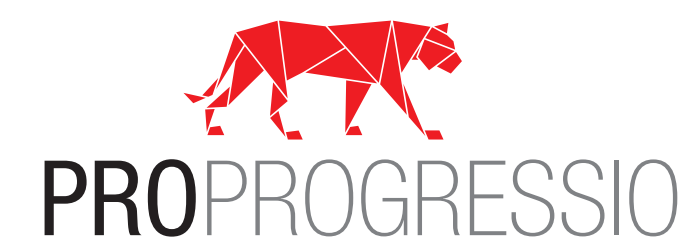


EMERGING EUROPE
at the
BREXIT & GLOBAL EXPANSION SUMMIT



ABOUT THE EVENT

The **Brexit & Global Expansion Summit** will convene global business and government leaders to explore global expansion opportunities in this new 'Brexit' era. It will provide over **2,000 participants** with a platform to find new partners, capture relevant market information, benchmark against industry leaders and network with a wide variety of stakeholders as they plan their next move.

The world-class conference programme includes 70+ speakers. They will cover a range of topics in three key sectors: **Business Process Outsourcing, ICT** and **Finance** — with a specific focus on Digital Transformation.

Where: Intercontinental O2, London

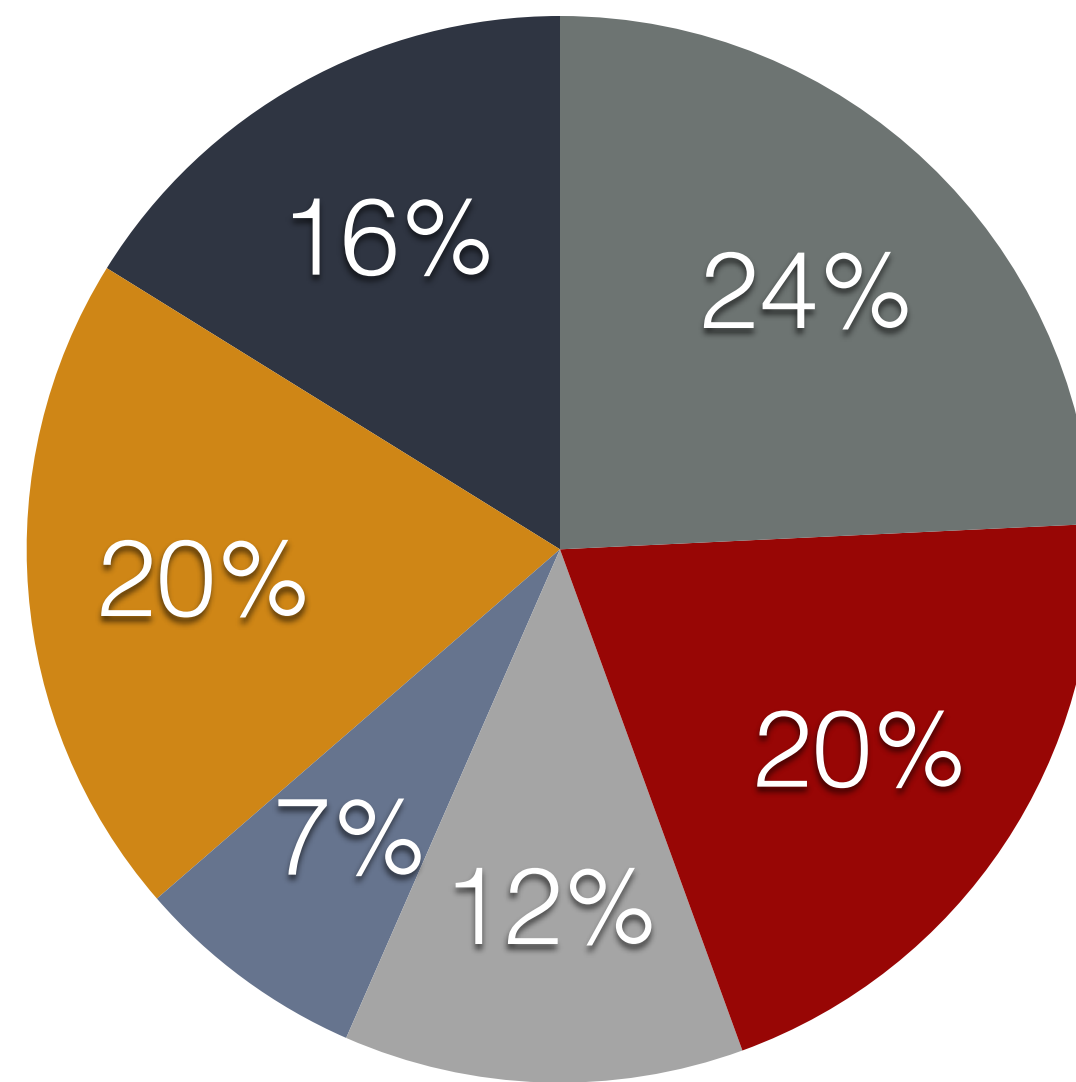
Date: October 16-18, 2016.

