

# IIC Sponsorship

**Annual Conference 2020: Washington DC**

The Re-Start Agenda



**8-10  
December,  
2020**

## Why sponsor the Annual Conference?

In this three-day virtual forum, an impressive line up of global speakers will celebrate the cooperative action that has been seen in times of crisis to ensure the rapid enablement of digital services and enhanced connectivity.

The IIC is not a commercial organisation and operates on a not for profit basis solely to enable the balanced, open debate that informs the policy agenda. **Sponsorship and membership fees enable us to do this.**

**Read on for five good commercial reasons to sponsor...**

# FIVE GOOD REASONS TO SPONSOR AN IIC EVENT

## 1 REACH INFLUENTIAL DECISION MAKERS

The IIC attracts a unique audience of senior influential decision makers operating at the intersection of global business, regulation and government

Your sponsorship shows this audience which industry operators are committed to funding the debate from which wider society benefits

## 4 BUILD CREDIBILITY

Online panel discussions are chaired and moderated by highly regarded experts

Sponsorship helps build credibility and recognition of thought leadership for your organisation.

## 2 BE PART OF THE SOLUTION

The event content inevitably highlights the innovation and technology that is building societal resilience and revitalising economies

Sponsorship puts your corporate brand at the heart of the solution

## 5 GROW AN EXPERT NETWORK

The virtual meeting platform allows for highly interactive sessions on a variety of topics.

Sponsoring a specific panel discussion on the impact of a policy, innovation or trend highlights your specialist expertise

## 3 A WIDER GLOBAL AUDIENCE

The online discussion format makes content accessible to a far wider international audience

Sponsorship shows regional subsidiaries, partners and investors that your brand is committed to shaping the policy discussion for the greater good

## Sponsorship Packages

Options for sponsorship start at £3,000 and can be tailored to your needs. These packages are guides only and can be tailored to your needs.

■	Diamond
■	Gold
■	Silver
■	Bronze

## The numbers and profile of participants speak for themselves

# 600

More than 600 senior decision making individuals from National Regulatory Authorities at board level and above have participated in our meetings in the last three years.

# 3,000

Since April 2020, more than 3,000 policy and strategy professionals and regulators have attended online events which have taken the form of local chapter discussions through to online regional conferences.

# 1,000 +

Recorded discussions, presentations, videos and podcasts have attracted over 1,000 viewings since April 2020.

# SPONSORSHIP PACKAGES AVAILABLE

## GOLD SPONSORSHIP

### Sponsorship of all three days

#### Pre-event

- Logo on event emails sent to 10,000 members and prospects
- Logo on web pages
- Logo on the event programme

#### During event

- Logo on opening slides
- Mention and thanks by chair or moderator
- Logo on closing slides

#### Post event

- Short animation or gif to start discussion recordings
- Closing slide or image with logo to end recording
- Logo and paragraph in post event report or materials
- Post event "thank to all sponsors" email

## SILVER SPONSORSHIP

### Sponsorship of a single day

#### Package

- As above but for a single day or stream of content

"It's been one of the best congresses I've attended, already looking forward to future events"

Jose Ayala,  
Ericsson,  
Director  
Government and  
Industry  
Relations for  
Latin America

## BRONZE SPONSORSHIP

### Sponsor one panel discussion or specific piece of content

#### Pre-event

- Logo on event emails sent to 10,000 members and prospects
- Logo alongside session in the event programme

#### During event

- Logo on opening slide
- Mention and thanks by chair or moderator
- Logo on closing slide

#### Post event

- Closing slide or image with logo to end recording
- Inclusion in post-event email to "thanks to all IIC sponsors"

## DIAMOND SPONSORSHIP

An exclusive package only made available to one organisation per event.



This package includes all the elements contained within the Gold option which are applied to all content streams.

TO DISCUSS SPONSORSHIP OPTIONS

CALL  
+44 (0) 20 8544 8076  
EMAIL  
l.robinson@iicom.org