

**amec**

# 4th European Summit on Measurement

**DUBLIN ■ 13-15TH JUNE, 2012**



## INFORMATION FOR SPONSORS/EXHIBITORS

This is your unique showcase opportunity to promote your firm at Europe's biggest media intelligence conference.

- SPONSOR TESTIMONIALS
- SPONSOR PACKAGES
- BRANDING EXAMPLES
- SPONSOR AND EXHIBITOR AGREEMENT
- HOW TO GET INVOLVED!

NATIONAL PARTNER  
Kantar Media Europe



OFFICIAL SUMMIT SUPPORTER  
Public Relations Institute of Ireland



**KANTAR MEDIA**

"Kantar Media acknowledges the AMEC European Summit as the most important international industry event for anyone involved in the fast-evolving world of communication measurement. As a major player in this industry and leading member of AMEC, Kantar Media adopts a prominent role in shaping and supporting the future development of the industry. Our involvement as National Partner to the 2012 Summit in Dublin also gives us an opportunity to raise our profile within the industry and reinforces our expertise within our own wider WPP/Kantar family."

Giselle Bodie  
*Chief Operations Officer Europe  
Kantar Media Intelligence Europe*



"For Manchete,  
being National  
Partner of

AMEC's European Summit in 2011, was an exceptional opportunity that really paid off. We used the occasion to engage with our national clients and also to establish new relations with international ones, as well as, communicate our expertise. It was also a major and cost-effective opportunity that stated Manchete as a major player, in Portugal, in the measurement and media fields. To be part of such a vital event was beyond doubt one of our best strategic decisions."

Fátima Rebelo  
Managing Director, Manchete  
Summit National Partner

## Sponsorships at the Summit

- Education Sponsor: €4,000  
[Available Opportunity](#)
- Sponsor of Welcome Drinks Reception: Wednesday 14th June, 2012: €5,500  
[Available Opportunity](#)
- Headline Sponsor for AMEC Awards 2012 and Summit Dinner: €8,000  
[Available Opportunity](#)
- New for Dublin! – "Top of the World Nightcap with ...." (your company name here): €5,500  
[Available Opportunity](#)
- Technology Sponsor: €4,000  
[Available Opportunity](#)
- Platinum Level Showcase Exhibitor sponsorships: €4,000  
[Available Opportunities](#)
- Summit Friend: €3,000  
[Available Opportunities](#)

## OVERVIEW

The European Summit will be organised by the International Association for Measurement and Evaluation of Communication (AMEC) in Dublin from 13-15th June, 2012. Kantar Media is the official Summit Partner. The Summit will include workshop sessions and plenary speaking spots by international senior communications professionals. It will also include the AMEC Awards 2012 ceremony as an important part of the Summit Dinner.

The Summit is being held at the 5\* Gibson Hotel, Dublin. We expect 150 senior level managers from PR companies, client organisations and AMEC members to be at the Summit. As a sponsor of the 4th European Summit on Measurement your company will be part of an integrated international marketing programme. Your company logo and details will be run on the Summit website from day 1 and will still be there 12 months later!





"As the National Sponsor of the Summit in Barcelona in 2010, we made a deliberate company commitment to make the event a success.

The result of great programme planning by the organizing team resulted in a conference attended by 33 different nationalities. Our involvement gave us positive visibility and productive contacts, both nationally and internationally. Quite simply – it was good for business!"

Sergi Guillot  
CEO, Acceso



## BENEFITS TO ALL SPONSORS

- Company/organisation name and logo to be used on all conference materials including Summit website in the run-up to the Summit viewed by all registering delegates.
- Opportunity for sponsors to issue their own press release associating themselves with the event.
- Sponsors logo on presentation screen during coffee and lunch breaks.
- A 3 x 2 metre exhibition space. All refreshment breaks will take place in this area.
- Networking opportunities during the conference and at dinner.
- Two Full Summit passes and two tickets for the AMEC Awards 2012 and Summit Dinner on June 14th.

## AVAILABLE SPONSORSHIP PACKAGES

### EDUCATION SPONSOR: €4,000



AMEC's Knowledge Share [\[website\]](#) contains edited clips from the 2010 European Summit in Lisbon, Portugal. Sponsor support enables AMEC to film the event (with editing at AMEC cost) and add to our outstanding Knowledge Share website. See YouTube clips from the European Summit.

The edited clips will:

- Show the Summit logo.
- Acknowledge the sponsor company by name and logo as the Education Sponsor.
- All sponsor benefits shown above.

### Additional Special Benefits:

- Company/organisation name and logo used on all conference materials including Summit website in the run-up to the Summit viewed by all registering delegates.
- Hyperlink to sponsor company from company logo on flash sequence on Summit website.
- All clips available for free international download on the AMEC Knowledge Share website, giving the sponsor international branding and recognition over a 12 month period.



### **SPONSOR OF WELCOME DRINKS RECEPTION: WEDNESDAY 13TH JUNE, 2012: €5,500**

Role: Sponsorship enables AMEC to host a welcome reception

All sponsor benefits shown on page 3.

#### **Additional Special Benefits:**

- Sponsor able to display signage and materials in the welcome reception area.
- AMEC Chairman to acknowledge Welcome Reception Sponsor.
- Opportunity for CEO/Chairman of sponsor to welcome guests in short speech.

