

VIA NORDICA 2008

SPONSORSHIP PACKAGES

1. Sponsorship Package: Platinum Price: 20 000 € **SOLD!**

The Platinum (Head Sponsor) sponsorship entitles to the following benefits:

- A full page advertisement in the exhibition catalogue
- Sponsor's logo in all congress, exhibition and programme brochures published after signing of the contract
- Sponsor's logo exclusively on signs in the congress building and on participants' nametags

- Sponsor's marketing brochure in the congress bag

- Four (4) all-inclusive congress passes
- 12 m² stand in the commercial exhibition area. Separate agreement needed for a bigger stand or e.g. placement of equipment.

2. Sponsorship Package: Gold Price: 15 000 €

The Gold sponsorship entitles to the following benefits:

Option 1 **SOLD!** Congress bag, memo pad, pen

- Sponsor's logo on the congress bag, memo pad and pen. Exclusive right with the exception of the congress hallmark.

- Sponsor's marketing brochure in the congress bag

- As an alternative to the fixed sponsorship price the sponsor can pay the effective expenses of the products.

Option 2 **SOLD!** Exhibition Hall Coffee Service Sponsor

- Sponsor's logo shown exclusively at all service points during the whole congress

Option 3 Congress Lunch Sponsor

- Sponsor's logo shown exclusively in the lunch restaurant during the whole congress

Option 4 Congress Banquet Sponsor

- Sponsor's logo shown exclusively on the banquet menu cards

Option 5 Congress Gazette Sponsor

- Sponsor's logo exclusively in all copies (3 or 4). Sponsor's own article in one copy.

Option 6 Congress Memory Stick Sponsor

- Sponsor's logo on the memory stick. Exclusive right with exception of the congress hallmark. The long-lasting memory stick includes the congress material.

In addition all Gold options include the following benefits:

- Sponsor's logo in all congress, exhibition and programme brochures published after signing of the contract
- Two (2) all-inclusive congress passes

- A half page advertisement in the exhibition catalogue

- 9 m² stand in the commercial exhibition area. Separate agreement needed for a bigger stand or e.g. placement of equipment.

- Platinum and Gold sponsorships can be combined to a total prize of 30 000 €. The total price of two Gold sponsorships combined is 25 000 €.

3. Sponsorship Package: Silver Price: 10 000 € [SEE PICTURE](#)

Inside the exhibition hall, in the vicinity of the congress halls, an internet café will be placed on a fixed platform that overlooks the whole exhibition area.

The café is offered to the sponsor on following conditions:

- The package includes some 10 workstations with an internet connection. The workstations are freely used by the congress participants.

- The sponsor can advertise at the café according to a separate agreement.

- The café will also serve as a normal congress centre café, where participants can buy refreshments.

In addition the Silver sponsorship includes the following benefits:

- Sponsor's logo in all congress, exhibition and programme brochures published after signing of the contract

- Sponsor's logo in the exhibition catalogue

- One (1) all-inclusive congress pass

4. Sponsorship Package: Bronze Price: 3 000 €

The Bronze sponsorship entitles to the following benefits:

- Sponsor's logo in all congress, exhibition and programme brochures published after signing of the contract

- Sponsor's logo in the exhibition catalogue

- One (1) all-inclusive congress pass

5. Sponsorship Package: Flex

Included benefits and price according to agreement

Sponsorship Packages

Contents	Platinum	Gold	Silver	Bronze	Flex
Details described above in sections 1 - 5	Head Sponsor	Excellent visibility in congress products or services. Options 1 - 6.	Internet Café Sponsor	Visibility in the printed publications of the congress	Contents and price according to agreement
Free stand *)	12 m ²	9 m ²	-	-	X
All-inclusive congress passes	4	2	1	1	X
Price (VAT 0%)	20 000 €	15 000 €	10 000 €	3 000 €	X

*) The stand includes floor space, basic structure and equipment (walls, lighting, electricity, sign, table, three chairs and a cabinet).

Additional Information

Via Nordica 2008, 20th Congress of Nordic Road Association 9 - 11 June 2008 Helsinki, Finland

Information on Sponsorships

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For information about the congress and the congress programme, please visit www.vianordica2008.fi.