

# SPONSORSHIP PACKAGES 2024



27-28 NOVEMBER

| Inter Expo Center, Sofia

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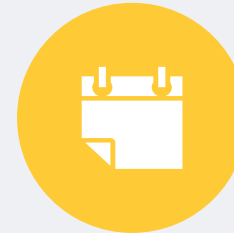
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# WHAT IS EEGS

EEGS is the yearly must-attend conference where leading regulators, operators, suppliers and other industry stakeholders come together to share the latest developments in the field of Gaming and Entertainment industry.

EEGS 2024 will focus on bringing new content and a different point of view on many already established topics.



## STATISTICS 2023



# WHY BECOME A SPONSOR

- Align your brand with one of the largest gaming entertainment industry events in Europe.
- Align your brand with 50+ speakers with highly professional expertise and great conference content.
- Create company awareness during formal and informal networking opportunities.
- Take the opportunity to solidify your brand reputation by the highest quality networking, agenda and parties.
- Showcase your products, solutions, concepts and ideas to an international audience.
- Be sure that senior executive industry decision makers in attendance will ensure an excellent brand exposure towards the target audience.



# PLATINUM SPONSORSHIP PACKAGE



## One Sponsorship Package Available

- Covers of the chairs in the conference hall branded with the sponsor logo. Covers are produced and installed by the EEGS team.
- Three single-sided illuminated light boxes\* in the central foyer, branded with Sponsor's logo
  - printing on fabric
  - 2 days period / 27.11. - 28.11.2024
- Two branded hanging banners on the conference stage, fiber graphics
  - 895x2000px (WxH), 150 ppi
  - 2 days period /27.11. - 28.11.2024/
- Delegates bags branded with sponsor's logo along with EEGS logo.
- Distribution of a company-branded items to each registered attendee for the EEGS. Materials are provided by the sponsor.
- Distribution of a company-branded items to each attendee at the Proximity Zone. Materials are provided by the sponsor.
- Exclusive option: branded gifts or gift sets for the speakers only. Materials are provided by the sponsor.
- One sponsor-named panel in the conference program. Sponsor's logo on the panel in the program (printed and digital). Possibility for participation of up to three speakers in EEGS from sponsor's end.



- Keynote speech from the Sponsor's representative.
- Live-streamed interview up to 30 minutes with sponsor's representative during the events (all the questions are submitted in advance).

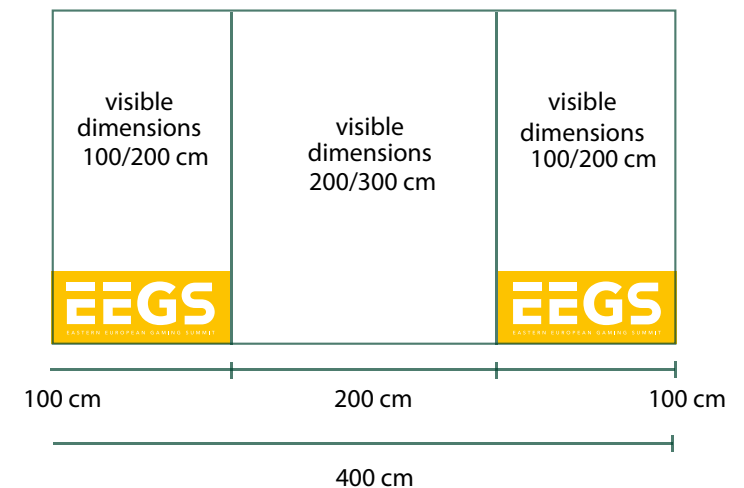
\*Artworks and materials - logos and advertising materials should be provided to [info@balkangamingexpo.com](mailto:info@balkangamingexpo.com) in .PDF, .EPS, .AI, not later than September 15<sup>th</sup>, 2024.

