

MARKETING OFFERS

SPONSORSHIP OF NETWORKING EVENTS

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CONTENT FIRST

DISCOP

ADOPT THE WORLD

1 THE OFFICIAL WELCOME COCKTAIL PARTY

Held on the first day of each DISCOP event, the WELCOME COCKTAIL PARTY takes place in a networking-friendly environment. This event is the first opportunity to casually meet newcomers and engage current clients. The party starts early enough to attend other business functions later on in the evening.

This package includes:

- ▶ Ability to display and distribute promotional materials across the party venue
- ▶ Three (3) maxi plasma screens / sound equipment available
- ▶ Production and set-up of three (3) customized jumbo-sized posters
- ▶ Branding of all the print and electronic invitations handed out and sent to all participants
- ▶ Assistance of our staff in collecting business cards
- ▶ Company logo displayed on the partners' section of the DISCOP webpage and informative signage during the event.
- ▶ One full page advertisement in the market issue of DISLINK



2 GALA DINNER PARTY

Held on the second day of each DISCOP event, the GALA DINNER PARTY is an INVITATION ONLY event honoring strategic aspects of audiovisual content business in the targeted region. The maximum number of invited guests cannot exceed 150.

This package includes:

- ▶ Unlimited speech and screening opportunities
- ▶ Ability to display and distribute promotional materials across the party venue
- ▶ Two (2) maxi plasma screens / Sound equipment available
- ▶ Production and set-up of the three (3) customized jumbo-sized posters
- ▶ Branding of all the print and electronic invitations handed out and sent to all participants
- ▶ Assistance of our staff in collecting business cards
- ▶ Company logo displayed on the partners' section of the DISCOP webpage and informative signage during the event.
- ▶ One full page advertisement in the market issue of DISLINK

3 COFFEE BREAKS

Coffee breaks are provided at certain DISCOP events. Participants are offered complimentary beverages and snacks during the course of the event in specific high-visibility networking areas.

This package includes:

- ▶ Ability to display and distribute promotional materials
- ▶ Production and set-up of two (2) customized jumbo-sized posters
- ▶ Branding of all napkins used during the breaks
- ▶ Assistance of our staff in collecting business cards
- ▶ Company logo displayed on the partners' section of the DISCOP webpage and informative signage during the event.
- ▶ One full page advertisement in the market issue of DISLINK



4 LUNCHEONS

Luncheons are provided at certain DISCOP events. Participants are offered complimentary meals, beverages and snacks during the course of the event in specific high-visibility networking areas.

This package includes:

- ▶ Ability to display and distribute promotional materials
- ▶ Production and set-up of two (2) customized jumbo-sized posters
- ▶ Branding of all napkins used during the breaks
- ▶ Assistance of our staff in collecting business cards
- ▶ Company logo displayed on the partners' section of the DISCOP webpage and informative signage during the event.
- ▶ One full page advertisement in any issue of DISLINK

5 CLOSING COCKTAIL PARTY

Held on the closing night of DISCOP, the CLOSING COCKTAIL PARTY is the last chance for your brand to get noticed. The party starts early enough to attend other business functions.

This package includes:

- ▶ Ability to display and distribute promotional materials across the party venue
- ▶ Three (3) maxi plasma screens / sound equipment available
- ▶ Production and set-up of three (3) customized jumbo-sized posters
- ▶ Branding of print and electronic invitations handed out and sent to all participants
- ▶ Assistance of our staff in collecting business cards
- ▶ Company logo displayed on the partners' section of the DISCOP webpage and informative signage during the event.
- ▶ One full page advertisement in the market issue of DISLINK



6 DISCOPRO SPONSORSHIP

The DISCOPRO training and networking one-day program takes place in the context of each DISCOP market, the day before or the day after the market. This program takes a close look at the obstacles as well as the opportunities facing the co-production of television content aimed at audiences from culturally difference origins. The 2011 DISCOPRO program will be divided into several sessions to take place in Istanbul, Budapest and Nairobi, each one of them analysing a television content genre that could certainly benefit from the creative and production savvy input of trans-cultural partnerships.

