

Sponsorship Packages

November 6th and 7th, 2019 Transamerica Expo Center – São Paulo

LAST EDITION'S SPONSORS



In the last edition, the following 33 companies sponsored this business, services and technology-related meeting:



REASONS TO SPONSOR THE EVENT

REASONS TO SPONSOR THE EVENT



NETWORKING

This important event offers unique opportunities for cultivating relationships. Being present at the event as a sponsor will allow you to promote your brand, strengthen your business positioning and interact with new contacts, potential clients and key market players.

You can present a new product or service, showcase your competitive advantages, upsell and prevent churn by strengthening your relationships with your clients.



REASONS TO SPONSOR THE EVENT



HIGH-QUALITY TARGET AUDIENCE

Our participants are looking for solutions, tools and information to apply at their companies.

FLEXIBLE SPONSORSHIP OPPORTUNITIES

Our partnerships are aimed at promoting sponsors' participation, seeking to meet their demands in line with the event format.

BRAND EXPOSURE FOR YOUR COMPANY

In some sponsorship options, your company's brand will feature in event communications for at least three months.

TRADE SHOW CONCEPT

The event has a large display space to implement this concept. You can acquire a lounge or networking point and make the most of the two-day event to demonstrate your products and/or services.

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SPONSORSHIP Opportunities

- **Diamond Sponsor**
- Sold Sponsor
- Lounge Sponsor
- Lunch Sponsor
- M Cocktail Reception Sponsor
- Networking Point Sponsor
- **Bag Sponsor**
- Wi-fi Sponsor

- Sustainable Name Badge Sponsor
- M Locker Sponsor
- >>>> Phone Charger Sponsor
- Notepad Sponsor
- >>>> Pen Sponsor
- Meeting Room Sponsor
- >>>> Institutional Material Sponsor
- M Leaflet Stand Sponsor

DIAMOND SPONSOR

Guarantee your company's leadership in insurance

DIAMOND **SPONSOR** | Sponsorship Fee: **R\$ 150,000**





COMMERCIAL BENEFITS



10 tickets to the event. 9 participants and 1 debater.



Space in discussion panels – Participation as debater on topic selected by event's organizing committee. The choice of panel will be determined by order of sponsorship confirmation. All the expenses incurred by this speaker will be the sponsor's responsibility.



Business Meeting Room – 2 days in meeting room set up in line with the event's venue design, with standard decoration.



Select insurance market quest to feature in mailing list messages. The choice will require approval from the organizing committee.



Show institutional video produced by sponsor in main hall, lasting no more than 2 minutes, at a time to be determined. The choice of day and time will be determined by order of sponsorship confirmation.



Distribute materials – Distribution of promotional materials and/or gifts supplied by the sponsor in the room of the chosen talk.



Lounge with TV, inside the networking space (in line with the event's design and standard decoration). Upper case lettering box phrase or slogan in standard event typography with a maximum of 76 characters.

DIAMOND **SPONSOR** | Sponsorship Fee: **R\$ 150,000**







Brand exposure:

- Logo on lounge's sign, in line with the event's standard venue design.
- . logo on main hall's decoration, standing out clearly from other sponsors' logos (in alphabetical order).
- . logo on screensaver images in the main hall, larger than other sponsors' logos, looping during coffee breaks and lunch.
- . logo on a banner on the event website, in a large size, with a link to the sponsor's website, and in marketing emails throughout the event.
- . logo on printed materials when applicable

Opportunity to customize sponsorship package

For an extra fee, the sponsor may personalize its sponsorship package by adding products and/or services.

Ask the event organizers for the catalog of customizations.

- 1. Other requirements for equipment, food and drink, gifts and institutional materials will be the sponsor's responsibility or they may be customized separately with the event organizers.
- 2. The sponsor must email the name, position and short biography of its panel discussion debater to Lyana Bastos (lyana.bastos@cnseg.org.br) for the event's organizing committee to evaluate.
- 3. The order of choice of talks, location of lounges, networking points and meeting rooms will be determined by order of sponsorship confirmation, although priority will always be given to Diamond sponsors.
- 4. The sponsorship packages are not exclusive and they may be sold to more than one sponsor, as stipulated by the event's organizing committee.
- 5. The panel discussions are not exclusive, and when their duration enables the presence of two sponsored panel members, the time will be divided between them.
- 6. The use of any equipment, banners, leaflet stands or structures that alter the standard venue design will not be permitted. The delimited areas of spaces must be strictly respected.



