

## Advertising options\*

### Classic Advertising and Logo Options

1/1 advert inside page, 4c exhibitor catalogue ..... **EUR 695.00**  
4c advert next to your company portrait in the exhibitor catalogue

1/1 advert cover page, 4c exhibitor catalogue ..... **EUR 995.00**  
(max. 3 companies)  
4c advert on the cover pages of the exhibitor catalogue

1/1 advert break presentation 4c ..... **EUR 695.00**  
(max. 1 company)  
4c advert in the break presentation

4c logo company portrait ..... **EUR 95.00**  
4c logo for your company portrait in the exhibitor catalogue

4c logo event-app ..... **EUR 95.00**  
4c logo in the exhibitor list and your company profile in the event app

4c logo emailing (max. 4 companies) ..... **EUR 350.00**  
4c logo in one E-Mailing to potential participants

4c logo participant survey (max. 6 companies) ..... **EUR 590.00**  
4c logo on the landing page of the participant survey

4c logo postal dispatch ..... **EUR 350.00**  
4c logo on the cover letter for the program dispatch

4c logo cover congress program ..... **EUR 990.00**  
(max. 1 company)  
4c logo on the cover page of the congress programm

4c logo in the break presentation ..... **EUR 95.00**

**Integration of your question into the participant survey** ..... **EUR 990.00**

Do you have questions for the target group? Then place a specific question in our questionnaire and gain important insights on the topic an exchange ideas with your target group

### Media Packages

|  | light               | medium              | premium             |
|--|---------------------|---------------------|---------------------|
| 4c logo at the website   | ✓                   | ✓                   | ✓                   |
| Banner with link to your homepage in emailings to potential participants | 1                   | 2                   | 4                   |
| 4c logo on a roll-up in the entrance foyer                               | ✓                   | ✓                   | ✓                   |
| Banner display (rotating) in the event-app                               |                     | ✓                   | ✓                   |
| 4c logo in the participant's survey                                      |                     |                     | ✓                   |
|  | <b>EUR 1,770.00</b> | <b>EUR 3,130.00</b> | <b>EUR 4,180.00</b> |

**Insert postal dispatch** ..... **EUR 1,500.00**

Your insert for postal program mailing , which is sent to 10,000 national and international contacts

**Bookmark in the exhibitor catalogue** ..... **EUR 1,890.00**

A bookmark inserted (layout by sponsor) in the exhibitor catalogue marking your company profile will draw the participants attention to your business.

- Both-sided printed (4/4 coloured) bookmark with your advertising bound to the catalogue
- Ribbon, 5 mm, different colours possible.  
(Layout and first print from sponsor)
- Edition: 1.700 pieces

### Virtual Advertising Options

**Banner in participants email (1 email shot)** ..... **EUR 450.00**

Get attention before the event by embedding your banner and link to your website in our participant mailings.

**Advertorial** ..... **EUR 795.00**  
(max. 2 companies, 1 per mailing)

Send us a short press article (max. 300 characters) incl. picture about your company, product or service and we will place it in one of our e-mailings to the core target group.

**Standalone emailing (max. 1 company)** ..... **EUR 2,750.00**

Pre-write an emailing for us, which we will send to our participants on your behalf.

**Promotional video in the break presentation** ..... **EUR 1,110.00**  
(max. 1 company)

Place your advertising spot in our break presentations and get more attention for your on-site appearance.

**Advertising materials in the download center**..... **EUR 995.00 for participants** (max. 3 companies)

Provision of your product information in the download center.

\*all prices + VAT

## Advertising on site\*

**Display of your company brochures on a separate table** (max. 4 companies) ..... **EUR 690.00**

Display of your company brochure in the check-in area on a separate table.

**Exclusive rack with your brochure** ..... **EUR 1,100.00**  
(max. 2 companies)

Your advertising brochure or company information in an exclusive brochure stand in the event area.

**A-Boards throughout the congress** ..... **EUR 1,500.00**  
(max. 3 companies)

A-boards (A1 format) will be set up throughout the exhibition on which you can get your message across right from the start and during the entire event.  
(2 A-boards per booking/additional costs: printing of posters)

**Logo on glass tables** ..... **EUR 5,000.00**

Logos will be put on 5 glass bar tables (70 centimetres wide) with your logo or your advertisement (design supplied by sponsor). They will be placed on the lower ground (visible from upstairs) in combination with two flatscreens with your advertisement showed in loop (5 logos per booking/additional costs: printing of stickers).

