

SPONSORSHIP PACKAGE 2015

INTRODUCTION

About the Congress

- The CEPIC Congress is the largest event in commercial still and moving images in the world with 500 delegates and 280 agencies from 34 countries.
- It brings picture agencies, video companies, commercial photographers and videographers, IT industry suppliers, business people, technologists, lawyers and creative minds together in a changing European major city to meet, network, exchange information and do business.
- The CEPIC Congress offers the following exhibition areas: Table area and Business Rooms

Who we are

As the Centre of the Picture Industry, CEPIC federates approximately 900 picture agencies and photo libraries in 20 countries across Europe. It has affiliates in North America and Asia. CEPIC's membership includes large and smaller stock photo libraries, major photo news agencies, art galleries, museums and video companies. Through its membership, CEPIC represents more than 150,000 authors in direct licensing.

An innovative marketing communications plan will maximise reach and value for sponsors.

This plan includes:

- * Regular Newsletters promoting the congress, programme and sponsors
- * Promotion to congress delegates via social media
- * Dedicated congress website

Didn't find what you are looking for?

If you wish to discuss different sponsorship opportunities, please contact us:

Sylvie Fodor, Executive Director, s.fodor@cepic.org

Carlos Vicente, Congress Manager, c.vicente@cepic.org

For the latest Congress information visit: www.cepic.org/congress

For information on CEPIC visit: www.cepic.org

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GOLD SPONSORSHIP € 25,000

Recognition as CEPIC CONGRESS GOLD SPONSOR AND SUPPORTER, this package is ideal for companies wishing to have consistent exposure throughout the event and support CEPIC.



Your company's exposure

Before the congress

- * Company logo on all congress press releases and on Sponsorship article on the CEPIC Congress website – space permitting
- * Logo hyperlink and 100 word company profile on the dedicated congress website – continues online after the event
- * A newsletter announcing your Gold sponsorship to be sent to all registered delegates and to our mailing list. A press release, approved by you, will also be mailed out.
- * Access to our congress mailing list to do your own specific CEPIC Congress Communication

During the congress

- * Logo and recognition as Gold on all roll-ups placed in the congress area for the duration of the congress
- * Company logo displayed on “Thanks to our sponsors” page in the Congress Programme
- * Full page colour advertisement in the CEPIC Congress printed programme (designed by sponsor)
- * Company logo displayed on holding slide in the table area (ball room)
- * Two full registrations for the duration of the event
- * Free admission for two guests of your choice to the Annual Industry Party
- * One exhibition table in the Table Area– to reinforce your profile at the Congress and to distribute company promotional materials to delegates
- * Keynote address at the Welcome Reception
- * One item from the promotional material including the CEPIC logo (design and production covered by the sponsor)

Post congress

- * Appropriate reference to Gold sponsorship in the post congress communication
- * Congress website – see above
- * First option for Gold sponsorship for the CEPIC Congress 2016

If you are looking for a different type of brand exposure or have new sponsorship ideas, feel free to contact us.

SILVER SPONSORSHIP € 12,000

Recognition as CEPIC CONGRESS SILVER SPONSOR AND SUPPORTER, this package is ideal for companies wishing to have consistent exposure throughout the event and support CEPIC.



Your company's exposure

Before the congress

- * Company logo on all congress press releases and on Sponsorship article on the CEPIC Congress website – space permitting
- * Logo hyperlink and 100 word company profile on the dedicated congress website – continues online after the event
- * A newsletter announcing your Silver sponsorship to be sent to all registered delegates and to our mailing list.

During the congress

- * Logo and recognition as Silver sponsor on all roll-ups placed in the congress area for the duration of the congress
- * Company logo displayed on “Thanks to our sponsors” page in the Congress Programme
- * Half-page ad in the CEPIC Congress printed programme
- * Company logo displayed on holding slide in the table area (ball room)
- * One full registration for the duration of the event
- * Free admission for two guests of your choice to the Annual Industry Party
- * One exhibition table in the table area
- * Free insertion of your brochures in our delegates pack

Post congress

- * Appropriate reference to Silver sponsorship in the post congress communication
- * Congress website – see above
- * First option for Silver sponsorship for the CEPIC Congress 2016

If you are looking for a different type of brand exposure or have new sponsorship ideas, feel free to contact us.

