before the event:**

- ✓ Company logo and information on the web site of the conference;
- ✓ Company logo on the invitations for the conference spread among the members and the partners of the association sent via e-mail;
- ✓ Company logo on the press releases;
- ✓ Company logo on first page in the editions of “Informator” – the monthly newsletter of association for October and November 2016;
- ✓ Advertisement in the editions of “Informator” for October and November 2016; 1 A4 page;
- ✓ Banner position /300x250/, on first page of the BAPM web site on rotation according to the availability from October to December 2016;
- ✓ Company logo with a link on all publications about the conference on the BAPM web site starting from October 2016;

### **During the event:**

- ✓ Exclusivity in the branch;
- ✓ Opportunity for a greeting speech at the conference opening;
- ✓ Company logo on the printed program;
- ✓ Company flyers in the folders with materials to be given to the participants - no limits of number (max. size A4);
- ✓ Placement of banner fixes of the company in front of the conference hall;
- ✓ Five free passes for the conference / including the whole program/;

### **After the event:**

- ✓ Company logo on the press releases;

- ✓ Company logo on first page in the edition of “Informator” – the monthly newsletter of Association, for December 2016;
- ✓ Advertisement in the edition of “Informator” for December 2016; 1 A4 page;
- ✓ Providing contact list of the participants in the conference, who have agreed to share their contacts;
- ✓ Two free direct emails to all BAPM database within 2016

### **MAIN SPONSOR – 5 000 lv. /VAT excl./**

For exclusivity in the industry: 20% surcharge

#### **Before the event:**

- ✓ Company logo and information on the web site of the conference;
- ✓ Company logo on the invitations for the conference spread among the members and the partners of the association sent via email;
- ✓ Company logo on the press releases;
- ✓ Advertisement in the edition of “Informator” for November 2016; 1 A4 page;
- ✓ Company logo with a link on all publications about the conference on the BAPM web site starting October 2016;

#### **During the event:**

- ✓ Company logo on the printed program;
- ✓ Up to two company flyers in the folders with materials to be given to the participants, / max. size A4/;
- ✓ Placement of up to 3 banner fixes of the company in front of the conference hall;
- ✓ Three free passes for the conference /including the whole program/;

#### **After the event:**

- ✓ Company logo on the press releases;
- ✓ Advertisement in the edition of “Informator” for December 2016; 1 A4 page.

## **SPONSOR – 3 000 lv. /VAT excl./**

For exclusivity in the industry: 20% surcharge

### **Before the event:**

- ✓ Company logo and information on the web site of the conference;
- ✓ Company logo on the invitations for the conference spread among the members and the partners of the association send via e-mail;
- ✓ Company logo on the press releases;
- ✓ Company logo with a link on all publications about the conference on the BAPM web site starting from October 2016;

### **During the event:**

- ✓ Company logo on the printed program;
- ✓ One company flyer in the folders with materials to be given to the participants /max. size A4/;
- ✓ Placement of one banner fixe of the company in front of the conference hall;
- ✓ Two free passes for the conference /including the whole program/;

### **After the event:**

- ✓ Company logo on the press releases;
- ✓ Advertisement in the edition of “Informator” for December 2016; 1 A4 page.

### **For more information, please contact:**

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