

# **Promax/BDA Europe 19th – 20th April 2010 Lisbon Official Rate Card**



**For more information please email:**  
[vanessa@promaxasia.tv](mailto:vanessa@promaxasia.tv)

## **Opening Night Cocktail Party: €10,000**

The Opening night Promax/BDA European cocktail party runs the first night of the conference. One hour at the Hotel ... it's a popular start to the evening and the conference!

The venue for this event can also be located outside the Hotel. We're happy to explore all options if you have a suggestion to best serve your company or profile.

## **Pre-Awards Drinks: €7,500**

The exclusive Promax/BDA European pre awards drinks ... EVERYONE WILL BE THERE! An affordable option to get your brand / channel top of mind!

## **The Official Promax/BDA Europe Awards Ceremony:**

Price available on request

The Awards Ceremony will be the climax of the Promax/BDA Europe Conference. This package presents the host sponsor with the honour of opening the Awards Ceremony, with on-screen video branding, Conference guide advertising, banner profiling at the room entrance and distribution of promotional material on all chairs, prior to the start of the ceremony.

## **The Official Promax/BDA Europe Post Awards Party:**

Price available on request

The exclusive Promax/BDA Europe party is the highlight of the 2-day Conference and an excellent opportunity for delegates to unwind, relax and let their hair down. The venue for this event is located outside of the hotel and sponsors of this event will receive maximum exposure and high visibility.

## **Morning Tea Sponsor €5,000**

Have exclusive rights for branding the Morning Tea over the two days of the conference. Package includes a full-page ad in the brochure, Logo on all mail outs and company name on the Mini schedule. Contact us for full breakdown.

## **Delegate Bags:**

Price available on request

Bags will be produced and branded by sponsors and subsequently distributed by Promax/BDA to all Conference attendees. Or Promax/BDA can produce the bags, which includes a branding fee.

## **Conference Stage Branding: €10,000**

The Sponsor will have their corporate name & logo showcased alongside the Promax/BDA logo, in a prominent position on the main and break-out stage. The sponsor's name and logo shall feature for the duration of the Conference and throughout the sessions excluding the Awards ceremony. This package also includes acknowledgement of the sponsor's participation within the Conference guide, along with branding on the Promax/BDA website.

## **Internet Café: €4,000**

Our Internet Café will provide all Promax/BDA delegates with a vita link back to their office during their stay in Lisbon. There will be two workstations, which includes the complimentary Internet and email access.

## **Branded Room Key Cards: €3,000 **Sold****

Room keys are a constant companion to all hotel guests. All room keys will be branded with your logo and issued, upon check-in, to all attendees of Promax/BDA Europe, staying in the nominated hotel.

## **Delegate Lanyard: €4,500**

Lanyards have high visibility and are a prerequisite for entrance into Conference sessions, workshops and seminars. Lanyards will be distributed to all delegates with badges and schedules. Production and shipping of Lanyards are the responsibility of the sponsor.

## **Mini-Conference Schedule: €4,000**

Great branding opportunity for any company that wants to attract industry attention. Program hangs off the lanyard, which every delegate will be wearing. They will see your logo every time they check what's on next!

The sponsor can design the mini schedule or Promax/BDA can place the sponsors logo on the mini schedule.

## **Promotional T-Shirt: €2,500**

Sponsor to supply 700 T - shirts in an array of sizes. T Shirts will be placed in the Delegate bag. There will be only one T-shirt sponsor.

## **Chair Drop Distribution: €2,000**

Want your brand to be noticed...there are three opportunities available. Each sponsor supplies up to 700 items for distribution in all theatres for any one nominated session.

## **Online Banner Advertising: €1,500**

Get 24 hours, 7-day week coverage from the minute you make your booking. Sponsors supply .gif artwork for their own site and get immediate click-through access from the heavily trafficked Promax/BDA Europe web site. Technical specs and size available on request

Front position on Promax/BDA Europe home page will be sold at a premium of **€2,000**

## **Delegate Bag Inserts: €1,400**

Sponsors are invited to insert promotional material in all delegate bags.

## **Official Brochure Guide Advertising: From €650**

Make your mark and choose from the following:

Inside Cover €1,500

Outside Back Cover €1,800

Colour F/P €1,000

Colour 1/2 €650

Mechanical specifications and artwork details are available on request

## **Exhibition Table Package: From €6,000**

Due to limited space at this year's venue there will only be 3 exhibition tables outside the Main room. They will be sold at a premium of €7,000 each.

A further 5 exhibition tables will be placed in the exhibitors area beside the breakout room. They will be sold for €6,000 each.

Please note all refreshments will be served outside each room

To avoid disappointment please book today

Skirted tabletop

21" colour TV monitor

VHS/PAL DVD player

25 – Word company description published in the Conference brochure

Online banner ad – sponsor to supply ad

1 x complimentary Conference registration

Full-page ad in the brochure. Sponsor to supply artwork

## **Cool guide to Lisbon... €4,500**

An exclusive opportunity to create your own web page within the Promax/BDA website. This one off opportunity allows a sponsor to create a cool guide to Lisbon. You will gain full naming rights to the page and you'll be able to play your own material alongside the guide. If you need further clarification, please contact Vanessa on [vanessa@promaxasia.tv](mailto:vanessa@promaxasia.tv)

## **Your Music during the breaks. ... €3,000**

We're looking for a production music house that wants to play their music throughout the conference. The sponsor will supply mixed music to be played during the breaks, between sessions and for walk on music. A slide created by the sponsor will feature on screen periodically throughout the two days. For example... 'The music you are listening too right now is brought to you by'

The sponsor can also put their CD on the chairs twice during the conference or in the bag if they prefer.

**Material Distribution – branded premiums at the registration desk...  
Want to know more please contact Vanessa...**

**How do I become a Gold Sponsor: you must spend 10K €**

**How do I become a Silver Sponsor: you must spend 6k €**

**How do I become a Bronze Sponsor: you must spend 3k €**

**Please note only Gold and Silver sponsors feature on weekly mail outs**

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