



World  
Engineering  
Forum  
2012

# i-WEF 2012 SPONSORSHIP OPTIONS

Let your knowledge and successful stories cross the world



SPONSORSHIP LEVEL FEATURES	SPONSORSHIP OPTIONS							EXTRA SPONSORSHIP OPTIONS		
	PREMIUM SPONSOR	CITIES & URBAN ENVIROMENT SPONSOR	SUSTAINABLE INFRASTRUCTURE SPONSOR	DISASTER RISK MANAGEMENT SPONSOR	GREEN BUILDINGS SPONSOR	INTERACTIVE e-CATALOGUE SPONSOR	DIGITAL SIGNAGE AREA SPONSOR	GOLD SPONSOR	VIRTUAL EXHIBITOR	SUCCESS CASE STUDY CONTRIBUTOR
Price	upon request									
Maximum number of sponsorships available	1	1	1	1	1	1	1	8	Unlimited	Unlimited
Digital signage area position	Premium place	2 <sup>nd</sup> - 7 <sup>th</sup> *	2 <sup>nd</sup> - 7 <sup>th</sup> *	2 <sup>nd</sup> - 7 <sup>th</sup> *	2 <sup>nd</sup> - 7 <sup>th</sup> *	2 <sup>nd</sup> - 7 <sup>th</sup> *	2 <sup>nd</sup> - 7 <sup>th</sup> *	8 <sup>th</sup> - 15 <sup>th</sup> *	Not included	Not included
<i>Digital signage area position</i> is your position in comparison to other sponsors at the <i>Digital signage area</i> , which represents your physical presence at the WEF in Ljubljana on September 18 <sup>th</sup> and 19 <sup>th</sup> 2012. Each of 15 sponsors will receive equipped booth including <b>1 table, 1 tablet and one poster</b> (100 cm height x 70 cm width, please see attached picture) with your <b>QR code</b> , that will redirect the visitor to your <i>Virtual exhibition</i> , to advertise yourself at the WEF and i-WEF live and virtually all over the world through Interactive social television. Show and share your video and PDF products and services presentations and case studies, catalogues, etc. You can have your company representative at the <i>Digital signage area</i> , so you will be able to present your company to everyone present at the forum in person. Each of 15 sponsors will also receive one WEF 2012 registration for Forum participant (in the value of 500 EUR).										
Interactive WEF position	Premium place	2 <sup>nd</sup> - 7 <sup>th</sup> *	2 <sup>nd</sup> - 7 <sup>th</sup> *	2 <sup>nd</sup> - 7 <sup>th</sup> *	2 <sup>nd</sup> - 7 <sup>th</sup> *	2 <sup>nd</sup> - 7 <sup>th</sup> *	2 <sup>nd</sup> - 7 <sup>th</sup> *	8 <sup>th</sup> - 15 <sup>th</sup> *	Upon the date of commitment	Upon the date of commitment
Three submenus of i-WEF main menu will be dedicated to sponsors: Sponsors, Virtual exhibition and Success case studies. If you are a sponsor, <i>Interactive WEF position</i> is your position in comparison to other sponsors, virtual exhibitors and success case study contributors in the Sponsors submenu, in the one of the chosen categories*** at the Virtual exhibition submenu and in the Success case studies submenu at the i-WEF platform. If you are a virtual exhibitor, <i>Interactive WEF position</i> is your position in comparison to other virtual exhibitors in the one of the chosen categories at the Virtual exhibition submenu and in the Success case studies submenu at the i-WEF platform. If you are a success case studies contributor, <i>Interactive WEF position</i> is your position in comparison to other success case study contributors in the Success case studies submenu at the i-WEF platform.										
Virtual exhibition place	Up to 1 hour video + up to 1 GB storage	Up to 45 minutes video + up to 1 GB storage	Up to 45 minutes video + up to 1 GB storage	Up to 45 minutes video + up to 1 GB storage	Up to 45 minutes video + up to 1 GB storage	Up to 45 minutes video + up to 1 GB storage	Up to 45 minutes video + up to 1 GB storage	Up to 45 minutes video + up to 1 GB storage	Up to 30 minutes video + up to 1 GB storage	Not included
<i>Virtual exhibition place</i> is your place at the i-WEF platform, where the sponsors and virtual exhibitors will be presented with their entire promotional material (Videos, PDF files). Here you will be able to share broad variety of information and services with the visitors of the i-WEF**. <i>Virtual exhibition place</i> also enables you to collaborate with your audiences through Twitter and your QR code. You can find Virtual exhibition categories below. ****										
Success case study (video, PDF etc.)	Up to 30 minutes	Up to 30 minutes	Up to 30 minutes	Up to 30 minutes	Up to 30 minutes	Up to 30 minutes	Up to 30 minutes	Up to 30 minutes	Up to 30 minutes	Up to 30 minutes
Your <i>Success case study</i> will be published in the Success case studies submenu at the i-WEF platform, as well as in your <i>Virtual exhibition</i> (if <i>Virtual exhibition place</i> is included in your sponsorship package).										
Video presentation	60 seconds	30 seconds	30 seconds	30 seconds	30 seconds	30 seconds	30 seconds	30 seconds	Not included	Not included
Your <i>Video presentation</i> will be placed in the Sponsors submenu and in your <i>Virtual exhibition</i> at the i-WEF platform, as well as in the <i>Interactive e-catalogue</i> .										
Interview	5 minutes	3 minutes	3 minutes	3 minutes	3 minutes	3 minutes	3 minutes	2 minutes	Not included	Not included
We will interview one of your company representatives and publish the interview in the Interviews submenu, as well as in the Sponsors submenu and in the Virtual exhibition submenu at the i-WEF platform. If you wish you can also send us pre-recorded interview (in the length included in your sponsorship package).										
Key text message position	Premium place	2 <sup>nd</sup> - 7 <sup>th</sup> *	2 <sup>nd</sup> - 7 <sup>th</sup> *	2 <sup>nd</sup> - 7 <sup>th</sup> *	2 <sup>nd</sup> - 7 <sup>th</sup> *	2 <sup>nd</sup> - 7 <sup>th</sup> *	2 <sup>nd</sup> - 7 <sup>th</sup> *	8 <sup>th</sup> - 15 <sup>th</sup> *	Upon the date of commitment	Upon the date of commitment
<i>Key text message position</i> is the position of your text message in comparison to other sponsors' text messages at the i-WEF platform. During the entire i-WEF and till the end of the year 2012 your text message (up to 140 characters) will be presenting in the overlay right beneath the videos performing. Sponsors' text messages will be presented during live streaming, as well as in the Virtual conference submenu, Sponsors submenu, Success case studies submenu and Interviews submenu. Virtual exhibitors' text messages will be presented in the Virtual exhibition submenu and in the Success case studies submenu. Success case study contributors' text messages will be presented in the Success case studies submenu. By selecting your text messages title visitors will be redirected to your <i>Virtual Exhibition</i> (if <i>Virtual exhibition place</i> is included in your sponsorship package, in other case it will be redirected to your <i>success case study</i> in the Success case studies submenu). You can change your text message in your ECM workspace whenever you want.										
Interactive e-catalogue position	2 <sup>nd</sup>	3 <sup>rd</sup> - 7 <sup>th</sup> *	3 <sup>rd</sup> - 7 <sup>th</sup> *	3 <sup>rd</sup> - 7 <sup>th</sup> *	3 <sup>rd</sup> - 7 <sup>th</sup> *	1 <sup>st</sup>	3 <sup>rd</sup> - 7 <sup>th</sup> *	3 <sup>rd</sup> - 7 <sup>th</sup> *	Not included	Not included
<i>Interactive e-catalogue position</i> is the position of your <i>video presentation</i> in comparison to other sponsors' video presentations in the <i>Interactive e-catalogue</i> . This <i>Interactive e-catalogue</i> will be a collage of i-WEF highlights, selected lectures and interviews, it will include presentation of the City of Ljubljana and of Slovenia, as well as your <i>video presentation</i> . The <i>Interactive e-catalogue</i> will be published from October 15 <sup>th</sup> and will be available for free for everyone till the end of the year 2012.										
Personal i-WEF registrations	7	5	5	5	5	5	5	3	2	1
There will be many contents free of charge for everyone to watch – opening speeches, round table and some selected lectures. In addition to this the virtual participants will have a chance to buy different content packages in order to choose which contents they would like to accompany. Personal i-WEF registration, received by each sponsor in different quantities, means full access to all contents performed with no extra charge. But no matter what kind of content package a virtual participant buys, your sponsor contents will be free of charge for the entire world to watch.										

