EFMD GLOBAL

Sponsorship Package

About EFMD

- EFMD is a global non-profit organisation founded in 1972, with nearly 1000 institutional members across 95 countries. It serves as the premier network for management development professionals in academia, business, public service, and consultancy. Recognised globally for accrediting business schools, programmes, and corporate universities, EFMD's 30,000-strong network shapes management education worldwide. EFMD facilitates close collaboration between companies and academic institutions, offering services to its tight-knit community, such as conferences, seminars, workshops, awards, international projects, and industry surveys. It leads quality assurance and enhancement through accreditation and certification systems like EQUIS, EFMD Programme Accreditation, CLIP, its EDAF mentoring programme and the BSIS impact assessment system. EFMD aims to strengthen the global management development community with a positive societal impact.

- Close to 2,000 representatives from member organisations gather annually at EFMD events. This offers sponsors wide exposure to a targeted group of potential customers.

- On-site sponsorship offers organisations prime opportunities to promote their products, services, and expertise to professionals in the field of management and organisational development from a wide variety of institutions worldwide. Sponsorship offers wide visibility to a targeted group of potential customers.

- In addition, participating as an exhibitor or sponsor will let you build meaningful and lasting relations with EFMD members, who will have the opportunity to further develop their skills and stay informed about the latest trends, products and services available on the market.

EFMD Deans Conference

- This conference offers an ideal opportunity for exposure to almost 500 key leaders and decision-makers in business education. The Annual Meeting for Deans and Directors General is designed exclusively for those with overall top management responsibility in member schools as an annual forum for networking, reflection and discussion among peers. The conference is held every January or February.

Sponsorship opportunities and pricing

- **Conference backpack:** €40,000

  - Three complimentary registrations for the event, including all lunches and dinners, and a 50% discount for every additional registered participant
  - Your logo printed on the backpack[1]
  - Your logo on the slideshow video played in the main conference room during breaks.
  - Your logo on the dedicated event webpage with a direct link to your website
  - A banner and a 100-character long text in the post-conference article on the EFMD blog, which then promoted on social media and the EFMD Global newsletter
  - Your profile/brochures/promotional gadgets of choice in the delegate packs, if available
  - An exhibition table for the entire duration of the conference
  - A dedicated page on the conference app
  - Your logo on the dedicated event webpage with a direct link to your website
  - Access to the delegate list through the conference app*

- **Welcome dinner:** €30,000

  - Three complimentary registrations for the event, including all lunches and dinners, and a 50% discount for every additional registered participant
  - Your name mentioned in the conference programme
  - Your logo on the printed menu on the table
  - Your logo included in the slideshow video played in the main conference room during breaks.
  - Your logo on the dedicated event webpage with a direct link to your website
  - A banner and a 100-character long text in the post-conference article published on the EFMD blog, which then is promoted on social media and the EFMD Global newsletter

[1] The size of the logo is decided by EFMD

- Your profile/brochures/promotional gadgets of choice in the delegate packs, if available
- An exhibition table for the entire duration of the conference
- A dedicated page on the conference app
- Your logo on the dedicated event webpage with a direct link to your website
- Access to delegate list through the conference app*

Plenary session: €20,000

- Two complimentary registrations for the event, including all lunches and dinners, and a 25% discount for every additional registered participant
- Your brand name mentioned in the conference programme
- Your advertisement video being played prior to the session
- Special mention in the session's opening remarks
- Your logo included in the slideshow video played in the main conference room during breaks
- Your logo on the dedicated event webpage with a direct link to your website
- A banner and a 100-character long text in the post-conference article published on the EFMD blog, which then promoted on social media and the EFMD Global newsletter
- Your profile/brochures/promotional gadgets of choice in the delegate packs, if available
- An exhibition table for the entire duration of the conference
- A dedicated page on the conference app
- Access to the delegate list through the conference app*
- **The session and its contents remain the responsibility of the EFMD. Sponsoring a session does not give the right to nominate a speaker for this session.**

Lunch: €15,000

- Two complimentary registrations for the event, including all lunches and dinners and a 25% discount for every additional registered participant
- Your name mentioned in the conference programme
- Your logo displayed on food stations

- Your logo on the slideshow video played in the main conference room during breaks.
- Your logo on the dedicated event webpage with a direct link to your website
- Your profile/brochures/promotional gadgets of choice in the delegate packs, if available
- An exhibition table for the entire duration of the conference
- A dedicated page on the conference app
- Access to the delegate list through the conference app*

Coffee break: €10,000

- Two complimentary registrations for the event, including all lunches and dinners, and a 25% discount for every additional registered participant
- Your name mentioned in the conference programme
- Your logo on the dedicated event webpage with a direct link to your website
- Your profile/brochures/promotional gadgets of choice in the delegate packs, if available
- An exhibition table for the entire duration of the conference
- A dedicated page on the conference app
- Access to the delegate list through the conference app*

Conference Wi-Fi: €7,000

- Two complimentary registrations for the event, including all lunches and dinners, and a 25% discount for every additional registered participant
- Your logo on the dedicated event webpage with a direct link to your website
- An exhibition table for the entire duration of the conference
- A dedicated page on the conference app
- Access to the delegate list through the conference app*

Conference photographer: €7,000

- Two complimentary registrations for the event, including all lunches and dinners, and a 15% discount for every additional registered participant

- Your logo on the dedicated event webpage with a direct link to your website
- Your profile/brochures/promotional gadgets of choice in the delegate packs, if available
- An exhibition table for the entire duration of the conference
- A dedicated page on the conference app
- Access to the delegate list through the conference app*

* This is the list of participants shared with all registered attendees. EFMD does not provide a separate participant list to sponsors and strictly prohibits any mass marketing communications directed at conference participants.

EFMD Global

88 Rue Gachard box 3
1050 Brussels, BELGIUM

P +32 2 629 08 10
F +32 2 629 08 11
VAT BE 411 610 491

efmdglobal.org
info@efmdglobal.org

EFMD is an international
not-for-profit association (aisbl)