**Roll-up in the entrance area** ..... **EUR 1,500.00**  
(max. 2 companies)

Your roll-up in the entrance area or event venue. Be the focus of the participants right from the start and throughout the entire event.

**Roll-up and brochure rack in the congress area** **EUR 1,500.00**  
(max. 1 company)

Place a roll-up as well as brochure racks in a prominent location in the event.

**Banner in the congress area** ..... **EUR 2,800.00**  
(max. 4 companies)

Place your banner positioned in a visible place in the congress area.

**Floor sticker** (max. 2 companies) ..... **EUR 160.00**

Guide the visitors from the entrance to your stand directly using floor stickers in the hallways. (price per running meter/additional costs: printing of floor stickers)

**Seat drop** (max. 2 companies)

Distribution of your info sheet (flyer, company brochure, give away, etc.) on the seats of

- the keynote **EUR 3,500.00**
- the break out sessions **EUR 1,200.00**

**Branding of seating opportunities (cubes) in the exhibition area** ..... **EUR 4,500.00**

Your branding on top of the seating cubes offering delegates a moment of relief or the opportunity for an ad-hoc meeting. 10 cubes will be available to present your specific design (sponsor to supply the design). The cubes will be placed across the event to get an optimal display for your company.

**Branding staircase** (max. 2 companies) ..... **EUR 1,390.00**  
Brand the staircase with your individual design.

**Outside signage** ..... **upon request**  
Various outside signage and branding possibilities.

## Further advertising opportunities upon request!

\*all prices + VAT



## Sponsoring opportunities\*

Interested in presenting your own company, products or services to the participants of the ELIV in a premium format? We offer a range of attractive options for sponsors, which we have grouped into convenient sponsoring packages. We will be pleased to prepare a tailor-made solution to match your individual preferences.

|  | Bronze        | Silver                   | Gold                     |
|--|---------------|--------------------------|--------------------------|
| <b>Congress program (Deadline: May 8, 2023)</b>  |               |                          |                          |
| Presentation of your company as sponsor incl. status   | ✓             | ✓                        | ✓                        |
| Coloured company logo  | ✓             | ✓                        | ✓                        |
| Contact address  | ✓             | ✓                        | ✓                        |
| Imprint of your company portrait   |               | ✓<br>max. 250 characters | ✓<br>max. 500 characters |
| <b>Internet</b>  |               |                          |                          |
| Mention of your company as sponsor incl. status  | ✓             | ✓                        | ✓                        |
| Coloured company logo with link to your homepage   | ✓             | ✓                        | ✓                        |
| Imprint of your company portrait   |               | ✓<br>max. 250 characters | ✓<br>max. 500 characters |
| Contact address  | ✓             | ✓                        | ✓                        |
| <b>Onsite Benefits</b>   |               |                          |                          |
| Listing as a sponsor incl. coloured logo in the event-app  | ✓             | ✓                        | ✓                        |
| 4c logo in the welcome and break presentation  | ✓             | ✓                        | ✓                        |
| 4c logo on posters   | ✓             | ✓                        | ✓                        |
| 4c advertising page in the exhibitor catalogue (layout by sponsor)   | ✓             | ✓                        | ✓                        |
| 4c logo at the sponsors page in the exhibitor catalogue  | ✓             | ✓                        | ✓                        |
| 4c logo at the stages of the break out sessions  | ✓             | ✓                        | ✓                        |
| Congress tickets (incl. participation in speeches, congress documentation and hospitality)                           | 1             | 3                        | 5                        |
| Roll-up + company brochure on your own display table in the exhibition area  |               | ✓                        |                          |
| 6 sqm net stand space in the exhibition  |               |                          | ✓                        |
| Exhibitor passes (incl. Catering and evening reception (without authorization for attendance of speeches))           |               |                          | 2                        |
| 4c logo at the auditoriums stage together with the event logo  |               |                          | ✓                        |
| Your stand position highlighted on the hall maps in the conference center and in the printed directory of exhibitors |               |                          | ✓                        |
|  | EUR 17,000.00 | EUR 20,000.00            | EUR 23,600.00            |

\*All packages can be customized and adapted to your individual requirements.

## Exclusive Sponsoring Opportunities\*

### Smartphone/Tablet-Charging Stations ..... EUR 2,800.00

Participants love to stay connected but phone/computer batteries often fail. Do not miss this opportunity to present your company while providing attendees with the energy their devices require. Located in common areas inside the exhibition hall.