BRONZE SPONSORSHIP € 6,000

Recognition as CEPIC CONGRESS BRONZE SPONSOR AND SUPPORTER, this package is ideal for companies wishing to have consistent exposure throughout the event and support CEPIC.



Your company's exposure

Before the congress

- * Company logo on all congress press releases and on Sponsorship article on the CEPIC Congress website – space permitting
- * Logo hyperlink and 100 word company profile on the dedicated congress website – continues online after the event
- * A newsletter announcing your Bronze sponsorship to be sent to all registered delegates and to our mailing list.

During the congress

- * Logo and recognition as Bronze sponsor on all roll-ups placed in the congress area for the duration of the congress
- * Company logo displayed on “Thanks to our sponsors” page in the Congress Programme
- * Half-page ad in the CEPIC Congress printed programme
- * Company logo displayed on holding slide in the table area (ball room)
- * One full registration for the duration of the event.
- * Free admission for one guest of your choice to the Annual Industry Party
- * Free insertion of your brochures in our delegates pack

Post congress

- * Appropriate reference to Bronze sponsorship in the post congress communication
- * Congress website – see above
- * First option for Bronze sponsorship for the CEPIC Congress 2016

If you are looking for a different type of brand exposure or have new sponsorship ideas, feel free to contact us.

WELCOME RECEPTION € 3,000

Hosting the opening cocktail reception is a special opportunity to raise your agency's profile when delegates come together to enjoy that first drink on arrival at the congress – a great networking opportunity including valuable branding.

The Welcome Reception will take place on 3rd June on the terrace of the Sofitel Victoria hotel.



This option is only offered to one sponsor to guarantee exclusivity.

Your Company's exposure

Before the congress

- * Company logo on all Congress press releases and on Sponsorship article on the CEPIC Congress website – space permitting
- * Logo hyperlink on the dedicated congress website – continues on-line after the event

During the Congress

- * Company logo displayed on holding slide in the table area (ball room)
- * Company logo displayed on "Thanks to our sponsors" page in the Congress Programme
- * Company name and logo displayed on our "Thanks to Our Sponsors" signage which will be prominently displayed in the On-site registration area of the Conference
- * One table in the table area to reinforce your profile at the congress and to distribute company promotional materials to delegates
- * Free insertion of your brochures in our delegates pack

During the Welcome Reception 19:00-21:00

- * Logo prominently displayed on welcome reception roll-up and signage on cocktail tables?
- * Opportunities for bringing in own branding to the site (subject to approval)

Post congress

- * Congress website – see above
- * First option for Welcome Reception sponsorship for the CEPIC Congress 2016

ANNUAL INDUSTRY PARTY (PRICE ON REQUEST)

The gala dinner is the most attended evening event with approximately 300 guests. In an exclusive venue, the Congress delegates enjoy an evening with an exquisite live buffet, drinks and networking opportunities.

This option is only offered to one sponsor to guarantee exclusivity.

LOCATION TO BE ANNOUNCED



Your Company's exposure

Before the congress

- * Company logo on all Congress press releases and on Sponsorship article on the CEPIC Congress website – space permitting
- * Logo hyperlink on the dedicated congress website – continues on-line after the event

During the congress

- * Company logo displayed on holding slide in the table area (ball room)
- * Company logo displayed on "Thanks to our sponsors" page in the Congress Programme
- * Company name and logo displayed on our "Thanks to Our Sponsors" signage which will be prominently displayed in the On-site registration area of the Conference
- * Option of a table in the table area to reinforce your profile at the congress and to distribute company promotional materials to delegates
- * Free insertion of your brochures in our delegates pack

During the Gala Dinner Evening

- * Logo prominently displayed on welcome reception roll-up and signage on cocktail tables?
- * Opportunities for bringing in own branding to the site (subject to approval)

Post congress

- * Congress website – see above
- * First option for Annual Industry Party sponsorship for the CEPIC Congress 2016

SEMINARS € 3,000

Sponsoring a seminar is an effective way of highlighting the targeted audience of participants & speakers of your interest.

