



ICCO Global Summit 2021 – Sponsorship Opportunities

ICCO is the global membership body for PR and communications, with over 3,000 agency members across 70 countries. The Global Summit is our flagship annual event, bringing 300 of the world's PR agency leaders and communications experts, gathering for two days of insight, discussion, and networking. Last year's speakers included Richard Edelman, Sir Martin Sorrell and Mark Read, WPP as well as speakers from 20 different countries and delegates from over 30 different countries.

The 2021 event will take place in London for the first time, with smaller satellite events in Singapore and New York for those unable to travel, as well as the whole two days being broadcast live online.

- Tuesday 16th November – ICCO Board Meeting, followed by Summit Welcome Drinks
- Wednesday 17th November – Summit Day 1, followed by exclusive Gala Dinner
- Thursday 18th November – Summit Day 2 and close

Headline Sponsor - €15,000

1. Branding as headline sponsor in all locations:

- Two days face to face conference in London – stage, signage, and networking area
- Conference programme (whole page)
- Name badges / lanyards
- All newsletter promotions
- All digital marketing graphics and assets
- All social media channels in the build up to conference, during and afterwards
- Virtual platform for virtual attendees
- Singapore face to face event
- New York face to event

2. Programme panel slot.

Seat for company CEO or leadership executive to participate in panel and opportunity to curate panel around topic of interest (if not covered elsewhere in conference, subject to discretion of ICCO Executive)

3. Six premium passes to the Summit (usual price €1095 each, €6570)

- Introductions to delegates and speakers as planned with ICCO staff
- 6 seats at the Gala Dinner, introductions as appropriate

4. Exhibition stand (usual price €2000)

5. Thought leadership piece - in ICCO newsletter with distribution to 8,000 subscribers

Platinum Sponsor - €5000

- Branding as Platinum sponsor online and at the event, website, social media, newsletters, and conference programme.
- Exhibition stand (usual price €2000)
- 4 premium passes to the summit, welcome drinks and gala dinner (value €4380)
- Introductions when possible before and during the event

Silver Sponsor / Exhibitor - €2000

- Exhibition stand space 2x2 with table and chairs in the networking area of the conference
- Two standards passes to the summit (usual cost €1990)

Gala Dinner Sponsor - €6000

The exclusive Gala Dinner will take place on the evening of the 17th of November at an iconic London venue. Guests will enjoy drinks, a three-course meal and entertainment. This is the essential networking event of the summit with around 150 delegates, speakers and guests coming together for an evening of conversation and fine dining.

- Sponsorship include opportunity branding at the dinner (banners, pop-ups)
- Opportunity to consult on seating plan
- Opportunity for company executive to make short speech at the dinner
- Opportunity to host VIP table of 10 and invite conference delegates (ICCO able to support with bespoke consultation on who to invite).
- 6 additional passes to the conference (usual cost €6570)
- Opportunity to join a panel at the conference (at discretion of ICCO)

Welcome Drinks Sponsor - €5000

The evening of 16th November, the welcome drinks will take place at an iconic London venue, free for all conference ticket holders to attend.

- Sponsorship include opportunity branding at the dinner (banners, pop-ups)
- Opportunity to consult on seating plan
- Opportunity for company executive to make short speech at the dinner
- 6 additional passes to the summit (Usual cost €6570)