



INTERNET ADVERTISING CONFERENCE

13th February 2020

PARTNERSHIP BROCHURE

CONFERENCE IN A NUTSHELL

- **VENUE: O2 UNIVERSUM** (<http://o2universum.cz/en/?page=>)

Českomoravská 2345/17, 190 00 Praha 9

- **DATE: 13th FEBRUARY 2020**

13th edition of the conference

- **PARTICIPANTS 500+**

Marketing and online communication leaders

Top management level online advertisers

Media and advertising agency experts

Content providers

Politicians, government officials

Investors

SPIR members

Journalists

CONFERENCE IN A NUTSHELL

- **MAIN TOPICS:**

- Artificial Intelligence (AI) and Current Digital Trends

- Programmatic Smart Advertising

- Focus on User Data: an Inspiration from Abroad

- Workshops: Programmatic Advertising for Beginners

- Media Planning

- **SPIR: ABOUT THE ORGANIZER**

SPIR is a professional association active in the field of internet advertising since 2000. The membership base of the association currently has a total of 50 members. SPIR dedicates its activities not only to the field of internet advertising and marketing services, but increasingly affects others non advertising areas such as the legal aspects of Internet business communications with government authorities etc. It also provides expert analysis of the development of the Internet market in the country. Last but not least, SPIR is a self-regulator of audiovisual and copyrighted content on the Internet and guarantees the self-regulatory framework for online behavioral advertising (OBA) in the Czech Republic.

1. PARTNERSHIP PACKAGES

- The packages are tailored to enable a comprehensive and complex presentation of your company at the most important domestic conference on online advertising and digital marketing.
- Don't hesitate to contact us for specific requirements, as the offer may be customized to be the best fit for your promotional goals.

GOLD PARTNER

250 000 CZK (excl. VAT)

BENEFITS:

- **Lecture within the program;** includes a fully equipped room; the program will be published on the conference website and social media; an email invitation will be sent to all registered participants 14 days before the conference; the content and time allocation in the program must be approved by the Organizing Committee.
- **8 free admissions** to the conference
- **12 m2 exhibition space;** priority of choice
- **4 free exhibitors' passes;** access to the exhibition only
- **1 roll-up banner in the main lecture hall**
- **2 roll-up banners in the exhibition area**
- **Company logo on participants' badges**
- **50-word company profile** in the Partners section of the website
- **General benefits:**
 - Company logo with hyperlink on the website in the Partners section
 - Company logo in all conference promotional materials
 - Company logo on partner roll-up banner at venue
 - Company logo in PPT presentation that runs in halls during breaks
 - Company leaflets will be placed at the registration area

SILVER PARTNER

130 000 CZK (excl. VAT)

BENEFITS:

- **5 free admissions** to the conference
- **9 m2 exhibition space**
- **3 free exhibitors' passes**; access to the exhibition only
- **1 roll-up banner in the main lecture hall**
- **1 roll-up banner in the exhibition area**
- **40-word company profile** in the Partners section of the website
- **General benefits:**
 - Company logo with hyperlink on the website in the Partners section
 - Company logo in all conference promotional materials
 - Company logo on partner roll-up banner at venue
 - Company logo in PPT presentation that runs in halls during breaks
 - Company leaflets will be placed at the registration area

BRONZE PARTNER

80 000 CZK (excl. VAT)

BENEFITS:

- **3 free admissions** to the conference
- **6 m2 exhibition space**
- **2 free exhibitors' passes**; access to the exhibition only
- **1 roll-up banner in the exhibition area**
- **30-word company profile** in the Partners section of the website
- **General benefits:**
 - Company logo with hyperlink on the website in the Partners section
 - Company logo in all conference promotional materials
 - Company logo on partner roll-up banner at venue
 - Company logo in PPT presentation that runs in halls during breaks
 - Company leaflets will be placed at the registration area

GARNET PARTNER

40 000 CZK (excl. VAT)

BENEFITS:

- **1 free admission** to the conference
- **3 m2 Tabletop**; a table, 2 chairs, electricity
- **1 free exhibitor pass**; access to the exhibition only
- **1 roll-up banner in the exhibition area**
- **30-word company profile** in the Partners section of the website
- **General benefits:**
 - Company logo with hyperlink on the website in the Partners section
 - Company logo in all conference promotional materials
 - Company logo on partner roll-up banner at venue
 - Company logo in PPT presentation that runs in halls during breaks
 - Company leaflets will be placed at the registration area

2. OTHER PROMOTIONAL OPPORTUNITIES

Mobile App (Exclusive)

35 000 CZK (excl. VAT)

- Become the app partner; your logo, company profile and hyperlink will be visible to all participants upon logging in.
- The app is an essential platform that enables networking between participants.
- The app will provide delegates with access to the detailed program, speakers' details, general information and partners' profiles.

2. OTHER PROMOTIONAL OPPORTUNITIES

Charging Box

20 000 CZK (excl. VAT) / a box

- Charging stations are fast becoming a standard and popular feature of modern events.
- The box will be branded with your company logo.
- The LCD screen can display any video or promotional message you wish to share with delegates.

2. OTHER PROMOTIONAL OPPORTUNITIES

Coffee Break

35 000 CZK (excl. VAT)

- Coffee breaks are an extension of the program in the halls. Participants discuss hot news and meet colleagues from the field.
- The sponsorship package includes the possibility of placing 3 roll-up banners in the catering area and distributing branded napkins / cups (to be provided by the partner).

2. OTHER PROMOTIONAL OPPORTUNITIES

Commercial Electronic Message

15 000 CZK (excl. VAT)

- A commercial message of maximum of 100 words will be sent to all registered delegates 14 days before the conference via the MailChimp platform as a part of a conference mailing or an e-newsletter.
- Content is subject to organizer approval.

CONTACT US TO SECURE THE PARTNERSHIP

- Feel free to contact us for more information:

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**THANK YOU FOR CONSIDERING SUPPORTING
THE INTERNET ADVERTISING CONFERENCE 2020**