

Distant Sponsorship Proposal

(via web-page of the conference,
international journals, direct mail etc.)



International conference:

"Corporate Governance: a Search for Advanced Standards in the
Wake of Crisis",

May 8, 2014

Milan, Italy

About organisers

- International Center for Banking and Corporate Governance - (ICBCG)
- Politecnico di Milano
- Publishing house “Virtus Interpress”

ICBCG



- is an international research institute with a wide portfolio of research in the banking and corporate governance areas
- unites numerous participants among prominent scholars and practitioners from more than 40 countries of the world
- based at the Ukrainian Academy of Banking of the National Bank of Ukraine

Politecnico di Milano



POLITECNICO
DI MILANO

- largest technical university in Italy, with about 38,700 students
- founded in 1863, it is the oldest university in Milan
- wide research experience and close connections to the business world

Virtus Interpress



- founded in 2003
- has an expertise focused on corporate governance publishing
- supports international research and collaboration in the fields of corporate governance, banking, finance etc

Previous Experience

- We have already organized several successful conferences on corporate governance in:

- Helsinki (Finland)
- Paris (France)
- Rome (Italy)
- Sumy (Ukraine)
- Pisa (Italy)



- Planned:

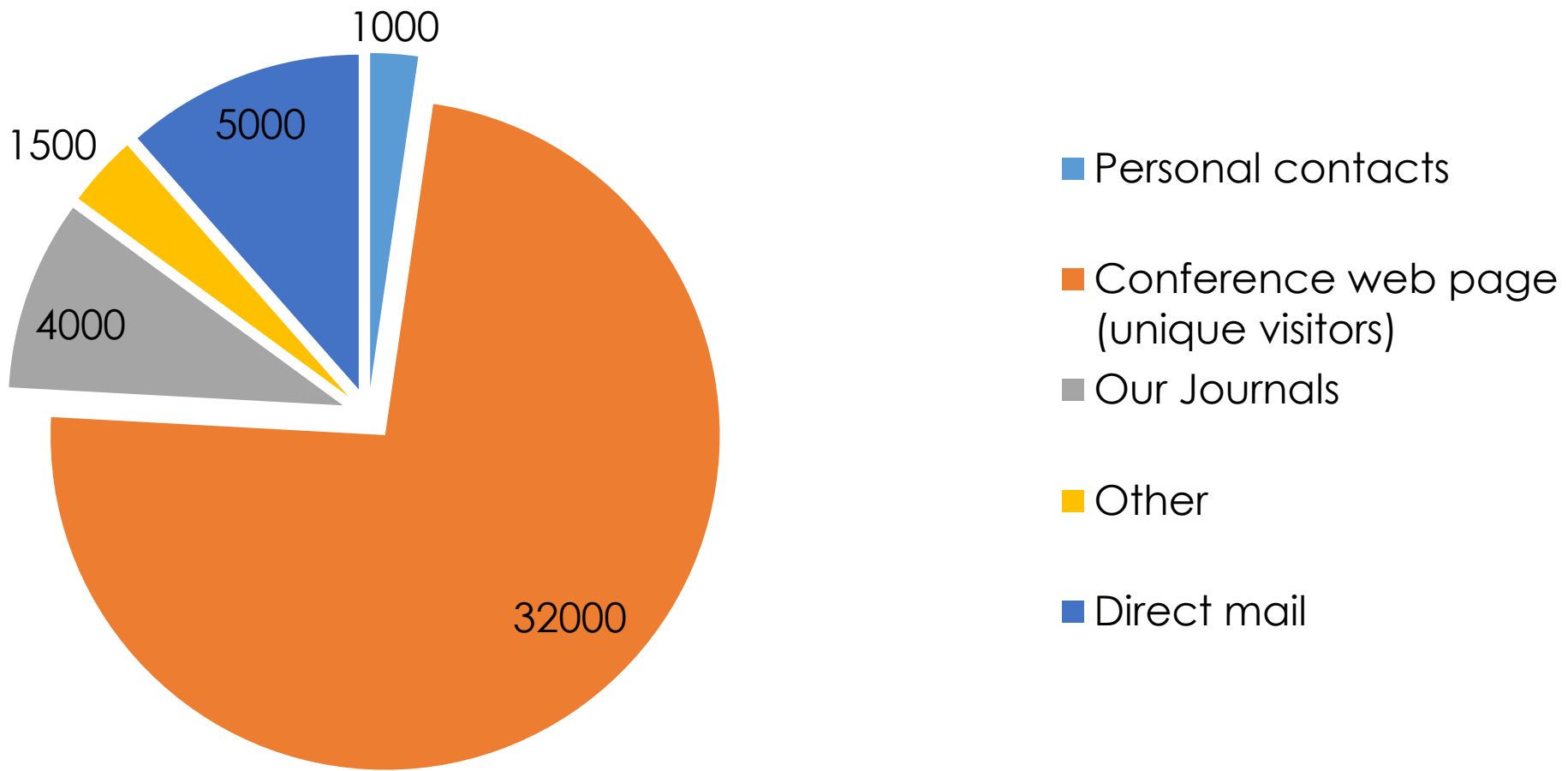
- Milan (Italy)
- Sumy (Ukraine)
- Nuremberg (Germany)
- Dubai (UAE)