This package includes :

- ▶ Branding of all the DISCOPRO marketing material and informative signage
- ▶ Production and set-up of two (2) customized jumbo-sized posters
- ▶ Two (2) maxi plasma screens / sound equipment available
- ▶ One full page advertisement in the market issue of DISLINK
- ▶ Assistance of our staff in collecting business cards
- ▶ Speaking opportunity during the DISCOPRO closing cocktail party

ONSITE BRANDING OPPORTUNITIES

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7 WELCOME AREA AND INTERNET CORNER

The WELCOME AREA AND INTERNET CORNER are high-traffic locations where all participants pick up their badges and schedule last minute meetings.

This package includes:

- ▶ Company logo at the bottom of each counter
- ▶ Company logo displayed on the partners' section of the DISCOP webpage and informative signage during the event.



8 DISLOUNGE SCREENING AREA

Computers set up in the DISLOUNGE SCREENING AREA are available to BUYERS for the duration of DISCOP. This high-traffic area is the perfect place to increase brand visibility.

This package includes:

- ▶ Unlimited branding opportunities in the DISLOUNGE SCREENING AREA
- ▶ Company logo displayed on the partners' section of the DISCOP webpage and informative signage during the event.



9 ELEVATOR DOORS



Turn the event's most trafficked area into a display for your company.

This package includes:

- ▶ Branding of all elevator doors located on the main floor
- ▶ Company logo displayed on the partners' section of the DISCOP webpage and informative signage during the event.



10 MEETING ORGANIZATION CENTER AND ELECTRONIC MESSAGE BOARDS

Electronic message boards are displayed in strategic market areas announcing new and rescheduled meetings between participants.

This package includes:

- ▶ Branding of each electronic message board.
- ▶ Company logo displayed on the partners' section of the DISCOP webpage and informative signage during the event.



SHOW BAG

12 SHOW BAGS

Each participant receives a SHOW BAG. Your company's logo will travel with every participant over the course of the event, providing very high visibility.

This package includes:

- ▶ Company logo on the front of the bag
- ▶ Company logo displayed on the partners' section of the DISCOP webpage and informative signage during the event.

11 STAFF T-SHIRT

The perfect tool to effectively promote your company. Our staff is constantly on the move throughout the event. This marketing opportunity turns our staff's presence into your company's presence.

This package includes:

- ▶ Company logo on the front of staff T-Shirts
- ▶ Company logo displayed on the partners' section of the DISCOP webpage and informative signage during the event.



STAFF T-SHIRT



BADGES AND LANYARDS

13 BADGES

This powerful promotional vehicle is required to be worn by all DISCOP participants.

This package includes:

- ▶ Company logo on the back of the badge
- ▶ Company logo in the partners' section of the DISCOP webpage and informative signage displayed during the DISCOP event

14 BADGE LANYARDS

BRANDED LANYARDS give your company high visibility throughout DISCOP.

This package includes:

- ▶ Company logo on the BADGE LANYARDS given to every DISCOP participant
- ▶ Company logo displayed on the partners' section of the DISCOP webpage and informative signage during the event.

The sponsoring company is responsible for creating, producing, and delivering the lanyards by an established deadline.

15 YELLOW JACKET

Our meeting organization staff is always on the move. Your company logo will not be missed on the back of their YELLOW JACKETS.

This package includes:

- ▶ Company logo on the back of the meeting staff's yellow jacket.
- ▶ Company logo displayed on the partners' section of the DISCOP webpage and informative signage during the event.



YELLOW JACKET

16 BUYERS PASSPORT

BUYERS attending the most meetings are offered gifts and rewards. Each buyer is given a pocket-sized PASSPORT to be stamped by each exhibiting seller following a meeting.

This package includes:

- ▶ Back cover advertising page of the pocket-sized passport
- ▶ Company logo on the front page of the pocket-sized passport
- ▶ Company logo displayed on the partners' section of the DISCOP webpage and informative signage during the event.



