



EEGS 2022 SPONSORSHIP PACKAGES



EEGS 2022
22-24 NOVEMBER
Grand Hotel Millennium | IEC Sofia
SOFIA, BULGARIA

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WHAT IS EEGS

EEGS is the yearly must-attend conference where leading regulators, operators, suppliers and other industry stakeholders come together to share the latest developments in the field of Gaming and Entertainment industry.

EEGS 2022 will focus on bringing new content and a different point of view on many already established topics.



**250+ INDUSTRY
PROFESSIONALS**



**20 HOURS OF
QUALITY CONTENT**



20+ COUNTRIES



50 SPEAKERS



HIGHLIGHTS AT EEGS 2022:

- Focus on regulatory aspects at Europe: Eastern and Western.
- Challenge of Developing and Implementing Global Technical Standards.
- Focus of Understanding the Implementation of AI in Gaming Industry.
- E-Sports and Virtual Sports Rising. How Online Betting Brands Can Stay Ahead of the Game.
- Convergence of Gaming and Gambling. Are Regulators Ready for New Monetisation and Betting Models?
- Advertisement Restrictions & Best Marketing Practice.
- Blockchain and Crypto currencies.
- Cyber Security Issues.
- AML.



WHY BECOME SPONSOR

- Align your brand with one of the largest gaming entertainment industry event in Europe.
- Align your brand with 50+ speakers with highly professional expertise and great conference content.
- Create company awareness during formal and informal networking opportunities.
- Take the opportunity to solidify your brand reputation by the highest quality networking, agenda and parties.
- Showcase your products, solutions, concepts and ideas to an international audience.
- Be sure that senior executive industry decision makers in attendance will ensure an excellent brand exposure towards the target audience.



PLATINUM SPONSORSHIP PACKAGE

One Sponsorship Package Available



- Logo on the header of visitors badges along with EEGS logo.
- Delegates bags branded with your logo along with EEGS logo.
- Logo at EEGS & BEGE printed catalog announcing your sponsorship status.
- Logo included in the official EEGS online and printed program.
- One full-sized advert in the official EEGS & BEGE printed catalog.
- One Sponsor-named panel in the Conference program.
- Banner(s) displayed in the conference hall during the Conference. Banners are provided by the sponsor.
- Banner(s) in front of the conference hall. Banners are provided by the sponsor.
- Logo on the main screen in the conference hall.
- Advertising spot (up to 30 sec) broadcasted on the LCD displays located in the



*Artworks and materials – logos and advertising materials should be provided to info@balkangamingexpo.com in .PDF, .EPS, .AI, not later than November 5, 2022.

PLATINUM SPONSORSHIP PACKAGE (contd)



- Palms Royale Sofia Casino networking areas.
- Web banner (200x90) and logo on EEGS homepage for 5-month period.
- Logo along with Platinum sponsor title, product information or other preferable article included in the official monthly / weekly EEGS newsletter for July - November.
- Distribution of a company - branded items to each registered attendee. Materials are provided by the sponsor.
- Possibility to suggest agenda and speaker selection in conjunction with EEGS.
- Possibility to chair the entire conference panel which includes a speaking engagement.
- Six conference passes for EEGS - 23-24 November 2022 / Inter Expo Center Sofia.
- Six invitations for the official BEGE Party /Place and date to be confirmed/. Drinks and snacks are included.
- Unlimited online invitations for free visitor entry for the days of BEGE, which will be held on 23-24 November at Inter Expo Center, Sofia.
- Three company PR materials OR interviews published at e-Game Spectrum magazine and shared in our social media channels.
- Social media post announcing your sponsorship
- Announcing your sponsorship in PR text from the EEGS pre-event communication campaign.
- Web banner (230x80) e-Game Spectrum magazine website for 6-month period
- Photos from the event.