[Brexit & Global Expansion Summit's website](#)

EVENT AUDIENCE PROFILE

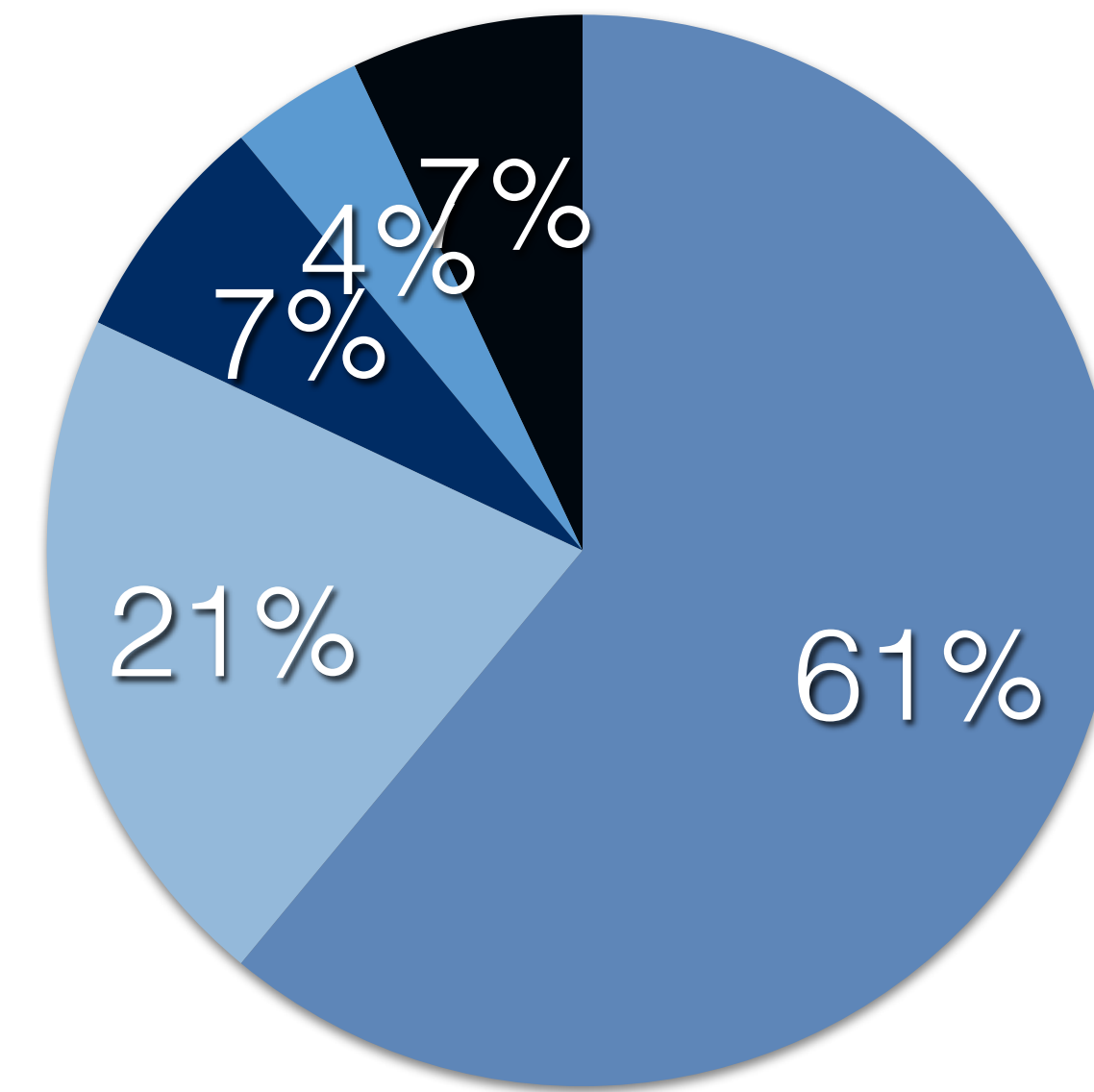
(for more detailed information, click [here](#))

Attending Companies and Organisations



- Governments and cities
- Middle market companies
- Large multinational corporations
- Associations/VCs/Investors/Media
- Startups
- SMEs

Attendees' Seniority Level



- C-Level
- VP-level
- Director-level
- Manager-level
- Other



What if your brand and expertise could reach a premium business audience of online and offline **and** you could personally connect to your future clients and partners?

