

# 1<sup>ST</sup> BPW BUCHAREST INTERNATIONAL BUSINESS WOMEN CONGRESS



*New Business Opportunities: from local to **global** level*





# **1<sup>ST</sup> BPW BUCHAREST INTERNATIONAL BUSINESS WOMEN CONGRESS**

## **Together with**

The National Council Of Private SME's in Romania  
BPW International  
BPW Bucharest

## **Organized by**

The National Employers' Organization of Business Women from  
SME's in Romania

## **Main Theme**

*New Business Opportunities: from local to global level*

## **Date**

May 16<sup>th</sup> 2013

## **Location**

Palace of the Parliament  
Bucharest, Romania



# Event Overview

This **International Congress for Women Entrepreneurs** is the first event of its kind to be organized in Romania.

It aims to foster **international networking** by bringing together mainly business women but also men, along with policy makers, facilitators, experts, researchers and SMEs both from Romania and from around the world.

Our goal is to **enhance effective global connection** by focusing on a **business to business direct approach** and to harmonize the efforts of like-minded institutions, thus this event offers a unique opportunity to **share experiences, successful stories, knowledge and expertise in various fields, as well as to create and strengthen partnerships relevant to SMEs worldwide.**

Our main objective is to facilitate and engage participants in commercial exchanges and the development of partnerships between Romanian businesses and relevant global players.



# Event Overview

Within the panel sessions, discussions will be run by successful business women and men coming from various fields of activity, both from Romania and abroad. These sessions appeal to the power of example and through interactive dialogues and our speakers' successful stories and knowledge we will focus on revealing manners of overcoming different business obstacles.

The second part of the congress will include a **speed networking session**, where our participants and guests will be given the **opportunity to have one-to-one contacts and discussions** about their businesses. This will also give them an excellent chance to **build premises for future potential partnerships** with local companies as well as companies from Europe, Asia, Africa and United States of America.

The event aims to cover various **business fields** but will mainly focus on companies involved in **agriculture, energy, constructions, production (furniture, auto, textiles,etc.), tourism, pharmaceuticals, financial and FMCG**.

The event will be closed by the “**BPW Bucharest – first board meeting**” gala. This will celebrate the launching of **BPW Bucharest**, club which is affiliated to **BPW International**, one of the most influential business women organization in the world.

# Benefits & Audience

## Your Benefits:

- Business networking
- Opportunity of establishing local and international partnerships
- Sharing of business experiences, successful stories, knowledge and expertise

## Your Audience:

- Members of Romanian and foreign business communities
- Romanian business women
- Multinational top management representatives from various fields of activity
- Romanian and foreign entrepreneurs
- Ambassadors and commercial attaches
- Chambers of commerce
- More than 300 persons are expected to attend





# Sponsorship Packages

Get your company's products or services noticed by key decision makers and actual or potential business partners. We have sponsorship options available to suit a range of marketing needs. The sponsorship categories available are:

<b>PLATINUM SPONSOR</b>	<b>10,000 Euro</b>
<b>GOLD SPONSOR</b>	<b>7,000 Euro</b>
<b>SILVER SPONSOR</b>	<b>3,500 Euro</b>
<b>ECONOMIC MISSION &amp; EXHIBITION SPONSOR</b>	<b>2,000 Euro</b>
<b>GALA DINNER SPONSOR</b>	<b>5,000 Euro</b>

Other sponsorship opportunities: **Notepad & Pen Sponsor** (€800), **Bag Sponsors** (€2,200), **Lunch Sponsor** (€1,500)



# PLATINUM SPONSOR BENEFITS (I)

## PRE-EVENT PROMOTION SERVICES:

- The name of the Platinum partner is included in the pre-event press release.
- Logo inclusion in the promotional campaign of the event (print publications, online).
- Company banner posted on [www.pnfaimm.ro](http://www.pnfaimm.ro) and [www.immromania.ro](http://www.immromania.ro) for two months.
- Lead Partner's logo is included in the targeted e-mail campaign (CNIPMMR and PNFAIMM members plus media partners newsletters and extended Top 10.000 companies listed upon their turnover).

## PROMOTION SERVICES POST-EVENT:

- The name of the official partner will be mentioned in the article reviewing the event, which will be published post-event in partner's follow-up articles.
- The name of the official partner is included in the post-event press release.
- Electronic photo album covering the entire program of the event.
- Media monitoring file (includes all press articles reviewing the event).

# PLATINUM SPONSOR BENEFITS (II)

## PROMOTION SERVICES DURING THE EVENT:

- Inclusion of a 20 minutes speech / presentation in one of the debate sessions of the event.
- 6 invitations per event (day-time conference) for company members or business partners.
- 2 VIP invitations at the BPW official launch Gala event.
- Placement of three company roll-ups in the hall hosting the event and lobby.
- Promotional materials included in the presentation folder of the event: Opportunity to include promotional materials (or corporate gift) in the welcome packets or bags for the delegates.
- Distribution opportunity of the presentation folder belonging to the Platinum partner.
- Lead logo placement on the electronic banner displayed on the screen in the hall hosting the event and on the event's spider.
- The opportunity to set up a 3x3m company presentation stand in the area of local brands exhibition.
- Display of a video ad (3' max.) during event breaks and in the lobby area.
- Lead logo placement on the cover of the event presentation folder, in the agenda and posters of the event.
- 2 x Full page advertisement and/or advertorial in the conference program booklet.
- 1/1 page ad layout on the back cover of the event presentation folder.