GOLD SPONSOR

Great visibility for your company

GOLD

SPONSOR | Sponsorship Fee: **R\$ 115,000**

COMMERCIAL BENEFITS



8 tickets to the event, 7 participants and 1 debater.



Networking Point with TV, inside the networking space (in line with the event's design and standard decoration). Upper case lettering box phrase or slogan in standard event typography with a maximum of 76 characters.



Space in panel discussions – Participation as a **debater** on a topic selected by the event's organizing committee. The choice of panel discussion will be determined by order of sponsorship confirmation. All the expenses incurred by this speaker will be the sponsor's responsibility.



Distribute materials – Distribution of promotional materials and/or gifts supplied by the sponsor in the room of the chosen talk.

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Select insurance market guest to feature in mailing list messages. The choice will require approval from the organizing committee.

GOLD

SPONSOR | Sponsorship Fee: **R\$ 115,000**



Brand Exposure:

- . Logo on screensaver images in the main hall, together with those of other sponsors, looping during coffee breaks and lunch.
- . logo on a banner on the event website, in a large size, with a link to the sponsor's website, and in marketing emails throughout the event.
- . logo on printed materials when applicable.

Opportunity to customize sponsorship package

For an extra fee, the sponsor may personalize its sponsorship package by adding products and/or services.

Ask the event organizers for the catalog of customizations.

NOTES

1. Other requirements for equipment, food and drink, gifts and institutional materials will be the sponsor's responsibility or they may be customized separately with the event organizers.

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INSURANCE SERVICE MEETING

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- **2. The sponsor must email** the name, position and short biography of its panel discussion debater to Lyana Bastos (lyana.bastos@cnseg.org.br) for the event's organizing committee to evaluate.
- **3. The order of choice** of talks and the location of networking points will be determined by order of sponsorship confirmation, although priority will always be given to Diamond sponsors.
- **4.** The sponsorship packages are not exclusive and they may be sold to more than one sponsor, as stipulated by the event's organizing committee.
- **5.** The panel discussions are not exclusive and when their duration enables the presence of two sponsored panel members, the time will be divided between them.
- 6. The use of any equipment, banners, leaflet stands or structures that alter the standard venue design will not be permitted. The delimited areas of spaces must be strictly respected



LOUNGE

Foster relationships in a relaxed setting

B. Pull

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LOUNGE SPONSOR | Sponsorship Fee: R\$ 50,000





COMMERCIAL BENEFITS



6 tickets to the event.

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Lounge with TV, inside the networking space (in line with the event's design and standard decoration).

Upper case lettering box phrase or slogan in standard event typography with a maximum of 76 characters.



Distribute materials – Promotional materials and/or gifts supplied by the Lounge sponsor.

Brand exposure:

- . Logo on lounge's sign, in line with the event's standard venue design.
- . logo on screensaver images in the main hall, together with those of other sponsors, looping during coffee breaks and lunch.
- . logo on a banner on the event website, with a link to the sponsor's website, throughout the event.

Opportunity to customize sponsorship package

For an extra fee, the sponsor may personalize its sponsorship package by adding products and/or services.

Ask the event organizers for the catalog of customizations.

- **1. Other requirements** for equipment, food and drink, gifts and institutional materials will be the sponsor's responsibility or they may be customized separately with the event organizers.
- **2.** The order of choice of the lounge location will be determined by order of sponsorship confirmation, although priority will always be given to Diamond sponsors.
- **3.** The sponsorship packages are not exclusive and they may be sold to more than one sponsor, as stipulated by the event's organizing committee.
- **4.** The use of any equipment, banners, leaflet stands or structures that alter the standard venue design **will not be permitted**. The delimited areas of spaces must be strictly respected.

LUNCH SPONSOR

Promote interaction between participants and your brand 1221

LUNCH – 1st and/or 2nd day*

SPONSOR | Sponsorship Fee: **R\$ 35,000** per day





CONTRAPARTIDA COMERCIAL



4 tickets to the event.



Buffet and event's standard decoration.



