

SPONSORSHIP CONTRACT

Broadband World Forum Europe 2008 29 September – 2 October 2008 ■ Brussels Expo ■ Brussels, Belgium

Company Name _____ URL Web Address (For hyperlink) _____

Address _____

City _____ State _____ Zip _____ Country _____

Contact for Sponsorship _____ Title _____

Telephone _____ Fax _____ E-mail _____

BILL TO:			
Company Name _____		Purchase Order # _____	
Address _____			
City _____	State _____	Zip _____	Country _____

Event Sponsorships	Member	Non-Member	Hospitality Sponsorships	Member	Non-Member
<i>Event sponsorships, including Partner, Diamond, Platinum, and Gold Level sponsorships, can be reserved using the Event Sponsorship Contract (See page 2).</i>			<input type="checkbox"/> Registration Sponsorship	€21,250	€25,000
Advertising Opportunities			<input type="checkbox"/> Opening Exhibition Floor Evening Reception	€21,250	€25,000
<input type="checkbox"/> Fold Out City Maps	€21,250	€25,000	<input type="checkbox"/> Day Two Exhibition Floor Evening Reception	€21,250	€25,000
<input type="checkbox"/> Program Guide Belly Band Sponsor	€17,000	€20,000	<input type="checkbox"/> Day One (Conference) Evening Reception	€17,000	€20,000
<input type="checkbox"/> Official Pocket Guide Sponsor	€17,000	€20,000	<input type="checkbox"/> Opening Ceremony Sponsor	€17,000	€20,000
<input type="checkbox"/> Official Floor Plan Sponsor	€8,500	€10,000	<input type="checkbox"/> Cyber Cafe Sponsor	€17,000	€20,000
<input type="checkbox"/> Official Program Guide Center Spread Ad	€4,250	€5,000	<input type="checkbox"/> Luggage/Coat Check Sponsor	€12,750	€15,000
<input type="checkbox"/> Two Page Spread Ad	€3,600	€4,000	Merchandise Sponsorships		
<input type="checkbox"/> Full Page Back Cover Ad	€2,550	€3,000	<input type="checkbox"/> Official Briefcase Sponsorship	€29,750	€35,000
<input type="checkbox"/> Full Page Inside Back Cover Ad	€2,125	€2,500	<input type="checkbox"/> Official Portfolio and Pen Sponsorship	€21,250	€25,000
<input type="checkbox"/> Full Page Inside Front Cover Ad	€2,125	€2,500	<input type="checkbox"/> Event Materials Bag Sponsorship	€15,000	€20,000
<input type="checkbox"/> Full Page Ad	€1,700	€2,000	<input type="checkbox"/> Name Badge Lanyards	€21,250	€25,000
<input type="checkbox"/> Exhibitor Product Spotlight Listing	€850	€1,000	<input type="checkbox"/> Name Badge Inserts	€10,200	€12,000
Press Sponsorships			<input type="checkbox"/> Welcome Letter Envelope	€6,375	€7,500
<input type="checkbox"/> Press Room	€12,750	€15,000	<input type="checkbox"/> Corporate Gift Sponsorship	€4,250	€5,000
<input type="checkbox"/> Press and Analyst Luncheon	€12,750	€15,000	<input type="checkbox"/> Briefcase Insert	€4,250	€5,000
<input type="checkbox"/> Overall Event Press Sponsorship	€21,250	€25,000	<input type="checkbox"/> Pocket Mints	€4,250	€5,000
Executive Sponsorships			<input type="checkbox"/> Hotel Room Drops/Hotel Key Cards	<i>Contact for pricing</i>	
<input type="checkbox"/> Executive Roundtable and Luncheon Sponsor	€25,500	€30,000			
<input type="checkbox"/> Executive Dinner	€25,500	€30,000			

Total Sponsorship Value: € _____ + VAT (21%)*: € _____ = **Total Sponsorship Cost:** € _____

*VAT not required/charged on all sponsorships, however, can be reclaimed on those items in which it is charged.

IEC Corporate Member Yes No (Corporate Member rates will only be honored if the company is an IEC Corporate Member at the date of the event.)