Current Conference

- **Venue:** International business and financial center - Milan
- **Participants:** 50-80 experts from the academic and business circles, including national and international regulative bodies with wide geographical distribution from more than 20 countries (Europe, American countries, Asia, Middle East etc.);
- **Focus:** corporate governance changes and challenges caused by the world financial and Eurozone crises

Our Audience – more than 40 000 people per year



About distant promotional opportunities

- Your attendance at the conference is not required
- Conference web-page covers vast network of experts in corporate governance and finance (20% employed by the companies, 80% by academic institutions): more than 40 000 people per year
- Direct mail to more than 5000 experts (\approx 1000 employed by the companies, others - by academic institutions)
- Our international journals are distributed to numerous individual and institutional subscribers

Complex Distant Sponsorship (1,200 Euro)

- Corporate logo (full color) on conference website with hyperlink to your website as well as a short promotional paragraph about your company
- Information about products provided by your company at the conference web page
- Video about your company uploaded to the web page of the conference
- Video about products of your company uploaded to the web page of the conference
- Information about your contribution included in the direct mail to our network participants
- Full page advertisement of your company in one of the conference journals
- A certificate of appreciation for your contribution towards the conference
- Inclusion of your logo in the conference report, published on-line



Single Promotional Opportunities

Corporate logo (250 Euro)

- Corporate logo on conference web-page with hyperlink to your website



Corporate information (300 Euro)

- Information about your company and products on the conference web-page with hyperlink to your website as well as a short promotional paragraph about your company



