



# INTERNATIONAL TALLINN 2020 PEATLAND CONGRESS



14<sup>th</sup> – 20<sup>th</sup> June 2020

Alexela Concert Hall, Tallinn, Estonia

**EXPECTED NUMBER OF PARTICIPANTS:** 800

(scientists, professionals, and student researchers, academics and practitioners)

**LANGUAGE:** English

**THEME:** Peat and peatlands – source of ecosystem services

**CONTACT:** Mrs. Grete Mark, *Sponsorship and Exhibition Manager*

M: +372 53855124 | E: [grete.mark@publicon.ee](mailto:grete.mark@publicon.ee)



European Union  
European Regional  
Development Fund



Investing  
in your future



# Marketing opportunities

## Main benefits

- Connecting with Up to 800 attendees from all over the world
- Excellent exposure both before and during the Congress
- Targeted marketing and scheduled meetings between attendees and sponsors
- Social-networking events at top venues
- Networking with influential people in the industry internationally
- Develop collaborative partnerships and business leads
- Possibility to take an exhibition stand to display your expertise
- Being promoted to media and press outlets in conjunction with the Congress
- Gaining knowledge and insight in the latest trends and practices
- Introducing organizations products or services to new markets
- Enhancing company's brand and position in the market
- Raising corporate profile
- Being a part of the latest research and discussion of the issues



# Marketing opportunities

## Sponsorship levels

Diamond	70 000 €
Gold	40 000 €
Silver	20 000 €
Gala Dinner Main Sponsor	20 000 €
Welcome Reception Sponsor	10 000 €
Industry Parallel Session Sponsor	45 000 €
Photo Contest Sponsor	10 000 €
Movie Programme Sponsor	10 000 €
Student Programme Sponsor	10 000 €
Sponsored Presentation	7 500 €
Exhibitor	5 000 €

## Most Prominent Sponsorship Packages

### DIAMOND SPONSORSHIP 70 000 EUR

- Prominent logo exposure on printed material, Congress webpage and venue
- Main sponsorship is shown on all local and international advertisements
- Prominent exhibit space (15 m<sup>2</sup>)
- Five of your company representatives are offered to participate the Congress without registration fees
- Ten complimentary tickets to the Gala Dinner
- Two pieces of promotional materials for delegate bags (advertisement to be supplied and distributed by the sponsor, subject to the Organisers approval)
- Rolling slideshow or video during all coffee breaks and lunches in the Congress Venue
- The company is specially exposed in the opening and closing ceremonies of the Congress
- Key Note speech and one presentation during the Industry Parallel Session (themes to be confirmed by the Congress Organiser)

### SILVER SPONSORSHIP 20 000 EUR

- Logo exposure on printed material, Congress webpage and venue
- Exhibit space (9 m<sup>2</sup>)
- Presentation in Parallel Session (theme to be confirmed by the Congress Organiser)
- Two of your company representatives are offered to participate the Congress without registration fees
- Five complimentary tickets to the Kick-Off Get-Together

### GOLD SPONSORSHIP 40 000 EUR

- Prominent logo exposure on printed material, Congress webpage and venue
- Sponsorship is shown on all local and international advertisements
- Prominent exhibit space (12 m<sup>2</sup>)
- Three of your company representatives are offered to participate the Congress without registration fees
- Five complimentary tickets to the Gala Dinner
- Presentation in the Main Hall or during the Industry Parallel Session (theme to be confirmed by the Congress Organiser)
- One piece of promotional materials for delegate bags (advertisement to be supplied and distributed by the sponsor, subject to the Organisers approval)

### GALA DINNER MAIN SPONSOR 20 000 EUR (*exclusive, option taken*)

- Company Logo & Link on Congress website (on Social Programme page)
- Logo displayed in Programme Book, Gala Dinner's menus and screens
- Two pull up banners for display during the Gala Dinner
- Five minutes address to the participants at the beginning of the Gala Dinner
- Five complimentary tickets to the Gala Dinner
- Supplying a promotional gift for Congress participants (gift to be supplied and distributed by the sponsor, subject to the Organisers approval)
- Any additional promotion to be confirmed with the Organiser

### PHOTO CONTEST SPONSOR 10 000 EUR

- Company Logo & Link on Congress website (on Photo Contest page)
- Logo displayed in Programme Book
- Sponsorship is shown on all local and international Photo Contest advertisements
- Two complimentary tickets to the Gala Dinner

### ICE-BREAKING PARTY SPONSOR 10 000 EUR (*exclusive, option taken*)

- Company Logo & Link on Congress website (on Social Programme page)
- Logo displayed in Programme Book
- Two pull up banners for display during Ice-Breaking Party
- Three minutes address to the participants at the reception
- Supplying a promotional gift for Congress participants (gift to be supplied and distributed by the sponsor, subject to the Organisers approval)
- Five complimentary tickets to the Ice-Breaking Party
- Any additional promotion to be confirmed with the Organiser

### MOVIE PROGRAMME SPONSOR 10 000 EUR

- Company Logo & Link on Congress website (on Movie Programme page)
- Logo displayed in Programme Book
- Sponsorship is shown on all local and international Movie Programme advertisements
- Two complimentary tickets to the Gala Dinner

### INDUSTRY SUMMIT & VIP DINNER SPONSOR

45 000 EUR

- Company Logo & Link on Congress website (on front page)
- Logo displayed in Programme Book
- Presentation during the Industry Parallel Session (theme to be confirmed by the Congress Organiser)
- Logo on the VIP Dinner menus and screens
- Two pull up banners for display in the session room and during the VIP Dinner
- Five minutes address to the participants at the beginning of the VIP Dinner
- Five complimentary tickets to the parallel session and VIP Dinner
- Supplying a promotional gift for VIP Dinner participants (gift to be supplied and distributed by the sponsor, subject to the Organisers approval)
- Any additional promotion to be confirmed with the Organiser

### STUDENT PROGRAMME SPONSOR 10 000 EUR

- Company Logo & Link on Congress website (on Student Programme page)
- Logo displayed in Programme Book
- Two complimentary tickets to the Gala Dinner
- Presentation in Student Programme (theme to be confirmed by the Congress Organiser)

### SPONSORED PRESENTATION

7 500 EUR

- 20-minute presentation in Parallel Session (theme to be confirmed by the Congress Organiser)
- Organisation logo displayed on the congress website (on Exhibition page)
- Small exhibit space (6 m<sup>2</sup>)
- One exhibitor's badge including coffee breaks and lunches, access to the Exhibition area, Ice-Breaking Party and Midsummers Eve Celebration.

### EXHIBITOR

5 000 EUR

- Organisation logo displayed on the congress website (on Exhibition page) and in the Programme Book
- Exhibit space (9 m<sup>2</sup>)
- One exhibitor's badge including coffee breaks and lunches, access to the Exhibition area, Ice-Breaking Party and Midsummers Eve Celebration.