You will be part and parcel of a large discussion about business opportunities in the CEE region, with a focus on the BPO, ICT and Finance sectors — featuring decision makers from governments and leading businesses.

HOW WILL YOU BENEFIT?

- **Exceptional brand exposure** to a highly-qualified audience, both online and offline;
- **Expertise and knowledge showcase** by featuring in our content alongside key stakeholders from the corporate and public sectors;
- **Connections that matter and start of new business talks:** personally meet senior government representatives and C-level executives from leading large and medium-sized corporations;
- **Commitment:** Your goals are our goals. Brief us about the profile of your target audience, so that we have them engage with you and involve them in the content.

Elements

(or 'how we are going to do all these things for you')

ONLINE SPECIAL REPORT (October-November)

Emerging Europe will launch the Brexit & Global Expansion Summit online special report* on October 1.

Your brand and experts will get a wide presence in the report, promoted in the 'In the Spotlight' area of *Emerging Europe*. The report will be constantly expanded with content over the course of the following eight weeks.

We will publish 10+ press interviews, opinion editorials and articles, as well as infographics.

After the Summit, the report will be boosted by additional written content plus all 20+ video interviews recorded at our TV studio on location (see next page).

* Emerging Europe's **special reports** are created to stimulate discussion about business opportunities in a certain country or about an important industries/sectors. We engage key institutions, organisations and businesses at the national, European and global level. For examples see [Emerging Europe at MIPIM 2016](#); [TTIP In the Spotlight](#) and [Emerging Europe Outlook on Belarus](#).

INTERCONTINENTAL LONDON - THE O2



GLOBAL
EXPANSION SUMMIT
Where Companies & Countries Do Business

Welcome

AT&T
BALLROOM

ON LOCATION | Intercontinental O2, London (October 17-18)

You will be in the spotlight at the Emerging Europe team in our 18m2 TV studio, placed in a prime location within the Summit's exhibition area.