### Barista Station ..... EUR 3,200.00

A fine way to present yourself - by sponsoring a specialty coffee bar in or in front of the World Conference Center Bonn, you offer participants an experience for all senses! The coffee specialties are served in cups branded with your logo. (production is the responsibility of the sponsor)

### Pen or Notepad Insert Fair Bag ..... EUR 3,300.00

Place your logo on quality click-to write pens or notepads that will be distributed in each congress bag or in each session room for the delegates. When delegates reach for a pen or notepad, your company logo will be on it ... at the congress and beyond! (production costs will be covered by the sponsor)

### Main Sponsor Event-App..... EUR 4,000.00

Stand out as the main sponsor in the app listing! The event app is available in all app stores prior to the congress. Take advantage of this exclusive presentation option as more than 80 % of delegates download the app.

Your benefits:

- Your information and advertising is available on- and offline
- Direct contact to your target group
  - personal approach
  - direct and interactive exchange in the application possible
  - no scattering loss
  - increase the awareness for your company

included:

| format         | description   |
|----------------|---|
| Splash Screen  | Your Logo or advert shown at the start of the app with link to your sponsor entry (contact details, company profile) or website |
| Logo-package   | Your logo in the exhibitor list/sponsor list, in your detailed entry and in the menu  |
| Sponsored push | One push message to all participants at your desired time during the event days   |

**sold**

### Logo on Congress Bag ..... EUR 4,000.00

Your logo will be visible throughout and after the event with delegates carrying the congress bag. Your logo will be printed on each congress bag along with the congress logo. (Type, size, and color of the bags as well as position and size of the logo will be at the organiser's discretion.)

### Coffee Breaks (both days) ..... EUR 4,990.00

Place 4 roll-up banners (0.8 x 2 m) with your logo around the buffet tables (banner provided by the sponsor)

- Table cards with your company logo are placed on the dining tables and at the buffet stations.
- Your company logo will be displayed in the welcome and coffee break presentations in the congress hall and in the congress documentation if the booking is made in good time.

### Lunch Sponsor (both days) ..... EUR 5,500.00

Place 4 roll-up banners (0.8 x 2 m) with your logo around the buffet tables (banner provided by the sponsor).

- Table cards with your company logo are placed on the dining tables and at the buffet stations.
- Your company logo will be displayed in the welcome and coffee break presentations in the congress hall and in the congress documentation if the booking is made in good time.

\*all prices + VAT



## Evening Event Sponsor..... EUR 6,500.00

- Present your company with 4 roll-up banners (0.8 x 2 m) at central locations at the event.
- Table cards with your company logo are placed on the dining tables and at the buffet stations.
- Your company logo will be displayed during the evening event in the entire location
- Your company logo in the welcome and coffee break presentations in the congress hall and in the congress documentation if the booking is made in good time.

## Hotel Welcome Message ..... EUR 6,500.00

„Welcome to ELIV! We hope you had a pleasant journey and look forward to meeting you at our stand!“ Take advantage of this personal approach and be at the forefront of delegates minds in a courteous manner. Your message will be distributed to all delegates that stay at the neighbouring Marriott Hotel. The message will be displayed in form of a greeting card and will be placed with your goodie on delegates beds in 250 rooms.

(Exhibitor to provide the design and goodie)

## Giveaway Bag..... EUR 6,500.00

Your give-away bag with individual items will be distributed to all congress participants before departure on the second day of the congress. The give-away will be distributed by hosts (hosts have to be organised by you).

## Main-Sponsor Start-up Area ..... EUR 7,500.00

For the fourth time the international congress ELIV will offer a platform for start-ups to present their latest innovations. Support these young and innovative companies and become an exclusive sponsor of our start-up area.

## Pocket Guide ..... EUR 7,500.00

The handy and convenient pocket guide with the up-to-date program and your logo and advert on it. All delegates will receive the handy pocket guide on site to plan their visit. Your logo will be placed on the front page including a banner with your stand number.

## Lanyard Sponsoring sold ..... EUR 8,000.00

Your company logo on the lanyards for the name badges of the participants.

- Edition: 1,500 pieces
- Production by the sponsor

## Chair Covers

This type of advertising is one of the best-placed advertising opportunities in the World Conference Center Bonn: Brand a slipcover with your coloured logo! The slipcovers will be placed on every second chair in the congress rooms.

- Plenary room (auditorium)..... EUR 9,500.00
- Session room..... EUR 5,900.00

Further individual sponsoring packages upon request!

\*all prices + VAT



Source: VDI Wissensforum GmbH