### **HEADLINE SPONSOR FOR AMEC AWARDS 2012 AND SUMMIT DINNER: THURSDAY 14TH JUNE, 2012: €8,000**

This is a new and unique opportunity headline sponsorship of a prestigious new event to be held at the European Summit for the first time. In 2012, we are holding the AMEC Global Effectiveness Awards 2012 ceremony as part of the networking Summit Dinner. It means the sponsor is connected with two important events in one! Something else that is new and special is the location. The Summit Dinner will be held in the Guinness Storehouse, designed to resemble the world's largest pint glass which rises up through the centre of the seven storey building in the middle of Dublin.

All sponsor benefits shown on page 3.

#### **Additional Special Benefits:**

- Headline branding on the AMEC Awards 2012 website with a link to your website.
- Company branding on event signage.
- Company branding on screen during dinner.
- Sponsor announcement in the Awards ceremony script by the Master of Ceremonies.
- Branded profile with contact details in the Meet the Sponsor section of the Book of the Night distributed after the Awards Ceremony.
- Sponsor may additionally wish to produce branded menus for each table showing menu and wines.
- Opportunity for a senior sponsor representative to give short welcome speech during the dinner.
- Opportunity to present an award category.
- Opportunity to provide a gift for each guest at sponsor's discretion.
- 20% discount on additional tickets to the AMEC Awards 2012 and Summit Dinner.



## **NEW FOR DUBLIN! – “TOP OF THE WORLD NIGHTCAP WITH .....” (your company name here): €5,500**

A sponsor package for the AMEC member who wants to put their own distinctive mark on the Dublin Summit and the AMEC Awards 2012, which provides a unique networking opportunity and a platform to entertain existing and potential clients. This is your company's opportunity to offer international guests a Nightcap opportunity in the GRAVITY Bar, at the top of the Guinness Storehouse.

The sponsorship guarantees exclusive use of the GRAVITY Bar for Dinner guests and one complimentary drink before moving to a cash bar. A late license can be obtained.

All sponsor benefits shown on page 3.

### **Additional Special Benefits:**

- Theme the GRAVITY BAR (pictured left) in your company's colours.
- Bringing in entertainment of your choice (and at your cost).
- The sponsorship secures the GRAVITY BAR and provides one round of drinks.
- Company branding on event signage.
- Opportunity for sponsor to present an Award category.

## **TECHNOLOGY SPONSOR: €4,500**

Help us add creative and high production values flair during the Summit. Please contact Barry Leggetter.

All sponsor benefits shown on page 3.

## **PLATINUM LEVEL SHOWCASE EXHIBITOR SPONSORSHIPS: €4,000**

All sponsor benefits shown on page 3.

## **HOW TO GET INVOLVED**

For all inquiries and to discuss your company's involvement, please contact:

**Barry Leggetter**

Summit Director and  
AMEC Executive Director

[barryleggetter@amecorg.com](mailto:barryleggetter@amecorg.com)

Telephone: +44 1268 412414

Mobile: +44 7748 677504

Fax: +44 207 681 3820

# Exhibitor Agreement

## Terms & Conditions

### Application for Stand Space

- Application for stand space must be made on the Stand Application Form.
- Applications should be made direct with Barry Leggetter, Summit Director, by email or telephone.
- Applications will be dealt with and confirmed in strict order of receipt. The payment and submission of an application on the form provided, together with the allocation by the Organisers and the acceptance by the Exhibitor of the stand space shall be deemed to be a contract in acceptance and in accordance with these Terms and Conditions.
- The Organisers shall reserve the right to refuse any application. The Stand Application Form must list all firms being represented by the Exhibitor.

### Application for sponsorship packages

- Application for sponsorship packages must be made on the Sponsorship Application Form. The payment and submission of an application on the form provided, together with the allocation by the Organisers and the acceptance by the Sponsor of the sponsorship package shall be deemed to be a contract in acceptance and in accordance with these Terms and Conditions. The Organisers shall reserve the right to refuse any application.

### Payment for Stand Space and Sponsorship Packages

- The Exhibitor or Sponsor shall pay a 20 per cent non-refundable deposit within 14 days of confirming the sponsor package, and the full cost of the stand space or sponsorship package allocated within an additional 30 days of the date of the invoice issued by the Organisers upon receipt of acceptance of application.

### Cancellation

- If any Exhibitor, or Sponsor after allocation of stand space or sponsorship package shall desire to cancel the stand space or sponsorship package allocated, they must notify the Organisers in writing. The Organisers will endeavour to re-let the stand space or sponsorship package not required by the Exhibitor or Sponsor, but if they are unable to do so, the Exhibitor or Sponsor shall remain liable to pay the full charge for the stand space or sponsorship package allocated. If the Organisers are able to re-let the stand space or re-sell the sponsorship package, the following cancellation charges will apply:
  - > Before 1st March 2012 – 50%
  - > 1st March, 2012 to date of conference – 100%

# Exhibitor Agreement

## Terms:

I hereby agree to the terms, as stated above, of exhibiting at the 4th European Summit, Dublin, 13-15th June, 2012.

Signature \_\_\_\_\_

Name (Please print) \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

E-mail Address \_\_\_\_\_

City \_\_\_\_\_

Country \_\_\_\_\_

Postcode/ Zip \_\_\_\_\_

Work Phone \_\_\_\_\_

Mobile Phone \_\_\_\_\_

Fax \_\_\_\_\_

**Please return this form to:**

**Julie Wilkinson**

PA to Barry Leggetter, Executive Director and Summit Director

juliewilkinson@amecorg.com

Fax: +44 207 681 3820