Amount due 30 days from receipt of invoice: € _____ Amount due 90 days prior to event: € _____

Payment Terms: Purchase order required 30 days from the signing of this contract. 50% due 30 days from receipt of invoice. Remaining balance (Paid in Full) due 90 days prior to the event. Signed contracts executed within 90 days of the event must be paid in full upon receipt of invoice. Except where previously approved by Broadband World Forum Europe management, sponsorships will be assigned on a first-come, first-served basis. All monies paid to Broadband World Forum Europe are non-refundable and non-transferable. In the event of a sponsorship cancellation, notification MUST be received in writing. Sponsor is liable for entire amount due as of cancellation as well as full payment on any sponsorship deliverables that have already been fulfilled including, but not limited to, advertising and merchandise production.

Corporations participating in any of the above Broadband World Forum sponsorships have first-right-of-refusal at rebook for renewing their participation.

Organizations with exhibition space are eligible for participation in corporate sponsorship opportunities. Non exhibitors may apply to participate in selected sponsorship opportunities 30 days prior to the event, pending show management approval.

Sponsor Signature _____ Date _____

Please fax completed form indicating the sponsorship of your choice to +1-312-559-3308, Attention: Exhibit Sales

International Engineering Consortium, 300 West Adams Street, Suite 1210, Chicago, Illinois 60606-5114, USA
Tel: +1-312-559-4616 ■ Fax: +1-312-559-3308 ■ exhibits@iec.org ■ www.iec.org

Please Do Not Write in the Space Below

Accepted by: _____ Date: _____

EVENT SPONSORSHIP CONTRACT

Broadband World Forum Europe 2008

29 September – 2 October 2008 ■ Brussels Expo ■ Brussels, Belgium

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URL Web Address _____

Address _____

City _____ State _____ Zip _____ Country _____

Contact for Sponsorship _____ Title _____

Telephone _____ Fax _____ E-Mail _____

BILL TO:

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Address _____

City _____ State _____ Zip _____ Country _____

Sponsorship Level

	Member	Non-Member
<input type="checkbox"/> Partner Level (select up to 40 exposure points below)	€48,750	€65,000
<input type="checkbox"/> Diamond Level (select up to 20 exposure points below)	€30,000	€40,000
<input type="checkbox"/> Platinum Level (select up to 10 exposure points below)	€16,500	€22,000
<input type="checkbox"/> Gold Level (select up to 5 exposure points below)	€9,375	€12,500

Note: All opportunities are available on a first-come, first-served basis. Exposure points must be selected at the time of sponsorship reservation. In the event all exposure points are not utilized, exposure points are non-refundable and non-transferable.

EXPOSURE POINT SELECTION:

▸ **Exhibit Space**

(Available to Platinum and Gold Level sponsors ONLY)

3m x 3m Exhibit Space = 5 points

▸ **Conference Registrations**

4-day Conference Registration, Including Conference Materials
_____ (quantity) x 3 points = _____ points

▸ **Advertising**

(Limit of two pages of advertising in the program guide. Special positions cannot be purchased using exposure points.)

- Product Spotlight Listing in Program Guide = 1 point
- Single Page Ad in Program Guide = 2 points
- Two Page Spread Ad in Program Guide = 4 points

▸ **Meeting Rooms**

(Limit of one meeting room - additional meeting rooms must be purchased separately. Meeting room choices will be provided by IEC.)

Exhibitor Meeting Room = 10 points

▸ **On-Site Banners**

(Limit of one banner – Additional banner positions must be purchased separately. Banner choices will be provided by IEC.)

On-Site Banner = 10 points

▸ **On-Demand Session Sponsorships**

Executive Speaker Spotlight iForum = 5 points

▸ **Corporate Material Distribution**

- Publications Bin at Event = 5 points
- Corporate Gift Included in Attendee Bags = 5 points*
- Corporate Brochure Included in Attendee Bags = 5 points*

* Corporate gifts and brochures to be included in the attendee bags MUST be shipped to the IEC in Chicago prior to the event by a deadline determined by the IEC. All associated shipping charges are the responsibility of the sponsoring company. Corporate inserts that are not received by the IEC in Chicago by the designated deadline will not be included in the attendee bags or distributed on-site at the event.

Total Points _____

Total Sponsorship Value: € _____ + VAT (21%)*: € _____ = Total Sponsorship Cost: € _____

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