Sponsorship cost: € 12 000 w/o VAT

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GOLD SPONSORSHIP PACKAGE



Two Sponsorship Packages Available

- Logo at the official EEGS & BEGE printed catalog announcing your Gold sponsorship status.
- Logo at the footer of visitors badges along with EEGS logo.
- Logo included in the official EEGS online and printed program.
- Banner(s) in the conference hall during the Conference. Banners are provided by the sponsor.
- 1/2 page advert in the official EEGS & BEGE Catalog.*
- Logo and web banner (200x90) on EEGS homepage for 3-month period.
- Distribution of a company - branded items to each registered attendee. Materials are provided by the sponsor.*
- Possibility to suggest agenda and speaker selection in conjunction with EEGS.
- Possibility to chair the entire conference panel which includes a speaking engagement.



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GOLD SPONSORSHIP PACKAGE (contd)



- Logo on the main screen in the conference hall.
- Advertising spot (upto 30 sec) broadcasted on the LCD displays located in the Palms Merkur Royale Casino networking areas.
- Logo along with Gold sponsor title, product information or other preferable article included in the official monthly/weekly EEGS newsletter for July – November.
- Three conference passes for EEGS – 23-24 November / Inter Expo Center Sofia.
- Three invitations for the official BEGE Party /Place and date to be confirmed/. Drinks and snacks are included.
- Unlimited online invitations for free visitor entry for 2 days of BEGE, which will be held on 23-24 November at Inter Expo Center, Sofia.
- One company PR material OR interview published in the e-Game Spectrum online magazine and share in our social media channels.
- Social media post announcing your sponsorship.
- Announcing your sponsorship in PR text from the EEGS pre-event communication campaign.



- Web banner (230x80) on e-Game Spectrum magazine website for 6-month period.
- Photos from the event.

Sponsorship cost: € 7 000 w/o VAT

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SILVER SPONSORSHIP PACKAGE



Two Sponsorship Packages Available

- Logo at the official EEGS & BEGE printed catalog.
- Logo included in the official EEGS online and printed program.
- Distribution of a company-branded items to each registered attendee. Materials are provided by the sponsor.*
- Logo included in the official EEGS program broadcasted on LCD displays in the networking area. Logo on the main screen in the conference hall.
- Unlimited online invitations for free visitor entry for 2 days of BEGE, which will be held on 23-24 November at Inter Expo Center, Sofia.
- One company PR material OR interview published at the e-Game Spectrum online magazine and shared in our social media channels.
- Social media post announcing your sponsorship.
- Announcing your sponsorship in PR text from the EEGS pre-event communication campaign.
- Photos from the event.



Sponsorship cost: € 3 000 w/o VAT

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CONFERENCE LUNCH SPONSORSHIP PACKAGE



Exclusive for one company

- Banner(s) at the lunch venue. Banners are provided by the sponsor.
- Opportunity to provide branded bottles of water during the event.
- Branded napkins with your company's logo.
- Web banner (200x90) and logo on EEGS homepage for 3-month period.
- Logo at the official EEGS & BEGE printed catalog announcing your sponsorship status.
- Logo included in the official EEGS printed and online program.
- One full-sized advert in the Official EEGS & BEGE Catalog.*
- Distribution of a company-branded items to each registered attendee. Materials are provided by the sponsor.
- Logo along with Conference Lunch Sponsor title, product information or other preferable article included in the official monthly / weekly EEGS newsletter for July - November.
- Advertising spot (upto 30 sec) broadcasted on the LCD displays located in the networking areas.
- Three conference passes for EEGS - 23-24 November.
- Three invitations for the official BEGE Party, /Place and date to be confirmed/. Drinks and snacks are included.

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CONFERENCE LUNCH SPONSORSHIP PACKAGE (contd)



- Unlimited online invitations for free visitor entry for 2 days of BEGE, which will be held on 23-24 November at Inter Expo Center, Sofia.
- One company PR material OR interview published in the e-Game Spectrum online magazine and shared to our social media channels.
- Social media post announcing your sponsorship.
- Announcing your sponsorship in PR text from the EEGS pre-event communication campaign.
- Photos from the event.



