



## EVENT/ TRENDS SUMMER UNIVERSITY

### CONCEPT

**Trends Summer University** is an exclusive event bringing together about hundred CEOs from amongst the top Belgian CEOs and listed companies, in order to hear presentations from **prestigious speakers** and to meet in focus groups. This means that it is an event that leads to reflection and conviviality amongst **the elite of Belgian companies**. The question and answer panels will be moderated by the editors-in-chief of Trends and Trends-Tendances.

### PRACTICAL INFORMATION

- When? Friday 16 June, Saturday 17 June and Sunday 18 June 2017
- Where? La Réserve Resort, Knokke Heist
- Programme:
  - Presentations
  - Focus groups
  - Personalized visits and animation
  - Gala dinner

### SPONSORING PROPOSITION

#### 1. GOLD SPONSOR 65,000 € (SECTOR EXCLUSIVITY)

##### COMMUNICATION

- Logo associated with the name of the event
- Cocktail pages in Trends and Trends-Tendances
- Logo presence in the advertisements before and after the event

##### VISIBILITY

- Speaking time during the welcome speech
- Presence at the CEO brainstorming
- Presence of the CEO and top management participants (max 8)
- Logo on the menus
- Creative visibility in situ and high quality goodies in the rooms
- Logo and 2 pages of publicity in English in the "Road Book"

#### 2. SILVER SPONSOR 20,000 € (SECTOR EXCLUSIVITY)

##### COMMUNICATION

- Cocktail pages in Trends and Trends-Tendances
- Logo presence in the advertisements of the media plan before and after the event

##### VISIBILITY

- Presence of the CEO and top management participants (max 3)
- Logo on the menus
- Logo and 1 page of publicity in English in the "Road Book"
- Creative visibility in situ and high quality goodies in the rooms



### CONTACT

**Karina Jacobus**

Account Director News & Business

T +32 2 467 57 07

[karina.jacobus@roularta.be](mailto:karina.jacobus@roularta.be)