

ICCO Global Summit Sponsorship Opportunities 2022



The **ICCO Global Summit** is back as a fully in-person event, taking place at the **Hilton Dubai Palm Jumeirah** on 12th and 13th October. Delegates can expect to hear from an eclectic variety of international speakers, as well as enjoy social functions and networking sessions with colleagues from across the globe.

The Middle East is undergoing a rapid period of growth, advancement, economic and cultural development with business opportunities at the heart. This year's Summit will be the first one taking place in the Middle East and we are delighted for it to be hosted in Dubai, which is a global hub for PR.

Sponsorship Opportunities

Align yourself with the global industry's foremost not-for-profit PR membership body raising professional and ethical standards around the world.

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 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, Melissa Waggener Zorkin, Parag Khan, Barbara Bates, Hotwire and Mark Read, WPP, as well as speakers from 20 different countries and delegates from over 30 different countries.

The week itinerary:

- Board meeting, 11th October (board members only)
- Welcome reception, 11th October
- **Day one, 12th October**
- Gala dinner, 12th October
- **Day two, 13th October**
- Activity day, 14th October

Headline Sponsor - €20,000 (exclusive)

1. Branding as headline sponsor in all locations:

- Two days face to face conference– 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

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

4. Exhibition stand (usual price €5000)

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

Platinum Sponsor - €10,000

- Branding as Platinum sponsor online and at the event, website, social media, newsletters, and conference programme.
- Exhibition stand (usual price €5000)
- 4 premium passes to the summit, welcome drinks and gala dinner
- Introductions when possible before and during the event

Silver Sponsor / Exhibitor - €5000

- Exhibition stand space 2x2 with table and chairs in the networking area of the conference
- Two standards passes to the summit

Gala Dinner Sponsor - €6000

The exclusive Gala Dinner will take place on the evening of the 17th of November at an iconic Dubai 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
- 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 Dubai 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