# PLATINUM SPONSORSHIP PACKAGE (contd)



- Possibility to chair the entire sponsored conference panel which includes a speaking engagement.
- Presentation at the Proximity Zone - up to 30 min.
- Logo on the main screen in the conference hall during the whole event.
- Logo included in the official EEGS printed and digital program.
- Freestanding banner(s) in front of the conference hall - size 85 x 205 cm. Banners are provided by the sponsor.
- Web banner 200 x 90 px in JPG, JPEG, PNG, GIF and logo on the EEGS homepage for 1 year.
- Web banner 230 x 80 px in JPG, JPEG, PNG, GIF and logo on the e-Game Spectrum online magazine website for 1 year.
- Advertising spot (up to 30 sec) broadcasted on the LCD displays located in the Conference hall.
- Advertising spot (up to 30 sec) displayed at the central foyer arches of BEGE in the Inter Expo Center;
- Logo at EEGS & BEGE catalog announcing your Platinum sponsorship status.
- One full-sized advert in the official EEGS & BEGE catalog.
- Boosted social media post announcing Platinum sponsorship.
- Announcing Platinum sponsorship in the EEGS official newsletter.
- Sponsorship announcement: Logo along with Platinum sponsor title, product information or other preferable article included in the official e-Game Spectrum online magazine newsletter.

\* Illuminated light boxes scheme



# PLATINUM SPONSORSHIP PACKAGE (contd)



- Sponsor's brand included as official partner in our PR materials; in our on-site digital communication (during the events, photos, social media boosted posts, PR).
- Three PR materials/interviews published at the e-Game Spectrum online magazine and shared in our social media channels. Materials are provided by the sponsor.
- Six conference passes for EEGS.
- Six invitations for the official BEGE/EEGS Party /Place and date to be confirmed/. Drinks and snacks are included.
- Unlimited online invitations for free visitor entry for the days of BEGE.
- Photos from the event.



**Sponsorship cost: € 19 000 w/o VAT**

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# GENERAL SPONSORSHIP PACKAGE

**SOLD OUT**



- Lanyards + logo printed on the conference passes, produced by the EEGS;
- Keynote speech;
- Sponsor-named panel in the conference program - including moderator plus up to three speakers;
- Sponsor's logo in the official program of the conference - printed and digital;
- Sponsor's logo on the main screen in the conference hall during the whole event;
- Advertising spot (up to 30 sec.) in the EEGS conference hall;
- Advertising spot displayed at the central foyer arches of BEGE at the Inter Expo Center;
- Two branded hanging banners on the conference stage, fiber graphics
  - 895x2000px (WxH), 150 ppi
  - 2 days period /27.11. - 28.11.2024/
- Web banner 200 x 90 px in JPG, JPEG, PNG, GIF and logo on the EEGS homepage for 9-month period.
- Web banner 230 x 80 px in JPG, JPEG, PNG, GIF and logo on the e-Game Spectrum online magazine website for 9 month period.
- Announcing General sponsorship via social media boosted posts;
- Announcing General sponsorship in the EEGS official newsletter.
- General sponsor's brand included as official partner in our PR materials; in our on-site digital communication (during the events, photos, social media boosted posts, PR)
- Blog article, shared on the EEGS website and shared on the social media on Facebook and Linked In;
- Live-streamed interview up to 30 minutes with sponsor's representative during the events (all the questions are submitted in advance);
- Logo in BEGE/EEGS official catalogue announcing your General sponsorship status.
- Presentation at the Proximity Zone - up to 30 min.
- Four invitations for the official BEGE Party. Drinks and snacks are included.

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# GENERAL SPONSORSHIP PACKAGE (contd)

**SOLD OUT**



- Four conference passes for the EEGS 2024;
- Unlimited online invitations for free visitor entry for the 2 days of BEGE 2024;
- One company PR material or interview published at the e-Game Spectrum online magazine and shared in our social media channels with boosted posts;
- Photos from the event;



**Sponsorship cost: € 11 000 w/o VAT**

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# GOLD SPONSORSHIP PACKAGE



## Two Sponsorship Package Available

- Floor stickers\* indicating the direction to the Conference Hall: size: up to 50/50 cm
  - Print file submission requirements: 72dpi for 1: 1, TIFF
  - 2 days period: 27.11 - 28.11.2024
- Two branded hanging banners on the conference stage, fiber graphics
  - 895x2000px (WxH), 150 ppi
  - 2 days period /27.11. - 28.11.2024/
- Sponsor-named panel in the conference program - including moderator plus up to three speakers, which includes a speaking engagement.
- Keynote speech from the sponsor's representative.
- Live-streamed interview up to 30 minutes with sponsor's representative during the events (all the questions are submitted in advance).
- Presentation at the Proximity Zone - up to 30 min.
- Logo on the panel of the conference in the program (printed and online).
- Logo at the official EEGS & BEGE



*\*Floor sticker*

# GOLD SPONSORSHIP PACKAGE (contd)



## Two Sponsorship Package Available

catalog announcing your Gold sponsorship status.

