Sponsorship Proposal

International conference:
"Corporate Governance: a Search for Advanced Standards in the Wake of Crisis",
May 8, 2014
Outline of the Presentation

- About us (organizers)
- Description of the conference
- Benefits for you
- Sponsorship proposals
About us (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

- 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)
  - 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

- Personal contacts
- Conference web page (unique visitors)
- Our Journals
- Other
- Direct mail

32000
Becoming a sponsor you may obtain
Internet Promotion

- Information and logo of your company at the conference web page
- Example:
Signage Rights

- Signage rights (putting your banners/stands/info desks at the conference venue, conference hall, parallel session rooms etc. Equipment should be provided by you)

- Example:
Promotion Among Relevant Experts

- Promotion through the academic and practitioners societies (we send call for papers to thousands of experts in the fields of finance, corporate governance, management)
Printed Promotion

- Your logo in the call for papers, conference program, conference materials, conference PPT background, international scientific journals etc.
Links

- Close links to the international academic and practitioners’ circles focused on corporate governance and finance
Brand Growth

- Increased exposure of your company
- Reinforced brand image
- Reputation gain
- Showcasing products and service attributes
Complex Sponsorship Offers
Silver Sponsorship (2,000 Euro)

- Verbal acknowledgement at the official opening and closing of the conference
- Signage rights in conference hall, parallel session rooms
- Corporate logo (full color) on PowerPoint holding slide displayed at the beginning and end of each session
- Corporate logo (full color) on conference materials (Folders, Memory Books, Program)
- Corporate logo (full color) on conference website with hyperlink to your website as well as a short promotional paragraph about your company
- A certificate of appreciation for your contribution towards the conference with indication of sponsorship status
Gold Sponsorship (2,500 Euro)

- Additional to Silver:
  - Signage rights in the plenary session
  - Flyer (full program page, black and white) inside all participants’ handouts
Platinum Sponsorship (3,500 Euro)

- Additional to Gold:
  - Acknowledgement as the Platinum Sponsor at the official opening and closing of the conference
  - A short speaking opportunity to welcome participants of the Conference
  - A table in the registration area to promote your company and products
  - Flyer (full program page, full color) inside all participants’ handouts
  - Advertisement in one of the conference journals
Single Promotional Opportunities
e-Logo / Flyer

- Logo (e-version) - logo of your organization on the Conference website with a hyperlink to your website as well as a short promotional paragraph about your company; **250 Euro**

- Flyer - flyer containing information of your company in the conference folders; **500 Euro**
Logo

- Logo (printed) - logo of your organization on the conference materials (folders, memo books etc.) - **500** Euro

- Logo of your organization on a Power Point holding slide displayed at the beginning and end of:
  - parallel sections - **250** Euro
  - plenary session - **500** Euro
Signage Rights

- Signage rights (banners, stands, info desks) in
  - conference parallel section rooms - 500 Euro per piece
  - conference hall - 500 Euro per piece
  - conference plenary session room - 900 Euro per piece
Ads in the Journals

- Full page advertisement of your company in one of the conference journals, 4 printed issues per year – 1000 Euro (including electronic versions of the journals)
Thank you for your attention!

With hope for fruitful cooperation,

Conference organizing team

Our contacts:

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