Sponsorship cost: € 4 950 w/o VAT

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NETWORKING COFFEE BREAKS SPONSORSHIP PACKAGE



Exclusive for one company

- Banner(s) displayed at the conference lobby. Banners are provided by the sponsor.
- Logo and web banner (200x90) on EEGS homepage for 3-month period.*
- Logo in the Official EEGS & BEGE Catalog, announcing your sponsorship status.
- Logo included in the official EEGS printed and online program.
- Distribution of a company-branded items to each registered attendee. Materials are provided by the sponsor.
- Opportunity to provide branded bottles of water handed out throughout the event.
- Branded napkins with your company's logo.
- Opportunity to provide branded cups. Items are provided by the sponsor.
- Two conference passes for EEGS - 23-24 November.
- Two invitations for the official BEGE Party /Place and date to be confirmed/. Drinks and snacks are included.
- Unlimited online invitations



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NETWORKING COFFEE BREAKS SPONSORSHIP PACKAGE (contd)



for free visitor entry for 2 days of BEGE, which will be held on 23-24 November, at Inter Expo Center, Sofia.

- One company PR material OR interview published at the e-Game Spectrum online magazine and shared in our social media channels.
- Social media post announcing your sponsorship.
- Announcing your sponsorship in PR text from the EEGS pre-event communication campaign.
- Photos from the event.



Sponsorship cost: € 3 950 w/o VAT

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EEGS MASTERCLASS SPONSORSHIP PACKAGE

Exclusive for one company



EEGS Masterclass, the first industry tailored professional classes, was first time presented in 2008. Every year since then EEGS Masterclass provides all the insight industry representatives need to make informed and intelligent decisions on upcoming opportunities and critical issues in the gaming market. The program of all Masterclass editions combines thorough and proven theoretical knowledge with a very strong attitude to its practical application in the realities of the Bulgarian gambling market. Traditionally Masterclass editions are led by highly experienced, practicing and qualified experts with proven subject-matter expertise, as well as select partner organizations from around the world. EEGS Masterclass 2019 was dedicated to the most significant change in data privacy regulation in more than 20 years - GDPR.

Traditionally Masterclasses are held in a very luxurious hotels in Sofia, Bulgaria.

Masterclass 2022 will take place at Grand Hotel Millennium Sofia on November 21st.

More information will be announced soon.



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EEGS MASTERCLASS SPONSORSHIP PACKAGE (contd)



- Lanyards + Sponsor logo printed on the EEGS Masterclass passes. Lanyards are provided by the sponsor.
- Banner(s) in the conference hall during the Conference. Banners are provided by the sponsor.
- Banner(s) in the Masterclass hall. Banners are provided by the sponsor.
- Logo in the Official EEGS & BEGE Catalog announcing your sponsorship status.
- Logo included in the official online and printed program.
- Branded workshop presentation.
- Possibility to have your speaker prior to the main speaker (if topic is convenient).
- Option to provide branded pencils / ball-point pens / sheets.
- Items are provided by the sponsor.
- One full-sized advert in the Official EEGS & BEGE Catalog.
- Logo and web banner (200x90) on EEGS homepage for 3-month period.
- Distribution of a company-branded items to each registered attendee. Materials are provided by the sponsor.
- Logo along with EEGS Masterclass Sponsor title, product information or other preferable article announced in the official monthly / weekly EEGS newsletter for July - November.
- Advertising spot (upto 30 sec) broadcasted on the LCD displays in the Palms Merkur Royale Casino networking area during the Masterclass.
- Three conference passes for EEGS - 23-24 November 2022 / Inter Expo Center Sofia.
- Three invitations for the official BEGE Party /Place and date to be confirmed/. Drinks and snacks are included.
- Unlimited online invitations for free visitor entry for 2 days of BEGE, which will be held on 23-24 November, at Inter Expo Center, Sofia.
- One company PR material OR interview published in the e-Game Spectrum online magazine and shared in our social media channels.
- Social media post announcing your sponsorship.
- Announcing your sponsorship in PR text from the EEGS pre-event communication campaign.
- Logo on the certificates handled to every participant.
- Photos from the event.