- Logo included in the official EEGS printed and digital program.
- 1 page advert in the official EEGS & BEGE Catalog.
- Web banner 200 x 90 px in JPG, JPEG, PNG, GIF and logo on the EEGS homepage for 6-month period.
- Web banner 230 x 80 px in JPG, JPEG, PNG, GIF and logo on the e-Game Spectrum online magazine website for 6-month period.
- Distribution of a company-branded items to each registered attendee for the EEGS. Materials

are provided by the sponsor.

- Distribution of a company-branded items to each attendee at the Proximity Zone. Materials are provided by the sponsor.
- Logo on the main screen in the conference hall.
- Advertising spot (upto 30 sec) broadcasted on the LCD displays located in the conference hall.
- Announcing Gold sponsorship in the EEGS social media channels.
- Announcing Gold sponsorship in the EEGS official newsletter.
- Logo along with Gold sponsor title, product information or other preferable article included in the



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# GOLD SPONSORSHIP PACKAGE (contd)



official e-Game Spectrum online magazine newsletter.

- Announcing Gold sponsorship in PR text from the EEGS pre-event communication campaign.
- One company PR material OR interview published in the e-Game Spectrum online magazine and shared in the e-Game Spectrum social media.
- Three conference passes for EEGS.
- Three invitations for the official BEGE Party /Place and date to be confirmed/. Drinks and snacks are included.
- Unlimited online invitations for free visitor entry for 2 days of BEGE.
- Photos from the event.



**Sponsorship cost: € 9 000 w/o VAT**

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# SILVER SPONSORSHIP PACKAGE



- Sponsor-named panel in the conference program with logo on the panel in the printed and digital program.
- Educational presentation on conference stage (up to 25 minutes).
- Logo included in the official EEGS printed and digital program.
- Logo on the main screen in the conference hall.
- Logo at the official EEGS & BEGE catalog announcing your Silver sponsorship status.
- Announcing Silver sponsorship in the EEGS official newsletter.
- Announcing Silver sponsorship via social media boosted posts.
- Web banner 200 x 90 px in JPG, JPEG, PNG, GIF and logo on the EEGS homepage for 3-month period.
- Web banner 230 x 80 px in JPG, JPEG, PNG, GIF and logo on the e-Game Spectrum online magazine website for 3-month period.
- Advertising spot (up to 30 sec) broadcasted on the LCD displays located in the conference hall.
- One company PR material OR interview published at the e-Game Spectrum online magazine and shared in our social media channels. Materials are provided by the sponsor.



# SILVER SPONSORSHIP PACKAGE (contd)



- Live-streamed interview up to 30 minutes with sponsor's representative during the events (all the questions are submitted in advance).
- Presentation at the Proximity Zone - up to 30 min.
- Two branded hanging banners on the conference stage, fiber graphics - 895x2000px (WxH), 150 ppi - 2 days period /27.11. - 28.11.2024/
- Distribution of a company branded items to each registered attendee. Materials are provided by the sponsor.
- Unlimited online invitations for free visitor entry for 2 days of BEGE, which will be held on 27-28 November at Inter Expo Center, Sofia.
- Photos from the event.

