

LOGISTICS SEMINAR ROMANIA APRIL 28th 2010

Empowering Romania as the Eastgate trade hub of Europe



www.logisticsportal.ro



Archicom. Bright Ideas, Smart Design.

Logistics Seminar Romania April 28th 2010

“Empowering Romania as the Eastgate trade hub of Europe”



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Logistics Seminars 2007-2009 major success

- More than 85% of the about 275-300 attendees at the 4 seminars were supply chain managers and directors of Romanian companies, and only 15% were from Western European companies.



Next Logistics seminar April 28th 2010

- “Empowering Romania as the Eastgate trade hub of Europe”

Archicom. Bright Ideas, Smart Design.

Logistics Seminars Romania - Organisation -



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Archicom



- **Consultants**
- **Archineers**
- **Managers**

In cooperation with:



The Netherlands - Romanian Chamber of Commerce, Industry and Agriculture

Logistics Seminars Romania

- A total solution (1) -



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- Archicom developed in 2007-2009 4 logistics seminars
 - Archicom is a leading Dutch logistic expert company established 1986

The objective of the events is:

- Inform & educate professionals
- Develop a continuous deepening & expanding logistics network
- Provide a highly professional communication platform for sponsors

Logistics Seminars Romania

- A total solution (2) -



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- **The target audience is:**
 - Directors and higher management of retail chains
 - Directors and higher management of logistic services companies
 - Directors and higher management of Wholesale and B to B companies
 - Directors and higher management of production companies
 - Legal, banking, financial, financing/investment and IT experts

- **The communication targets are:**
 - 250-300 participants at each event
 - Direct communication with top 500 companies & logistics experts in Romania
 - Direct communication with top 200 companies in Western Europe in the logistics segments
 - Indirect communication with:
 - 10.000 + database Logistics Portal (www.logisticsportal.ro)
 - 15.000 + readers of Romanian media partners
 - Top 10.000 companies in Romania via internet, email and press

Logistics Seminars Romania - Multi-channel approach (1) -



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- To support the sponsors, multiple communication channels are used:
 - Internet
 - Magazine
 - Printed material
 - E-mail
 - Telephone
 - Booth
 - One-on-One



Archicom. Bright Ideas, Smart Design.

Logistics Seminars Romania

- Multi-channel approach (2) -



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- **Internet:**
 - Dedicated continuous upgraded website www.logisticsportal.ro
 - Links to sponsor websites
 - Dedicated website will include event coverage, press releases, presentations, sponsor news

- **Mediapartners:**
 - Editorials, press-releases etcetera about the logistics event
 - Advertising about the event (print & online)

- **Printed material:**
 - Brochure(s) of the event
 - Press releases in leading Romanian newspapers & magazines

Logistics Seminars Romania

- Multi-channel approach (3) -



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- **E-mail:**
 - Identified targets from top 500 Romanian companies will receive personal invitation per email
 - List of identified targets will include sponsor targets
 - 5.000+ email addresses will be used for raising awareness of event(s) and sponsors through digital newsletters
- **Telephone:**
 - Identified targets are approached by telesales (up to 4 contacts)
- **Exposure:**
 - Sponsor packages include the opportunity of exposure in the seminar syllabus
- **Booth:**
 - Sponsor packages include the opportunity of a booth at the event(s)
- **One-on-One:**
 - Sponsor packages include free admissions to event(s)

Logistics Seminars Romania - Targeted Sponsors -



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- /// Manufacturing / Assembly companies
- /// Trading companies
- /// Real Estate companies
- /// Logistic Services Providers
- /// IT suppliers to logistics industry
- /// Transport services companies
- /// Services suppliers to logistics industry
- /// Employment agencies



Logistics Seminars Romania

- Participant aspects -



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- To safeguard quality and attendance to event, participants will pay through a pro-forma invoice system on the website. Maximum: 250 participants.
- Participants/companies receive incentive to bring multiple persons:
 - One registrant: €175 ex. VAT
 - Three or more registrants: €145 / person ex. VAT
- Events will include survey:
 - Launched before the event, including sponsor logo's & their input
 - Used during the event to fuel the interaction between speakers & audience
 - Survey results to be used on www.logisticsportal.ro

Logistics Seminars Romania - Sponsor Opportunities-



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April 28th 2010

“Empowering Romania as the Eastgate
trade hub of Europe”

Crowne Plaza Hotel

Sponsor Opportunities

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Logistics Seminars Romania - Sponsor Levels -



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- Premier/Overall Event Sponsor
 - Only 1 position per branch per event
- Theme Sponsor
 - Up to 6 positions per event
- Exhibition Sponsor
 - Up to 12 positions per event
- Maximum: 25 sponsor partners
- Sponsor agreements based on first come, first served basis



Logistics Seminars Romania

- Premier/Overall Event Sponsor -



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- One exhibit space for booth 8 square meters (4 x 2) at no additional charge, which includes two sponsor registrations. Booth on PREMIER spot
- Branche Exclusivity as premier sponsor
- Extra Four Full Conference Registrations at no additional cost
- Possibility to name a representative in one of the panels
- Possibility for content contribution inside the seminar syllabus / seminar website
- Company logo most prominently displayed on cover of Conference Programme Brochure and on the dedicated website (www.logisticsportal.ro)
- Company name mentioned in all promotional materials and in news releases as Sponsor
- Signage onsite during entire event providing "Sponsor" prominence
- Public recognition at beginning and end of event
- Link from www.logisticsportal.ro
- Your Company's promotional material included with Event Syllabus given to all attendees
- The marketing of the event will include your prospects
- Your Company will receive directly after the conference the fully detailed participant contact list

Logistics Seminars Romania

- Theme Sponsor -



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- Extra Four Full Conference Registrations for your use at no additional cost
- One exhibit space for booth 8 square meters (4 x 2) at no additional charge, which includes two sponsor registrations
- Extra space of 10 square meters €1500
- Possible position as member of the panel during one of the presentations
- Possibility for content contribution inside the seminar syllabus / seminar website
- Company logo most prominently displayed on cover of Conference Programme Brochure and on the dedicated website (www.logisticsportal.ro)
- Company name mentioned in all promotional materials and in news releases as Sponsor
- Signage onsite during entire event providing "Sponsor" prominence
- Public recognition at beginning and end of event
- Link from www.logisticsportal.ro
- Your Company's promotional material included with Event Syllabus given to all attendees
- The marketing of the event will include your prospects
- Your Company will receive directly after the conference the fully detailed participant contact list

Logistics Seminars Romania

- Exhibition Sponsor -



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- One exhibit space for booth 6 square meters (2 x 3) at no additional charge, which includes two sponsor registrations
- Extra space of 6 square meters €1500
- Company name mentioned in all promotional materials and in news releases as Sponsor
- Signage onsite during entire event providing "Sponsor" prominence
- Public recognition at beginning and end of event
- Link from www.logisticsportal.ro
- Your Company's promotional material included with Event Syllabus given to all attendees
- Possibility for content contribution inside the seminar syllabus / seminar website
- The marketing of the event will include your prospects
- Your Company will receive directly after the conference the fully detailed participant contact list

Logistics Seminars Romania

- Sponsor Range & Investments -



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	1 Event
Premier/Overall Event Sponsor	€6,000
Theme Sponsor	€4,000
Exhibition Sponsor	€2,000

Logistics Seminars Romania - Contact details organization -



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Management Services

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