Sponsorship cost: € 5 500 w/o VAT

OFFICIAL PRESS CONFERENCE SUPPORTER

One Sponsorship Package Available



- **Banner(s)** displayed in the press conference hall.* Banner are provided by the sponsor.
- **Logo** in the official EEGS & BEGE Expo catalog in the Partners section.
- **Logo** included in the official EEGS online and printed program.
- **Distribution of advertising materials** during EEGS. Materials are provided by the sponsor.*
- **Advertising spot** (upto 30 sec) broadcasted on the LCD displays located in the venue.
- **Announcing your sponsorship in PR text** from the EEGS pre-event communication campaign.
- **Photos** from the event.

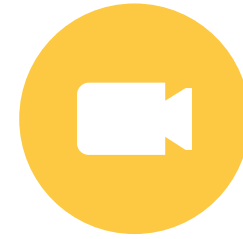


Price: € 1 500 w/o VAT

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SPONSORSHIP PACKAGE FOR EEGS INTERVIEWS

One Sponsorship Package Available



EEGS annually invites over 50 renowned speakers that participate in discussions about the hottest topics for the gaming industry. Interviews with the speakers are:

- Broadcasted in the YouTube channel of EEGS;
- Posted in social media campaigns;
- Used in e-mail marketing campaigns;

The EEGS Interviews sponsorship packages allows you to:

- Brand the press wall where the interviews will be recorded;
- Brand the elements in the videos;
- Benefit with both onsite and video advertisement.



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SPONSORSHIP PACKAGE FOR EEGS INTERVIEWS (contd)

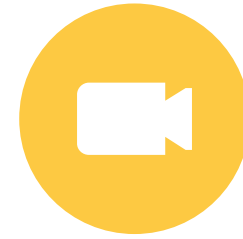


- Logo on press wall in the special zone for interviews.
- Logo on the T-shirts of the video team shooting the interviews.*
- Logo on the microphone used for the interviews.
- Logo on the clipboard used by the interviewer.
- Logo with status EEGS Interviews Sponsor and short description about your company included in the questionnaire sent to each speaker.*
- Logo with status EEGS Interviews Sponsor in the text box with information in each video.*
- Distribution of advertising materials during both days of EEGS. Materials are provided by the sponsor.*
- Half (1½) advert page in the Official BEGE & EEGS Catalog.*
- Logo with status EEGS Interviews Sponsor included in the official EEGS printed and online program.
- Logo with status EEGS Interviews Sponsor sponsor included in the official newsletter announcing the program prior the event.*



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SPONSORSHIP PACKAGE FOR EEGS INTERVIEWS (contd)



- Logo in the Official BEGE & EEGS Catalog on the Partners page announcing your sponsorship status.*
- Two passes for EEGS conference on 23-24 November.
- Two invitations for the official BEGE Party /Place and date to be confirmed/. Drinks and snacks included.
- One company PR material or interview published at the e-Game Spectrum online magazine and shared in our social media channels.
- Social Media post announcing your sponsorship
- Announcing your sponsorship in PR text from the EEGS pre-event communication campaign.
- Photos from the event.



Sponsorship cost: € 2 750 w/o VAT

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WEBSITE ADVERTISING



1. **Web banner** on rotation at EEGS homepage (up to 15 banners).

- 200x90 pixels, JPG, GIF or Flash; max 25 kb;
- **3 months - 600.00 Euro;**
- **6 months - 1000.00 Euro.**
- 728x62 pixels JPG, JPEG, PNG, GIF;
- **6 months - 1400.00 Euro;**
- **12 months - 2200.00 Euro.**

BONUS for 6 months or 12 months period:

Web banner included at BEGE Expo newsletter plus product information/news.

2. **Logo with hyperlink on rotation** (150x75) at Media Partners section on the footer of EEGS homepage.

