



## **2<sup>nd</sup> World Credit Congress & Exhibition**

The Global Summit for Credit and Collection Professionals

NOVEMBER 2009 - DUBLIN - IRELAND



# **SPONSORSHIP OPPORTUNITIES**



## 2<sup>nd</sup> World Credit Congress & Exhibition

The Global Summit for Credit and Collection Professionals

NOVEMBER 24th and 25th 2009

Dublin - Ireland

### A Welcome Message

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The World Credit Congress in Dublin offers a wonderful opportunity to bring Credit and Collection professionals together for the second time.

Credit Professionals from over 30 countries will attend this prestigious event, with a wide range of top speakers coming from all over the world. Numerous International Associations and prestigious companies are endorsing this 2nd World Credit Congress & Exhibition.

The current international economic climate will ensure that the eyes of the world will be on Dublin for this truly International event. Business professionals from every country have become more interested in the whole area of credit and are anxious to learn and increase their understanding.

We are expecting up between 500 and 800 delegates to attend this World Congress to build on the success begun in Mexico City in 2007.

The activities will set new levels for the Credit and Collection Industry in today's world.

There are very limited sponsorship opportunities. To promote your business on an International stage - please see further details and contact information herewith.

*The future of credit is today, you can be a part of it.*

Sincerely,

**Steering Committee**

**2<sup>nd</sup>. World Credit Congress & Exhibition**



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### Purpose of the Congress

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- The **2nd World Credit Congress & Exhibition** is an international event; therefore all its meetings and activities will have a global focus.
- Each Congress activity will help stimulate **exchange of know how** at an international level.
- Through these activities we will reinforce the importance of **Credit and Collections** in the world as a **mean for creation of stability** in the development of commercial and financial activities.
- The Congress was conceived as an open space for the **free exchange of ideas**, the promotion of innovation and support of cooperative business.
- We will strengthen the **credit culture** and **promote new information and development technologies** by associating them to the Credit and Collections in the world.
- In the Congress we will satisfy **the business, social and human interests** of all participants through an interesting series of activities.







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### Sponsorship Packages

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#### Platinum Sponsor

Exclusive Category (Only One Company)

##### Package Includes:

- 27m2 of exhibition space (with preferential location subject to availability at the time of sponsorship agreement)
- 5 credentials / ID pins for stand promoters
- 9 free passes to the Congress
- Lunch Sponsorship - Special Mention
- 1 insert in delegate's bag (to be provided by the sponsor)
- Participant database in excel format (one week after the event)
- 20% off current registration fee for all delegates submitted by the sponsor
- Special gift delivery - pens, business card holders etc (all associated costs to be covered by the sponsor, co-ordination by the secretariat)
- Acknowledgement on the congress website as soon as sponsorship is confirmed with a hyperlink to the sponsor's website
- Acknowledgement on LCD screen displayed next to registration desk (Rotating slide show)
- Banners and POS material at Welcome Reception
- One minute promotional video to be shown after each break

##### Logo will appear:

- Final programme cover
- Monthly ezines (eMarketing campaigns) - banner opportunity
- Official final programme - sponsors directory section (placed according to category)
- Advertising in media
- Participant registration packet
- Plasma screens - logos looped and shown at all breaks
- Banner in the main conference room (to be provided by the sponsor)
- Display in registration area (to be provided by the sponsor)
- Email thank you message to all participants after the event



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### Gold Sponsor Non-Exclusive Category

#### Package includes:

- 18m2 of exhibition space (subject to availability at the time of sponsorship agreement)
- 4 credentials / ID pins for stand promoters
- 6 free passes
- 1 insert in delegate's bag (to be provided by the sponsor)
- Special mention at coffee breaks
- Participant database in excel format (one week after the event)
- 20% off current registration fee for all delegates submitted by the sponsor
- Acknowledgement on the congress website as soon as sponsorship is confirmed with a hyperlink to the sponsor's website
- Acknowledgement on LCD screen displayed next to registration desk (Rotating slide show)
- Banners and POS material at Welcome Reception

#### Logo will appear:

- Final programme cover
- Monthly ezines (eMarketing campaigns) - banner opportunity
- Official final programme - sponsors directory section (placed according to category)
- Advertising in media
- Participant registration packet
- Plasma screens - logos looped and shown at all breaks
- Display in registration area (to be provided by the sponsor)
- Email thank you message to all participants after the event

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### Silver Sponsor Non-Exclusive Category

#### Package includes:

- 9m2 of exhibition space (subject to availability at the time of sponsorship agreement)
- 2 credentials / ID pins for stand promoters
- 3 free passes
- 1 insert in delegate bag
- Special mention at coffee breaks
- Participant database in excel format (one week after the event)
- 10% off current registration fee for all delegates submitted by the sponsor
- Acknowledgement on the congress website as soon as sponsorship is confirmed with a hyperlink to the sponsor's website
- Acknowledgement on LCD screen displayed next to registration desk (Rotating slide show)
- POS material at Welcome Reception

#### Logo will appear:

- Final programme cover
- Monthly ezines (eMarketing campaigns) - banner opportunity
- Official final programme - sponsors directory section (placed according to category)
- Advertising in media
- Participant registration packet
- Plasma screens - logos looped and shown at all breaks
- Display in registration area (to be provided by the sponsor)
- Email thank you message to all participants after the event

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### Promotional Booth Non-Exclusive Category

#### Package includes:

- 9m2 of exhibition space (subject to availability)
- 2 credentials / ID pins for stand promoters
- 3 free passes
- 10% off current registration fee for all delegates sent by exhibitor
- Acknowledgement on the congress website as soon as exhibition deal is confirmed with a hyperlink to the exhibitors website

