



BUSINESS INNOVATION CONGRESS

Sponsorship Invitation & Packages

15 November 2018, Manila, Philippines

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Invitation

Dear Sponsor,

We invite you to join the **Business Innovation Congress (BIC) Manila 2018**, one of the most prestigious and unique international business events, to be held on **15 of November 2018** at the CONRAD Manila Luxury Hotel in Metro Manila, Philippines.

*The main theme of BIC 2018 Manila: **Business Transformation in a Digital Ecosystem***

Main sessions:

- ✓ **Industry 4.0**
- ✓ **Process Optimization & Efficiency**
- ✓ **Innovation and Sustainability**
- ✓ **HR and Marketing in the Era of Digitalization**

The main objective of **BIC 2018 Manila** is to explore new market trends, products, services, and technological innovation, as well as support SMEs, start-ups and leading corporations connect with each other and maximize utilization of new digital business tools towards global competitiveness.

The Steering Committee of BIC Manila is looking forward to hearing from you!

Organizers and Supporters

The Congress in Manila is organized by:

- Center for Strategic Intercultural Communication GmbH, Germany
- Fraunhofer Institute for Factory Operation and Automation ASEAN, Thailand
- German-Chinese Association of Medium-Sized Enterprises - MITTELSTAND INTERNATIONAL, China

The Congress in Manila is managed by:

- European Chamber of Commerce of the Philippines

The Congress in Manila is supported by:

- Nordic Chamber of Commerce of the Philippines
- German-Philippine Chamber of Commerce and Industry
- French Chamber of Commerce and Industry in the Philippines
- More Chambers will join the Congress within the next few months
- Department of Trade and Industry

The main sponsor and industry partner of the **Business Innovation Congress** in Manila is **SIEMENS**



About the Congress

History

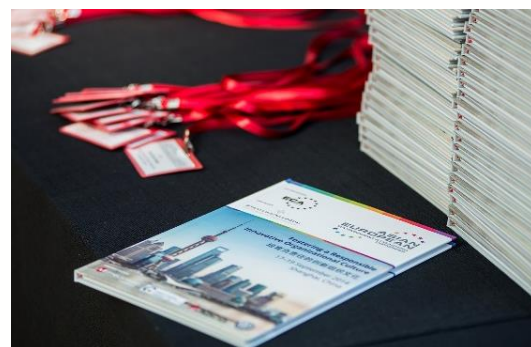
The Congress was founded in Germany in 2012. The first Congress took place in Beijing in 2013, the second in Shanghai in 2014, the third in Almaty in 2016, the fourth in Moscow in 2017, and the fifth in Bangkok in 2017. Since 2016 it has been named “Business Innovation Congress” and, in 2018, it has been given a new logo - signifying the vision of innovation, artificial intelligence, global business and sustainability of human action.

Objective

The main objective of the Business Innovation Congress is to establish an interdisciplinary business interaction platform for executives, business owners, entrepreneurs, government officials, innovators, professionals, investors, and academics to address compelling competitiveness issues of a radically evolving globalized marketplace.

Vision

The Business Innovation Congress is a strategic venue for new business innovation opportunities and cooperation, offering reputable practical expert workshops and exclusive insight meetings with leading executives, thinkers and decision-makers. The Congress takes place in various cities, focusing each time on themes and issues uniquely linked to the specific business innovation needs of the host country.



Sponsorship Packages for Congress

General information about BIC

- Theme: **Business Transformation in a Digital Ecosystem**
- Date: 15 November 2018
- Time: 07:30 - 18:00
- Venue: CONRAD Manila Luxury Hotel, Manila, Philippines
- Number of Delegates: minimum 250, maximum 1000

Target Audience of BIC

- ✓ C-level executives of leading corporations
- ✓ Entrepreneurs and owners of small and medium-sized businesses
- ✓ Representatives of public authorities + international bodies
- ✓ Representatives of research institutes
- ✓ Representatives of associations and chambers of commerce
- ✓ Representatives of mass media and society

Main objectives of BIC

- New market trends
- Product innovation
- Service innovation
- Technology trends
- Market entry
- Market expansion

Main regions for marketing

- Philippines
- ASEAN
- China
- CIS countries
- Germany

Ticket Categories and Prices for BIC

	PLATINUM
<i>Price</i>	2,500 EUR or 150,000 PHP
<i>Description</i>	<p>The PLATINUM-CLASS EXPERIENCE</p> <ol style="list-style-type: none"> 1. AIRPORT PICK UP SERVICE 2. ACCOMMODATION (5-star hotel, inclusive 3 nights) 3. FIRST-CLASS SEATING 4. VIP LUNCH 5. WORKSHOP ACCESS C-LEVEL 6. VIP BUSINESS MATCHING 7. BIC DIGITAL BROCHURE (with option to be included in the BIC directory of participants) 8. EVENING RECEPTION (2 GOLD tickets)

