

15 YEARS

**BEGE**

**LOBBY BAR**  
LOBBY BAR  
LOBBY BAR  
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LOBBY BAR

EXCLUSIVE FOR ONE COMPANY



SPONSORSHIP PACKAGE 2024

## ABOUT THE LOBBY BAR

The Lobby bar is situated in a high-traffic area, making it the perfect location for all visitors, exhibitors, and sponsors to meet and mingle for a drink.

## THE OPPORTUNITY

This sponsorship package is the perfect chance to improve your company's reputation and set yourself apart from the competition by conveying a sense of sophistication, quality, and attention to detail. Being a sponsor of the Lobby Bar, one of the busiest spots, will give you greater exposure and open up new business opportunities as a result of increased foot traffic.



# LOBBY BAR SPONSORSHIP

- Branded bar walls
- Branded bartenders t-shirts with the company's logo
- Branded napkins with the company's logo
- Branded cups (provided by the sponsor)
- Branded bottles of mineral water (provided by the sponsor)
- Branded bar menu with the company's logo
- Distribution of a company-branded items. Items are provided by the sponsor
- Advertisement video (up to 30 sec.) on the LCD screens at the arches in front of the exhibition hall
- Full-page advert in the official BEGE&EEGS catalogue
- Company's logo in the official BEGE&EEGS catalogue + sponsorship title
- Web banner (200x90 px) on BEGE website for 3-month period
- Company's logo on the BEGE website
- Sponsorship announcement via BEGE's all social media channels
- Sponsorship announcement in the official BEGE newsletter
- Sponsorship announcement in BEGE pre-show PR campaign
- Four (4) invitations for the official BEGE&EEGS party
- Four (4) free passes for the EEGS conference
- Web banner (130x80 px) in e-Game Spectrum Magazine for 3-month period

\*Artworks and materials – logos and advertising materials should be provided not later than September 30, 2024.



## BONUS:

- PR material or interview with company's representative published in e-Game Spectrum magazine and shared on magazine's social media channels
- Photos & Video from the event



**Sponsorship package:**

**6 000 EUR w/o VAT**



FOR MORE INFORMATION AND CUSTOM  
OPPORTUNITIES CONTACT US:

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**BEGE** PROXIMITY  
TO BUSINESS  
27-28 NOVEMBER 2024 | INTER EXPO CENTER, SOFIA

## APPLICATION FORM (AGREEMENT) FOR LOBBY BAR SPONSORSHIP 2024

EXHIBITOR INFORMATION:	
Applicant (company name):	
Company Reg. №:	VAT/TAX Number:
Registered address №:	
Contact name:	
Tel:	E-mail:

**\*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 30, 2024.

### Payment details:

On receipt of signed form BEGE Expo will issue a pro-forma invoice. The Application will not be accepted until a 100% deposit is received. All reservations with signed orders are non – cancellable and non – refundable. In the event 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 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:.....