

CityCube Berlin  
Berlin, Germany  
23-24 October 2019

# FIWARE Global Summit

## Sponsorship Packages

Sponsorship Packages	KEYSTONE Sponsorship	SUPER Sponsorship	CORE Sponsorship
	€ 4,5k + VAT	€ 2,5k + VAT	€ 1,5K + VAT
<b>Availability</b>			
Speakers' Slot in Plenary: Opening & Closing (10 min each)*	✓		
Presenters' Slot (20 min in Room 2 or 3)	✓		
Presenters' Slot (10 min in Room 2 or 3)		✓	✓
Participation in at least one panel	✓	✓	
<b>Admission Tickets</b>			
Free full admission tickets (incl. Smart Country Convention)	5	3	2
<b>Brand Visibility</b>			
Plenary Room named after the sponsoring company	✓		
Logo on FIWARE's digital speaker desk (Plenary Room)	✓		
Logo on stage banner (Plenary Room)	✓		
Logo on cover pages of most presentations	✓		
Logo on lanyards (excl. material cost)	✓		
Promotional video streaming during breaks (ready-to-use video to be provided by partner)	✓ Plenary Room	✓ Session Room or Workshop Room	
Dedicated Individual Partner announcement on Social Media (Facebook, Twitter, LinkedIn)**	4	2	1
Partner reposts on Social Media (Facebook, Twitter, LinkedIn)	Unlimited	5	3
Exposed Logo in the FIWARE Summit Agenda	✓		
Included in Logo overview in FIWARE Summit Agenda	✓	✓	✓
Logo wall (exposed in major exhibition area)	✓	✓	
Dedicated space for Sponsor's marketing material	Plenary Room & FIWARE Info Point	FF Info Point (one media product only)	

\*This Grand Opening slot comes in addition to 3 Speakers/Panel slots for Platinum members and 1 Speakers/Panel slot for Gold Members at FIWARE Global Summit.

\*\*Content comes from sponsor partner.

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<b>Communication</b>			
Partner info & logo in pre- and after event e-mailing**	2	1	
Partner info & logo in FIWARE newsletter**	✓	✓	
Dedicated blog post before and after Summit**	✓	✓	
Press release highlighting the sponsor	✓		
Logo & Partner info in FIWARE newsletter**	✓	✓	
Partner info in global Bitkom eMailing, FIWARE co-branded	✓		
<b>Direct Marketing</b>			
Attendee bag insert: brochure	✓	✓	
Attendee bag insert: flyer	✓	✓	✓
Attendee bag insert: gadgets (branded sweets, electronic gadgets, vouchers, adhesives, etc.)	✓	✓	✓

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Additional Sponsorship Opportunities	In € + VAT
<b>FI-Together Aperitivo / booth party</b> Branded bottles or branded currywurst	€1,000.00
<b>FI-Dinner</b> Exclusive paid dinner, branding & 5 min presentation slot	€500.00
<b>Co-branded ceiling banners (x2)</b> In major Exhibition open area (visible to all Smart Country Convention and Summit visitors)	€800.00
<b>Co-branded stage banners (x2)</b> In major activity room (room 1,300 pax) (installed right and left of mega screen)	€350.00
<b>Co-branded stage banners (x2)</b> In major activity room (room 2, 300 pax) (installed right and left of mega screen)	€350.00
<b>Co-branded attendee bags</b> Welcome gym bags, 1000 units	€1,200.00
<b>Co-branded T-shirts</b> Shirts worn by the hostesses and FIWARE staff*	€350.00
<b>Dedicated promo table during FIWARE Startup Day**</b> 24 October, Plenary Room	€250.00
<b>Logo printing</b> On the logo wall	€250.00

\*15/20 units

\*\*Free for VCs and Service Partners