

16th World Steel Conference

The World's Leading Steel Event for Senior Executives

23 - 25 March 2010 - Maritim Jolie Ville, Royal Peninsula Hotel & Resort, Sharm El Sheikh, Egypt



Sponsorship and Exhibition

The following sponsorship packages offer companies the opportunity to place their company brand amongst industry decision makers at CRU's metals conferences. Whether you are looking to promote a specific product/service, or wish to improve brand awareness in the marketplace, we are happy to advise you on the most appropriate means of implementing your marketing strategy.

Examples of Packages Available:

- Welcome reception – 24th March - £10,000
- Luncheon sponsor Day 1 - £8,000
- Luncheon sponsor Day 2 - £8,000
- Coffee break sponsor Day 1 & Day 2 – £6,500
- Conference writing folders - £7,000
- Registration Area - £8,000
- Delegate Messenger System -£5,000
- Exhibition space - £3,500
- Brochure Insert in delegate bag - UK£1,000 (please note this is not a sponsorship package)

Details of sponsorship packages are listed below and to discuss further please contact:-

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WELCOME RECEPTION SPONSOR

- Welcome and entertain potential clients and leave them with a positive impression of your company
- Invitation with your company logo emailed to all pre-registered delegates
- Extensive on-site branding at the Welcome Reception to include table flags, napkins, coasters, branded banners
- Company logo to run in all:
 - conference advertisements
 - email and direct mail promotional mailings
 - logo on website with reciprocal link
 - logo on signage at the event
- Company logo on the front cover of the official conference programme
- Company logo and 50 word description in the conference brochure at the event
- 2 Complimentary delegate places
- Opportunity for a welcome address
- Option - brochure insert
- Option - to provide branded corporate gift to delegates

CONFERENCE WRITING FOLDER

- Company logo on the front cover of the conference writing folder, distributed to all conference participants, offers longevity
- Option - brochure insert
- Company logo on pre-event promotion
- Listed with company logo and 50 word description in the conference brochure at the event
- One complimentary conference delegate registration

LUNCHEON SPONSORSHIP

- Recognition as 'Luncheon Sponsor' on all pre-event conference literature
- Available Day 1 or 2
- Company logo to run in all:
 - conference advertisements
 - email and direct mail promotional mailings
 - logo on website with reciprocal link
 - logo on signage at the event
- Company logo on signage to the lunch area
- Extensive on-site branding at lunch to include table flags, branded menus and signage
- Company logo and contacts in the official conference programme
- Company logo and 50 word description in the conference brochure at the event
- Mention in conference as 'Lunch Sponsor'
- Option to place literature on tables
- Option to provide branded corporate gift to delegates
- Option for short welcome address
- 2 complimentary delegate places
- Reserved table for sponsor at lunch

REGISTRATION AREA SPONSORSHIP

- Company logo at the point where all delegates register and use an information point
- Extensive branding with your company logo in the registration area including banners and table flags
- Company logo to run in all:
 - conference advertisements
 - conference programmes
 - email and direct mail promotional mailings
 - logo on website with reciprocal link
 - logo on signage at the event
- Company logo and 50 word description in the conference brochure at the event
- One complimentary conference delegate registration

DELEGATE MESSENGER SYSTEM

- Company logo on entry page to the online Delegate Messenger system, available 1 month before the conference for all delegates to email and arrange meetings with other attendees. Also used to access the conference papers one month post conference
- Company logo to run in all:
 - conference advertisements
 - conference programmes
 - email and direct mail promotional mailings
 - logo on website with reciprocal link
 - logo on signage at the event
 - Logo listed on the front page of the conference programme mailed out before conference
- Company logo and 50 word description in the conference brochure at the event
- One complimentary conference delegate registration

INSERTS IN THE DELEGATE FOLDER

- Advertisement to be inserted into delegate folder

EXHIBITION TABLE PACKAGES

Exhibitors will benefit from the opportunity to launch new products, source new clients and prospects, network and do business face to face over two days under one roof.

Exhibiting companies will receive

- ➡ Display area of 3x2 with table, 2 chairs
- ➡ Two delegate pass (access to conference and social events)
- ➡ Company profile / entry in the conference programme
- ➡ Access to delegate list and presentations after the conference
 - ➡ Access to delegate messenger service