

# Annual Forum of Local Authorities of South-East Europe

16 - 19 May 2015,  
Plovdiv, Bulgaria

## Business Opportunities





## **LADIES AND GENTLEMEN,**

In 2015 the National Association of Municipalities in the Republic of Bulgaria (NAMRB) will be hosting the Annual meeting of local authorities from South East Europe. Hosting this large scale international forum that will be held from 16<sup>th</sup> to 19<sup>th</sup> May 2015 in Plovdiv, Bulgaria is an honor for Plovdiv Municipality and for NAMRB. Within the event are provided numerous events:

- Conference "Competence and readiness of local authorities in the Balkan region for crisis prevention and management";
- Municipal projects market;
- Business Exhibition;
- The last for the current mandate of the Bulgarian local authorities General Assembly of NAMRB;
- General Assembly of the Network of Associations of Local Authorities in South East Europe (NALAS) with the participation of delegates from over 16 countries in the region.

Business participation in the events of the National Association of Municipalities is negotiated and administered by its trade company: "NAMRB - Aktiv" Ltd. As organizer we will provide opportunities for the participation of the business during the entire Event. On the following pages you will find detailed information on the various ways in which you can present your products, services, specific projects and investment intentions to the participants in the Meeting.

Account the nature and scale of the event, it will be our pleasure and privilege to draw you as our partners in it. We will make every effort, within our capabilities, so that your participation in the Annual meeting of local authorities from South East Europe will be beneficial for your brand objectives and clients.

The Event is held on the territory of International Fair – Plovdiv.

We welcome your requests for interest till 04/30/2015 to the attached details at the end of this invitation.

Yours sincerely

**Silviya Georgieva**

Manager "NAMRB-Aktiv" Ltd.

## OPPORTUNITIES FOR PARTICIPATION IN BRIEF

### *General sponsor*

6000€ without VAT

To the General sponsor we offer an unique opportunity to participate and the exclusive branding of the entire Event as well presence in all informational and promotional materials, invitations, conference materials, messages.

Your company will be promoted before and after the event through the communication channels of the Association in communications and event news. We give an opportunity for welcoming and speech to all participants of the dinner. Four your representatives will be entitled to access to the entire Program of the Event.

### *Exclusive partner*

To the Exclusive partner we offer the opportunity for participation in one of the two panels within the Event:

3 000 € without VAT

- Conference "*Competence and readiness of local authorities in the Balkan region for crisis prevention and management*" and
- Municipal projects Market

We will ensure the presence of Exclusive partner in all informational and promotional materials, invitations, conference materials, messages. The Exclusive partner could make a presentation and branding panel, and use the exhibition space. Two of his representatives will be entitled to access to the entire Program of the Event.

4500€ without VAT

### *Sponsor of its own Forum of the Program*

You will have the opportunity for welcoming speech and for a presentation in a working session of the Event Program, as well for Hall branding and for distribution of advertising materials. You will be promoted through NAMRB communication channels in communications and Event news. You could use an exhibition space and the option for exclusively branding of the panel. Four your representatives will be entitled to access to the entire Event Program.

### *Coffee break Sponsor*

We will provide you with rights for branding venues for Coffee breaks, to distribute your promotional materials during the coffee break, and to put advertising brochures in conference folders.

1 700€ without VAT

### *Participant in a business exhibition*

Thre are two options that you can use:

600€ without VAT

negotiable

- Rent of standard stand of 6 sq.m. in the galleries of Pavilion № 6, where stands of municipalities, companies and all operational programs will be arranged.
- **Rent outdoor exhibition area** – you will be provided the opportunity to rent outdoor exhibition area between Pavilions № 6 and № 3 for presentation of products, services, etc.

### *Company Presentation*

Presentation of your products, services and successful projects up to 10 minutes on the main stage at Pavilion 6 in the period from 16.00 to 18.00 h. on 17 May.

600 € without VAT

### *Advertising participant*

450 € without VAT

You will be promoted through presence with advertising materials provided to all participants in the Event, along with conference folders .



The General Sponsor company will have the exclusive opportunity to brand the entire Event and to have presence in all informational and advertising materials - invitations, conference materials, messages.

