

## The opportunities for Sponsors

Please find following 3 options of varying investment levels and locations within the Palexpo venue which will host the 17<sup>th</sup> annual EFORT congress – a combined programme in partnership with swiss orthopaedics

### Deadline and process:

- All copy should be provided in electronic online print ready PDF format by no later than 20<sup>th</sup> May 2016
- In the first instance please confirm your interest to [sponsorship@efort.org](mailto:sponsorship@efort.org).

### Investment costs:

All costs are before VAT

**The costs quoted include all technical costs including that of installation and dismantling (for the branding zone)**

#### 1) Electronic screens (for between 2- 10 individual sponsors)



EFORT Geneva  
2016  
**INDOOR  
VISIBILITY  
OPTIONS**

www.efort.org



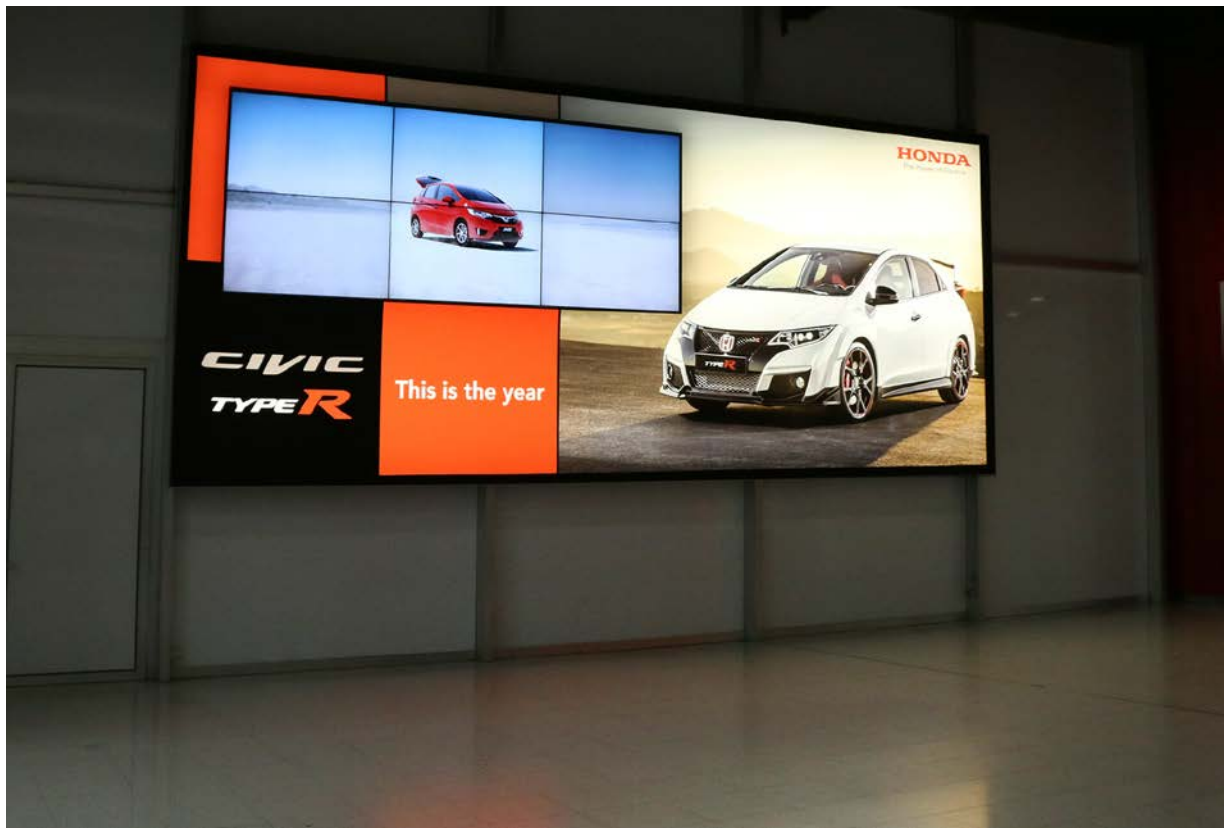
- Series of electronic screens within main entrance/welcome hall/registration area
- Visibility to all delegates
- There are 60 (Sixty) 46" full screens in PORTRAIT format
  - 56 of these individual screens on pillars and windows
    - 14 (fourteen) pillars each with 4 screens
  - 4 additional screens on walls – each made up of a set of 9 (nine) 46" SCREENS
- Simultaneous broadcast on synchronized screens
- Videos, slide shows, real time messages, animated content
- Plain advertising and/or communication of an event (eg: satellite symposium)
- Book the number of **seconds** you need.
- Minimum booking per client is one advertisement/communication of at least 10 seconds and a maximum booking per client of 4 separate ads/comms each of 30 seconds maximum thus total of 120 seconds
- The loop/screens will repeat at least every 6 minutes (360 seconds) or more frequently subject to the volume of bookings.

