



BULGARIAN ASSOCIATION
FOR PEOPLE MANAGEMENT

Autumn conference of BAPM 2018

About the Bulgarian Association for People Management

The Bulgarian Association for People Management is the only nationally represented organization of directors, managers and human resource management specialists in Bulgaria. The association was established in July 2000 and currently has over 2300 HR professionals representing more than 850 companies. Annually organizes major international conferences on topics related to the management of people. He is a member of the European Association for People Management (EAPM) and the World Federation for People Management Association (WFPMA)

Purpose of the event

- ✚ to present the new trends in the field of human resources management
- ✚ to show good practices of Bulgarian and international companies
- ✚ to provide an opportunity to exchange experience and ideas among leading human resource managers
- ✚ to provide the opportunity to create new contacts

Audience / 300-400 participants /

- ✚ HR directors and managers of Bulgarian and international companies
- ✚ Other Functional Manager
- ✚ CEO
- ✚ HR specialists
- ✚ HR consultants
- ✚ PR specialists
- ✚ representatives of the state administration

- + representatives of the non-governmental sector
- + students

Advertising campaign

- + website for the event
- + web banner on the BAPM site with a link to the site of the event
- + email communication to all members of BAPM - over 2500 people - HR directors and experts from Bulgarian and international companies
- + using partner communication channels
- + a monthly electronic newsletter, distributed by email and posted on the BAUH website
- + Facebook Page, LinkedIn Group

Participation with advertising flyer - 300 BGN, without VAT

- ✓ Including 1 pc. an ad flyer of the company in the set of materials that each participant in the conference will receive. Flyer dimensions: maximum A4 size; up to 4 pages (pages must be attached to each other, if this condition is not met, each sheet is considered a separate flyer). Each subsequent page is charged an additional 50 BGN without VAT. Printed materials are delivered by the advertiser within a predefined period.

Participation with branded promotional materials - 150 BGN without VAT

- ✓ Including 1 pc. branded promotional material of the company in the set of materials that each participant in the conference will receive. The physical characteristics - dimensions, weight, shape, etc. - of the materials must be agreed in advance with the organizers. The materials are delivered by the advertiser within a predetermined period.

Company's advertising page in the conference program - 200 BGN without VAT

- ✓ Including 1 pc. company's advertising page on the inside page of the conference's printed program (the program is in the form of a booklet). The preprinted file is filed by the company according to the technical requirements and deadlines set by the

BAPM. The printing process is an engagement of BAPM. The exact position of the page in the booklet program is determined by the advertiser's order and by the positions specified by the BAPM.

- ✓ This ad option will only be available if there are enough advertisers willing to get involved.

Advertising back cover of the company in the conference program – 250 BGN without VAT

- ✓ Including 1 pc. company's advertising page on the back cover - internal or external, in the conference's printed program (the program is in the form of a booklet). The preprinted file is filed by the company according to the technical requirements and deadlines set by the BAPM. The printing process is an engagement of BAPM
- ✓ This ad option will only be available if there are enough advertisers willing to get involved.

Stand - 500 BGN without VAT

- ✓ The company is given the opportunity to present its products / services on an advertising stand (including a table and two chairs) in the lobby in front of the conference room. The company has the right to place branding and advertising materials at its stand. Outside of the stand, the company has no right to have its own branding and advertising material.
- ✓ Inclusion of the company logo in the program of the event in the "Exhibitors" section (*the logo is also published in the electronic program announced on the site of the event and in the printed program included in the participant materials packages*).
- ✓ The advertising stand is arranged and organized after preliminary time and space coordination with the organizers.

Advertising foil on a board located in the catering area - 1100 BGN without VAT

- ✓ There is a dashboard in the catering area where you can position your ad. The dimensions of one sheet of paper are 2.5x1.0 m, and the space comprises four sheets, i. four foils are available. The price includes printing and installation. The prepaid file is prepared and submitted by the advertiser within a predetermined period.

When combining two or more variations from this section, the company gets a 10% discount on the final price.

Video Ad Video Broadcast:

- ✓ Broadcasting of a promotional video (advertising of the company, its products, services, etc.) with a length of up to 30 seconds in the conference hall, during the program, between two presentations. The video is broadcasted once - 300 BGN without VAT
- ✓ Broadcasting a promotional video (advertising of the company, its products, services, etc.) with a duration of up to 30 seconds in the conference room during coffee breaks. The video is routed on a rotation basis - 150 BGN without VAT

Parallel ad session: 300 BGN, excluding VAT

- ✓ The company is given the right to hold a 30-minute session at the conference on eternal theme "Leadership". The session is held in a separate room, parallel to the main program. Announced in advance in the event program. The organizers are not committed to the number of participants who will attend the session.

