



7, 8 and 9 November – Lisbon – Portugal  
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EUROPEAN **WOMEN'S** MANAGEMENT DEVELOPMENT INTERNATIONAL NETWORK



# Lisbon International Conference 2008

## EWMD Sponsorship Manual





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## Introduction to the Conference

Innovation has become a top priority for companies at the CEO level. Connecting the innovation process with company strategy is crucial as the sustainability of the firm's competitive advantage increasingly depend on its innovation capabilities, specially in an geographic area like Europe, where the countries try to reach a level of knowledge societies until 2010.

## Conference Topics

- Lisbon Strategy - 2010
- Challenge of the Future: Innovation, Society, Business, Science
- IT, Customer, Business and Social Driven Innovation
- Growth through Innovation
- Emerging Markets
- Make Innovation work



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## **Pre Conference Workshops**

- 1 Morning – Breakthrough Innovation – Waltraut Ritter (3 hrs)
- 1 Afternoon – Innovation with Partners – Leinmüller (3 hrs)
- Welcome Cocktail 17 h
- Dinner in Town

## **Conference**

- Morning session – 5 Fields of Innovation
- Afternoon session – Innovation in Portugal
- Gala Dinner

## **Post Conference Workshop**

- 1 Morning – Make Innovation Happen – Marcus Gottschalk (3 hrs)
- Sightseeing Tour



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### **International Committee:**

Chairman: Claudia Schmitz

Waltraut Ritter

### **Local Organizing Committee:**

Coordinator: Teresa Correia de Lacerda

Ana Cristina Silva

Ana Paula Rosa

Cristina de Azevedo Rosa

Maria João Arantes e Oliveira



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## Media Partners:



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## Registration Fees (Portugal)

<b>CATEGORY</b>	<b>EARLY BIRD REGISTRATION Before 5<sup>th</sup> September 2008</b>	<b>REGISTRATION FEE After 6<sup>th</sup> September 2008</b>
EWMD Members	250 EUR	350 EUR
Non EWMD Members	350 EUR	450 EUR
Student	150 EUR	250 EUR

### Other Fees:

Gala Dinner for non-members and student (per person)

70 EUR



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## Registration Fees (International – non Portugal)

<b>CATEGORY</b>	<b>EARLY BIRD REGISTRATION Before 20<sup>th</sup> July 2008</b>	<b>REGISTRATION FEE After 21<sup>th</sup> July 2008</b>
EWMD Members	250 EUR	350 EUR
Non EWMD Members	350 EUR	450 EUR
Partners (accompanying Members)	150 EUR	250 EUR

### Other Fees:

Gala Dinner for non-members (per person)

70 EUR



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## Registration Fees for Pre and Post Conference Workshops

DAY	TIME	WORKSHOP	REGISTRATION FEE
Friday 7 November	10:00 till 13:00	Breakthrough Innovation	100 EUR
	14:30 till 17:30	Innovation Partners	100 EUR
Sunday 9 November	10:00 till 13:00	Make Innovation Happen	100 EUR



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## Promotion of the Conference

The conference will be actively promoted in Portugal and abroad.

The Promotion Campaign consists of a range of activities which include:

- Promotion within the EWMD for individual and corporate members
- Direct Marketing in Portugal and abroad for the target audience
- Advertising in newspapers and magazines
- Production and distribution of promotional and informational materials
- Publication of various e-newsletters prior to the Conference
- Promotion of the Conference in EWMD website
- Publicity of the Conference shall be ensured with the collaboration of the Media Partners



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## Level Sponsorship

- Sponsoring Packages
- Social Event Sponsoring



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## Sponsoring Packages

### **DIAMOND SPONSOR - Cost: € 15.000**

The DIAMOND SPONSOR entitles you to the following benefits:

- Reference in the final program sent by email to all conference attendees.
- Identification as DIAMOND SPONSOR on Conference Website with link to your Company's Website
- Recognition of your sponsorship displayed in the registration area and at the podium over the whole day.
- Sponsor of the Post-Conference Workshop
- Acknowledgement as Major Sponsor in the Final Program and Proceedings.
- Insertion of promotional material in the attendees bag.
- 5 free registrations for the whole Conference.
- 5 free places for the Gala Dinner.
- Free registration as EWMD corporate member for the first year.



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## Sponsoring Packages

### **GOLD SPONSOR - Cost: € 10.000**

The GOLD SPONSOR entitles you to the following benefits:

- Reference in the final program sent by email to all conference attendees.
- Identification as GOLD SPONSOR on Conference Website with link to your Company's Website.
- Recognition of your sponsorship displayed in the registration area.
- Acknowledgement as Gold Sponsor in the Final Program and Proceedings.
- Insertion of promotional material in the attendees bag.
- 2 free registrations for the whole Conference.
- Free registration as EWMD corporate member for the first year.



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## Sponsoring Packages

### **SILVER SPONSOR - Cost: € 5.000**

The SILVER SPONSOR entitles you to the following benefits:

- Reference in the final program sent by email to all conference attendees.
- Identification as SILVER SPONSOR on Conference Website with link to your Company's Website
- Sponsoring the Pre-Conference Workshop
- Recognition of your sponsorship displayed in the registration area.
- Insertion of promotional material in the attendees bag.
- 1 free registration for the whole Conference.
- Free registration as EWMD corporate member for the first year.



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## Social Event Sponsoring

### **WELCOME COCKTAIL SPONSOR - Cost: € 2.000**

The sponsorship entitles you to the following benefits:

- An opportunity to reach and interact with all speakers and Conference attendees.
- Your logo and recognition of your sponsorship on a display in each table of the Welcome Cocktail.
- You may provide a company banner to be hung within the cocktail area.



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## Social Event Sponsoring

### **COFFEE BREAK SPONSOR - Cost: € 2.000**

The sponsorship entitles you to the following benefits:

- An opportunity to reach and interact with all speakers and Conference attendees.
- Your logo and recognition of your sponsorship on a display in each table of the Coffee Break.
- You may provide a company banner to be hung within the break area.



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## Social Event Sponsoring

### **BUFFET LUNCH SPONSOR - Cost: € 2.000**

The sponsorship entitles you to the following benefits:

- An opportunity to reach and interact with all speakers and Conference attendees.
- Your logo and recognition of your sponsorship on a display in each table of the Buffet Lunch.
- You may provide a company banner to be hung within the lunch area.



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## Social Event Sponsoring

### **SIGHTSEEING SPONSOR - Cost: € 5.000**

The sponsorship entitles you to the following benefits:

- An opportunity to reach and interact with all Conference attendees.
- Your logo and recognition of your sponsorship on a display in the bus.
- You may provide brochures and other marketing material to be distributed to the Conference attendees.



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## Contacts

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