**Investment:** 300 CHF per second (inclusive of all technical costs, creative costs, assembly, testing and installation) Thus 10 seconds for 3,000 CHF or 30 seconds for 8,000 CHF or 120 seconds for 25,000 CHF

**Deadline and process:** Copy in print ready electronic format (PDF, jpeg, video) must be supplied by no later than 20<sup>th</sup> May 2016 directly to Neo Advertising at [fmaas@neoadvertising.com](mailto:fmaas@neoadvertising.com) . Additional technical information confirmed with the booking

**NOTE:** a minimum of 140 seconds need to be confirmed from all interested sponsors or Palexpo/EFORT reserve the right to withdraw this offer and propose an alternative

2) **Branding Zone** (exclusively for one sponsor)



Located in the main entrance hall/registration area

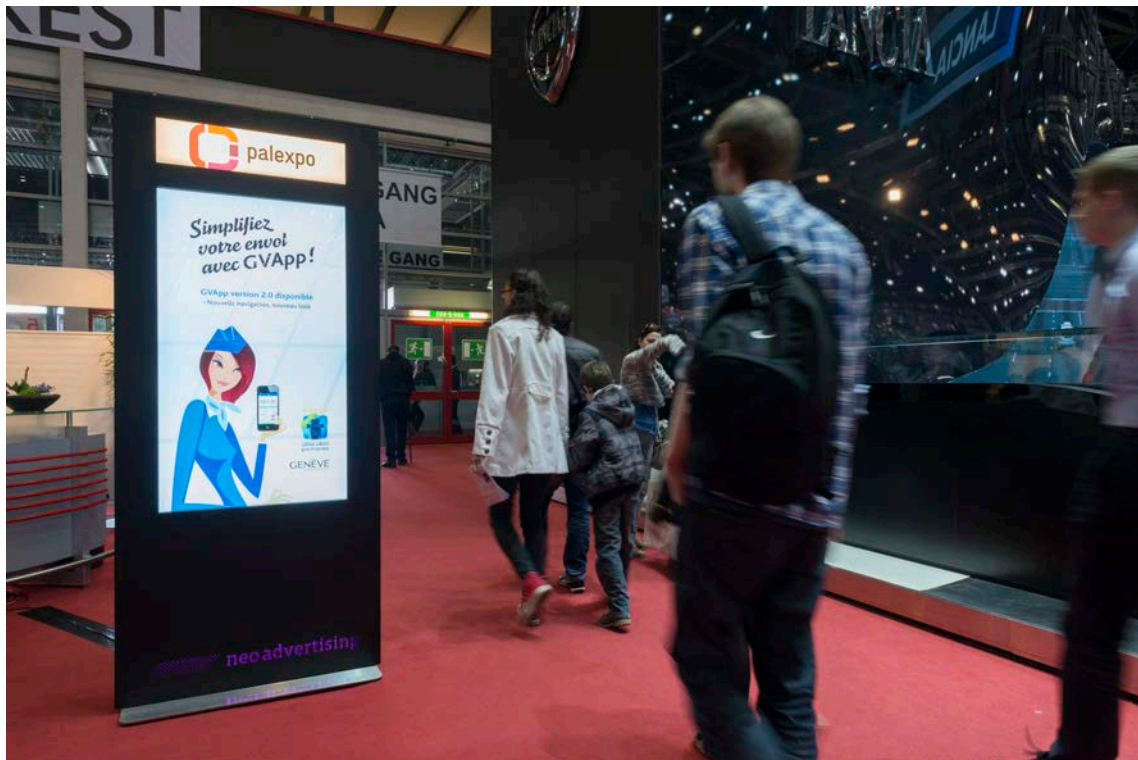
Dominates the left hand side wall of entrance hall/registration and clearly visible to all delegates heading to the 5 EFORT session rooms in Hall 2 or towards the Palexpo restaurant

The Branding Zone is composed of 6 (six) 55" full HD screens AND a fixed Vinyl image of 20sqm

**Investment:** 28,000 plus vat (Final inclusive cost of all technical costs, creative costs, assembly, testing and installation)

**Deadline and process:** Copy in print ready electronic format (PDF, jpeg, video) must be supplied by no later than 08 May 2016 directly to [mmaas@neoadvertising.com](mailto:mmaas@neoadvertising.com) . Additional technical information confirmed with the booking

### 3) Totems (for between 2- 10 individual sponsors)



- 5 (five) totems
- **Interactive** with LED touch screens (one sided only for sponsor as other side used by Palexpo)
- Each totem screen subject to touch interaction
- Plain advertising and/or communication of an event (eg: satellite symposium)
- Book the number of **seconds** you need.
- Minimum booking per client is one advertisement/communication of at least 10 seconds and a maximum booking per client of 4 separate ads/comms each of 30 seconds maximum thus total of 120 seconds
- The loop/screens will repeat at least every 6 minutes (360 seconds) or more frequently subject to the volume of bookings.
- Location can be pre-selected and confirmed with EFORT/Palexpo in advance
- Multi purpose: Advertising, services, events etc

**Investment:** 200 CHF per second (inclusive of all technical costs, creative costs, assembly, testing and installation) (Thus 10 seconds at 2,000 CHF or 30 seconds at 5,000 CHF or 120 seconds for 15,000 CHF)

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