

The International Institute of Communications (IIC)

# Sponsorship Brochure

IIC Annual Conference  
Cologne, Germany  
18-19 October 2023



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The great atmosphere, the extraordinary expertise of the participants from all over the world and the excellent organization make us proud to be part of the IIC. CPRW, in particular, gives the opportunity to learn from each other and to respect our legal systems, and thus strengthen international cooperation..

**Tobias Schmid, German Media Authorities  
Communications Policy & Regulation Week  
(CPRW) 2022**

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**International  
Institute of  
Communications**

# A NOTE FROM THE IIC DIRECTOR GENERAL

We are delighted to be in Cologne, Germany this year for our Annual Conference. The International Institute of Communications (IIC) brings together (hundreds of) Regulators, Policy Makers and Industry from across the globe to this event where they can meet with their peers in a neutral and trusted environment.

The IIC's Annual Conference is the one moment in the year when members from all around the world come together to discuss hot topics through its two day programme. The respected conference programme creates an environment to share knowledge and best practice and enables the opportunity for all to learn through keynote speakers, panel sessions, presentations and renowned specialists.

The Annual Conference offers an unprecedented opportunity to establish strategic relationships with industry leaders and policymakers across all levels of government and the private sector.

I encourage you to consider a mutually beneficial partnership as a sponsor of this two-day Annual Conference and to take advantage of the valuable exposure and recognition on offer. Our sponsorship opportunities provide a range of entry points and are listed below.

Thank you for your support, it is very much appreciated.



Lynn Robinson  
IIC Director General  
l.robinson@iicom.org



## FOUR GOOD REASONS TO SPONSOR THE ANNUAL CONFERENCE

- ✓ The IIC brings together the full range of local and international representatives from the converged digital, telecoms and media industries
- ✓ Sponsorship provides the opportunity to develop relationships with an attentive executive level, international regulatory and ministerial audience
- ✓ Ensure societal responsibility essential for your organisation by sharing our commitment to global and local inclusion
- ✓ Be associated with the IIC's respected and prestigious platform for new ideas and thoughtful debate

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I am very grateful for being able to participate with such high profile panelists on behalf of COFECE. Congratulations for preparing such amazing event, I am sure COFECE will strength its expertise and experience by collaborating with the IIC. **Pedro Isaac, COFECE, CPRW Ottawa 2022**

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## Sponsorship Packages

Ranging from £5000-£15,000

### Don't see what you want?

A variety of sponsorship packages (and partnership opportunities) are available. Should the following options not meet your needs or budget, there is also an opportunity to create a personally tailored package.

### Diamond Sponsor £15,000

- The opportunity to hold a breakfast meeting or parallel session during the conference
- Four complimentary delegate places for key clients and company employees
- Company to be referred to as the 'Diamond Sponsor' of the IIC Annual Conference
- Company logo to be featured prominently on all marketing materials for the duration of the campaign, to include all advertising, online media, email and printed collateral
- A 75-word company profile outlining your company's main activities to be included in the Annual Conference pages of [www.iicom.org](http://www.iicom.org) with a hyperlink to company's website
- Logo linking to company website to be present on the Annual Conference pages of [www.iicom.org](http://www.iicom.org) for the duration of the pre- conference marketing campaign
- Company logo to be featured prominently in the email marketing campaign with a link to company website
- Company logo to be displayed on delegate documentation packs and the conference stage set
- Company to be acknowledged throughout the event on holding slides
- Company to be acknowledged during the event via digital signage throughout the conference venue
- Sponsor to be thanked by the chairman at the beginning and end of the conference
- Company to be featured in any press releases related to the event
- Opportunity to circulate conference proceedings to clients - normally available to delegates and members only



