

# LOBBY BAR SPONSORSHIP PACKAGE

(EXCLUSIVE FOR ONE COMPANY)

## Why visit the bar?

- Because all of our mornings start with a coffee!
- To check the e-mail & make a quick schedule for the day
- To have lunch
- And finally, after a long day of business and meetings, we all end up at the bar!

Getting a drink or just taking a break, all visitors tend to spend some time there. Becoming the Lobby bar sponsor of BEGE Expo means that:

- everybody will get accustomed with your brand, while unwinding and having a drink or coffee!
- your brand message will certainly reach all visitors during meetings or breaks
- your brand will be positioned in the hottest spot on the floorplan

**BEGEXPO**  
Balkan Entertainment & Gaming

GAMING TECHNOLOGY IN ACTION

- Your company logo branded on the bar walls
- Napkins with your company logo in two colors
- Branded T-shirts for bartenders
- Your company advertising spot (max.30 sec) or logo broadcasted on the screens located outside at the arches situated in front of the exhibition halls
- Branded cups (limited quantity) provided by sponsor
- Branded bottles of mineral water provided by sponsor
- Four (4) invitations for the official BEGE Expo party which will be held on 21 November. Drinks and snacks are included
- Banner 0.85 x 2.00 m with logo that presents you as a Lobby Bar sponsor. The banner will be in front of the exhibition halls



- Your company name/logo placed in the Official EEGS & BEGE Catalogue on the "Partners" page announcing Lobby bar sponsorship status
- One (1) advertising page, full-sized, full-colored placed in the Official EEGS & BEGE Catalogue
- Your Company web banner (200x90 pxs) and Hyperlink located on homepage on the official Exhibition and Conference websites [www.balkangamingexpo.com](http://www.balkangamingexpo.com) and [www.eegamingsummit.com](http://www.eegamingsummit.com) for 2-month period

- Your company advertising materials – brochures, leaflets, etc. included in the Speaker and Visitor conference package. Materials are provided by the sponsor
- Online invitations for free visitor entrance branded with your logo for the 2 days of BEGE Expo
- Two (2) passes for the both days of EEGS conference on 20-21 November, except the roundtable of regulators
- Four (4) invitations for the official EEGS conference Meet & Greet Networking party on 20 November. Place to be confirmed
- Your company logo along with title "Lobby bar sponsor", product information or preferable article announced in the official Newsletters of BEGE and EEGS for the period September - October
- Promoting your company status as Lobby bar sponsor prior the exhibition of both BEGE and EEGS social media
- One (1) PR material for the company or interview with your representative will be published in the online magazine - Game Spectrum and its Facebook page

**BEGE** **EXPO**  
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GAMING TECHNOLOGY IN ACTION



**Sponsorship cost:**  
**€ 5 500 w/o VAT**

**APPLICATION FORM (AGREEMENT) FOR LOBBY BAR SPONSORSHIP****EXHIBITOR INFORMATION:****Applicant (company name):****Company Reg. №:****VAT/TAX Number:****Registered address №:****Contact name:****Tel:****Fax:****E-mail:**

**Artworks:** logos and advertising materials should be provided to info@balkangamingexpo.com in .PDF, Vector .EPS, .A.I, not later than 01.09.2018

Non-exhibitor advertisers: 50% extra.

**Payment details:**

On receipt of signed form BEGE Expo will issue a pro-forma invoice. The Application will not be accepted until a 100% deposit is received. All reservations with signed orders are non – cancelable and non – refundable. In the event of cancellation, the applicant is responsible for full payment. The number of advertising opportunities are limited; based on first-come, first-served basis.

Accepted Application shall serve as an Agreement between BEGE (BEGE Expo EOOD) and the applicant. By signing this Application, applicant confirms that he accepts the payment terms specified in the Application and agrees to pay the total cost within the terms specified above.

**Date:****Stamp and Signature:**