Seminars will be announced soon.

LEGAL SEMINAR

TECHNOLOGICAL SEMINAR

Present your topic and advertise your company.



Only one sponsor per session will be accepted to ensure exclusivity.

Your company's exposure

Before the congress

- * Company logo on all Congress press releases and on Sponsorship article on the CEPIC Congress website – space permitting
- * Logo hyperlink on the dedicated congress website – continues on-line after the event

During the congress

- * Company logo displayed on holding slide in the table area (ball room)
- * Company logo displayed on "Thanks to our sponsors" page in the Congress Programme
- * Company name and logo displayed on our "Thanks to Our Sponsors" signage which will be prominently displayed in the On-site registration area of the Conference
- * Option of a table in the table area to reinforce your profile at the congress and to distribute company promotional materials to delegates
- * Opportunities for bringing in own branding to the site (subject to approval)
- * Free insertion of your brochures in our delegates pack

Post congress

- * Congress website – see above
- * First option for Filming of Seminars sponsorship for the CEPIC Congress 2016

FILMING OF SEMINARS & CONGRESS €5,000

All seminars, interviews, presentations, and all the highlights of the congress will be filmed, edited and made available for streaming on CEPIC's Youtube channel.

Sponsor the filming of seminar and become a key CEPIC Congress partner with the highest visibility for your agency.



This option is only offered to one sponsor to guarantee exclusivity.

Your company's exposure

Before the congress

- * Company logo on all Congress press releases and on Sponsorship article on the CEPIC Congress website – space permitting
- * Logo hyperlink on the dedicated congress website – continues on-line after the event

During the congress

- * Company logo displayed on holding slide in the table area (ball room)
- * Company logo displayed on "Thanks to our sponsors" page in the Congress Programme
- * Company name and logo displayed on our "Thanks to Our Sponsors" signage which will be prominently displayed in the On-site registration area of the Conference
- * Option of a table in the table area to reinforce your profile at the congress and to distribute company promotional materials to delegates
- * Opportunities for bringing in own branding to the site (subject to approval)
- * Free insertion of your brochures in our delegates pack

Post congress

- * Congress website – see above
- * First option for Filming of Seminars sponsorship for the CEPIC Congress 2016

CONGRESS LANYARDS €3,500 + COSTS OF PRODUCTION

Every attending delegate, including conference speakers, press, sponsors and exhibitors will be presented with a lanyard for their badge upon registration. These will be worn throughout the conference and networking events of the congress.



The sponsor's name and logo will be printed on the lanyards guaranteeing their continuous display at the event and enhancing awareness of your brand to all attendees.

The sponsor's name and logo will also be printed on the name badge created after online registration.

This option is only offered to one sponsor to guarantee exclusivity.

Your company's exposure

Before the congress

- * Company logo on all Congress press releases and on Sponsorship article on the CEPIC Congress website – space permitting
- * Logo hyperlink and on the dedicated congress website – continues on-line after the event

During the Congress

- * Branded lanyard worn by every delegate for the duration of the congress
- * Company name and logo on name badge
- * Company logo displayed on holding slide in the table area (ball room)
- * Company logo displayed on "Thanks to our sponsors" page in the Congress Programme
- * Company name and logo displayed on our "Thanks to Our Sponsors" signage which will be prominently displayed in the On-site registration area of the Conference

Post congress

- * Congress website – see above
- * First option for Lanyard sponsorship for the CEPIC Congress 2016

NAME BADGES € 3,500

Every attending delegate, including conference speakers, press, sponsors and exhibitors will bring a printed name badge which is created after online registration.

These will be worn throughout the conference and networking events of the congress.

The sponsor's logo will be printed on the name badges guaranteeing their continuous display at the event and enhancing awareness of your brand to all attendees.

This option is only offered to one sponsor to guarantee exclusivity.



