

# 7<sup>th</sup> South East Europe Energy Dialogue

## *Sponsorship Opportunities & Supporters' Benefits*

Most IENE events are open to sponsorship and financial support from businesses and organizations. Sponsors are usually organizations and corporations operating within the broader energy field, (e.g. oil, gas, electricity, renewables). Organizations and companies from other fields such as banking, financial services and law may also become sponsors. The amounts involved in the sponsorship and financial support of IENE events vary and are determined according to the standards and organizational conditions involved each time.

The convening of an international gathering such as the 7<sup>th</sup> South East Europe Energy Dialogue requires very high standards of organisation which is a prerequisite for the success of this unique regional conference. Now in its seventh year the S.E. Europe Energy Dialogue is an established event which attracts hundreds of delegates from all countries of the region but also from all over Europe and Eurasia. In addition there is high level participation from several international organizations including the IEA, the World Bank, the EBRD, the EIB, the Energy Charter, the Energy Community, the European Community etc.

The 7<sup>th</sup> SEEED is open to sponsorship and benefits for potential sponsors and supporters include the following:

- 1. The logo and name** of each sponsor or supporter to be displayed in various ways, such as:
  - On the printed announcements which are distributed before the event.
  - On all advertisements that are published in the Press.
  - On the backdrop of the stage and on all banners which are usually located in the areas where the event is being held, as well as on publicity posters.
  - On the event's special pages on the internet, via [www.energia.gr](http://www.energia.gr) and [www.iene.gr](http://www.iene.gr).
  - On the event's official programme.
  - On all printed matter distributed to the delegates.
  - On the folder containing the conference documentation, which is given to each delegate upon registration
  - On the video card projected on the screen during the event.
  - On the cover of the volume containing the conference abstracts and speakers CV's.

- On the menu of the official dinner.
2. The possibility for a representative of the sponsor to speak during the event or participate in one of its panel discussions or to coordinate one of its sessions.
  3. The sponsor's name will be mentioned in all press releases which are sent out to the media.
  4. The sponsor's name & logo to appear on the first right-hand page of the volume containing the event's proceedings, or on the cover of the CD with the proceedings, which are published and distributed after the event.
  5. Each sponsor will have the opportunity to distribute printed and other material (e.g. CD-ROMs) concerning his business' products and activities during the conference. This material may be included in the conference folder if it is in the form of a slim brochure. Otherwise it will be displayed next to the registration desk.
  6. A representative of the sponsor may seat at the table of the speaker during the official conference dinner.
  7. Each sponsor or supporter is entitled to register certain number of participants free of charge in the event, chosen from its executives and associates. The number depends on the level of funding to be provided.
  8. Each sponsor has a right to free advertising space in selected IENE publications.
  9. Each sponsor is entitled to certain months' free inclusion of its logo on IENE's web site.

All the above describe the usual benefits that a sponsor or supporter at the 7<sup>th</sup> SEEED may normally enjoy. According to the particular profile of the supporting organisation, it is possible that further benefits can be offered by IENE which are not included in the above list. Such benefits are mentioned in writing in the "Sponsorship" agreement which is usually established between IENE and each Sponsor/Supporter. Interested sponsors or supporters receive first a written proposal with the detailed list of the specific benefits that can be offered by IENE.

## Sponsorship Opportunities

There are four of sponsorship categories for the 7<sup>th</sup> SEED:

- (i.) Major Sponsor
- (ii.) Sponsor
- (iii.) Supporter
- (iv.) Food & Drinks Sponsors

### ➤ *Major Sponsor*

The conference will have a sole major sponsor, whose total contribution amounts to 20,000€ + 23% VAT. The major sponsor is entitled to 20 free conference registrations including participation in the official luncheons and dinner. The major sponsor will simultaneously be the exclusive sponsor of the conference's official conference dinner on June 19.

### ➤ *Sponsor*

There will be several conference sponsors with each one contributing 12,000€ + 23% VAT each. Each sponsor is entitled to 12 free registrations.

### ➤ *Supporter*

Each Supporter will contribute € 6,000 + 23% VAT and is entitled to 6 free registrations.

### ➤ *Food & Drinks Sponsors*

Companies may assist IENE in the organisation of the Energy Dialogue by sponsoring specific items such as coffee breaks, cocktail reception, after dinner drinks and light lunch. Contributions vary between 2.500 to 4.000€ +23% VAT depending on the chosen item. Each "item" sponsor is entitled up to 3 free registrations.