## Sponsorship Packages

Ranging from £5000-£15,000

### Platinum Sponsor £10,000

- Three complimentary delegate places for key clients and company employees
- Company to be referred to as a 'Platinum Sponsor' of the IIC Annual Conference
- Company logo to be featured prominently on all marketing materials for the duration of the campaign, to include all advertising, online media, email and printed collateral
- Company logo to be featured on [www.iicom.org](http://www.iicom.org) with a hyperlink to company's website for the duration of the pre-conference marketing campaign
- Company logo to be featured prominently in email marketing campaign with a link to company website
- Company logo to be displayed on all delegate documentation packs and the conference stage set
- Company to be acknowledged throughout the event on holding slides
- Company to be acknowledged during the event via digital signage throughout the conference venue
- Sponsor to be thanked by the chairman at the beginning and end of the conference
- Company to be featured in any press releases related to the event





## Sponsorship Packages

Ranging from £5000-£15.000

### Gold Sponsor

**£7,500**

- Two complimentary delegate places at the conference
- Company to be referred to as a 'Gold Sponsor' of the IIC Annual Conference
- Company logo to be featured prominently on all marketing materials for the duration of the campaign, to include all advertising, online media, email and printed collateral
- Company logo to be featured on [www.iicom.org](http://www.iicom.org) with a hyperlink to company's website for the duration of the pre-conference marketing campaign
- Company logo to be displayed on the conference stage set
- Company to be acknowledged throughout the event on holding slides
- Sponsor to be thanked by the chairman at the beginning and end of the conference
- Company to be featured in any press releases related to the event

### Silver Sponsor

**£5,000**

- One complimentary delegate place at the conference
- Company to be referred to as a 'Silver Sponsor' of the IIC Annual Conference
- Company logo to be featured prominently on all marketing materials for the duration of the campaign, to include all advertising, online media, email and printed collateral
- Company name to be featured on [www.iicom.org](http://www.iicom.org) with a hyperlink to company's website for the duration of the pre-conference marketing campaign
- Company logo to be displayed on the conference stage set
- Sponsor to be thanked by the chairman at the beginning and end of the conference
- Company to be featured in any press releases related to the event

## **Gala Reception Sponsor, Wednesday 18 October** **£15,000, exclusive sponsorship**

**This event will be held at KölnSKY where all delegates and speakers are welcome to enjoy a breathtaking view of Cologne at nearly 100 meters high.**

- Three complimentary delegate places at the conference and three additional places at the Gala Reception (opportunity to invite your guests/VIPs)
- The opportunity for a company representative to make opening remarks
- Your company logo, with thanks included within the menus
- Company logo to be featured prominently on all marketing materials for the duration of the campaign, to include all advertising, online media, email and printed collateral
- Logo linking to company website to be present on the Annual Conference pages of [www.iicom.org](http://www.iicom.org) for the duration of pre-conference marketing campaign
- Company logo to be featured prominently in email marketing campaign with a link from all emails to company website
- Company logo to be displayed on delegate documentation packs and the conference stage set
- Sponsor to be thanked by the chairman at the beginning and end of the conference



## **Evening Reception Sponsor, Tuesday 17 October** **£7,000**

***Exclusive sponsorship of the reception (Venue: Sticky Fingers) opening the Annual Conference (following on from the IRF) where all delegates (including regulators) and speakers are welcome***

- Two complimentary delegate places at the conference
- Company logo to be featured prominently on all marketing materials for the duration of the campaign, to include all advertising, online media, email and printed collateral
- Logo linking to company website to be present on the Annual Conference pages of [www.iicom.org](http://www.iicom.org) for the duration of preconference marketing campaign
- Company logo to be featured prominently in email marketing campaign with a link from all emails to company website
- Company logo to be displayed on delegate documentation packs and the conference stage set
- Sponsor to be thanked by the chairman at the beginning and end of the conference

*The reception marks the closing of the International Regulators Forum and the opening of the Annual Conference*

To book a sponsorship package or for further information please contact [e.garbett@iicom.org](mailto:e.garbett@iicom.org)



International  
Institute of  
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# Contact Us



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