**Sponsorship cost: €6 500 w/o VAT**

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# CONFERENCE LUNCH AND COFFEE BREAKS SPONSORSHIP PACKAGE



## Exclusive for one company

- Branded napkins with your company's logo. Napkins are produced and distributed by the EEGS team.
- Branded bottles of water during the event. Bottles are provided by the sponsor.
- Distribution of a company-branded items and/or materials to each attendee. Materials are provided by the sponsor.
- 2 freestanding banners at the lunch venue, size 85 x 205 cm each. Banners are provided by the sponsor.
- Web banner 200 x 90 px in JPG, JPEG, PNG, GIF and logo on the EEGS homepage for 3-month period.
- Web banner 230 x 80 px in JPG, JPEG, PNG, GIF and logo on the e-Game Spectrum online magazine website for 3-month period.
- Presentation at the Proximity Zone (up to 30 mins).
- Live-streamed interview up to 30 minutes with sponsor's representative during the events (all the questions are submitted in advance).
- Social media post announcing your sponsorship.
- Logo on the main screen in the conference hall.
- Advertising spot (up to 30 sec) broadcasted on the LCD displays located in the conference hall.
- Logo at the official EEGS & BEGE printed catalog announcing your sponsorship status.
- Logo included in the official EEGS printed and digital program.
- One full-sized advert in the official EEGS & BEGE catalog.
- Logo along with Conference Lunch And Coffee Breaks Sponsor title, product information or other preferable article included

# CONFERENCE LUNCH AND COFFEE BREAKS SPONSORSHIP PACKAGE (contd)



Exclusive for one company

- in the official e-Game Spectrum online magazine newsletter.
- One company PR material OR interview published in the e-Game Spectrum online magazine and shared to our social media channels.
- Announcing your sponsorship in PR text from the EEGS pre-event communication campaign.
- Three conference passes for EEGS.
- Three invitations for the official BEGE/EEGS Party /Place and date to be confirmed/. Drinks and snacks are included.
- Unlimited online invitations for free visitor entry for the 2 days of BEGE.
- Photos from the event.



**Sponsorship cost: € 5 900 w/o VAT**

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# EEGS ACCOMPANYING EVENTS SPONSORSHIPS: REGULATORS' ROUND TABLE SPONSORSHIP



- Advertising spot (up to 30 sec) broadcasted on the LCD displays in the conference hall.
- Two branded hanging banners on the conference stage, fiber graphics - 895x2000px (WxH), 150 ppi - 2 days period /27.11. - 28.11.2024/
- Web banner 200 x 90 px in JPG, JPEG, PNG, GIF and logo on the EEGS homepage for 3-month period.
- Web banner 230 x 80 px in JPG, JPEG, PNG, GIF and logo on the e-Game Spectrum online magazine website for 3-month period.
- Speaking engagement during the EEGS conference.
- Live-streamed interview up to 30 minutes with sponsor's representative during the events (all the questions are submitted in advance).
- Branded bags with corporate / advertising materials for the Regulators. Materials are provided by the sponsor.
- Social media post announcing your sponsorship in the EEGS social media.
- Announcing your sponsorship in the official EEGS newsletter.
- Logo included in the official EEGS printed and digital program.
- Half (½) advert in the Official EEGS & BEGE catalog.
- Logo in the official EEGS & BEGE catalog announcing your sponsorship.
- One company PR material or interview published at the e-Game Spectrum online magazine and shared in our social media channels.
- Three invitations for the official BEGE/EEGS Party, /Place and date to be confirmed/. Drinks and snacks are included.

# EEGS ACCOMPANYING EVENTS SPONSORSHIPS: REGULATORS' ROUND TABLE SPONSORSHIP (contd)



- Unlimited online invitations for free visitor entry for 2 days of BEGE, which will be held on 27-28 November 2024 at Inter Expo Center, Sofia.
- Photos from the event.



**Sponsorship cost: € 4 000 w/o VAT**

\*Artworks and materials - logos and advertising materials should be provided to [info@balkangamingexpo.com](mailto:info@balkangamingexpo.com) in .PDF, .EPS, .AI, not later than September 15<sup>th</sup>, 2024.

