

PODIM

CONFERENCE 2017

**MARIBOR,
10 and 11 May 2017**

#PODIM4sponsors

Join us in co-creating the biggest and most influential
startup conference in the Alps-Adriatic region!



WE ARE BUILDING INNOVATIVE PARTNERSHIPS WITH MAXIMUM VALUE!

Would you like to present your products, services or programmes to ambitious startups and stakeholders of the startup ecosystem that represent the economic future of Slovenia and the Alps-Adriatic region?

With partners, we are building innovative alliances, striving to create maximum value for all participants. In the light of these values, we've designed three sponsorship packages – Startupper, Outlier, and Unicorn, which we can then additionally tailor to your needs in further discussion and agreement with you.

Sponsors of the PODIM Conference have a broad range of various opportunities to introduce themselves to the chosen target group, including:



STRONG EXPOSURE ON THE NATIONAL AND REGIONAL STARTUP SCENE

- **Exposure at the conference venue:** exposing logos, placing advertisement boards, showrooms, stands ...
- **Media exposure:** the possibility of being listed in PR and communications materials of the PODIM Conference which are also distributed through the global network PR Newswire
- **Exposure on internal digital communications channels:** internet, newsletters and social media of the Initiative Start:up Slovenia and PODIM Conference, reaching 35,000+ users in Slovenia and the Alps-Adriatic region.



INNOVATIVE POSSIBILITIES FOR PRESENTING BRANDS AND PRODUCTS, FOR EXAMPLE:

- Organizing and conducting a practical workshop, product testing, interactive prize winning games ...
- The possibility for placement of your products / brands / best business practices in the conference programme or sponsoring an individual content segment of the conference (in agreement with the organizer).
- The possibility to organize and implement special / thematic activities accompanying the conference with your brand.
- Sponsorship of the official PODIM mobile app.
- Sponsorship of the PODIM startup catalogue, in which we present the most promising startups from the Alps-Adriatic region.



ACTIVELY CONNECTING AND COLLABORATING WITH THE MOST PROMISING STARTUPS FROM THE REGION, mostly through organized personal meetings within PODIM 1:1 Arena. You can choose startups that are interesting for your company through the PODIM startup catalogue, and we organize meetings with companies that attracted your attention.

ACCESS TO THE LATEST BUSINESS KNOWLEDGE AND ESTEEMED EXPERTS

PODIM gives you access to globally and regionally established experts, renowned lecturers and speakers, with whom you can make genuine contact at the conference for further collaboration in reaching your strategic goals.

ATTENDING PRE-, DURING- AND POST-CONFERENCE EVENTS

In agreement with the organizer, the conference sponsor attends social meetings, dinners, sightseeing, guided tours ... according to their business interests and goals. These take place before, during or after PODIM.

STARTUPPER, OUTLIER AND UNICORN - THREE PACKAGES AS THE BASIS OF CUSTOM SPONSORSHIP SOLUTIONS

Below are the three basic sponsorship packages that we can also adapt and tailor to your needs, because we wish to give you optimal exposure and effectiveness when collaborating with the PODIM Conference.



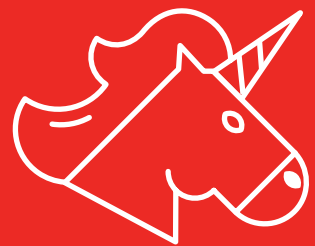
STARTUPPER

2,000 EUR



OUTLIER

4,500 EUR



UNICORN

9,900 EUR

	STARTUPPER	OUTLIER	UNICORN
TICKETS			
Number of tickets for PODIM Conference 2017	2	4	6
LOGOS			
Logo on the website www.podim.org with a link	✓	✓	✓
Logo on conference screens		✓	✓
Logo on the banner with which we thank key partners and sponsors through our social media profiles (Facebook, Twitter, LinkedIn) and in the final PODIM report		✓	✓
Additional description of the company when posting the logo			✓
Logo in the footer of all PODIM newsletters			✓
CONNECTING AND NETWORKING			
Organized 1:1 meetings with startups Within PODIM 1:1 Arena, you can meet with up to 5 chosen startup companies from the Alps-Adriatic region that you choose from the PODIM startup catalogue		✓	✓
Small showroom The possibility of setting up a presentation board of the company and a table with materials	✓	✓	
Big showroom The possibility of setting up a bigger stand/showroom of the sponsor			✓
CONTENT MARKETING			
Use of official photos from conference activities for your own promotional purposes	✓	✓	✓

STARTUPPER

OUTLIER

UNICORN

Personal message chosen by the partner to be posted on Facebook and Twitter profiles from PODIM and Start:up Slovenia (3x before the conference, 2x during the conference)



Statement from the company representative in the final PODIM reportage, which is posted on websites, newsletters from PODIM and Start:up Slovenia, and on social networks



Full-page advertisement in the PODIM startup catalogue



Half-page advertisement in the PODIM startup catalogue



Independent newsletter with the sponsor's content sent to our user base (Start:up Slovenia and PODIM Conference), whereby the newsletter content includes a special perk or offer for our users and a clear call-to-action



Article / interview with the representative of the sponsoring company, posted on the website from PODIM and Start:up Slovenia, on FB / Twitter / LinkedIn profiles, and placed in at least one PODIM newsletter



Statement of the sponsor in the press release for the press conference on the first day of PODIM



Sponsor communication in the PODIM app through logo placement and chosen messages from the partner (1 messages / day of the conference)



OTHER OPTIONS

Introducing novelties or new products, services ... into conference activities (for example launching a new book, exhibiting a new collection ...)



The possibility of doing **an interactive prize winning game** – before, during or after the conference



Approximate value of the package (without taxes)

2,000 EUR

4,500 EUR

9,900 EUR



We're looking for the right partners!

The organizer reserves all rights to actively participate in designing the sponsor's offer, especially when placing the partner's content into the conference programme. If the offered content doesn't suit PODIM Conference's profile, the conference organizers reserve the right to decide not to collaborate, as they put content quality and suitability of conference content above everything else.

Do you have an additional suggestion or wish?

We're also open to other options and ideas for sponsorship collaboration. If you have any additional wishes or suggestions, contact us. We will be happy to meet with you and come to a solution that will not leave PODIM guests indifferent.

Contact information

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