

## SPONSORSHIP OPPORTUNITIES, BREAKDOWN & COSTS

Transatlantic Events have designed a number of different Sponsorship Packages to ensure that every company has the opportunity to gain maximum exposure before, during and after our events. Each package will market your company to highly targeted key decision makers and will ensure the utmost of care and attention when meeting (and exceeding) your marketing strategy.

The following packages have been designed so as to put your company to the forefront of our events. They have a number of characteristics which will benefit your company as follows:

### ● **Lead Sponsor**

- ✍ You will have the opportunity to be allocated a prime speaking position in the conference programme.
- ✍ You will have the opportunity to chair one day of the conference (subject to availability).
- ✍ Your corporate logo will feature on the front page of the conference brochure, under the heading "Official Lead Sponsor", which will be circulated to over 20,000 carefully targeted senior executives across the UK, North America and Europe.
- ✍ A slide carrying your corporate logo and the conference title will appear as the front screen during the breaks and between sessions. Extensive signage announcing the sponsorship will feature prominently throughout the venue for the duration of the conference.
- ✍ A brief profile of your company will appear within the conference brochure and pre-mailers. This will carry your corporate logo and a profile of your company's products or services relevant to the conference topic.
- ✍ A 3 metre by 2 metre display area (space only) for exhibiting.
- ✍ Five complimentary delegate places.
- ✍ Brochure & corporate profile within the documentation packs.
- ✍ A full delegate list before the event for your pre-marketing use.

**Total cost: £10,000 UK (\$15,000 USA\*)**

### ● **Associate Sponsor**

- ✍ You will have the opportunity to be allocated a prime speaking position in the conference programme.
- ✍ Your corporate logo will feature on the front page of the conference brochure, under the heading "Official Sponsor", which will be circulated to over 20,000 carefully targeted senior executives across the UK, North America and Europe.
- ✍ Extensive signage announcing the sponsorship will feature prominently throughout the venue for the duration of the conference.
- ✍ A brief profile of your company will appear within the conference brochure and pre-mailers. This will carry your corporate logo and a profile of your company's products or services relevant to the conference topic.
- ✍ A 3 metre by 2 metre display area (space only) for exhibiting.
- ✍ Two complimentary delegate places.
- ✍ Brochure & corporate profile within the documentation packs.
- ✍ A full delegate list before the event for your pre-marketing use.

**Total cost: £8,000 UK (\$12,000 USA\*)**

\* Conversion rate is based on £1.00 = \$1.50

## SPONSORSHIP OPPORTUNITIES, BREAKDOWN & COSTS

Why not have your company host one of the social opportunities that will be available with the event? These are a great way to bring your company into the limelight and are popular events enabling people to become acquainted in a social atmosphere while pursuing business contacts. The sponsors of these events will have the opportunity to greet and welcome guests as they arrive.

### ● **Gala Dinner**

- ✍ Due to the exclusivity of the Gala Dinner, there would be only one Gala Dinner sponsorship offered per conference.
- ✍ If the Gala dinner sponsorship is agreed prior to printing of the conference brochure, then the sponsor will be accredited as the host and the corporate logo will be displayed accordingly.
- ✍ Transatlantic Events will advise the sponsor on menu options and number of courses served.
- ✍ The sponsor is responsible for ensuring that Transatlantic Events receives bromides of the corporate logo ready to use for printing.
- ✍ The Gala dinner will be hosted on the first evening of the conference and will commence between 20:00 – 20:30.
- ✍ The sponsor may invite support staff (a maximum of five) to help accommodate diners and maximise networking opportunities.
- ✍ The dinner host may give a 15 minute speech, which can be supported with a corporate video should they so wish.
- ✍ The sponsor will receive a delegate list three weeks prior to the event so that they can indicate whom they would most like to meet and welcome onto their table (provided the sponsor is a fully paid delegate).
- ✍ The sponsor will receive a formal delegate list three weeks after the event.

**Total cost: £2,000 UK + food + beverages (\$3,000 USA\* + food + beverages)**

### ● **Private Dinner Party**

A private dinner party will allow your company the opportunity to hand pick the conference delegates who would be most appropriate for you to network with in a highly interactive and informal manner.

- ✍ The sponsor will receive a conference delegate list three weeks prior to the event, so that they may indicate whom they would most like to meet.
- ✍ Printed invitations, bearing your corporate logo, will be sent to each delegate prior to the event.
- ✍ All invitations will be made (for protocol reasons) via Transatlantic Events.
- ✍ Transatlantic Events will work with the sponsor to ensure complete discretion and success of the evening.
- ✍ Transatlantic Events will introduce the sponsor to his / her guests and, if required, assist in accommodating the guests.
- ✍ The sponsor will receive a formal delegate list three weeks after the event.
- ✍ This package is only available to delegates / corporations who are already attending the conference.