Ticket Categories and Prices for BIC

	GOLD
<i>Price</i>	500 EUR or 30,000 PHP
<i>Description</i>	<p>The GOLD-CLASS Package</p> <ol style="list-style-type: none"> 1. GOLD SEATING 2. VIP LUNCH 3. WORKSHOP ACCESS C-LEVEL 4. VIP BUSINESS MATCHING 5. BIC DIGITAL BROCHURE (with option to be included in the BIC directory of participants) 6. TAKE-AWAYS 7. EVENING RECEPTION (2 GOLD tickets)

Ticket Categories and Prices for BIC

	SILVER
<i>Price</i>	170 EUR or 10.000 PHP
<i>Description</i>	<p>The SILVER Package</p> <ol style="list-style-type: none"> 1. SILVER SEATING 2. LUNCH 3. WORKSHOP ACCESS STANDARD 4. BIC DIGITAL BROCHURE 5. TAKE-AWAYS 6. EVENING RECEPTION (1 STANDARD ticket)

Sponsorship Packages for Congress

Congress Partner (€ 35,000 or ₱ 2,100,000)

- ✓ Inclusion in all press releases
- ✓ Morning Welcome Speech (5 minutes) at the Congress
- ✓ Time slot for several company workshops during the Congress (topic must be related to the main theme of the Congress)
- ✓ 5 x 3 sqm exhibit space in a prime location, power supply
- ✓ Inclusion of your business name or logo on all Congress materials (including the Reception)
- ✓ One full page advertisement in the digital Congress Brochure (advertising materials must be provided by sponsor)
- ✓ 2 digital banners or digital posters for digital screens in the Ballroom area (digital materials must be provided by sponsor)
- ✓ 2 digital banners or digital posters for digital screens in the foyer area
- ✓ Welcome Speech (5 minutes) at the Congress Evening Reception
- ✓ 40 GOLD tickets for the Congress
- ✓ 30 SILVER tickets for the Congress
- ✓ 40 GOLD tickets for the Evening Reception only
- ✓ 30 STANDARD tickets for the Evening Reception

Sponsorship Packages for Congress

Platinum Sponsorship (€ 10,000 or ₱ 620,000)

- ✓ Inclusion in all press releases
- ✓ Audio and video presentation (maximum 1 minute) at the Congress
- ✓ One slot for company workshop during the Congress (topic must be related to the main theme of the Congress)
- ✓ 3 x 2 sqm exhibit space in a prime location, power supply
- ✓ Inclusion of your business name or logo on all Congress materials (including the Reception)
- ✓ Half page advertisement in the digital Congress Brochure (advertising materials must be provided by sponsor)
- ✓ 1 digital banner or poster for digital screens in the Ballroom area (digital materials must be provided by sponsor)
- ✓ 1 digital banner or poster for digital screens in the foyer area
- ✓ 6 GOLD tickets for the Congress
- ✓ 12 SILVER tickets for the Congress
- ✓ 6 GOLD tickets for the Evening Reception
- ✓ 12 STANDARD tickets for the Evening Reception

Sponsorship Packages for Congress

Gold Sponsorship (€ 5,000 or ₱ 310,000)

- ✓ Inclusion of your business name or logo on all Congress materials (including the Reception)
- ✓ Quarter page advertisement in the digital Congress Brochure (ad materials must be provided by sponsor)
- ✓ 1 digital banner or poster for digital screens in the Ballroom area (digital materials must be provided by sponsor)
- ✓ 1 digital banner or poster for digital screens in the foyer area
- ✓ 3 GOLD tickets for the Congress
- ✓ 8 SILVER tickets for the Congress
- ✓ 3 GOLD tickets for the Evening Reception only
- ✓ 8 STANDARD tickets for the Evening Reception

Sponsorship Packages for Congress

Silver Sponsorship (€ 2,500 or ₱ 155,000)

- ✓ Inclusion of your business name or logo on Congress website and digital Congress brochure
- ✓ 1 digital banner or poster for digital screens in the foyer area (digital materials must be provided by sponsor)
- ✓ 2 GOLD tickets for the Congress
- ✓ 4 SILVER tickets for the Congress
- ✓ 2 GOLD tickets for the Evening Reception
- ✓ 4 STANDARD tickets for the Evening Reception

Bronze Sponsorship (€ 1,100 or ₱ 65,000)