Distribute materials – Distribution of promotional materials and/or gifts supplied by the sponsor as participants leave lunch.



Brand exposure:

- . Welcome speech by host.
- . logo on welcome totem display at entrance to lunch, produced by event organizers.
- . logo on screensaver images in the main hall, together with those of other sponsors, looping during coffee breaks and lunch.
- . logo on a banner on the event website, with a link to the sponsor's website, throughout the event.

Opportunity to customize sponsorship package

For an extra fee, the sponsor may personalize its sponsorship package by adding products and/or services.

Ask the event organizers for the catalog of customizations.

NOTES

- **1.** Other requirements for equipment, food and drink, gifts and institutional materials will be the sponsor's responsibility or they may be customized separately with the event organizers.
- **2.** The sponsorship packages are not exclusive and they may be sold to more than one sponsor, as stipulated by the event's organizing committee.

* If an organization sponsors lunch on both days, there will be a special discount.

SPONSOR

Your brand at a unique moment

COCKTAIL RECEPTION

SPONSOR | Sponsorship Fee: **R\$ 35,000**

COMMERCIAL BENEFITS



4 tickets to the event.



Standard cocktail service, canapés and drinks provided by the event, as well as ambient music (may be altered under the sponsor's responsibility and if approved by the organizing committee).



Distribute materials – Distribution of promotional materials and/or gifts supplied by the sponsor as participants leave the cocktail reception.



Brand exposure:

- . Welcome speech by host.
- . sponsor's logo prominently displayed during cocktail reception on totem display produced by event organizers.
- . logo on screensaver images in the main hall, together with those of other sponsors, looping during coffee breaks and lunch.
- . logo on a banner on the event website, with a link to the sponsor's website, throughout the event.

Opportunity to customize sponsorship package

For an extra fee, the sponsor may personalize its sponsorship package by adding products and/or services.

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Ask the event organizers for the catalog of customizations.

- **1. Other requirements** for equipment, food and drink, gifts and institutional materials will be the sponsor's responsibility or they may be customized separately with the event organizers.
- **2.** The sponsorship packages are not exclusive and they may be sold to more than one sponsor, as stipulated by the event's organizing committee.

NETWORKING POINT SPONSOR

Reach out to your company's prospects

NETWORKING POINT

SPONSOR | Sponsorship Fee: **R\$ 35,000**





COMMERCIAL BENEFITS



4 tickets to the event.

Networking Point with TV, inside the networking space (in line with the event's design and standard decoration). Upper case lettering box phrase or slogan in standard event typography with a maximum of 76 characters.



Distribute materials – Distribution of promotional materials and/or gifts supplied by the sponsor in the networking point.

Brand exposure:

- . Logo on networking point's sign, in line with the event's standard venue design.
- . logo on screensaver images in the main hall, together with those of other sponsors, looping during coffee breaks and lunch.
- . logo on a banner on the event website, with a link to the sponsor's website, throughout the event.

Opportunity to customize sponsorship package

For an extra fee, the sponsor may personalize its sponsorship package by adding products and/or services.

Ask the event organizers for the catalog of customizations.

- **1. Other requirements** for equipment, food and drink, gifts and institutional materials will be the sponsor's responsibility or they may be customized separately with the event organizers.
- **2. The order of choice** of the location of networking points will be determined by order of sponsorship confirmation, although priority will always be given to Gold sponsors.
- **3.** The sponsorship packages are not exclusive and they may be sold to more than one sponsor, as stipulated by the event's organizing committee.
- **4.** The use of any equipment, banners, leaflet stands or structures that alter the standard venue design **will not be permitted**. The delimited areas of spaces must be strictly respected.

BAG SPONSOR

Stand out by sponsoring the event's main gift



4

FenaPrevi A FenaSaúde A FenaCan



BAG / FOLDER SPONSOR

SPONSOR | Sponsorship Fee: **R\$ 30,000**

13° INSURANCE SERVICE MEETING



COMMERCIAL BENEFITS



4 tickets to the event.



Distribute materials – Distribution of promotional materials and/or gifts supplied by the sponsor inside the bags and/or folders produced by the event organizers (no larger than A4 when closed).



Brand exposure:

- . Company's logo shown on bag and/or folder produced by the event organizers.
- . logo on screensaver images in the main hall, together with those of other sponsors, looping during coffee breaks and lunch.
- . logo on a banner on the event website, with a link to the sponsor's website, throughout the event.

