

# SPONSORSHIP PROGRAMME

## OCTOBER 2013

# POEM 2013

2<sup>nd</sup> International Energy Conference on  
Power Options for the Eastern Mediterranean Region



**POEM 2013**

**7-8 October 2013**

**Nicosia, Cyprus**

**Venue: Hilton Hotel**

[www.poemconference.org/poem2013](http://www.poemconference.org/poem2013)

**Organised by:**



Electricity  
Authority  
of Cyprus



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Το Πρόγραμμα συγχρηματοδοτείται  
από την Ευρωπαϊκή Ένωση (ΕΤΠΑ)  
και από Εθνικούς Πόρους  
της Ελλάδας και της Κύπρου



Energy



University  
of Cyprus

# SPONSORSHIP PACKAGES

## DIAMOND Sponsor

€ 15.000

*The Diamond Sponsor will enjoy the following benefits:*

- Exclusivity (One)
- Sponsor's logo appears\* on all printed material for the Conference and the Exhibition (envelopes, invitations, programme, goodie bag, personal tag)
- Sponsor's logo appears on the Conference and Exhibition banners
- Sponsor's logo appears on the Conference website with a link to the Sponsor's homepage
- Sponsor's logo appears on the Conference's advertising and promotional material
- Honourable mention during the Welcome Cocktail
- Exhibition space of 15 sq. m. in a prime location
- Sponsor's promotional material included in the Conference goodie bag
- Full-page advertisement in the Conference programme (inside cover)
- 10 volumes of the Conference Proceedings
- 10 complimentary registrations to the Conference
- Mention in all press releases, TV and media interviews
- Mention at the beginning and closing of the Conference

*\* The Diamond Sponsor's logo will appear in larger dimension in relation to other Sponsors' logos, for all the above benefits.*

## PLATINUM Sponsor

€10.000

*The Platinum Sponsor will enjoy the following benefits:*

- Exclusivity (two)
- Sponsor's logo appears\* on all printed material for the Conference and the Exhibition (envelopes, invitations, programme, goodie bag, personal tag)
- Sponsor's logo appears on the Conference and Exhibition banners
- Sponsor's logo appears on the Conference website with a link to the Sponsor's homepage
- Sponsor's logo appears on the Conference's advertising and promotional material
- Honourable mention during one of the meals
- Exhibition space of 12 sq. m. in a prime location
- Sponsor's promotional material included in the Conference goodie bag
- Full-page advertisement in the Conference programme (inside cover)
- 7 volumes of the Conference Proceedings
- 7 complimentary registrations to the Conference
- Mention in all press releases
- Mention at the beginning and closing of the Conference

*\* The Platinum Sponsors' logo will appear in larger dimension in relation to other Sponsors' logos (with the exception of the Diamond Sponsor), for all the above benefits.*

## GOLD Sponsor

€ 5.000

*The Gold Sponsor will enjoy the following benefits:*

- Exclusivity (six)
- Sponsor's logo appears\* on all printed material for the Conference and the Exhibition (envelopes, invitations, programme, goodie bag, personal tag)
- Sponsor's logo appears on the Conference and Exhibition banners
- Sponsor's logo appears on the Conference website with a link to the Sponsor's homepage
- Sponsor's logo appears on the Conference's advertising and promotional material
- Honourable mention during one of the coffee breaks
- Exhibition space of 6 sq. m.
- Sponsor's promotional material included in the Conference goodie bag
- Full-page advertisement in the Conference programme
- 4 volumes of the Conference Proceedings
- 4 complimentary registrations to the Conference
- Mention in all press releases
- Mention at the beginning and closing of the Conference

*\* The Gold Sponsors' logos will appear in larger dimension in relation to other Sponsors' logos (with the exception of the Diamond and the Platinum Sponsors), for all the above benefits.*

## SILVER Sponsor

€ 3.000

*The Silver Sponsor will enjoy the following benefits:*

- Exclusivity (Ten)
- Sponsor's logo appears\* on all printed material for the Conference and the Exhibition (envelopes, invitations, programme, goodie bag, personal tag)
- Sponsor's logo appears on the Conference and Exhibition banners
- Sponsor's logo appears on the Conference website with a link to the Sponsor's homepage
- Sponsor's logo appears on the Conference's advertising and promotional material
- Exhibition stand
- Sponsor's promotional material included in the Conference goodie bag
- Half-page advertisement in the Conference programme
- 2 volumes of the Conference Proceedings
- 2 complimentary registrations to the Conference