PASSPORT

17 FULL PAGE ADVERTISEMENT IN THE MARKET EDITION OF DISLINK

DISLINK Magazine is given to all DISCOP participants and the perfect way to have your company noticed going into the event. DISLINK is the only magazine included in each show bag.



19 TOP BANNER ON THE WEEKLY ELECTRONIC NEWSLETTERS

Three electronic newsletters are produced weekly: one for each respective DISCOP market. Each issue aggregates pertaining news from countries covered by DISCOP markets and related to the development of television content business. The DISCOP electronic newsletters are being mailed to a total of 5,000 active contacts representing companies involved in the distribution, programming and production of television content in the 120 countries covered by DISCOP markets. Each package is sold per newsletter and for a renewable period of 3 months.

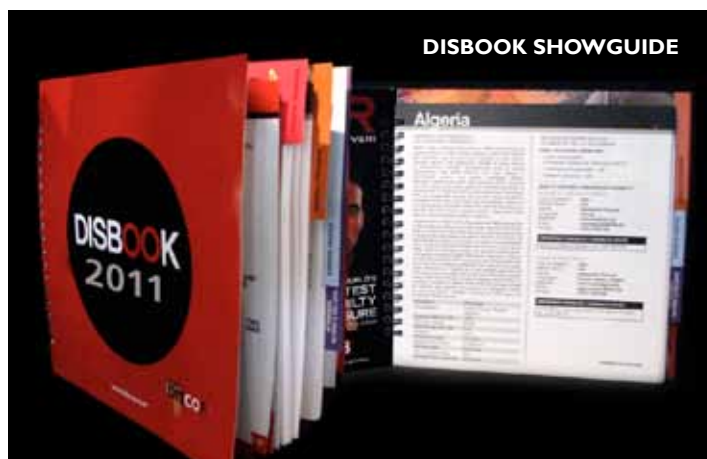
This sponsorship includes:

- ▶ Full branding of the newsletter (16 issues per market)
- ▶ One customized newsletter exclusively highlighting the sponsors' content titles
- ▶ Company logo displayed on the partners' section of the DISCOP webpage and informative signage during the event

18 TOP BANNER ON ALL DISCOP.COM MEETING ORGANIZATION ASSISTANCE WEBPAGES

Research shows that over 60% of all DISCOP participants use online meeting organization services available on DISCOP.com ahead of each market. These online services include participant and content search engines, as well as an interactive meeting planner. Each package is sold per market and is available for a period of 8 weeks: 4 weeks before the market and 4 weeks after. Our online branding sponsorship package includes:

- ▶ 8 weeks of VISIBILITY prior to and after the DISCOP event (16 weeks total)
- ▶ One unique banner on each of the restricted and non-restricted web pages relate to the DISCOP event
- ▶ One rotating banner on the home page of DISCOP.COM for one year



20 FULL PAGE ADVERTISEMENT IN THE DISBOOK SHOWGUIDE

To facilitate traffic during each DISCOP event, all participants are provided a pocket-sized guide featuring content suppliers at the event.

This sponsorship includes:

- ▶ Full page advertising in the pocket guide
- ▶ Company logo displayed on the partners' section of the DISCOP webpage and informative signage during the event
- ▶ Company logo in partners' section on all informative signage displayed during the DISCOP event



22 PRIVATE LUNCHEONS

Invite up to 50 guests to a private luncheon that can be organized any day during the event from 12PM to 2PM.

This package includes:

- ▶ Company logo on the invitation to be handed out by our staff to up to 50 designated guests
- ▶ Welcome speech opportunity
- ▶ Two (2) Jumbo-sized posters
- ▶ Right to brand the entire venue (at sponsor's expense) and to display and distribute promotional materials
- ▶ Assistance of our staff to collect attendee business cards
- ▶ Company logo displayed on the partners' section of the DISCOP webpage and informative signage during the event.
- ▶ One full page advertisement in the market issue of DISLINK

21 PRIVATE COCKTAILS

Private cocktail networking events can be organized any day of the event. Only one private cocktail can be organized per DISCOP event day. Invite up to 50 targeted guests to your own exclusive cocktail party.