Opportunity to customize sponsorship package

For an extra fee, the sponsor may personalize its sponsorship package by adding products and/or services.

Ask the event organizers for the catalog of customizations.

- **1. Other requirements** to produce gifts and institutional materials will be the sponsor's responsibility or they may be customized separately with the event organizers, as mentioned above.
- **2.** The sponsorship packages are not exclusive and they may be sold to more than one sponsor, as stipulated by the event's organizing committee.

WI-FI SPONSOR

Offer connectivity to the event's participants

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WI-FI INTERNET

SPONSOR | Sponsorship Fee: **R\$ 30,000**

13° INSURANCE SERVICE MEETING CNseg



COMMERCIAL BENEFITS



2 tickets to the event.



Distribute materials – Distribution of promotional materials and/or gifts supplied by the sponsor on a day/time to be agreed.



Brand exposure:

- . Logo shown on the event's Wi-Fi connection page.
- . logo on signs showing login name and password.
- . logo on screensaver images in the main hall, together with those of other sponsors, looping during coffee breaks and lunch.
- . logo on a banner on the event website, with a link to the sponsor's website, throughout the event.

Opportunity to customize sponsorship package

For an extra fee, the sponsor may personalize its sponsorship package by adding products and/or services.

Ask the event organizers for the catalog of customizations.

- **1. Other requirements** to produce gifts and institutional materials will be the sponsor's responsibility or they may be customized separately with the event organizers, as mentioned above.
- **2.** The sponsorship packages are not exclusive and they may be sold to more than one sponsor, as stipulated by the event's organizing committee.



SPONSOR

Your brand displayed by all participants

SUSTAINABLE NAME BADGE

SPONSOR | Sponsorship Fee: **R\$ 25,000**



ENCONTRO DE INTELIGÊNCIA **DE MERCADO** CNseq

COMMERCIAL BENEFITS



2 tickets to the event.



Distribute materials - Distribution of promotional materials and/or gifts supplied by the sponsor on a day/time to be agreed.



Brand exposure:

- . Sponsoring company's logo shown on the event's printed name badges.
- . logo on screensaver images in the main hall, together with those of other sponsors, looping during coffee breaks and lunch.
- . logo on a banner on the event website, with a link to the sponsor's website, throughout the event.

Opportunity to customize sponsorship package

For an extra fee, the sponsor may personalize its sponsorship package by adding products and/or services.

Ask the event organizers for the catalog of customizations.

- **1. Other requirements** to produce gifts and institutional materials will be the sponsor's responsibility or they may be customized separately with the event organizers, as mentioned above.
- 2. The sponsorship packages are not exclusive and they may be sold to more than one sponsor, as stipulated by the event's organizing committee.



LOCKER Sponsor

Your brand present at this convenient facility for event participants

LOCKER SPONSOR | Sponsorship Fee: R\$ 25,000



COMMERCIAL BENEFITS



2 tickets to the event.

supplied by the sponsor handed out at the lockers.



Brand exposure:

- . Sponsor's logo shown on space's totem display.
- . logo on screensaver images in the main hall, together with those of other sponsors, looping during coffee breaks and lunch.

Distribute materials - Promotional materials and/or gifts

. logo on a banner on the event website, with a link to the sponsor's website, throughout the event.

Opportunity to customize sponsorship package

For an extra fee, the sponsor may personalize its sponsorship package by adding products and/or services.

Ask the event organizers for the catalog of customizations.

- **1. Other requirements** to produce gifts and institutional materials will be the sponsor's responsibility or they may be customized separately with the event organizers, as mentioned above.
- **2.** The sponsorship packages are not exclusive and they may be sold to more than one sponsor, as stipulated by the event's organizing committee.

PHONE CHARGER Sponsor

Your company allied with new technologies

PHONE CHARGER

SPONSOR | Sponsorship Fee: **R\$ 25,000**

COMMERCIAL BENEFITS



2 tickets to the event.



Distribute materials – Promotional materials and/or gifts supplied by the sponsor available at the totem*.

 * Does not include distribution of promotional materials and/or gifts by receptionists.