**Total cost: £2,000 UK + £50 per head + food + beverages (\$3,000 USA\* + \$75 per head + food + beverages)**

\* Conversion rate is based on £1.00 = \$1.50

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### 🍷 Cocktail Reception

- ✍ 10 – 15 minute welcome speech at the start of the Cocktail Reception.
- ✍ Printed invitations, bearing your corporate logo, will be sent to each delegate prior to the event.
- ✍ A brief profile of your company will appear within the conference brochure and pre-mailers. This will carry your corporate logo and a profile of your company's products or services appropriate to the conference topic.
- ✍ A 3 metre by 2 metre display area (space only) for exhibiting.
- ✍ Two complimentary delegate places.
- ✍ Brochure & corporate profile within the documentation packs
- ✍ A full delegate list before the event for your pre-marketing use.

**Total cost: £ 5,000 UK + beverages (\$7,500 USA\* + beverages)**

### 🍽 Lunch

- ✍ 5 – 10 minute welcome speech at the start of the lunch.
- ✍ A brief profile of your company will appear within the conference brochure and pre-mailers. This will carry your corporate logo and a profile of your company's products or services appropriate to the conference topic.
- ✍ Transatlantic Events will advise the sponsor on menu options and courses served.
- ✍ A 3 metre by 2 metre display area (space only) for exhibiting.
- ✍ Two complimentary delegate places.
- ✍ Brochure & corporate profile within the documentation packs.
- ✍ A full delegate list before the event for pre-marketing use.

**Total cost: £5,000 UK + food + beverages (\$7,500 USA\* + food + beverages)**

### 🍾 Champagne Round Tables

Take advantage of these highly successful interactive and informal sessions to discuss how your counterparts are dealing with the similar problems faced by the changing markets. If your company requires guidance on specific issues, recent developments or simply if you use it as a method of networking, visit the most relevant table for you. Each table will feature one of the faculty speakers as mediator. Places will be limited and so delegates will be required to pre-book.

- ✍ A brief profile of your company will appear within the conference brochure.
- ✍ Printed invitations, bearing your corporate logo, will be sent to each delegate prior to the event.
- ✍ Each table will have table flags with the sponsor's logo.
- ✍ A full list of delegates for will be provided before the event for your pre-marketing use.

**Total cost: £5,000 UK + beverages (\$7,500 USA\* + beverages)**

### ☕ Coffee Refreshment Break

Essential for all conferences, and an ideal time to get your company noticed by a captive audience.

- ✍ Sponsors who take advantage of this option prior to the conference brochure going to print will be accredited as "Official Sponsors" and their corporate logo will be accordingly displayed.
- ✍ Sponsors will be encouraged to provide Transatlantic Events with a banner displaying the corporate logo so that we can adorn the main refreshment table with it.

**Total cost: £1,000 + beverages (\$1,500 USA\* + beverages)**

\* Conversion rate is based on £1.00 = \$1.50

## SPONSORSHIP OPPORTUNITIES, BREAKDOWN & COSTS

If your company would like to take a more active role in the event and get your companies ideas across, we have designed two packages to help you achieve this.

### ● **Workshop Forum**

These will take place the day prior to, and the day after the conference.

- ✍ Your corporate logo will appear within the official conference brochure along with a brief background on the company and the workshop speakers.
- ✍ Corporate signage during the workshop.
- ✍ It is the responsibility of the sponsor to write the program, provide a list of speakers and supply the corporate logos two weeks prior to publishing the brochure.

**Total cost: £3,000 UK (\$4,500 USA\*)**

### ● **Talk Topic Sponsorship**

This is the perfect opportunity for your company to promote your particular corporate strength to an audience specific to your industry.

- ✍ Your corporate logo will appear next to the sponsored talk topic, within the official conference brochure.
- ✍ Corporate signage during the sponsored session.

**Total cost: £3,000 UK (\$4,500 USA\*)**

JAVA EVENTS will also give companies the opportunity to make sure that every delegate receives something from your company to take with them after the event and this can be done in two ways.

### ● **Delegate Workbook Inserts**

- ✍ Sponsor will provide corporate brochure / leaflet, size no larger than A3 folded, which JAVA EVENTS will place into every delegate workbook.
- ✍ It is the responsibility of the sponsor to ensure that Transatlantic Events has received all relevant materials that need to be included in the workbooks no later than two weeks prior to the conference date.

**Total cost: £1,000 UK (\$1,500 USA\*)**

### ● **Promotional Gifts**

- ✍ Consists of distribution of your own promotional gifts or bags.
- ✍ The sponsor will be responsible to forward to Transatlantic Events all promotional materials no later than two weeks prior to the conference date.
- ✍ Transatlantic Events will place the goods on all delegates' conference tables. For branded bags, Transatlantic Events will use them to distribute delegate workbooks.
- ✍ Sponsor must supply Transatlantic Events with ready made branded goods.

**Total cost: £1,000 UK (\$1,500 USA\*)**

\* Conversion rate is based on £1.00 = \$1.50



## **SPONSORSHIP OPPORTUNITIES, BREAKDOWN & COSTS**

In our continuing effort to ensure that Transatlantic Events offer your company the most from our events, if any of the above packages need specific tailoring to your company's requirements, we will do our utmost to help you achieve your marketing strategy.

Any further enquiries, please do not hesitate to contact us:

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