

ASECAP DAYS



DIGITAL EVENT 2021



Organized by:



*Association Européenne des Concessionnaires
d'Autoroutes et d'Ouvrages à Péage*

**48TH ASECAP DAYS
SPONSORSHIP GUIDE**

BECOME A SPONSOR

ASECAP DAYS SPONSORSHIP & ADVERTISING OPPORTUNITIES AND BENEFITS

Attendees of the ASECAP annual days are Executives, CEO's, Managers of Toll Motorway Companies, Concession Companies, Road Operators, Toll Service Providers, ITS Consultants, Financial Institutions, Rating Agencies, Brokers and Insurance Companies, Public Organizations, Government Executives, EU Institutional Representatives. There are several ways for you to get involved, meet decision-makers and create business opportunities.

Get the most of the 48th Digital ASECAP Days, boost your visibility and show your competitive strength to potential clients. Become a PLATINUM, GOLD or SILVER Sponsor!

Why sponsor the 48th ASECAP DAYS Conference?

- ✓ **Exclusive speaking positions** | Your organization can contribute to the discussion with a 3 minutes presentation in the *Vendors insights* session
- ✓ **EU and global outreach** | Convey your message to a broad and international audience.
- ✓ **Networking opportunities** | The event will feature virtual networking for all interested participants with private online meeting rooms.
- ✓ **Visibility Opportunities** | Ensure maximum visibility through branding on the event website and marketing activities.
- ✓ **Exhibition and demos area** | Showcase your products and solutions or share a position paper with the audience via a digital exhibition booth.

SPONSORSHIP PACKAGES – PLATINUM

Platinum Package

5,000€

- ✓ **Guaranteed speaking slot for a company representative during a dedicated session;**
- ✓ Named as platinum level sponsor, with company logo included on all pre-event, post-event and event day materials including:
 - Conference website and landing page (along with company description and web link);
 - All marketing emails;
 - In the home page of the main event platform;
 - **Platinum sponsor will be able to place an Advertisement banner on the right side of the event virtual platform homepage. The banner can link to sponsor's virtual page on event platform or an external website;**
 - In the 'session information' on the agenda page and on the session page itself;
 - On presentation slide used during welcome and introduction for each session;
 - On all post event materials.
- ✓ **Opportunity to make a 3-minutes company presentation in the Vendors insights session;**
- ✓ Opportunity to provide discussion / position paper to be sent to all registered attendees before the event as 'background information' on the topics to be covered;
- ✓ **Opportunity to host a private (invitation only) pre-event or post-event networking / discussion session, with the opportunity to invite other participants to join you for this;**
- ✓ Opportunity to present meeting slots to attendees and host a chat/meeting/video call with attendees during the event;
- ✓ Opportunity to host a virtual 'exhibition booth' for the duration of the event, allowing you to display company information, contact details, social media links, documents, products' list, to show a welcome video on the booth page and also have a representative/s present to chat with visitors and answer questions;
- ✓ **Opportunity to add an extra advertisement banner, background to the booth, different links to other websites or videos;**
- ✓ **10 Complimentary registrations;**
- ✓ Company branding and a dedicated sponsor section in the ASECAP Digital Days newsletters (3 pre-event newsletters) targeting a wide range of professionals;
- ✓ Post event: receive the analytics of how many people visited your Virtual booth, viewed your products, downloaded documents, bookmarked your company (With name and email and personal information is possible if the attendee opts in for 3rd party information sharing, if not the numbers will still count but an attendee contact information will not be shared);
- ✓ Post-event thank you email with sponsor information.



SPONSORSHIP PACKAGES – GOLD

Gold Package

3,000€

- ✓ Named as gold level sponsor, with company logo included on all pre-event, post-event and event day materials including:
 - Conference website and landing page (along with company description and web link);
 - All marketing emails;
 - In the home page of the main event platform;
 - On presentation slide used during welcome and introduction for each session;
 - **In the 'session information' on the agenda page and on the session page itself**
 - On presentation slide used during welcome and introduction for each session;
 - On all post event materials.
- ✓ **Opportunity to make a 3-minutes company presentation in the *Vendors insights* session;**
- ✓ **Opportunity to provide discussion / position paper to be sent to all registered attendees before the event as 'background information' on the topics to be covered;**
- ✓ **Opportunity to present meeting slots to attendees and host a chat/meeting/video call with attendees during the event;**
- ✓ Opportunity to host a virtual 'exhibition booth' for the duration of the event, allowing you to display company information, contact details, social media links, documents, products' list, to show a welcome video on the booth page and also have a representative/s present to chat with visitors and answer questions.
- ✓ **6 Complimentary registrations;**
- ✓ Company branding and a dedicated sponsor section in the ASECAP Digital Days newsletters (3 pre-event newsletters) targeting a wide range of professionals;
- ✓ Post event: receive the analytics of how many people visited your Virtual booth, viewed your products, downloaded documents, bookmarked your company (With name and email and personal information is possible if the attendee opts in for 3rd party information sharing, if not the numbers will still count but an attendee contact information will not be shared);
- ✓ Post-event thank you email with sponsor information.



SPONSORSHIP PACKAGES – SILVER

Silver Package

1,500€

- ✓ Company logo included on all pre-event, post-event and event day materials including:
 - Conference website and landing page (along with company description and web link);
 - All marketing emails;
 - In the home page of the main event platform;
 - On presentation slide used during welcome and introduction for each session;
 - On all post event materials.
- ✓ **Opportunity to make a 3-minutes company presentation in the *Vendors insights* session;**
- ✓ Opportunity to host a virtual 'exhibition booth' for the duration of the event, allowing you to display company information and materials, show a welcome video and also have a representative present to chat to visitors and answer questions;
- ✓ 3 Complimentary registrations;
- ✓ Company branding and a dedicated sponsor section in the ASECAP Digital Days newsletters (3 pre-event newsletters) targeting a wide range of professionals;
- ✓ Post event: receive the analytics of how many people visited your Virtual booth, viewed your products, downloaded documents, bookmarked your company (With name and email and personal information is possible if the attendee opts in for 3rd party information sharing, if not the numbers will still count but an attendee contact information will not be shared);
- ✓ Post-event thank you email with sponsor information.