Brand exposure:

. Sponsor's logo shown on phone charger infrastructure . an institutional video can be shown on the devices' screensaver.

. logo on screensaver images in the main hall, together with those of other sponsors, looping during coffee breaks and lunch.

. logo on a banner on the event website, with a link to the sponsor's website, throughout the event.

Opportunity to customize sponsorship package

For an extra fee, the sponsor may personalize its sponsorship package by adding products and/or services.

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ENCONTRO DE INTELIGÊNCIA

Ask the event organizers for the catalog of customizations.

- **1. Other requirements** to produce gifts and institutional materials will be the sponsor's responsibility or they may be customized separately with the event organizers, as mentioned above.
- **2.** The sponsorship packages are not exclusive and they may be sold to more than one sponsor, as stipulated by the event's organizing committee.

NOTEPAD SPONSOR



Be remembered during and after the event

<u>CCCCCCC</u>

NOVAS FRONTEIRAS DO SEGURO SO

HOJE E AMANHĂ NA ERA DIGITAL

NOTEPAD SPONSOR | Sponsorship Fee: **R\$ 20,000**



COMMERCIAL BENEFITS



2 tickets to the event.



Distribute materials – Distribution of promotional

materials supplied by the sponsor inside or next to standard notepad produced by the event organizers (no larger than A4 when closed).



Brand exposure:

 Sponsor's logo shown on the event's standard notepad.
logo on screensaver images in the main hall, together with those of other sponsors, looping during coffee breaks and lunch.

. logo on a banner on the event website, with a link to the sponsor's website, throughout the event.

Opportunity to customize sponsorship package

For an extra fee, the sponsor may personalize its sponsorship package by adding products and/or services.

Ask the event organizers for the catalog of customizations.

- **1. Other requirements** to produce gifts and institutional materials will be the sponsor's responsibility or they may be customized separately with the event organizers, as mentioned above.
- **2.** The sponsorship packages are not exclusive and they may be sold to more than one sponsor, as stipulated by the event's organizing committee.

PEN SPONSOR

Promote your brand in the market

PEN

SPONSOR | Sponsorship Fee: R\$ 15,000





COMMERCIAL BENEFITS



2 tickets to the event.



Brand exposure:

. Sponsor's logo shown on the event's standard pen.

- . logo on screensaver images in the main hall, together with those of other sponsors, looping during coffee breaks and lunch.
- . logo on a banner on the event website, with a link to the sponsor's website, throughout the event.

Opportunity to customize sponsorship package

For an extra fee, the sponsor may personalize its sponsorship package by adding products and/or services. Ask the event organizers for the catalog of customizations.



MEETING ROOM Sponsor

Make your company stand out in business meetings

MEETING ROOM – 1st and/or 2nd day*

SPONSOR | Sponsorship Fee: **R\$ 10,000** per day





COMMERCIAL BENEFITS



2 tickets to the event.



Distribute materials – Distribution of promotional materials and/or gifts supplied by the sponsor inside the meeting room.

Brand exposure:

. Sponsor's logo shown on the room's sign.

Meeting room with standard decoration.

- . logo on screensaver images in the main hall, together with those of other sponsors, looping during coffee breaks and lunch.
- . logo on a banner on the event website, with a link to the sponsor's website, throughout the event.

Opportunity to customize sponsorship package

For an extra fee, the sponsor may personalize its sponsorship package by adding products and/or services.

Ask the event organizers for the catalog of customizations.

NOTES

- **1. Other requirements** for equipment, food and drink, gifts and institutional materials will be the sponsor's responsibility or they may be customized separately with the event organizers.
- **2.** The order of choice of meeting room location will be determined by order of sponsorship confirmation, although priority will always be given to Diamond sponsors.
- **3.** The sponsorship packages are not exclusive and they may be sold to more than one sponsor, as stipulated by the event's organizing committee.

* In the case of sponsorship for two days, there will be a special discount.



INSTITUTIONAL MATERIAL SPONSOR

Your company present in the event's sign-in area

INSTITUTIONAL MATERIAL

SPONSOR | Sponsorship Fee: **R\$ 10,000**





COMMERCIAL BENEFITS



2 tickets to the event.



Distribute materials – Distribution of institutional materials supplied by the sponsor inside the bags and/or folders produced by the event organizers (no larger than A4 when closed).



