

**BEGE**

**25-26 NOVEMBER 2026**  
**INTER EXPO CENTER, SOFIA**



# PROXIMITY ZONE SPONSORSHIP: MAXIMIZE YOUR BRAND PRESENCE AT BEGE!

BE  
GE

Introducing an exciting new opportunity at BEGE—the **Proximity Zone!** This unique feature will include a dedicated live streaming corner, where interviews and product presentations with the world's leading brands and experts will be broadcasted.

By becoming a sponsor, you not only secure your company's presence during the two days of the exhibition but also guarantee extensive visibility across various social media platforms and our YouTube channel. Your brand will be at the forefront of the event, connecting with a global audience.

## SPONSORSHIP BENEFITS:

- **Logo Branding:** Your company's logo will be prominently featured on the wall of the Proximity Zone, ensuring maximum exposure throughout the event.
- **Video Branding:** Your logo will appear in the intro box for each video streamed from the Proximity Zone, ensuring that you gain recognition during interviews and presentations.
- **Interview:** Interview at the Proximity Zone with a company representative which will be live-streamed
- **Additional visibility:** Live streams will create additional visibility, with your logo being showcased across all video materials during the live broadcast and subsequently on our YouTube channel.

# PROXIMITY ZONE SPONSORSHIP PACKAGE

**BEGE**

25-26 NOVEMBER 2026  
INTER EXPO CENTER, SOFIA

## SPONSORSHIP BENEFITS:

- **Dynamic Advertisement Video:** A promotional video of up to 30 seconds will be displayed on screens at the exhibition hall entrances.
- **Catalogue Advertising:** A half advert page in the official digital BEGE&EEGS catalogue, giving your brand a dedicated space in a key event publication.
- **Website presence:** A web banner (200x90px) on the BEGE website for 6 months to keep your brand visible online.
- **Social Media Announcements:** Announcements of your sponsorship via all of BEGE's social media channels, enhancing your brand reach.
- **Newsletter Feature:** Coverage in the official BEGE newsletter.



*\* Please ensure all artworks and promotional materials are submitted by September 30, 2026.*

# PROXIMITY ZONE SPONSORSHIP PACKAGE

**BEGE**

## BONUS OFFERINGS:

- **Advertising Material Distribution:** Distribution of your advertising materials during both days of the exhibition inside the venue, ensuring visibility to all attendees. (Materials provided by the sponsor)
- **Exclusive Party Invitations:** Five (5) invitations to the official BEGE Party, offering excellent networking opportunities with industry leaders and fellow attendees.
- **Conference Passes:** Two (2) free passes for the EEGS conference, allowing deeper engagement in vital industry discussions and insights.

SPONSORSHIP COST: 5 200 EUR (W/O VAT)





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](http://www.balkangamingexpo.com)



## APPLICATION FORM (AGREEMENT) FOR PROXIMITY ZONE SPONSORSHIP PACKAGE 2026

### 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, 2026.

### 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:.....