Your company's exposure

Before the congress

- * Company logo on all Congress press releases and on Sponsorship article on the CEPIC Congress website – space permitting
- * Logo hyperlink and on the dedicated congress website – continues on-line after the event

During the Congress

- * Company logo on name badge
- * Company logo displayed on holding slide in the table area (ball room)
- * Company logo displayed on "Thanks to our sponsors" page in the Congress Programme
- * Company name and logo displayed on our "Thanks to Our Sponsors" signage which will be prominently displayed in the On-site registration area of the Conference

Post congress

- * Congress website – see above
- * First option for Name Badge sponsorship for the CEPIC Congress 2016

DELEGATES SATCHELS € 2,000 + COSTS OF PRODUCTION

Every attending delegate, including conference speakers, press, sponsors and exhibitors will be presented with a satchel containing the Congress Programme and delegate's pack upon registration.

The sponsor's logo will be visible on the satchel along with the Congress logo (size and placement of logo will be at the discretion of the organising Committee).



The sponsor is responsible for the design and production of the satchels.

This option is only offered to one sponsor to guarantee exclusivity.

Your company's exposure

Before the congress

- * Company logo on all Congress press releases and on Sponsorship article on the CEPIC Congress website – space permitting
- * Logo hyperlink on the dedicated congress website – continues on-line after the event

During the Congress

- * Branded satchel presented to all congress delegates
- * Company name and logo displayed on our “Thanks to Our Sponsors” signage which will be prominently displayed in the On-site registration area of the Conference
- * Company logo displayed on holding slide in the table area (ball room)
- * Company logo displayed on “Thanks to our sponsors” page in the Congress Programme

Post congress

- * Congress website – see above
- * First option for Satchel sponsorship for the CEPIC Congress 2016

HOTEL ROOM DOOR ADVERTISING € 1,500

This package ensures that your organisation's marketing material is seen by every delegate even after hours. Your company logo will be placed on the hotel room door of every delegate staying at the Sofitel Victoria Hotel in the form of a do-not-disturb sign (produced by the sponsor including the congress logo) for the three nights of the congress.



Only one sponsor will be offered this option to ensure exclusivity and maximum exposure.

Your company's exposure

Before the congress

- * Company logo on all Congress press releases and on Sponsorship article on the CEPIC Congress website – space permitting
- * Logo hyperlink and on the dedicated congress website – continues on-line after the event

During the Congress

- * Do-not-disturb sign placed on the hotel room door of every delegate staying at the Sofitel Victoria Hotel for the duration of the congress
- * Company logo displayed on holding slide in the table area (ball room)
- * Company logo displayed on "Thanks to our sponsors" page in the Congress Programme
- * Company name and logo displayed on our "Thanks to Our Sponsors" signage which will be prominently displayed in the On-site registration area of the Conference

Post congress

- * Congress website – see above
- * First option for Hotel Room advertisement sponsorship for the CEPIC Congress 2016

COFFEE BREAKS (PRICE ON REQUEST)

The ideal way to target a captive audience all in one place at one time during the congress with branding placed around the coffee break area.

In addition to the exposure gained by pre-event promotion and on-the-day branding, your details will remain posted on the event website after the event.



Only one sponsor will be offered this option to ensure exclusivity and maximum exposure.

Your company's exposure

Before the congress

- * Company logo on all Congress press releases and on Sponsorship article on the CEPIC Congress website – space permitting
- * Logo hyperlink on the dedicated congress website – continues on-line after the event

During the Congress

- * Company name and logo on all signage associated with the tea and coffee breaks
- * Company logo displayed on holding slide in the table area (ball room)
- * Company logo displayed on “Thanks to our sponsors” page in the Congress Programme
- * Company name and logo displayed on our “Thanks to Our Sponsors” signage which will be prominently displayed in the On-site registration area of the Conference

Post congress

- * Congress website – see above
- * First option for Tea and Coffee Breaks sponsorship for the CEPIC Congress 2016

CONFERENCE NOTE PADS € 800 + COSTS OF PRODUCTION

Every delegate will be given a note pad printed with your company logo as part of the delegates' pack. The note pads will be provided by the sponsor. To maximise exposure, this option is limited to only one sponsor.