✓ **Participation in the Event Program:**

- statement of gratitude to the Sponsor during the formal dinner - the only part of the event, which will be attended by all participants;
- welcoming speech and statement up to two minutes by a representative of the Sponsor during the formal dinner.

✓ **Branding:**

- exclusive rights for branding of the whole Event - accommodation of banners, transparencies, flag, etc. at your own discretion, agreed with the Organizer;
- placing company's/organization's logo and name on screen wallpaper during Event forums;
- using of indoor exhibition area – built standard stand 6 sq.m (consisting of construction "Syma" or "Octanorm" and including the following minimum equipment: walls, flooring, electrical connection, one contact, lighting, electricity consumption, frieze, three shelves levels, a table and two chairs) in Pavilion №6, where the entire program of the meeting will be held on 17 May and NAMRB General Assembly on 18 May.

✓ **Advertising:**

- promoting the Sponsor through NAMRB communication channels in covering the Event (website, newsletter, etc.);
- placing advertising inserts in the conference folders of the participants;
- placing the Sponsor's logo, company description and contact details (up to 100 words) in the Event Program;
- publication of advertising on ½ inside page in the NAMBR Information Bulletin distributed in all municipalities and on a whole page in the NAMRB Bulletin in one piece before and after the Event;
- opportunity for dissemination of Sponsor's promotional materials (folders, bags, hats and more.) or promotional activity – raffle, prizes distribution and other;

✓ **Registration Rights:**

- up to four Sponsor representatives are entitled to access to the business program of the Event, accommodation and catering.

You may be **Exclusive partner** of **two** forums on the Program of the Event:

- Municipal projects Market on 17<sup>th</sup> May;
- Conference "Competence and readiness of local authorities in the Balkan region for crisis prevention and management" on 18<sup>th</sup> May.

Each package for **Exclusive partner** includes:

✓ **Participation in the Event Program:**

- welcoming by Partner's representative and presentation up to five minutes during the relevant forum.

• **Branding:**

- placing of up to 2 banners in the hall of the relevant forum
- placing Partner's logo on screen wallpaper during relevant forum.

✓ **Advertising:**

- placing Partner's advertising brochures in conference folders of all participants (up to two printed pages, on both sides printed A4);
- printing of Partner's logo, description of its activities and contact details (up to 100 words) in the Event Program;
- opportunity to distribute promotional materials to participants in the forum;
- publication of Partner's name and logo in NAMRB Electronic Bulletin in Event messages - 2 pieces (before and after it);
- publication of advertising on ½ inside page in NAMBR Information Bulletin distributed in all municipalities and on ¼ page in NAMRB Electronic bulletin in one piece before and after the Event;
- using of indoor exhibition area – built standard stand 6 sq.m (consisting of construction "Syma" or "Octanorm" and including the following minimum equipment: walls, flooring, electrical connection, one contact, lighting, electricity consumption, frieze, three shelves levels, a table and two chairs) ) in Pavilion №6, where the entire program of the meeting will be held on 17 May and NAMRB General Assembly on 18 May.

✓ **Registration Rights:**

- up to two Sponsor representatives are entitled to access to the business program of the Event, accommodation and catering.



## ORGANIZATION OF OWN FORUM IN THE EVENT PROGRAM

This is an exclusive package that will be provided only to one Partner in the Event and it includes:

✓ **Participation in the Event program:**

- Organization of a Seminar, included in the official joint Program of the entire Event on 17th, May from 15:30 to 18:00 h. in a small Hall of Pavilion № 6 at the International Fair Plovdiv;
- The subject, the program, the speakers, presentations and materials for the Seminar will be prepared by the Partner after agreement with the organizer;
- Expression of gratitude to the Partner in the opening of Municipal project market and Business Exhibition;

✓ **Advertising:**

- using the name of the Event in Partner marketing materials;
- distribution of advertising material by a Partner's team before the Seminar beginning outside the Hall where it takes place;
- placing Partner advertising brochures in conference folders of all participants (two printed pages, both sides printed A4);
- printing of Partner logo and information up to 100 words for the Partner in the Event Program;
- coverage in all messages and news about the Annual Meeting on NAMRB's website ([www.namrb.org](http://www.namrb.org)) and in its electronic bulletin (weekly edition, distributed to more than 3,500 subscribers from municipalities and central government).