Brand exposure:

. Logo on screensaver images in the main hall, together with those of other sponsors, looping during coffee breaks and lunch.

logo on a banner on the event website, with a link to the sponsor's website, throughout the event.

Opportunity to customize sponsorship package

For an extra fee, the sponsor may personalize its sponsorship package by adding products and/or services.

Ask the event organizers for the catalog of customizations.

- **1. Other requirements** to produce gifts and institutional materials will be the sponsor's responsibility or they may be customized separately with the event organizers, as mentioned above.
- **2.** The sponsorship packages are not exclusive and they may be sold to more than one sponsor, as stipulated by the event's organizing committee.



LEAFLET STAND SPONSOR

Reinforce your brand during a moment of interaction

LEAFLET STAND

SPONSOR | Sponsorship Fee: **R\$ 10,000**

COMMERCIAL BENEFITS



2 tickets to the event.



Distribute materials – Promotional materials and/or gifts supplied by the sponsor available at the totem*.

 * Does not include distribution of promotional materials and/or gifts by receptionists.



Brand exposure:

. Sponsor's logo shown on leaflet stand in networking area.

- . logo on screensaver images in the main hall, together with those of other sponsors, looping during coffee breaks and lunch.
- . logo on a banner on the event website, with a link to the sponsor's website, throughout the event.

Opportunity to customize sponsorship package

For an extra fee, the sponsor may personalize its sponsorship package by adding products and/or services.

13º INSURANCE

SERVICE MEETING

CNseg

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Ask the event organizers for the catalog of customizations.

- **1. Other requirements** to produce gifts and institutional materials will be the sponsor's responsibility or they may be customized separately with the event organizers, as mentioned above.
- **2.** The sponsorship packages are not exclusive and they may be sold to more than one sponsor, as stipulated by the event's organizing committee.

INFORMATION FORMATION

Sponsorship packages will be awarded on a first come, first served basis, via the Sponsorship Confirmation Form.

CONFIRMATION

Sponsorship will be confirmed by filling in and signing the Sponsorship Confirmation Form.

DISCOUNT

Sponsors that wish to acquire more than one sponsorship package will receive a special discount.

ORDER OF CHOICE

The order of choice of talks, location of lounges, networking points and meeting rooms will be determined by order of sponsorship confirmation, although priority will always be given to Diamond sponsors, followed by Gold sponsors.

Q CHOICE OF DEBATERS

The panel discussions for which sponsors are entitled to appoint a debater will be chosen by order of sponsorship confirmation. For more information, see the Sponsorship Confirmation Form.



COPPORTUNITY TO CUSTOMIZE SPONSORSHIP PACKAGES

Please consult the event organizers to find out personalized products and/or services that can be added to your sponsorship package.

The acquisition of customized items is optional. Sponsors may acquire products and/or services themselves and only pay the expo center's "corkage fee."

Q OTHER REQUIREMENTS

Other requirements for equipment, food and drink, gifts and institutional materials will be the sponsor's responsibility or they may be customized separately with the event organizers.

DISCOUNTED TICKETS

Sponsors are entitled to a 20% discount on all ticket prices, after they fill in and sign the Sponsorship Confirmation Form. This discount will **not be granted retroactively** to packages acquired beforehand.

Q STAFF TICKETS

The sponsors of the Diamond, Gold, Lounge, Networking Point, Lunch, Cocktail Reception, Meeting Room, Phone Charger and Leaflet Stand packages may acquire extra tickets for staff members for the special price of R\$400 (for both days). Staff members are deemed to be receptionists, bartenders, kitchen assistants, photographers, security guards etc.

Staff members must remain at their work posts, and they are not authorized to attend the talks. More information will be provided in the sponsors' manual.

Interpretent Stantard Layout

The event has a standard venue design, which may not be altered. All materials to be produced that feature sponsors' logos must use the standard layout, and they will be submitted to the event organizers for approval.

ULICENSE FEES

Any license fees related to acquired products, services and/or spaces will be the sponsor's responsibility. More information will be provided in the sponsors' manual.

CONTACTS

General Coordination

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Sponsor Support

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SPONSORSHIP CONFIRMATION

<u>Click here</u> to obtain the Sponsorship Confirmation Form, which should be filled in, signed and emailed to the above addresses.