#### Logo will appear:

- Final programme - sponsors directory section

#### All Stands Include:

- 1 exhibitor name card
- 2 spotlights on track
- 1 X 13 amp double socket
- Platinum, Gold, Silver Sponsors with 2 or more stands will receive additional spotlights and sockets

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### Optional Sponsorship Pads & Pens

#### Package Includes:

- 800 pieces minimum
- Opportunity to promote your company and product in a very prominent and visual way
- Opportunity to feature 1 corporate logo or product logo on the pens
- Opportunity to feature 1 corporate logo or product logo on the pads
- Acknowledgement in the final programme, ezines and website
- Production costs of pens and pads excluded
- Acknowledgement on the congress website as soon as sponsorship is confirmed with a hyperlink to the sponsor's website
- Acknowledgement on LCD screen displayed next to the registration desk (rotating slide show)
- Acknowledgement during the closing session of the congress

### Optional Sponsorship Coffee breaks

#### Package Includes:

- Coffee, tea and biscuits will be served daily (AM & PM) between sessions, to all delegates and accompanying persons
- Sponsor acknowledgement at all tea & coffee stations
- Possibility to hand out promotional gifts during the coffee breaks
- Possibility to hold a competition during coffee breaks to encourage stand visits (we strongly suggest you also take an exhibition stand to enhance your profile)
- Acknowledgement in the final programme and website
- Acknowledgement on the congress website as soon as sponsorship is confirmed with a hyperlink to the sponsor's website
- Acknowledgement on LCD screen displayed next to the registration desk (rotating slide show)
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**ALL PRICES ARE EXCLUSIVE OF IRISH VAT @ 21.5%**

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### Contact Information

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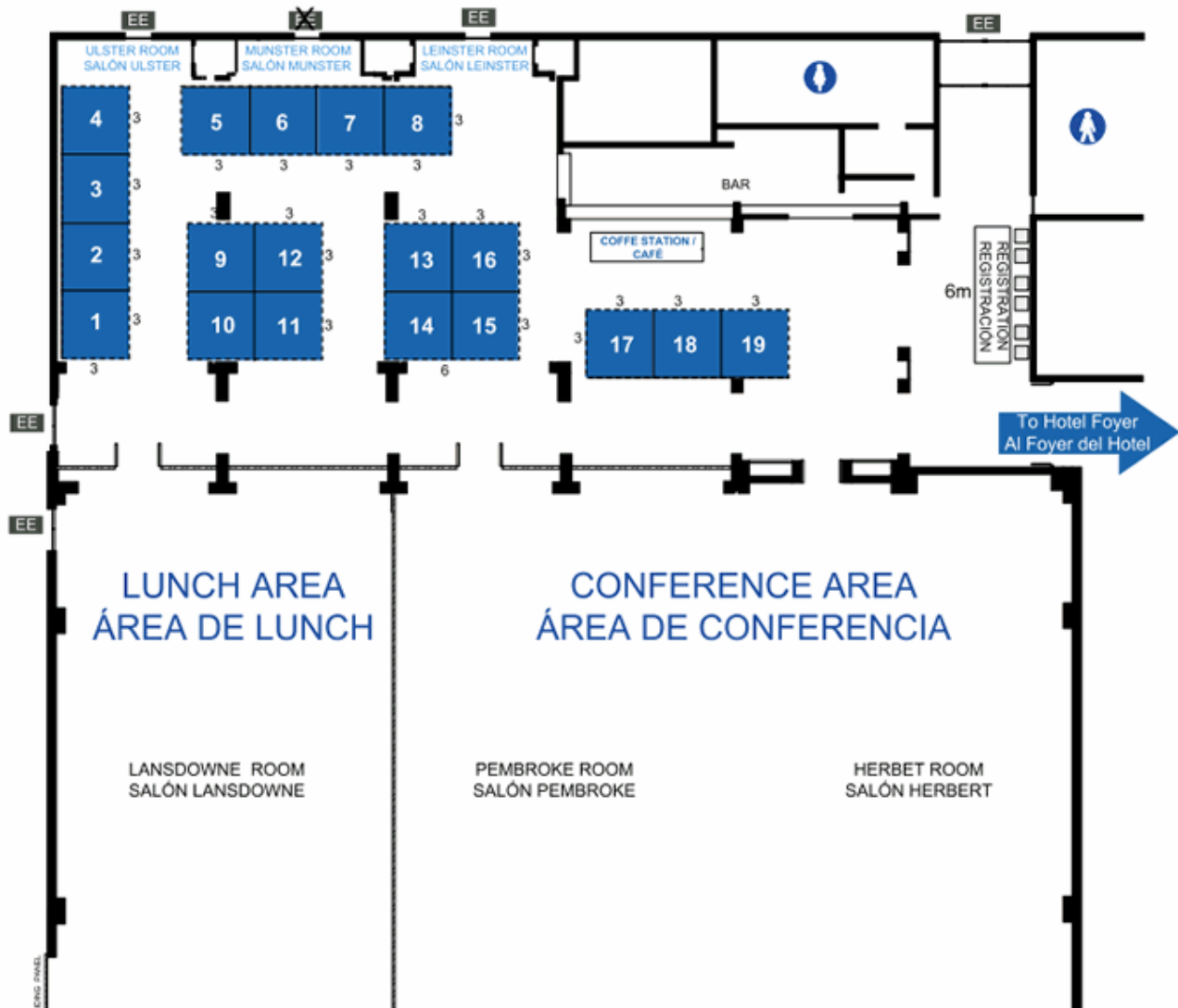
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### Exhibition & Site Plan WCCE 2009





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## World Congress 2007 - Mexico City

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