



15 YEARS  
**BEGE**  
BALKAN ENTERTAINMENT & GAMING EXPO

# SELF SERVICE ZONE SPONSORSHIP PACKAGE 2024

EXCLUSIVE TO ONE COMPANY

## ABOUT THE SELF SERVICE ZONE

Located in the IEC's central foyer, the Self Service Zone welcomes all BEGE 2024 participants and visitors.

## THE OPPORTUNITY

Make your business more noticeable to the visitors and offer them a unique experience. Being associated with a self-service zone which provides valuable service and experience will enhance your business's reputation and position it as a top leader in the industry. All of the attendees of the exhibition will have the perfect chance to interact with your product or service directly in this Zone, which potentially will lead to fresh and new business opportunities.





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

# SELF SERVICE ZONE SPONSOR

- Branding of the Self Service Zone
- Company's logo on every screen where the registration process would be made
- 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
- Company's logo on the press wall located at the entrance of the party venue
- Full-page 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(200x90 px) on BEGE website for 3-month period
- Company's logo on the registration section of 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
- Distribution of advertising materials during both days of the exhibition
- Five (5) invitations for the official BEGE&EEGS Party
- 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:**

**€ 6 000 EUR W/O VAT**

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FOR MORE INFORMATION AND CUSTOM  
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**BEGE** PROXIMITY  
TO BUSINESS

27-28 NOVEMBER 2024 | INTER EXPO CENTER, SOFIA

**APPLICATION FORM (AGREEMENT) FOR SELF SERVICE ZONE  
SPONSORSHIP PACKAGE 2024**

<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>E-mail:</b>

**\*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 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:.....