

15 YEARS
BEGE

BEGE PROXIMITY
where progress takes root

BEGE PROXIMITY
where progress takes root



PROXIMITY ZONE
SPONSORSHIP



THE OPPORTUNITY

The Proximity Zone is brand new opportunity and feature of BEGE! It is going to be provided with a Live streaming corner, where interviews and product presentations with the world's leading brands and experts are going to be streamed. This gives the chance to all the participants, visitors and exhibitors to stay connected with every section of the Expo simultaneously! Enlarge your brand awareness by becoming a Proximity Zone Sponsor. Guarantee your company's presence during the two days of the exhibition on various social media platforms.

PROXIMITY ZONE SPONSOR

- Company's logo branded on the wall of the Proximity Zone
- Company's logo in the intro box for each video;
- Company's logo on the questionnaire sent to the companies;
- Company's logo on the online invitations for free visitor entrance;
- Advertising video (up to 30 sec.) on the screens at the arches of in front of the exhibition halls
- Advertising video (up to 30 sec.) on 12 TV screens at the central foyer
- Half advert page in the official BEGE&EEGS catalogue
- Company's logo and description (up to 100 words) in the official BEGE&EEGS catalogue + sponsorship title
- Web banner(200x90px) on BEGE website for 6-month period
- Sponsorship announcement via BEGE's all social media channels
- Sponsorship announcement in the official BEGE newsletter
- Sponsorship announcement in BEGE pre-show PR campaign
- Distribution of advertising materials during both days of the exhibition
- Five (5) invitations for the official BEGE&EEGS Party
- Two(2) VIP invitations for the BEGE Awards Ceremony
- Two (2) free passes for the EEGS conference

BONUS:

- PR material published in e-Game Spectrum magazine and shared on the magazine's social media channels
- Photos and video from the event

SPONSORSHIP COST:

€ 4 800 W/O VAT

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

FOR MORE INFORMATION AND CUSTOM
OPPORTUNITIES CONTACT US:

Nino Berezhiani
Marketing Manager

+359 2 812 9333

+359 882 478 697

nino.berezhiani@balkangamingexpo.com

Sonya Stamenova
Sales Manager

+359 2 812 9333

+359 888 399 859

sonya.stamenova@balkangamingexpo.com



www.balkangamingexpo.com

15
YEARS

BEGE PROXIMITY
TO BUSINESS

27-28 NOVEMBER 2024 | INTER EXPO CENTER, SOFIA

APPLICATION FORM (AGREEMENT) FOR PROXIMITY ZONE 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 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:.....