This package includes:

- ▶ Unlimited speech and screening opportunities during the event
- ▶ Ability to display and distribute promotional materials during the cocktail
- ▶ Production and set-up of two (2) customized jumbo-sized posters
- ▶ Branding of all print and electronic invitations handed out and sent to all participants
- ▶ Assistance of our staff in managing the RSVPs and in collecting business cards



23 PRIVATE LOUNGE

Create your own VIP lounge. Located in a strategically visible area of the market place, the PRIVATE LOUNGE is a restricted area open only to participants based on rules set by the sponsor. The lounge is open during business hours only.

This package includes:

- ▶ Ability to display and distribute promotional materials in the lounge
- ▶ One (1) maxi plasma screen / Sound equipment available
- ▶ Production and set-up of two (2) customized jumbo-sized posters
- ▶ Company logo displayed on the partners' section of the DISCOP webpage and informative signage during the event.

24 OUTDOOR BANNER

The OUTDOOR BANNER is placed prominently outside the DISCOP venue. Make your company the first thing people see with this powerful advertising opportunity.

This sponsorship includes:

- ▶ One outdoor banner hung in a strategic location to maximize brand visibility
- ▶ Company logo displayed on the partners' section of the DISCOP webpage and informative signage during the event.



25 PLASMA SCREEN

PLASMA SCREENS in strategic market areas are the perfect way to feature your content for all attendees to see.



26 THE SUPER WALL

A customized wall on wheels imbedded with a plasma screen designed by your organization that can't be missed! This sponsorship includes:

- ▶ One mobile SUPER WALL
- ▶ Company logo displayed on the partners' section of the DISCOP webpage and informative signage during the event.

28 SHOW BAG INSERTS

Customized and designed by your company to be inserted in the DISCOP show bag, which is given out to all participants. This valuable marketing tool puts your brand in all participants' hands.



27 CUSTOMIZED DOORKNOB HANGERS

Customized doorknob hangers are put on the doors of all DISCOP participants making your brand a fixture in the hotel's hallways.

29 JUMBO SIZED POSTER

Placed in strategic locations around the DISCOP event for maximum visibility these customized JUMBO SIZED POSTERS are sure to catch the eyes of DISCOP participants.



MARKETING OFFERS

BOOKING FORM

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CONTRACT MUST BE SIGNED AND FAXED TO + I 323 782 1301

IF YOU HAVE NOT RECEIVED OUR CONFIRMATION EMAIL WITHIN 48 HOURS AFTER SUBMITTING YOUR REGISTRATION FORM, PLEASE ALERT OUR OFFICES IMMEDIATELY

CONTACT DETAILS

Mr. Mrs. Ms.

FULL NAME

JOB TITLE

DIRECT TEL MOBILE NUMBER

DIRECT EMAIL 

COMPANY DETAILS

COMPANY NAME YEAR OF CREATION

ADDRESS VAT NUMBER: (EU COUNTRIES ONLY)

CITY STATE/REGION POSTAL CODE COUNTRY

MAIN TEL MAIN FAX MAIN EMAIL

WEBSITE SOCIAL NETWORK(S)  

SPONSORSHIP

EVENT (CHECK BOXES) DISCOP ISTANBUL DISCOP BUDAPEST DISCOP NAIROBI

SPONSORSHIP OPTION RATE €

SPONSORSHIP OPTION RATE €

SPONSORSHIP OPTION RATE €

SPONSORSHIP OPTION RATE €

SUBTOTAL €

VAT (IF APPLICABLE) €

TOTAL AMOUNT DUE: €

CONTRACTUAL AGREEMENT AND FEES

- Fulfillment of this contract is contingent upon observation of our production deadlines. Please contact our staff for details on deadlines for your sponsorship option.
- Following acceptance of this contract an invoice will be issued.
- Agreed terms of payments are indicated on each invoice.
- All payments must be executed within 5 days of the due dates.
- Due to its nature, sponsorships are not subject to cancellation and/or refund.
- Payments can be made by wire transfer or by credit card (4% Surcharge on all AMEX payments).

NAME

DATE

SIGNATURE + STAMP

Basic Lead
events production & management

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