



ICCO Global Summit 2023 - Sponsorship Opportunities

- Align yourself with the global industry's foremost not-for-profit PR membership body raising professional and ethical standards around the world.
- Backed by 40 national PR associations, ICCO is the global membership body for PR and communications, with over 3,000 agency members across 82 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.

Our Summits are a congregation of the world's biggest and best, with previous editions featuring speakers from NATO, national governments, World Economic Forum, World Bank, big brands like Lego, Coca-Cola, Nike, Microsoft, Unilever, Twitter and of course CEOs of the world's largest PR firms and groups WPP, Omnicom and Edelman as well as exciting, innovative new agencies. There were speakers from over 20 different countries and delegates from over 30 countries at the last event.

This year's theme is *"Identity, Influence and Innovation" – Reimagining PR in the age of AI and geopolitical shifts.*

The Week Itinerary

- ICCO Board of Management - board members only
10th October (all day), WPP Warsaw
- **Global Summit Welcome Reception**
- 10th October (Evening), Warsaw Location TBC
- **Global Summit Day One**
11th October (all day), Sheraton Grand, Warsaw
- **Global Summit Gala Dinner**
12th October (evening), The Belvedere, Warsaw
- **Global Summit Day Two,**
12th October (all day), Sheraton Grand, Warsaw
- Activity day TBC, 14th October

Exclusive Headline Sponsor - €20,000 (SOLD)

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 over 8,000 subscribers

Platinum Sponsors - €10,000

- Branding as Platinum sponsor online and at the event, website, social media, newsletters, and conference programme.
- Opportunity to curate a session on the agenda
- Exhibition stand (usual price €5000)
- Six premium passes to the summit, welcome drinks and gala dinner
- Introductions when possible before and during the event
- Thanked by host throughout the event
- Opportunity to share thought leadership piece with the ICCO subscribers

Maximum of 5 available

Gold Sponsors / Exhibitors - €5000

- Branding as Gold sponsor online and at the event, website, social media, newsletters, and conference programme.
- Exhibition stand space 2x2 with table and chairs in the networking area of the conference
- Four standards passes to the summit

Maximum of 5 available

Exclusive Gala Dinner Sponsor - €6000 (SOLD)

The exclusive Gala Dinner will take place on the evening of the 17th of November at one of Poland's top restaurants. 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)
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Exclusive Welcome Drinks Sponsor - €5000

The evening of 16th November, the welcome drinks will take place at an iconic Warsaw 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