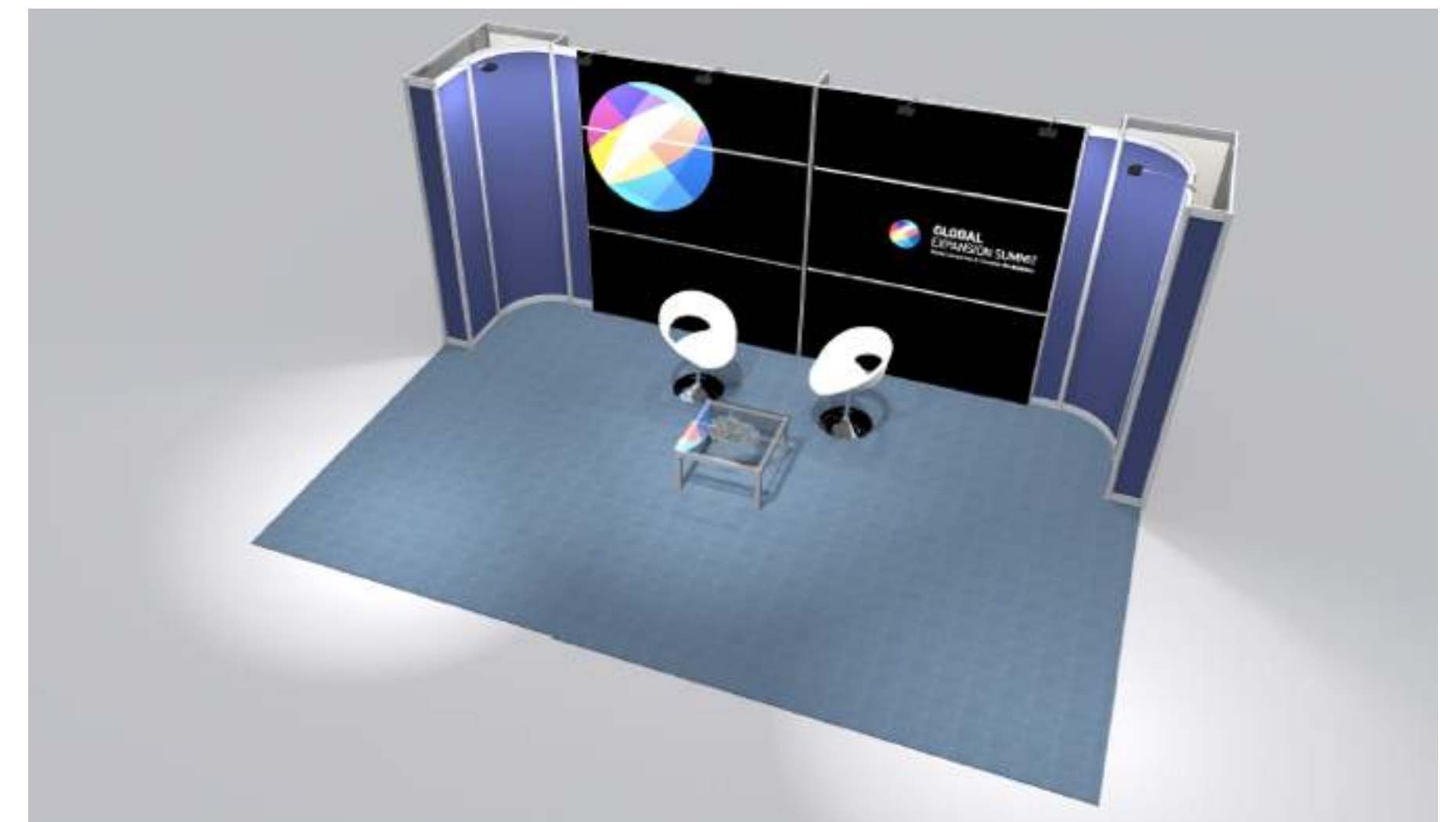
At our studio, your experts will connect to and be interviewed alongside C-level executives and senior government representatives about topics related to doing business in CEE.

Our team will record, edit and produce video **interviews** on the spot.

Our vibrant studio will be entirely decorated with sponsors' and Emerging Europe's logos on a white background. It will be ideally located to allow your experts to **engage** with other businesses and governments and **kick-start business talks**.

Have you got marketing materials? You will have a display to distribute it in our studio. With all the attention the studio will be getting from the attendees, these should fly off the shelves, so make sure you bring several copies!

Emerging Europe TV studio layout (for illustration purposes)



Key numbers

- **18m2** TV studio with your logo and marketing materials
- **20+** video interviews published, all featuring your logo
- **10+** press pieces (articles, opinion editorials, interviews) published
- **70+** world class speakers at the event
- **2,000** event delegates, 61% of which C-level executives
- **80,000** estimated special report readership
- **150,000** estimated videos viewership
- **1,500,000** estimated impressions for all elements

Sponsorship opportunities

	LEADERSHIP	EXPERTISE	MARKETING
EVENT			
premium pass (price tag per pass: £2,299)	1	–	–
standard pass (price tag per pass: £399)	2	2	2
exhibition pass	2	2	2
promotional materials displayed at the studio	✓	✓	✓
logo on studio background wall	✓	✓	✓
ONLINE SPECIAL REPORT			
ad in the special report page	large (370x420 px)	medium (370x210 px)	medium (370x210 px)
your logo in the special report main page	✓	✓	✓
hyperlink to your website	✓	✓	✓
1-year company profile* subscription on Emerging Europe	✓	✓	✓
publishing of live interviews with sponsor's expert (filmed at the summit)	4	2	1
publishing of opinion editorials written by sponsor expert(s)	2	2	1
your experts quoted in articles	2	1	–
logo on the background of all interview videos	✓	✓	✓
INVESTMENT	£7,500	£4,000	£2,500
30% discount for NOA and Pro Progressio referrals			

*function launching in September

For more information on passes, click [here](#).

Do you feel you would really benefit from your involvement but wouldn't be able to join us in London?

We have a solution for you in the form of a light package:

- 1 ad (370x210px) with hyperlink to your website;
- publishing of 1 opinion editorial written by your expert;
- 1-year company profile subscription on Emerging Europe.

Investment: £499

Don't hesitate to get in touch if you'd welcome an informal, brief call on a date and time that suits you.

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+44 7561 074 533

Selected partners of our communications projects:

