

Get involved!

**BEGE**  
**PARTY**  
**2022**  
is on the way..

# What is BEGE Party all about?

Following the first day of BEGE 2022 the official BEGE Party & BEGE Awards Ceremony gathers together all gaming professionals. Whether it is commercial success, game-changing innovation, leading customer service or marketing prowess, these awards recognize the industry leaders that have stood out over the competition in our extremely dynamic market. The evening delivers a mix of unforgettable experiences and high-class entertainment.

## Why become a sponsor?

- Promoting your brand, while having fun;
- Align yourself with the industry leaders;
- Reaching your target audience;
- Increasing brand awareness!

Because...business is everywhere.

# GENERAL SPONSORSHIP

## The General Sponsorship Package includes:

- VIP party invitation for your company and guests;
- Logo on the party invitations;
- VIP seats for your guests and partners;
- Special selection of high class beverages;
- Advertising spot or logo (max. 30 sec) on the LCD screens in the party venue. The materials are provided by the sponsor;
- Advertising spot or logo (max. 30 sec) on the LCD screens, located in front of the exhibition halls. The materials are provided by the sponsor;
- One full page advertisement in the official BEGE & EEGS catalog;
- Web banner(s) (200x90px) on BEGE & EEGS websites;
- General Party Sponsor announcements in BEGE & EEGS social media channels;
- Four (4) PR materials or interviews with your representative(s) in Game Spectrum online magazine shared on its Facebook page;
- Four (4) passes for EEGS on November 22 (except the Round table of Regulators);
- Four (4) invitations for the official Conference Networking party on November 22;
- Logo in the official catalog of BEGE & EEGS with title BEGE Party Sponsor;
- Logo on the press wall at the entrance of the party venue;
- Logo on a printed banner (0,85x2,00m.), presenting you as The BEGE Party General Sponsor, at the central foyer, in front of the exhibition hall;
- Logo in announcements on BEGE & EEGS social media channels;
- Logo in November BEGE& EEGS PR campaigns along with a short company description.

\*Artworks and materials – logos and advertising materials should be provided not later than September 15, 2022



# GENERAL SPONSORSHIP

## BONUS:

- Company representative may give an award during the BEGE Awards 2022 Ceremony;
- Raffle during the party with awards, provided by your company;
- Company representative can chair the opening of BEGE Party;
- Distribution of advertising materials in front of the party venue (brochures, flyers etc, provided by Sponsor).

**Sponsorship package:**

**26 500 w/o VAT**

\*Artworks and materials – logos and advertising materials should be provided not later than September 15, 2022

# GOLD SPONSORSHIP

## The Gold Sponsorship Package includes:

- VIP party invitation for your company and guests;
- Logo on the party invitations;
- VIP seats for your guests and partners;
- Special selection of high class beverages;
- Advertising spot or logo (max. 30 sec) on the LCD screens in the party venue. The materials are provided by the sponsor;
- Advertising spot or logo (max. 30 sec) on the LCD screens, located in front of the exhibition halls. The materials are provided by the sponsor;
- Half page advert of your company in the official BEGE & EEGS catalog;
- Web banner(s) (200x90px) on BEGE & EEGS websites;
- Gold Party Sponsor announcement in BEGE & EEGS social media channels;
- Three (3) PR materials or interviews with your representative(s) in Game Spectrum online magazine shared on its Facebook page;
- Two (2) passes for EEGS on November 22 (except the Round table of Regulators);
- Two (2) invitations for the official Conference Networking party on November 22;
- Logo in the official BEGE & EEGS catalog with title BEGE Party Sponsor;
- Logo on the press wall located at the entrance of the party venue;
- Logo on printed banner (0,85x2,00m.), presenting you as The

- BEGE Gold sponsor, at the central foyer, in front of the exhibition hall;
- Logo included in announcements on BEGE & EEGS social media channels;
- Logo in November BEGE & EEGS PR campaigns along with short company description.

## BONUS:

- Company representative may chair the opening of BEGE Party;
- Distribution of advertising materials in front of the venue (brochures, flyers etc, provided by Sponsor\*);
- Photos from the event.

**Sponsorship package:**

**14 500 w/o VAT**

\*Artworks and materials – logos and advertising materials should be provided not later than September 15, 2022



# SILVER SPONSORSHIP

## The Silver Sponsorship Package includes:

- VIP invitation for your company and guests;
- Logo on the party invitations;
- VIP seats for your company and guests;
- Special selection of high class beverages;
- Advertising spot or logo (max. 30 sec) on the LCD screens in the party venue. The materials are provided by the sponsor;
- Advertising spot or logo (max. 30 sec) on the LCD screens, located in front of the exhibition halls. The materials are provided by the sponsor;
- Web banner (200x90px) on BEGE & EEGS websites for 30 days period;
- Silver Party Sponsor announcement in BEGE & EEGS social media;
- Two (2) PR materials or interviews with your representative(s) in Game Spectrum online magazine shared on its Facebook page;
- Two (2) passes for EEGS on November 22 (except the round table of regulators);
- Two (2) invitations for the official Conference Networking party on November 22;
- Logo included in announcements on BEGE & EEGS social media channels;
- Logo on printed banner (0,85x2,00m.) presenting you as The BEGE Silver Sponsor, at the central foyer, in front of the exhibition hall;

- Logo on the Press wall located at the entrance of the party venue;
- Logo in the official BEGE & EEGS catalog with title BEGE Silver Sponsor;
- Logo in November BEGE & EEGS PR campaigns along with short company description.

## BONUS:

- Distribution of advertising materials company in front of the club (brochures, flyers etc, provided by Sponsor);
- Photos from the event.

**Sponsorship package:**

**8 500 w/o VAT**

\*Artworks and materials – logos and advertising materials should be provided not later than September 15, 2022



# BRONZE SPONSORSHIP

## The Bronze Sponsorship Package includes:

- Seats for your company in the party venue;
- Advertising spot or logo (max. 30 sec) on the LCD screens in the party venue. The materials are provided by the sponsor;
- Advertising spot or logo (max. 30 sec) on the LCD screens, located in front of the exhibition halls. The materials are provided by the sponsor;
- Web banner (200x90px) on BEGE & EEGS websites for 30 days period;
- Bronze Party Sponsor announcement in BEGE & EEGS social media channels;
- One (1) PR material or interview with your representative in Game Spectrum online magazine shared on its Facebook page;
- Two (2) invitations for the official Conference Networking party on November 22, 2022;
- Logo on the party invitations;
- Logo included in announcements on BEGE & EEGS social media channels;
- Logo on printed banner (0,85x2,00m.), presenting you as The BEGE Bronze Sponsor, located at the central foyer, in front of the exhibition hall;
- Logo on the press wall located at the entrance of the party venue;
- Logo in the official BEGE & EEGS catalog with title BEGE Party Sponsor;

- Logo in BEGE & EEGS November PR campaigns along with short company description.

## BONUS:

- Distribution of advertising materials company in front of the club (brochures, flyers etc, provided by Sponsor);
- Photos from the event.

**Sponsorship package:**

**3 500 € w/o VAT**



# CLASSIC SPONSORSHIP

## The Classic Sponsorship Package includes:

- Seats for your company in the party venue;
- Advertising spot or logo (max. 30 sec) on the LCD screens in the party venue. The materials are provided by the sponsor;
- Advertising spot or logo (max. 30 sec) on the LCD screens, located in front of the exhibition halls. The materials are provided by the sponsor;
- Classic Party Sponsor announcements in BEGE & EEGS social media channels;
- One (1) PR material or interview with your representative in Game Spectrum online magazine shared on its Facebook page;
- Logo in the official BEGE & EEGS catalog with title BEGE Party Sponsor;
- Logo on the press wall located at the entrance of the party venue;
- In BEGE & EEGS November PR campaigns along with short company description.

## BONUS:

- Distribution of advertising materials company in front of the club (brochures, flyers etc, provided by Sponsor\*);
- Photos from the event.

**Sponsorship package:**

**2 800 w/o VAT**

\*Artworks and materials – logos and advertising materials should be provided not later than September 15, 2022



For more information and custom opportunities  
that fit your brands marketing goals contact us:

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**23-24 NOVEMBER 2022**

INTER EXPO CENTER, SOFIA

**BEGE**  
BALKAN ENTERTAINMENT & GAMING EXPO

## APPLICATION FORM (AGREEMENT) FOR BEGE PARTY SPONSORSHIP

<b>EXHIBITOR INFORMATION:</b>				
<b>Applicant (company name):</b>				
<b>Company Reg. №:</b>			<b>VAT/TAX Number:</b>	
<b>Registered address №:</b>				
<b>Contact name:</b>				
<b>Tel:</b>		<b>Fax:</b>		<b>E-mail:</b>
<b>General</b> <input type="checkbox"/>	<b>Gold</b> <input type="checkbox"/>	<b>Silver</b> <input type="checkbox"/>	<b>Bronze</b> <input type="checkbox"/>	<b>Classic</b> <input type="checkbox"/>

**\*Artworks and materials** – logos and advertising materials should be provided to [info@balkangamingexpo.com](mailto:info@balkangamingexpo.com) in .PDF, .EPS, .AI, not later than September 15, 2022.

### Payment details:

On receipt of signed form BEGE will issue a pro-forma invoice. The Application will not be accepted until 100% deposit is received. All reservations with signed orders cannot be cancelled or refunded. In case of cancellation, the applicant is responsible for full payment. The number of advertising opportunities are limited based on first-come, first-served basis.

Accepted Application shall serve as an Agreement between BEGE (BEGE Expo EOOD) and the applicant. By signing this Application, applicant confirms that she/he accepts the payment terms specified in the Application and agrees to pay the total cost within the terms specified above.

Date:.....

Stamp and Signature:.....