*\* The Silver Sponsors' logos will appear in larger dimension in relation to other Sponsors' logos (with the exception of the Diamond, Platinum and the Gold Sponsors), for all the above benefits.*

## BRONZE Sponsor

€ 1.000

*The Bronze Sponsors will enjoy the following benefits:*

- Sponsor's logo appears\* on all printed material for the Conference and the Exhibition (envelopes, invitations, programme, goodie bag, personal tag)
- Sponsor's logo appears on the Conference website with a link to the Sponsor's homepage
- Listing of Sponsor in the Conference advertising material
- 1 volume of the Conference Proceedings
- 1 complimentary registration to the Conference

*\* The Bronze Sponsors' logos will appear in smaller dimension in relation to other Sponsors' logos (Diamond, Platinum, Gold and the Silver Sponsors), for all the above benefits.*

## COMMUNICATIONS SPONSOR

### *Undertakes:*

- 8 full-page advertisements at mutually agreed dates
- Reporting promotion and coverage before and during the Conference
- Dedicated article on the Conference (regarding its content, the presentations, and the conclusions) and the Exhibition

### *The Communications Sponsor will enjoy the following benefits:*

- Sponsor's logo appears\* on all printed material for the Conference, the Exhibitions, and the Workshops (envelopes, invitations, programme, goodie bag, personal tag)
- Sponsor's logo appears on the Conference and Exhibition banners
- Sponsor's logo appears on the Conference website with a link to the Sponsor's homepage
- Sponsor's logo appears on the Conference's advertising and promotional material
- Space for distribution of Sponsor's promotional material in the space of the Conference Exclusive material
- 4 complimentary registrations to the Conference
- Mention at the beginning and closing of the Conference

*\* The Communication Sponsor's logos will appear in smaller dimension in relation to other Sponsors' logos (Diamond, Platinum, Gold, Silver and the Bronze Sponsors), for all the above benefits.*

## ADVERTISING, DISTRIBUTION OF PROMOTIONAL MATERIAL, SITE BANNERS

*Linked banner on the Conference website*

- [www.poemconference.org/poem2013](http://www.poemconference.org/poem2013) € 500

*Promotional material included in delegates' goodie bag/dossier:*

- Full-page advertisement, A4 format, CMYK, in the final programme of the Conference € 1000
- Half-page advertisement, A4 format, CMYK, in the final programme of the Conference € 500

*Notes:*

The final programme is printed and distributed to all delegates of the Conference. It is also sent selectively to organizations, institutions, companies, and schools. Print run of 1,500

Promotional material is included in all delegates' goodie bags and dossiers for workshop attendees. Expected number of bags/dossiers to be distributed: over 800

## EXHIBITION STANDS

Price per square meter for built exhibition stand (with basic equipment) € 500

### *Notes:*

The Conference (7–8 October 2013) will host an Exhibition of products and services for companies, organizations, utilities and institutions that are active in the field of Energy. This exhibition represents an excellent opportunity to promote your activities to persons in this field, who will be present to attend the Conference, and the Exhibition.

Cost of exhibition area will be 500 €/m<sup>2</sup> (plus VAT), with a minimum of 4m<sup>2</sup>. Please note that above price includes the space rental cost and the basic construction that will be of aluminium frame and white panels. It also includes 2 lights for every 4m<sup>2</sup>, one plug, one table and 2 chairs. If you wish to have a specially designed construction or non-standard equipment, we would be happy to do assist at an additional cost. Additional standard equipment may also be ordered. Please use order form attached.

*For any further enquiries please contact the Conference Logistics Manager office:*

EasyConferences Ltd

Phone: +357-22-591900

Fax: +357-22-591700

Email: [info@cyprusconferences.org](mailto:info@cyprusconferences.org)

The Exhibition will be covered by the media as a parallel event within the Conference programme.

## TERMS OF AGREEMENT

- All prices are exclusive of VAT 18%
- Advertisers bear the responsibility and cost for providing camera-ready artwork. Precise specifications for the artwork will be provided by the Sponsorship Officer.
- 50% of the value of the sponsorship, advertising, or exhibition stand is due upon confirmation of the package. The remainder is due within 30 days after the date of the invoice.
- Sponsorships are allocated on a first-come basis
- The Organizing Committee reserves the right to refuse sponsorship under specific circumstances
- Sponsors, advertisers and exhibitors must communicate with the Conference Logistics Manager for further information, instructions, invoicing, payments, and technical procedures.