

## 2<sup>nd</sup> Session CG KO CIGRE 2011

# Marketing program

Forms of participation for companies in the 2nd Session CG KO CIGRE 2011 are as follows:

**General sponsor**  
**Big sponsors**  
**Sponsors**  
**Sponsors of opening ceremony and welcoming cocktail**  
**Other Sponsors**  
**Professional-business presentations**  
**Booking of exhibit room**  
**Presentation board**  
**Distribution of promotional material**  
**Advertisement**

Each form of participation entails certain rights and a compensation that will be used to cover the costs of the 2nd Session CG KO CIGRE 2011. All details may be found on the website [www.cigre.me](http://www.cigre.me).

### General sponsor

**There may be only one general sponsor.**

After paying a sponsorship fee in the amount of €15,000 you will acquire **a right to:**

- display a logo and a trade mark of a General sponsor: in the Program of the 2nd Session CG KO CIGRE; in the Collection of Abstracts; on a CD-rom; in the Report from the Session and on the website of CG KO CIGRE by the end of 2011.
- a right to have a multimedia presentation of up to 20 MB on a CD-rom;
- furnished exhibit space;
- Company's logo: banner on the main entrance, on a visible place in a plenary hall and on a screen before beginning of work in the Session hall;
- a possibility to distribute brochures, catalogues and other propaganda material to participants;
- reserved presentation time of 45 minutes;
- Color page in the Program and in the Report from the Session;
- Plaquette awarded at the Assembly of CG KO CIGRE;
- five registration fees.

### Big sponsors

After paying a sponsorship fee in the amount of €10,000 you will acquire **a right to:**

- display a logo and a trade mark of a Big sponsor: in the Program of the 2nd Session CG KO CIGRE; in the Collection of Abstracts; on a CD-rom; in the Report from the Session and on the website of CG KO CIGRE by the end of 2011.
- a right to have a multimedia presentation of up to 10 MB on a CD-rom;
- furnished exhibit room;

- Company's logo: banner on the main entrance, on a visible place in a plenary hall and on a screen before beginning of work in the Session hall;
- a possibility to distribute brochures, catalogues and other propaganda material to participants;
- reserved presentation time of 30 minutes;
- Color page in the Program and in the Report from the Session;
- Plaque awarded at the Assembly of CG KO CIGRE;
- three registration fees.

## Sponsors

After paying a sponsorship fee in the amount of €5,000 you will acquire **a right to:**

- display a logo and a trade mark of a Sponsor: in the Program of the 2nd Session CG KO CIGRE; in the Collection of Abstracts; on a CD-Rom; in the Report from the Session and on the website of CG KO CIGRE by the end of 2011.
- a right to have a multimedia presentation of up to 5 MB on a CD-rom the 1 Session CG KO CIGRE;
- Company's logo: banner on the main entrance, on a visible place in a plenary hall and on a screen before beginning of work in the Session hall;
- a possibility to distribute brochures, catalogues and other propaganda material to participants;
- Plaque awarded at the Assembly of CG KO CIGRE;
- One registration fee.

## Sponsors of opening ceremony and welcoming cocktail

After paying the amount of €3,000 you will acquire **a right to:**

- display a logo and a trade mark on a board in the opening ceremony hall, with a note saying that the party is a Sponsor of the opening ceremony;
- display a logo and a trade mark in the Program of the 2nd Session CG KO CIGRE;
- a right to welcome participants in the opening ceremony and to invite participants to a cocktail;
- Letter of appreciation from the 2nd Session CG KO CIGRE;
- one registration fee.

## Other Sponsors

After paying the amount of €2,000 you will acquire **a right to:**

- display a name of the company: on the Sponsor board in a plenary hall; in the Program of the 2nd Session CG KO CIGRE; in the Collection of Abstracts; on a CD-rom and in the Report from the Session.
- one registration fee.

## Professional-business presentations

After paying €1,000 a participant will be entitled to have a presentation about his company and its production program lasting up to 30 minutes in accordance with the organisers program that will be set in advance.

Business presentations will be arranged in breaks between the morning and afternoon work of the SC. A schedule of business presentations will be published in the Program of the 2nd Session CG KO CIGRE and on a noticeboard of the Session. Companies, equipment manufacturers and other interested parties may reserve time for other kinds of their presentation (dinners, cocktails, study tours, etc.) in coordination with the OO.

## **Booking of exhibit room**

Under the 2nd Session CG KO CIGRE it is planned to have an exhibit of energy equipment, products, instruments, services and software of national and international manufacturers.

Exhibitor shall **have** furnished stand (elements, furniture, floor, el. instalation, lighting) and 1 registration fee. Price of 1m<sup>2</sup> of exhibit room is €250.

With extra payment of €50 for 1m<sup>2</sup> exhibitor gets Color page in the Program and in the Report from the Session.

Printing services are not included in the abovementioned price.

Look, disposal and size of stands, type and price of printing services you can find on: [www.cigre.me/marketing/standovi](http://www.cigre.me/marketing/standovi).

Number of stands is limited. Exhibitors from 1st Session CG KO CIGRE have a priority.

## **Presentation board**

After paying an amount of €250 you will be entitled to a graphical presentation of your company in the exhibit room on a board of 1x1 m size.

## **Distribution of promotional material**

After paying €200 you will be entitled to distribute brochures, catalogues or some other promotional material in order to present the company to participants in the 2nd Session CG KO CIGRE.

A promotional material that is planned to be distributed to participants as a part of material that will be obtained upon registration will have to be presented to the OO and after obtaining their consent, it will be delivered 10 days prior to beginning of the Session.

## **Advertisement**

After paying an amount of €500 you will be entitled to a color page in the Program and in the Report from the Session.