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Guidelines for Podium Sponsor, Lanyard Sponsor and A4 Size Advertisement in the Souvenir

GREETINGS!!

Conference Merchandise such as Lanyard (Neck Cords), Podium Banners, Stationary and the Conference Souvenir are the best platform to showcase the value of the products or services being provided by the company/organization/institutes.

GUIDELINES:

- Be clear with the Target audience.
- Do not approach a large scale company for this sponsorship opportunity. Go for medium to small scale companies.
- You can also go for the Start-ups in the field as they need promotions at lower price.
- You can maintain an industrial/company database manually through Google or through pre-existing databases like lead411, Zoominfo and Insideview.
- Person to be contacted: For Companies: Anyone from Sales, Business Development or Marketing.
- Universities/Institutes as well as Association/Societies can also be considered for Podium Sponsor, Lanyard Sponsor or for A4 size advertisement in the conference souvenir.
- Also, from your existing conversation in outlook, if any speaker is from an industrial background or else he/she is a business delegate representing a company or running his/her own firm, then you can directly put up a proposal upfront for different kind of sponsorship opportunities available.
- Mention the prices very clearly and keep it same everywhere as these are least expensive sponsorship opportunities available for promotions and advertisement.
- All they want is VISIBILITY. So don't forget to mention the other platforms such as Social Media, Conference Website and Press Releases where we will be promoting them free of cost.

SUBMISSION:

- Once the client is ready to take any such kind of sponsorship opportunity, they need to submit their logo, link and small description about their product/services which they want to get printed in the Souvenir.
- Logo along with the company url can be printed on the Podium banner/Lanyards. The content should be published in the souvenir (along with logo, link, contacts etc.) as an A4 size advertisement.
- They can directly send it through mail or else they can submit it through we-transfer
- Readymade A4 size advertisement in .pdf format can also be submitted.

BENEFITS:

- Logo recognition on congress website sponsorship page.
- A4 Color Advertisement in Congress Program or Book of Abstract.
- Inclusion of company's leaflet/insert in the congress delegate bags.
- An exclusive online promotion on all social Networking Sites.
- 5% Waiver on Sponsorship for any next year conferences.
- Recognition to your products and services in the world market through our website.
- Develop new client relationships and strengthen the existing ones (B2B Meeting).
- Shape and raise your corporate image through logo branding
- Brand briefing at the opening and closing ceremonies.
- Press Release on behalf of your company.
- Brand announcement with 10000 Brochures across the Globe (These brochures will be allocated annually).



Podium Banner Sponsor-USD 500



Lanyard Sponsor-USD 800



A4 Size Advertisement Sponsor-USD 300