

**BEGE**  
PROXIMITY

26 – 27 NOVEMBER 2025  
INTER EXPO CENTER, SOFIA

YOUR  
LOGO  
HERE

**SELF-SERVICE ZONE SPONSORSHIP**



## SELF-SERVICE ZONE SPONSORSHIP

Promote your brand at the BEGE Exhibition with exclusive access to the Self-Service Zone!

### SPONSORSHIP BENEFITS:

- **Zone Branding:** Your company's logo prominently featured in the Self-Service Zone.
- **Advertising Videos:** Up to two 30-second advertising videos on the arches in front of the exhibition halls and 12 TV screens in the central foyer.
- **Catalogue Advertising:** Full-page advert in the official online BEGE catalogue.
- **Company Profile:** Logo and a 100-word description, plus sponsorship title, included in the online BEGE&EEGS catalogue.
- **Web Presence:** A 200x90 px web banner on the BEGE website for three months and logo on the registration section of the site.
- **Social Media & Newsletter Promotion:** Sponsorship announcements via BEGE's social media channels and in the official newsletter.
- **Pre-Show PR:** Inclusion in the BEGE pre-show PR campaign.
- **Material Distribution:** Opportunity to distribute advertising materials during both days of the exhibition.
- **Event Invitations:** Five (5) invitations to the official BEGE & EEGS Party.

*\* Please ensure all artworks and promotional materials are submitted by September 30, 2025.*

## SELF-SERVICE ZONE SPONSORSHIP

### BONUS:

- **EEGS Conference Passes:** Two (2) complimentary passes for the EEGS conference.
- **PR Coverage:** PR material published in e-Game Spectrum magazine and shared on their social media channels.
- **Event Media:** Photos and videos from the event.

**SPONSORSHIP COST: 6 200 EUR W/O VAT**



FOR MORE INFORMATION AND CUSTOM  
OPPORTUNITIES CONTACT US:

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PROXIMITY TO POTENTIAL  
WHERE EVERY PIECE MATTERS

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## APPLICATION FORM (AGREEMENT) FOR SELF-SERVICE ZONE SPONSORSHIP 2025

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, 2025.

### 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:.....