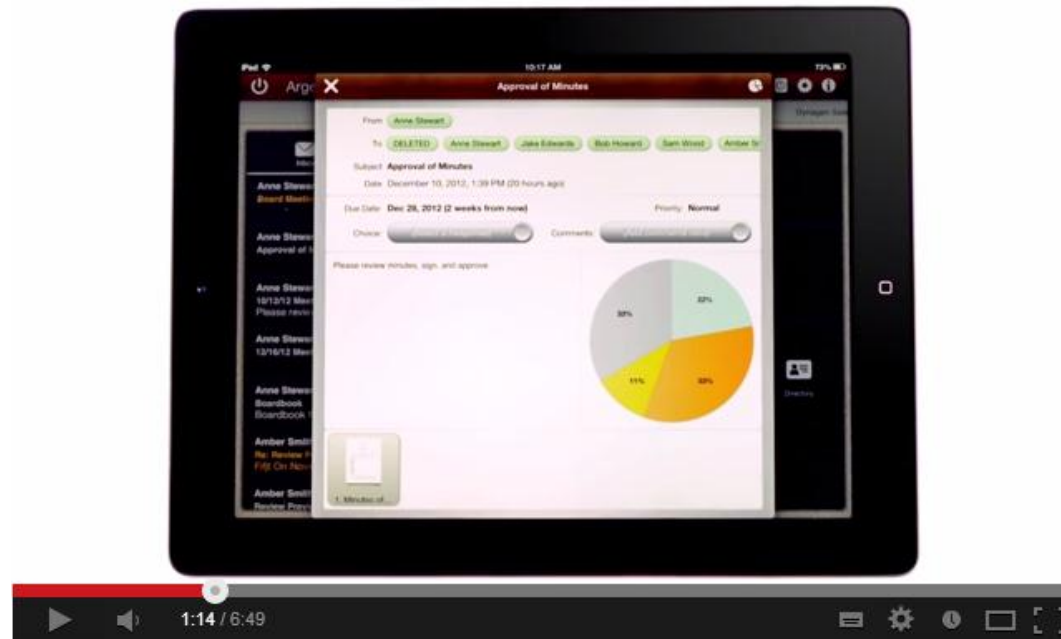
Journal ads (350 Euro)

- Full page advertisement of your company in one of the conference journals issue



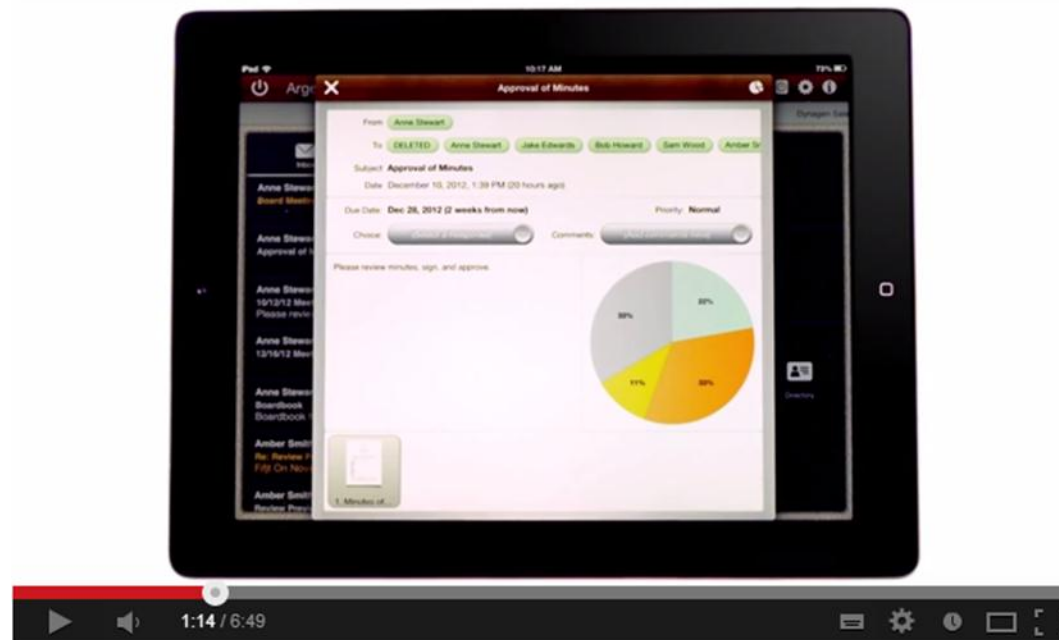
Video about your company (450 Euro)

- Video about your company uploaded to the web page of the conference



Video about your products (450 Euro)

- Video about your products uploaded to the web page of the conference



Thank you for your attention!

With expectation of fruitful cooperation,

Conference organizing team

Please address your inquiries to the member of
organizing committee: Mr. Yaroslav Mozghovyi

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www.virtusinterpress.org