✓ **Branding:**

- Placing banners in the Hall, where the Seminar is being held.

✓ **Registration rights:**

- Up to four representatives of the Partner are entitled to access to all forums of the Event, accommodation and catering.

**Notes:**

\*Providing of Hall and a technical equipment (sound and demonstration equipment) is the responsibility of "NAMRB-Aktiv 'Ltd. and is at its expense. The Hall will be equipped with a screen, multimedia, laptop and four microphones.

\*\*Translation from and into English and translation equipment (if necessary), as well is the responsibility of the Partner and for its own account.

\*\*\* NAMRB-ACTIV Ltd. is not responsible for the provision of a minimum number of participants in the Seminar.

## PARTICIPANT IN BUSINESS EXHIBITION

You have the option to present your products and services as well through the exhibition space and company presentations. It will be organized in the galleries of Pavilion 6 on 17<sup>th</sup> and 18<sup>th</sup> May. In the main Hall of the Pavilion 6 on 17 May will be held Municipal projects Market, and on 18 May till lunch - the General Assembly of NAMRB.

The options that you can use are:

### Rent indoor exhibition area

**600 € without VAT**

Built standard stand 6 sq.m (consisting of construction "Syma" or "Octanorm" and including the following minimum equipment: walls, flooring, electrical connection, one contact, lighting, electricity consumption, frieze, three shelves levels, a table and two chairs) in Pavilion №6.

Constructions of exhibition stands with dimensions different from those provided is not allowed.

### Rent outdoor exhibition area

**negotiated**

- Hiring of open space between the Pavilion №6 and Pavilion №3 for presentation of goods, services, demonstrations;
- Attraction of participants for these meetings and events are a commitment of exhibitors

The cost of open exhibition space is individually negotiated, depending on the number, type and size of the exhibits.

**600 € without VAT**

### COMPANY PRESENTATION ON MAIN STAGE IN PAVILION 6

- Presentation of your products, services and successful projects of up to 10 minutes on the main stage at Pavilion 6, in the period from 16.00 to 18.00 h. on 17<sup>th</sup> May;
- At the same time in the galleries of Pavilion 6 will be conducted informational meetings with the Managing authorities of Bulgarian Operational Programs.



## OTHER OPPORTUNITIES TO PARTICIPATE IN THE EVENT

### SPONSOR COFFEE BREAK

**1 700 € without VAT**

In the Event Program will be provided for two coffee breaks. You can choose which one of them to sponsor. By your wish you may deliver coffee cups, branded with your company logo. The package includes:

✓ **Branding:**

- Placing up to 4 banners near places where coffee break will be served;

✓ **Advertising:**

- Placing of Sponsor's advertising inserts in conference folders of all participants (two both sides printed pages, A4);
- Printing Sponsor's logoq its activity description and contact details (up to 100 words) in the Event Program;
- Opportunity to distribute promotional materials during the coffee break.

### ADVERTISING PARTICIPANT

**450 € without VAT**

Includes placement of advertising materials (leaflets, flyers, leaflets, brochures) in conference folders of all participants (A4 up to 4 printed pages).



## **CONDITIONS FOR PARTICIPATION WITH SPONSORSHIP PACKAGES**

- ❑ Buying a sponsorship package is done through signing of an individual contract;
- ❑ In case your company is interested in any of the proposed package, please let us know in writing to the mentioned below e-mail, no later than 30<sup>th</sup> April;
- ❑ When more than two companies expressed interest to one of the packages, the advantage will be to the one that first confirmed in writing its willingness to sponsor to the mentioned below e-mail address;
- ❑ The Sponsors will provide all advertising materials that will be distributed and placed at the Event;
- ❑ The organizers do not guarantee that company competitive to yours will not participate as an Event sponsor with another sponsorship package;
- ❑ Organizers are not responsible for attendance and interest towards exhibition areas, presentations and meetings organized within the Event;
- ❑ If you do not find among our proposals the right way suitable for your presentation, we are open to customize the packages to the possible extent, so as to meet your company needso!

**MORE INFORMATION about the Event, opportunities and conditions for participation:**

**Rumyana Toshkova Expert "Events"**

**“NAMRB-Aktiv” Ltd.**

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