# OFFICIAL PRESS CONFERENCE SUPPORTER



## One Sponsorship Package Available

- Boosted social media post, announcing your sponsorship.
- Logo on the press wall in the special zone for interviews.
- Live-streamed interview up to 30 minutes with sponsor's representative during the events (all the questions are submitted in advance).
- Announcing your sponsorship in PR text from the EEGS pre-event communication campaign.
- Freestanding banner at the venue, size 85 x 205 cm each. Banner provided by the sponsor.
- Web banner 200 x 90 px in JPG, JPEG, PNG, GIF and logo on the EEGS homepage for 2-month period.
- Web banner 230 x 80 px in JPG, JPEG, PNG, GIF and logo on the e-Game Spectrum online magazine website for 2-month period.
- Advertising spot (up to 30 sec) broadcasted on the LCD displays located in the conference hall.
- Logo in the official EEGS & BEGE catalog in the Partners section.
- Logo included in the official EEGS online and printed program.
- Presentation at the Proximity Zone (up to 30 mins).

# OFFICIAL PRESS CONFERENCE SUPPORTER (contd)



One Sponsorship Package Available

- One company PR material or interview published at the e-Game Spectrum online magazine.
- Distribution of advertising materials during EEGS. Materials are provided by the sponsor.
- Three invitations for the official BEGE/EEGS Party /Place and date to be confirmed/. Drinks and snacks are included.
- Photos from the event



**Price: € 2 900 w/o VAT**

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# WEBSITE ADVERTISING



**1. Web banner** on rotation at EEGS homepage (up to 15 banners).

- 200x90 pixels, JPG, GIF;  
max 25 kb;

**- 3 months - 690.00 Euro;**

**- 6 months - 1090.00 Euro.**

- 728x62 pixels JPG, JPEG, PNG, GIF;

**- 6 months - 1790.00 Euro;**

**- 12 months - 2790.00 Euro.**

**2. Logo with hyperlink on rotation** (150x75) at Media Partners section on the footer of EEGS homepage.

**Price: 290.00 Euro / Per month**

**3. Logo and description in the official EEGS newsletters.**

Your company logo will be placed in the official EEGS newsletters + short description and hyperlink.

- Logo: PDF, EPS, AI;

- Description: Not longer than 100 words or 650 symbols.

**Price: 390 € /per logo + description/ per newsletter.**

**4. Web Banner in the official EEGS newsletters.**

Your company banner will be placed with hyperlink on the official news-

letters of EEGS.

- Banner size: 1000x138 px;

- File type: .jpeg, .jpg, .png, .gif;

**- Price: 490 €/ per newsletter.**

Special prices available for one year contract.

**5. "Under the spotlight" section branding.**

The section "Under the spotlight" will be branded with your company logo + hyperlink.

- Logo: .PDF, .EPS, .AI;

**Price: 390 € / per newsletter.**

Special prices available for one year contract.

# WEBSITE ADVERTISING (contd)



## 6. Official newsletter sponsorship.

Your company logo titled as "Official newsletter sponsor" + hyperlink, will be positioned in the beginning of the newsletter of EEGS.

- Logo: .PDF, .EPS, .AI;

**Price: 590 € / per newsletter.**

Special prices available for one year contract.

## 7. Social Media Posts.

Reach EEGS audience by sharing in our social media.

**Price - 290 Euro per post / 390 per post + boosting.**

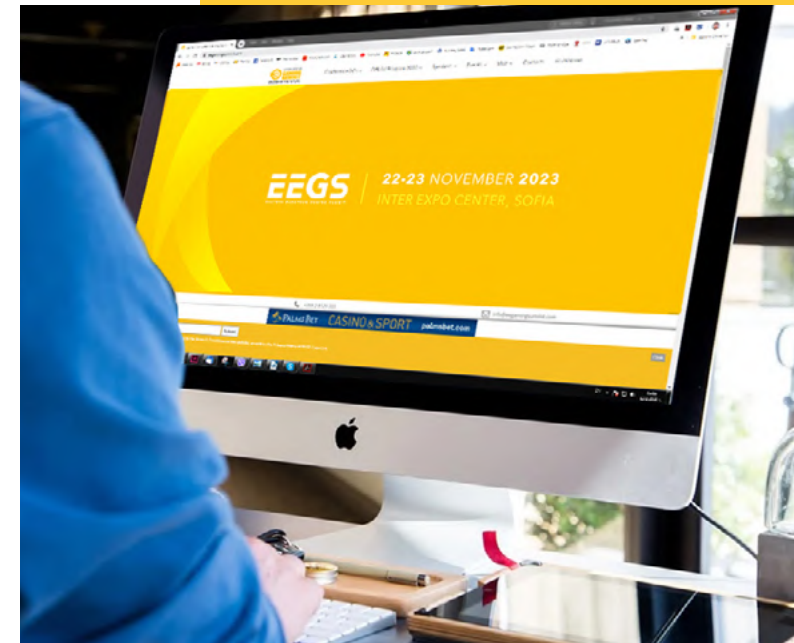
## 8. Web Banner in e-Game Spectrum magazine.

