

5th South East Europe Energy Dialogue

Sponsorship Opportunities & Supporters' Benefits

Most IENE 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 5th 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 fifth 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 high level participation from several international organizations including the IEA, the World Bank, the EBRD, the EIB, the Energy Charter, the Energy Community, the European Community etc.

The 5th SEEED is open to sponsorship and benefits for potential sponsors and supporters include the following:

- 1. The logo and name** of each sponsor or supporter to be displayed in various ways, such as:
 - On the printed announcements which are distributed before the event.
 - On all advertisements that are published in the Press.
 - On the backdrop of the stage and on all banners which are usually located in the areas where the event is being held, as well as on publicity posters.
 - On the event's special pages on the internet, via www.energia.gr and www.iene.gr.
 - On the event's official programme.
 - On all printed matter distributed to the delegates.
 - On the folder containing the conference documentation, which is given to each delegate upon registration
 - On the video card projected on the screen during the event.
 - On the cover of the volume containing the conference abstracts and speakers CV's.

- On the menu of the official dinner.
2. The possibility for a representative of the sponsor to speak during the event or participate in one of its panel discussions or to coordinate one of its sessions.
 3. The sponsor's name will be mentioned in all press releases which are sent out to the media.
 4. The sponsor's name & logo to appear 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 will have the opportunity to distribute printed and other material (e.g. CD-ROMs) concerning his business' products and activities during the conference. This material may be included in the conference folder if it is in the form of a slim brochure. Otherwise it will be displayed next to the registration desk.
 6. A representative of the sponsor may seat at the table of the speaker during the official conference dinner.
 7. Each sponsor or supporter is entitled to register certain number of participants free of charge in the event, chosen from its executives and associates. The number depends on the level of funding to be provided.
 8. Each sponsor has a right to free advertising space in selected IENE publications.
 9. Each sponsor is entitled to certain months' free inclusion of its logo on IENE's web site.

All the above describe the usual benefits that a sponsor or supporter at the 5th SEEED may normally enjoy. According to the particular profile of the supporting organisation, it is possible that further benefits can be offered by IENE which are not included in the above list. Such benefits are mentioned in writing in the "Sponsorship" agreement which is usually established between IENE and each Sponsor/Supporter. Interested sponsors or supporters receive first a written proposal with the detailed list of the specific benefits that can be offered by IENE.

Sponsorship Opportunities

There are five of sponsorship categories for the 5th SEED:

- (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 30,000€ + 23% VAT. The major sponsor is entitled to 25 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 2.

➤ *Sponsor*

There will be several conference sponsors with each one contributing 20,000€ + 23% VAT each. Each sponsor is entitled to 10 free registrations.

➤ *Supporter*

Each Supporter will contribute € 10,000 + 23% VAT and is entitled to 5 free registrations.

➤ *Event Sponsors*1*

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

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| • Speakers' Dinner (June 1) | € 6,000 |
| • Coffee Breaks, 1st day (3 coffee breaks) | € 4,000 |
| • Coffee Breaks, 2nd day (2 coffee breaks) | € 3,000 |
| • Cocktail Reception, 1st day | € 6,000 |
| • Buffet Lunch, 1st day | € 7,000 |
| • Buffet Lunch, 2nd day | € 5,000 |
| • Official Conference Dinner*2 (2/6) | €10.000 |

A 23% VAT charge is applied to the above prices

➤ *Conference Material Sponsors*3*

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

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| • Book of Abstracts ⁽¹⁾ | € 5,000 |
| • Badges ⁽²⁾ | € 3,000 |

- Writing pens ⁽³⁾ € 2,000

Again, a 23% VAT charge is applied to the above prices

(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 contributors' CV's.

(2) The sponsor's logo will appear on all delegate badges.

(3) If the sponsor already has pens bearing his company's logo, 200 pieces must be contributed for the conference's needs.

**1 There will be a limited number of free registrations for Event Sponsors.*

**2 In case that there will be no Major Sponsor.*

**3 Conference material sponsors are not entitled to free registrations.*

Registrations will be charged though at reduced IENE member's rates.