Price: 150.00 Euro / Per month

3. **Logo and description in the official EEGS newsletters.**

Your company logo will be placed in the official EEGS newsletters + short description and hyperlink.

- Logo: PDF, EPS, AI;
- Description: Not longer than 100 words or 650 symbols.

Price: 200 € / per logo/ per newsletter.

4. **Banner in the official EEGS newsletters.**

Your company banner will be placed with hyperlink on the official newsletters of EEGS.

- Banner size: 1000x138 pxs;
- File type: .jpeg, .jpg, .png, .gif;

- Price: 400 €/ per newsletter.
Special prices available for one year contract.

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WEBSITE ADVERTISING



5. "Under the spotlight" section branding.

The section "Under the spotlight" will be branded with your company logo + hyperlink.

- Logo: .PDF, .EPS, .AI;

Price: 350 € / per newsletter.

Special prices available for one year contract.

6. Official newsletter sponsorship.

Your company logo titled as "Official newsletter sponsor" + hyperlink, will be positioned in the beginning of the newsletter of EEGS.

- Logo: .PDF, .EPS, .AI;

Price: 500 € / per newsletter.

Special prices available for one year contract.

7. Social Media Posts.

Reach EEGS audience by sharing in our social media.

Price - 200 Euro per post / 300 per post + boosting.

8. Banner in e-Game Spectrum magazine.

230x80

JPG, JPEG, PMG, GIF;

- **3 months - 600.00 Euro;**

- **6 months - 1000.00 Euro.**



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CONFERENCE ADVERTISING ONSITE



1. Banner in the conference hall of EEGS.

Optional position - in front of the main conference hall.

Price: 450.00 Euro / per banner.

2. Advertising spot on LCD displays in the networking area.

Price: 250 Euro per spot.

3. Printed Advertisement positions in the Networking Area.

Sizes: 1x1, 2x1, 3.27x2.40;

Price:

- 500 Euro per one position;

- 1000 euro for package of 3 positions.

4. Branded chairs.

The back of the chairs located in the Conference hall may be customized with your logo and/or slogan, so you can raise brand awareness.

Price: 2500 Euro



5. Logo in the official EEGS & BEGE Expo catalog in the Partners section.

Price: 450.00 Euro

6. Logo branding on a special section in the official EEGS & BEGE Catalog (your logo on every page from catalog section OR sponsored by / powered by at the bottom of every page.

Price 1500 euro

7. Sampling: advertising materials provided by the company - brochures, leaflets, etc. included in Speaker and Visitor Conference package. Materials are provided from the sponsor.*

Price: 450.00 Euro


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**For further information,
please contact us at:**

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**We are open to discuss
any Sponsorship options
tailored wto your needs!**



www.eegamingsummit.com

22-24 NOVEMBER 2022

GRAND HOTEL MILLENNIUM | IEC SOFIA

EEGS
EASTERN EUROPEAN GAMING SUMMIT

**APPLICATION FORM (AGREEMENT) FOR EEGS 2022
SPONSORSHIP PACKAGES**

SPONSOR INFORMATION:					
Applicant (company name):					
Company Reg. №:			VAT/TAX Number:		
Registered address №:					
Contact name:					
Tel:		Fax:		E-mail:	
Platinum <input type="checkbox"/>	Gold <input type="checkbox"/>	Silver <input type="checkbox"/>	Networking event <input type="checkbox"/>	Conference lunch <input type="checkbox"/>	Networking coffee breaks <input type="checkbox"/>
EEGS Masterclass <input type="checkbox"/>	Accompanying events <input type="checkbox"/>	EEGS Interviews <input type="checkbox"/>	Press conf. supporter <input type="checkbox"/>	Website advertising <input type="checkbox"/>	Conf.adver. onsite <input type="checkbox"/>

***Artworks and materials**

logos and advertising materials should be provided to info@balkangamingexpo.com in .PDF, .EPS, .AI, not later than November 5, 2022.

Payment details:

On receipt of signed form BEGE 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: