

## 2. Partnership opportunities

The WAIC proposes different partnership packages to support the organization of the congress as follows:

1. Subscription to one of the 4 proposed comprehensive partnership packages.
2. Subscription to an advertisement in the Conference programme book.
3. Subscription to one or more of the additional partnership opportunities.

### a. Partnership packages

#### **Gold partner 15.000 EURO**

As a gold partner you are offered:

- Acknowledgement as "gold partner" on the WAIC conference website and conference buzz with your logo and direct link to your website after your confirmation has been received.
- Acknowledgement (with your logo) as "gold partner" in the WAIC programme book
- Acknowledgement (with your logo) as "gold partner" in the WAIC communications
- Prominent acknowledgement (with your logo) during the opening and closing session
- Introduction of key-note speaker
- Workshop sharing AI and related practices of your organisation
- 3 free registrations to the conference
- 1 full page advert (on an inside page) in the programme book
- 1 free promotional insert in the attendee's registration bag
- 1 free table-top exhibition in the catering area, including 1 table and two chairs

#### **Silver partner 10.000 EURO**

As a silver partner you are offered:

- Acknowledgement as "silver partner" on the WAIC conference website with your logo and direct link to your website after your confirmation has been received
- Acknowledgement (with your logo) as "silver partner" in the WAIC programme book
- Acknowledgement (with your logo) as "silver partner" in the WAIC communications
- 2 free registrations to the conference
- 1 full page advert (on an inside page) in the programme book
- 1 free promotional insert in the attendee's registration bag
- 1 free table-top exhibition in the catering area, including 1 table and two chairs

#### **Bronze partner 5.000 EURO**

As a bronze partner you are offered:

- Acknowledgement as "bronze partner" on the WAIC conference website with your logo and direct link to your website after your confirmation has been received
- Acknowledgement (with your logo) as "bronze partner" in the WAIC programme book
- Acknowledgement (with your logo) as "bronze partner" in the WAIC communications
- 1 free registration to the conference
- 1 free promotional insert in the attendees registration bag
- 1 free table-top exhibition in the catering area, including 1 table and two chairs

#### **Mecenas partner 1.500 EURO**

If you want to sponsor an individual from the Developing Countries who wants to participate and share practices demonstrating the connecting and generative power of AI at the Waic 2012, you can grant this person 1.500 euro. With this grant, the person can pay his travel costs and the registration to the conference. The grant is a refund; this means that the money will be given the first day of the WAIC.

Criteria for approval of the beneficiary are:

- a. Application of the person from a developing country
- b. Motivation of the individual is obliged when applying for a grant
- c. The following priority list is taken into account when approving the request for the grant:
  1. Call for proposals for live contributions during the conference is accepted by the Organization Committee
  2. Application for call for proposals is made, but is not approved by the Organization Committee
  3. The beneficiary would like to register as a participant of the WAIC

The Mecenat partner may also propose a beneficiary. As a Mecenat partner you are offered acknowledgement with your logo in the WAIC programme book and conference website.

## **b. Advertising opportunities**

Companies can reserve advertising space (full colour) in the WAIC Programme Book. The Book will be circulated to all Congress participants, published electronically on the Conference website, and circulated by email to WAIC members, plus other key contacts.

WAIC Programme Book  
Outside back cover 2 500 €  
Inside back cover 1 500 €  
Inside front cover 1 500 €  
Inside page 500 €

Bookings for advertising space are considered on a first-come, first-served basis. Advertising items other than listed above will be subject to the approval of the WAIC Organization Committee.

## **c. Additional promotional opportunities**

We offer companies/organizations additional promotional opportunities with a view to maximize their presence at the WAIC Conference. The partners can either supply the required number of items or pay the fees below. All partners receive a standard acknowledgment (company name only) in the conference publications and on the website. A number of items offer additional benefits (see list).

Conference bags \_\_\_\_\_ at cost

Benefits:

- partner's logo on the bag
- standard acknowledgement

The conference bag will be distributed to all duly registered participants on site. The type of bag will be chosen at the discretion of the organizers. The bag will also carry the WAIC logo.

Pens and writing pads \_\_\_\_\_ 500 EUR (excl. VAT) per item

The pens and writing pads will be inserted in the conference bags. The partner supplies the required number of pens or writing pads.

Coffee break \_\_\_\_\_ 1 750 EUR (excl. VAT)

Benefits:

- standard acknowledgement
- partner's logo on signs in the areas where the coffee break will take place

Lunch break (for 150 delegates) \_\_\_\_\_ 3 000 EUR (excl. VAT)

Benefits:

- standard acknowledgement
- partner's logo on signs in the areas where the lunch will take place

Display \_\_\_\_\_ 250 EUR (excl. VAT)

Fe folders

Partnership items other than listed above will be subject to the approval of the WAIC Organizing.