# GOLD SPONSOR BENEFITS (I)

## PRE-EVENT PROMOTION SERVICES:

- The name of the official partner is included in the pre-event press release.
- Logo inclusion in the promotional campaign of the event (print publications, online).
- Partner's logo is included in the targeted e-mail campaign (CNIPMMR and PNFAIMM members plus media partners newsletters and extended Top 10.000 companies listed upon their turnover).

## PROMOTION SERVICES POST-EVENT:

- The name of the Gold partner will be mentioned in the article reviewing the event, which will be published post-event in partner's follow-up articles.
- The name of the official partner is included in the post-event press release.
- Electronic photo album covering the entire program of the event.





## GOLD SPONSOR BENEFITS (II)

### PROMOTION SERVICES DURING THE EVENT:

- Inclusion of a 15 minutes speech / presentation in one of the debate sessions of the event.
- 3 invitations per event (day-time conference) for company members or business partners.
- 2 VIP invitations at the BPW official launch Gala event.
- Placement of two company roll-ups in the hall hosting the event and lobby.
- Promotional materials included in the presentation folder of the event: Opportunity to include promotional materials (or corporate gift) in the welcome packets or bags for the delegates.
- Distribution opportunity of the presentation folder belonging to the Gold partner.
- Logo placement on the electronic banner displayed on the screen in the hall hosting the event and on the event's spider.
- The opportunity to set up a 3x3m company presentation stand in the area of local brands exhibition.
- Logo placement on the cover of the event presentation folder, in the agenda and posters of the event.
- 1 Full page advertisement and/or advertorial in the conference program booklet.



# SILVER SPONSOR BENEFITS (I)

## PRE-EVENT PROMOTION SERVICES:

- The name of the Silver partner is included in the pre-event press release.
- Logo inclusion in the promotional campaign of the event (print publications, online).
- Partner's logo is included in the targeted e-mail campaign (CNIPMMR and PNFAIMM members plus media partners newsletters and extended Top 10.000 companies listed upon their turnover)

## PROMOTION SERVICES POST-EVENT:

- The name of the Gold partner will be mentioned in the article reviewing the event, which will be published post-event in partner's follow-up articles.
- The name of the official partner is included in the post-event press release

# SILVER SPONSOR BENEFITS (II)

## PROMOTION SERVICES DURING THE EVENT:

- Inclusion of a 10 minutes speech / presentation in one of the debate sessions of the event.
- 2 invitations per event (day-time conference) for company members or business partners.
- 2 VIP invitations at the BPW official launch Gala event.
- Placement of one company roll-up in the lobby.
- Promotional materials included in the presentation folder of the event.
- Logo placement on the electronic banner displayed on the screen in the hall hosting the event and on the event's spider.
- The opportunity to set up a 3x3 m company presentation stand in the area of local brands exhibition.
- Logo placement on the cover of the event presentation folder, in the agenda and posters of the event.
- 1/2 page advertisement and/or advertorial in the conference program booklet



# ECONOMIC MISSION & EXHIBITION SPONSOR (I)

## PRE-EVENT PROMOTION SERVICES:

- The name of the partner is included in the pre-event press release.
- Logo inclusion in the promotional campaign of the event (print publications, online).
- Partner's logo is included in the targeted e-mail campaign (CNIPMMR and PNFAIMM members plus media partners newsletters and extended Top 10.000 companies listed upon their turnover).

## PROMOTION SERVICES POST-EVENT:

- The name of the partner will be mentioned in the article reviewing the event, which will be published post-event in partner's follow-up articles.
- The name of the official partner is included in the post-event press release.
- Electronic photo album covering the entire program of the event.



# ECONOMIC MISSION & EXHIBITION SPONSOR (II)

## PROMOTION SERVICES DURING THE EVENT:

- 2 invitations per event (day-time conference) for company members or business partners.
- 2 VIP invitations at the BPW official launch Gala event.
- Placement of one company roll-up in the lobby.
- Promotional materials included in the presentation folder of the event.
- Logo placement on the electronic banner displayed on the screen in the hall hosting the event and on the event's spider.
- A 3x3m company presentation stand in the area of local brands exhibition.
- Logo placement on the cover of the event presentation folder, in the agenda and posters of the event.
- 1 Full page advertisement and/or advertorial in the conference program booklet.



# GALA DINNER SPONSOR

## PROMOTION SERVICES

- 10 VIP invitations at the BPW official launch Gala event – one table near the stage branded with the company name and flag
- Placement of one company roll-up on the stage, one in the hall room and one in the lobby (or company spider).
- 10 minutes speech delivered by the company representative
- Promotional materials available at the entrance in the room.
- Logo placement on the electronic banner displayed on the screen in the hall hosting the event and on the event's spider.
- 2 x Full page advertisement and/or advertorial in the conference program booklet.
- The name of the sponsor is included in the pre-event and post event press release.
- Logo inclusion in the promotional campaign of the event (print publications, online).



# Partners

## Media:



## With the support of:







# Thank you!

**Iulian Băbeanu**  
**Partnership Coordinator**



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