"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

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
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!
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.

“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
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
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