

## 4<sup>th</sup> South East Europe Energy Dialogue

### *Sponsorship Opportunities & Supporters' Benefits*

Most of IENE's events are open to sponsorship and financial support from businesses and organizations. Sponsors are usually organizations and corporations operating within the broader energy field, (e.g. oil, gas, electricity, renewables). Organizations and companies from other fields such as, banking, financial services and law may also become sponsors. The amounts involved in the sponsorship and financial support of IENE events vary and are determined according to the standards and organizational conditions involved each time.

The convening of an international gathering such as the 4<sup>th</sup> South East Europe Energy Dialogue requires very high standards of organisation which is a prerequisite for the success of this unique regional conference. Now in its fourth year the S.E. Europe Energy Dialogue is an established event which attracts hundreds of delegates from all countries of the region but also from all over Europe and Eurasia. In addition there is good participation from several international organizations including the IEA, the World Bank, the EBRD, the Energy Charter, the Energy Community, the European Community etc.

The 4<sup>th</sup> SEEED is open to sponsorship and benefits for potential Sponsors and Supporters include the following:

**1. The logo and name** of each sponsor is displayed in various ways, such as:

- On the printed announcements that circulate and are distributed before each event.
- On all advertisements that are published in the Press.
- On the backdrop of the stage (wherever this is available) and on all the banners which are usually put up in the areas where the event is held, as well as on publicity posters.
- On the event's special pages on the Internet, via [www.energia.gr](http://www.energia.gr) and [www.iene.gr](http://www.iene.gr).
- On the event's official programme.
- On all printed matter distributed to the delegates.
- On the folder containing the documentation, which is sent out before and after each event and contains press releases, the conference's programme, etc.
- On the video cards projected on the screen during the event.
- On the cover of the volume containing the abstracts and speakers CV's.

- On the menu of the official luncheon or dinner (if the event includes one).
- 2. The possibility for a representative of the sponsor to speak during the event or to coordinate one of its sessions.
- 3. The sponsor's name is mentioned in all press releases are sent out to the media.
- 4. The sponsor's name & logo appears on the first right-hand page of the volume containing the event's proceedings, or on the cover of the CD with the proceedings, which are published and distributed after the event.
- 5. Each sponsor has the opportunity to distribute printed and other material (e.g. CD-ROMs) concerning his business' products and activities during the event. This material is included in the conference bag or folder given to of each delegate upon registration.
- 6. A representative of the sponsor may seat at the table of the speaker during the official luncheon or dinner (in the case where the event includes such an activity).
- 7. The sponsor is entitled to register certain number of participants free of charge in the event, chosen from its executives and associates. This number depends on the level of funding provided and the type of event.
- 8. Each sponsor has a right to free advertising space in selected IENE publications.
- 9. Each sponsor is entitled to certain month's free inclusion of its logo on IENE's web site.

All the above describe the usual benefits that a Sponsor or Supporter at the 4<sup>th</sup> SEEED normally enjoys. According to the particular profile of the supporting organisation, it is possible that further benefits can be offered which are not described in the above list. Such benefits are mentioned in writing in the "Sponsorship" agreement which is usually established between IENE and Sponsor/Supporter. Interested Sponsors or Supporters receive first a written proposal with the detailed list of the specific benefits offered by IENE for each specific event or publication or study project.

### **Sponsorship Opportunities**

There are five of Sponsorship categories for the 4<sup>th</sup> SEEED:

- (i.) Major Sponsor

- (ii.) Sponsor
- (iii.) Supporter
- (iv.) Event Sponsorship
- (v.) Conference Material Sponsor

➤ *Major Sponsor*

The Conference will have a sole Major Sponsor, whose total contribution amounts to 50,000€ + 21% VAT. The Major Sponsor is entitled to 30 free conference registrations including participation in the official luncheons and dinner. The Major Sponsor will simultaneously be the exclusive sponsor of the Conference's official conference dinner on June 3.

➤ *Sponsor*

There will be several conference sponsors with each one contributing 30,000€ + 21% VAT each. Each Sponsor is entitled to 15 free registrations.

➤ *Supporter*

Each Supporter will contribute € 15,000 + 21% VAT and is entitled to 5 free registrations.

➤ *Event Sponsors*

The Sponsor of an individual event has the opportunity of contributing towards the cost of one of the following:

- Speakers' Dinner (June 2) € 10,000
- Coffee Breaks, 1st day (3 coffee breaks) € 5,000
- Coffee Breaks, 2nd day (2 coffee breaks) € 4,000
- Buffet Lunch, 1st day € 8,000
- Seated Lunch, 2nd day € 12,000
- Cocktail Reception, 1st day € 5,000

➤ *Conference Material Sponsors*

Sponsoring possibilities also exist for a number of support material, such as:

- Book of Abstracts (1) € 6,000
- Conference briefcase (2) € 5,000
- Badges (3) € 4,000
- Writing pens (4) € 2,000

(1) Each Sponsor's logo will be displayed on the first right hand page and also on the back page of the volume containing the Conference's abstracts and main contributors' and CV's.

(2) The Sponsor's logo will appear on the outer side of the briefcase next to IENE's logo.

(3) The sponsor's logo will appear on all delegates badges.

(4) If the Sponsor already has pens bearing his company's logo, 300 pieces must be contributed for the conference's needs.