- ✓ Inclusion of your business name or logo on Congress website, digital press wall and digital Congress brochure
- ✓ 1 GOLD ticket for the Congress
- ✓ 2 SILVER tickets for the Congress
- ✓ 1 GOLD ticket for the Evening Reception
- ✓ 2 STANDARD tickets for the Evening Reception



Ticket Categories & Prices for the Evening Reception

	GOLD TICKET	STANDARD TICKET
<i>Price</i>	250 EUR or 15,500 PHP	90 EUR or 5,500 PHP
<i>Description</i>	The GOLD Package <ol style="list-style-type: none"> VIP LINE FOR ENTRY GOLD SEATING VIP BUSINESS MATCHING FOOD & BEVERAGE ENTERTAINMENT PICS TAKE-AWAYS 	The BRONZE Package <ol style="list-style-type: none"> NETWORKING FOOD & BEVERAGE ENTERTAINMENT PICS TAKE-AWAYS

Sponsorship Packages for the Evening Reception

General information about the Evening Reception

- Theme: **The BIC Networking Reception**
- Date: 15 November 2018
- Time: 19:00 - 23:00
- Venue: CONRAD Manila Luxury Hotel, Manila, Philippines
- Number of Guests: minimum 250, maximum 1500

Target Audience of the Evening Reception

- ✓ C-level executives of leading corporations
- ✓ Entrepreneurs and owners of small and medium-sized businesses
- ✓ Representatives of public authorities + international bodies
- ✓ Representatives of associations and chambers of commerce
- ✓ Representatives of mass media and society
- ✓ Professionals

Program of the Reception

- Networking
- Live music
- Food & Beverage
- Photo sessions and interviews

Sponsorship Packages for the Reception

PLATIN Sponsor of the Evening Reception (€ 10,000 or ₱ 620,000)

- ✓ Inclusion of your business name or logo on all Congress materials
- ✓ Welcome Speech (5 minutes) at the Evening Reception
- ✓ 1 digital banner or poster for digital screens in the Ballroom area (digital materials must be provided by sponsor)
- ✓ 1 digital banners or posters for digital screens in the foyer area
- ✓ 15 GOLD tickets for the Evening Reception
- ✓ 20 STANDARD tickets for the Evening Reception
- ✓ 3 GOLD tickets for the Congress
- ✓ 8 SILVER tickets for the Congress

Sponsorship Packages for the Reception

GOLD Sponsor of the Evening Reception (€ 5,000 or ₱ 310,000)

- ✓ Inclusion of your business name or logo on all Congress materials
- ✓ Audio and visual presentation (maximum of 1 minute) at the Evening Reception
- ✓ 1 digital banner or poster for digital screens in the Ballroom area (digital materials must be provided by sponsor)
- ✓ 1 digital banners or posters for digital screens in the foyer area
- ✓ 8 GOLD tickets for the Evening Reception
- ✓ 10 STANDARD tickets for the Evening Reception
- ✓ 3 GOLD tickets for the Congress
- ✓ 5 SILVER tickets for the Congress

Sponsorship Packages for the Reception

SILVER Sponsor of the Evening Reception (€ 2,500 or ₱ 155,000)

- ✓ 1 digital banner or poster for digital screens in the Ballroom area (digital materials must be provided by sponsor)
- ✓ 1 digital banner or poster for digital screens in the foyer area
- ✓ 4 GOLD tickets for the Evening Reception
- ✓ 5 STANDARD tickets for the Evening Reception
- ✓ 1 GOLD ticket for the Congress
- ✓ 4 SILVER tickets for the Congress

BRONZE Sponsor of the Evening Reception (€ 1,100 or ₱ 65,000)

- ✓ 1 digital banner or poster for digital screens in the Ballroom area (digital materials must be provided by sponsor)
- ✓ 1 digital banner or poster for digital screens in the foyer area
- ✓ 1 GOLD ticket for the Evening Reception
- ✓ 2 STANDARD tickets for the Evening Reception
- ✓ 2 SILVER tickets for the Congress



Sponsorship

Be a **SPONSOR** of the **Business Innovation Congress** and take this rare opportunity to have your company's name and achievements highlighted among other significant market players from Asia and Europe.

As our SPONSOR, we offer you VISIBILITY to successful and influential people from around the globe and help you achieve goals such as:

- ✓ **Providing comprehensive visibility of your brand**
- ✓ **Attracting and directing visitors to your website and exhibition stand at the congress**
- ✓ **Communicating information about your company and products to participants quickly and directly**

Your request for sponsorship package may be addressed to the Steering Committee.

Contact us



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