Your company's exposure

Before the congress

- * Company logo on all Congress press releases and on Sponsorship article on the CEPIC Congress website – space permitting
- * Logo hyperlink on the dedicated congress website – continues on-line after the event

During the Congress

- * Company logo displayed on holding slide in the table area (ball room)
- * Company logo displayed on "Thanks to our sponsors" page in the Congress Programme
- * Company name and logo displayed on our "Thanks to Our Sponsors" signage which will be prominently displayed in the On-site registration area of the Conference

Post congress

- * Congress website – see above
- * First option for Conference Pads sponsorship for the CEPIC Congress 2016

CONFERENCE PENS € 800 + COSTS OF PRODUCTION

Every delegate will be given a conference pen printed with your company logo as part of the delegates' pack. The pens will be provided by the sponsor.

To maximise exposure, this option is limited to only one sponsor.



Your company's exposure

Before the congress

- * Company logo on all Congress press releases and on Sponsorship article on the CEPIC Congress website – space permitting
- * Logo hyperlink on the dedicated congress website – continues on-line after the event

During the Congress

- * Company logo displayed on holding slide in the table area (ball room)
- * Company logo displayed on "Thanks to our sponsors" page in the Congress Programme
- * Company name and logo displayed on our "Thanks to Our Sponsors" signage which will be prominently displayed in the On-site registration area of the Conference

Post congress

- * Congress website – see above
- * First option for Conference Pens sponsorship for the CEPIC Congress 2016

T-SHIRTS € 2,000 + COSTS OF PRODUCTION

Every delegate will be given a t-shirt printed with your company logo. The t-shirts will be provided by the sponsor in different sizes and worn by all Congress Staff during the duration of the Congress.

To maximise exposure, this option is limited to only one sponsor.



Your company's exposure

Before the congress

- * Company logo on all Congress press releases and on Sponsorship article on the CEPIC Congress website – space permitting
- * Logo hyperlink on the dedicated congress website – continues on-line after the event

During the Congress

- * Congress staff will wear the congress t-shirts during the entire duration of the congress
- * Company logo displayed on holding slide in the table area (ball room)
- * Company logo displayed on “Thanks to our sponsors” page in the Congress Programme
- * Company name and logo displayed on our “Thanks to Our Sponsors” signage which will be prominently displayed in the On-site registration area of the Conference

Post congress

- * Congress website – see above
- * First option for T-shirt sponsorship for the CEPIC Congress 2016

CONGRESS PROGRAMME

€ 1,500 (one page ad) € 890 (half-page ad)

Every delegate will be given a congress programme with dates, times, seminars, speakers, congress maps, etc.

Sponsorship includes **one page advert** in the essential congress guide.



Your company's exposure

Before the congress

- * Company logo on all Congress press releases and on Sponsorship article on the CEPIC Congress website – space permitting
- * Logo hyperlink on the dedicated congress website – continues on-line after the event

During the Congress

- * One-page ad in the Congress Programme
- * Company logo displayed on holding slide in the table area (ball room)
- * Company logo displayed on “Thanks to our sponsors” page in the Congress Programme
- * Company name and logo displayed on our “Thanks to Our Sponsors” signage which will be prominently displayed in the On-site registration area of the Conference

Post congress

- * Congress website – see above

COMPANY'S FLYERS IN THE DELEGATES SACHELS

Fee for CEPIC members: € 200 / Fee for non-CEPIC members: € 500

This is your choice if you are looking for brand exposure in a wordier or more recyclable way. In order to include promotional material in the delegates' satchels, the sponsor must be registered for the congress.



Your company's exposure

Before the congress

- * Company logo on all Congress press releases and on Sponsorship article on the CEPIC Congress website – space permitting
- * Logo hyperlink on the dedicated congress website – continues on-line after the event

During the Congress

- * Your company flyer in the delegates' satchels
- * Company logo displayed on holding slide in the table area (ball room)
- * Company logo displayed on "Thanks to our sponsors" page in the Congress Programme
- * Company name and logo displayed on our "Thanks to Our Sponsors" signage which will be prominently displayed in the On-site registration area of the Conference

Post congress

- * Congress website – see above