(\*) Upon the date of commitment

(\*\*) Valid only for the material included in your sponsorship package.

(\*\*\*) 1. EDUCATION, RESEARCH & DEVELOPMENT, 2. RENEWABLE ENERGIES & MICROGENERATION, 3. WATER MANAGEMENT & EFFICIENCY, 4. BUILDING STRUCTURE & COMPLETION, 5. CONSTRUCTION MATERIALS & SERVICES, 6. POWER GENERATION & SERVICES, 7. PROFESSIONAL SERVICES, 8. SUSTAINABLE BUILDINGS & INFRASTRUCTURE, 9. LAW, FINANCING & REAL ESTATE, 10. ICT & RPDm TECHNOLOGIES/SOLUTIONS

#### Important notes:

Prior to ALL recordings (lectures, opening and closing speeches, round table) sponsors' advertisements will be exchanging. All sponsors have equal access to those prerolled advertisements (10 seconds). This video advertisements should be provided by sponsors.

**ECM** is your **Enterprise Content Manager tool**. You will receive username and password for your own sponsor workspace at ECM, where you will be able to upload and manage all your materials from 16<sup>th</sup> of August till the end of the year 2012. In that time you will be able to simply manage your document library and change your contents anytime with the help of easy navigation and searching options (exchange your videos, PDFs, case studies, modify your text message etc.). Please upload your **QR code, company logo and slogan** (for the poster), and **video presentation** on your ECM workspace from August 16<sup>th</sup> till August 25<sup>th</sup>. Please be aware that Interactive WEF's starting point is on September 1<sup>st</sup> 2012 and all the contents will be available for entire world to watch from September 1<sup>st</sup> till the end of the year 2012. Therefore your promotion will last for four full months. If you don't have the QR code, please let us know and we will generate it for you. Your ECM workspace also enables you to collaborate with your audiences through Twitter and with us through Wiki, Forum and Blog.

**Technical specification** for your *video presentation*: 16:9 (preferred 1280x720 bitrate to 20 Mbps); formats: MOV, MP4, WMV; coding audio AAC or mp3 or MPEG2; coding video H.264 or MPEG2. You can send us your already made *video presentation* or you can send us the material and we will produce it for you upon request.

The Virtual exhibition Submenu and Success case studies submenu will be divided into different thematic subcategories. Each sponsor will have to choose a category that is most suitable for the content you would like to present.

Share your successful stories with the entire world ... let's plant the green mentality to every place on earth ... with i-WEF