Ad campaign for a product / service tied to the conference advertising campaign: 500 BGN, VAT excluded

- ✓ Within one week the conference registrations will be tied to a specific product / service of the company. Everyone registered during the particular week participates in the draw to win the relevant product / service (the company decides whether to have one or more winners).
During the selected week, all the communication channels of BAPM are running an intensive advertising campaign of the promotion, including materials for the company and the product / service.

Badge Branding Branding: 1500 BGN., without VAT / *the price is valid for branding up to 2 colors. For the logo with more colors, the price rises /*

- ✓ Branding of badge ties to all participants in the conference with the company logo. Links are provided and branded by the organizers after the design agreement with the company.

Branding of the bags in which the participants' materials will be placed: BGN 2,000, excluding VAT / *the price is valid for branding with 2 logos. For the logo with more colors, the price rises /*

- ✓ Branding of the bags in which the materials of all participants in the conference with the company logo will be placed. The bags are provided and branded by the organizers after reconciling the design with the company.

GENERAL SPONSOR - 10 000 BGN, without VAT

Before the event:

- ✓ Firm logo and company information on the specially designed conference site;
- ✓ Firm logo of the conference information, distributed by email to all members and partners of the Bulgarian Association for People Management;
- ✓ Firm logo in the press releases;
- ✓ Firm logo on the first page in the issues of Informator - monthly newsletter of the association, for the two issues before the event;
- ✓ Advertising in the issues of the Informator - the monthly newsletter of the Association, with a volume of 1 page A4, for the two months before the event;
- ✓ Banner position with size 300x250, on the site of the Bulgarian Association for People Management on the basis of employment, in the period from two months before the event to a month after it;
- ✓ Company logo with a link in the conference information published on the association's website from September 2018 on a permanent basis;

During the event:

- ✓ Exclusivity in the respective branch is guaranteed;
- ✓ Possibility for a brief welcome from the general sponsor at the opening of the conference;

- ✓ Firm logo on the conference program;
- ✓ Promotional flyers in the material folders for the participants, no limit for number, maximum size A4;
- ✓ Free placement of banner fixes in the lobby in front of the conference room;
- ✓ Five free passes for the conference (including the full program);

After the event:

- ✓ Firm logo in conference press releases;
- ✓ Firm logo on the first page of the Informator - the monthly newsletter of the association, for the month following the event;
- ✓ Advertising in the number of Informator - the monthly newsletter of the association, with volume 1 page A4, for the month following the event;
- ✓ Provide a list of contacts to the participants in the conference, whether they agree to disseminate their data;
- ✓ 2 free direct emails by the end of 2018

BASIC SPONSOR - 5 000 BGN / without VAT /

Before the event:

- ✓ Firm logo and company information on the specially designed conference site;
- ✓ Firm logo of the conference information, distributed by email to all members and partners of the Bulgarian Association for Management of People;

- ✓ Firm logo in the press releases;
- ✓ Advertising in the number of Informator - the monthly newsletter of the association, with volume 1 page A4, for the month before the event;
- ✓ Company logo with a link in the conference information published on the association's website from September 2018 on a permanent basis;
During the event:
- ✓ Firm logo on the conference program;
- ✓ Up to two promotional inserts in the materials folder for the participants, maximum size A4;
- ✓ Place up to 3 banners in the foyer in front of the conference room;
- ✓ Three free passes for the conference (including the full program);

After the event:

- ✓ Firm logo in conference press releases;
- ✓ Advertising in the number of Informator - the monthly newsletter of the association, with volume 1 p. A4, following the event.

SPONSOR - 3 000 BGN / without VAT /

Before the event:

- ✓ Firm logo and company information on the specially designed conference site;
- ✓ Firm logo of the conference information, distributed by email to all members and partners of the Bulgarian Association for People Management;

- ✓ Firm logo in the press releases;
- ✓ Company logo with a link in the conference information, published on the association's website from September 2018. permanently;

During the event:

- ✓ Firm logo on the conference program;
- ✓ An ad insert in the material folders for the participants, maximum size A4;
Placing a fixed banner in the lobby in front of the conference room;
- ✓ Two free passes for the conference (including the full program);

After the event:

- ✓ Firm logo in conference press releases;
- ✓ Advertising in the number of Informator - the monthly newsletter of the association, with volume 1 page A4, for the month following the event.