230x80

JPG, JPEG, PMG, GIF;

**- 3 months - 690.00 Euro;**

**- 6 months - 1090.00 Euro.**



**\*All the prices listed above are w/o VAT.**

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# CONFERENCE ADVERTISING ONSITE



**1. Freestanding banner**, size 85: 205 cm - in the conference hall of EEGS.

Optional position - in front of the main conference hall.

**Price:**  
**450.00 Euro /per banner.**

**2. Logo** in the official EEGS &

BEGE catalog in the Partners section.

**Price:**  
**450 Euro per spot.**

**3. Logo branding** on a special section in the official EEGS & BEGE catalog (your logo on every page from catalog section OR

sponsored by / powered by at the bottom of every page).

**Price:**  
**1800 Euro w/o VAT.**

**4. Sampling:** advertising materials provided by the company - brochures, leaflets or branded gifts (gifts are placed on each chair in the conference hall). Materials are provided by the sponsor.

**Price: 500 Euro**

**5. Branded bottles of water** on each table in the conference hall - the price may vary depending on the quantity.

CUSTOM MADE SPONSORSHIP OPTIONS AVAILABLE UPON REQUEST!



FOR MORE INFORMATION,  
PLEASE, CONTACT US:

**Biliana Tsvetkova, PhD**  
Conference and Event Manager

+359 885 673 113  
biliana.tsvetkova@eegamingsummit.com

**Nino Bereziani**  
Marketing Manager

+359 2 812 9333  
+359 882 478 697  
nino.bereziani@balkangamingexpo.com

**Niya Ivanova**  
Marketing Assistant

niya.ivanova@balkangamingexpo.com



[www.eegamingsummit.com](http://www.eegamingsummit.com)

We are open to discuss any Sponsorship options  
tailored to your needs!



**APPLICATION FORM (AGREEMENT) FOR EEGS 2024  
SPONSORSHIP PACKAGES**

<b>SPONSOR INFORMATION:</b>					
Applicant (company name):					
Company Reg. №:			VAT/TAX Number:		
Registered address №:					
Contact name:					
Tel:		Fax:		E-mail:	
Platinum <input type="checkbox"/>	General <input type="checkbox"/>	Gold <input type="checkbox"/>	Silver <input type="checkbox"/>	Conf. lunch & coffee breaks <input type="checkbox"/>	EEGS Masterclass <input type="checkbox"/>
Regulators' Round Table <input type="checkbox"/>	Press conf. supporter <input type="checkbox"/>	Live Streaming <input type="checkbox"/>	Website advertising <input type="checkbox"/>	Conf. adver. onsite <input type="checkbox"/>	

**\*Artworks and materials**

logos and advertising materials should be provided to [info@eegamingssummit.com](mailto:info@eegamingssummit.com) in .PDF, .EPS, .AI, not later than September 15<sup>th</sup>, 2024.

**Payment details:**

On receipt of signed form BEGE will issue a pro-forma invoice. The Application will not be accepted until a 100% deposit is received. The payment should be made not later than September 15<sup>th</sup>, 2024. All reservations with signed orders are non – cancellable and non – refundable. In the event of cancellation, the applicant is responsible for full payment. The number of advertising opportunities are limited; based on first-come, first-served basis.

Accepted Application shall serve as an Agreement between BEGE (BEGE Expo EOOD) and the applicant. By signing this Application, applicant confirms that he accepts the payment terms specified in the Application and agrees to pay the total cost within the terms specified above.

Date:

Stamp and Signature: