



# **EMAC 2014**

European Marketing Academy

## **VALENCIA, JUNE 3-6**

### **Exhibitors / sponsorship request. 43<sup>th</sup> EMAC Conference (June 3-6, 2014)**

It is a great pleasure to announce 43th ANNUAL CONFERENCE EMAC 2014 (European Marketing Academy), which will be held at the **University of Valencia, Spain**, from 3 to 6 June 2014 (<http://www.emac2014.eu>)

Based on previous editions, it is estimated an influx of **around 1000 teachers of marketing and market research worldwide** (mainly European), given that this is the leading European marketing conference.

This conference provides a **space for exhibitors** and has **advantages for sponsors**. If you think this is a good choice to present the news of your brand and bring it to the university community, please do not hesitate to contact us.

The generosity of each sponsor will be recognized in the program and on the Web.

If you have any questions please do not hesitate to contact me ([natalia.vila @ uv.es](mailto:natalia.vila@uv.es)).

Looking forward to hearing from you

Natalia Vila ([Natalia.Vila@uv.es](mailto:Natalia.Vila@uv.es))

Marketing Professor  
University of Valencia  
EMAC Organization Committee

## GENERAL INFORMATION EMAC-2014 CONFERENCE

**Name:** "43th ANNUAL CONFERENCE EMAC 2014. Paradigm shifts & Interactions"

**Place:** Faculty of Economics (University of Valencia)

**Attendees** based on previous data: of around 1000 teachers of marketing and market research worldwide (mainly European),

**Data:** June 3-6 2014

**Antiquity:** 43 years

**Web:** <http://www.emac2014.eu>

## SCHEDULE EMAC-2014

### 3<sup>th</sup> June

- Conference Wellcome: 18,30 to 20,30 hrs.

### 4<sup>th</sup> June

- Exhibitors: from 9:00 to 15,30 h.
- Conference: from 9:00 to 15,30 h.

### 5<sup>th</sup> June

- Exhibitors: from 9:00 to 17,30 h.
- Conference: from 9:00 to 17,30 h.

### 6<sup>th</sup> June

- Exhibitors: de 9:00 a 17,30 h.
- Conference: from 9:00 to 17,30 h.

## COMERCIAL SPONSORSHIP

### DONATIONS (IN CASH OR IN PRODUCTS FROM YOUR COMPANY).

- 5000 € ("Bronze Medal")
- 10000 € ("Silver Medal")
- 15000 € ("Gold Medal")
- 25000 € ("Platinum Medal")

According to the selected grant, the sponsoring company will enjoy different benefits that are detail below:

#### 5000 € ("Bronze Medal")

- Action:

- Invite all attendees and chairpersons to a coffee break.
- Invite all attendees to the "Paella Party"; "Wine Cata", "Horchata Festival", "Snacks degustation".

- Output:

- Publication of the company logo on the conference website.
- Publication of the company logo on the final program.
- Delegate bag inserts.
- Each sponsorship action will be connected to the company name and logo during the coffee-break or during the "Paella Party"; "Wine Cata", "Horchata Festival", "Snacks degustation" to indicate the close collaboration between the company and the conference.

#### 10.000 € ("Silver Medal")

- Action: Invite all attendees and chairpersons to a lunch.

- Output:

- Publication of the company logo on the conference website.
- Publication of the company logo on the final program.
- Delegate bag inserts.
- Final Program Advertising – Half page advertisement.
- Each sponsorship action will be connected to the company name and logo during the lunch to indicate the close collaboration between the company and the conference.

#### 15.000 € ("Gold Medal")

- Action: Invite all attendees and chairpersons to the Music Palace interaction cocktail.

- Output:

- Publication of the company logo on the conference website.
- Publication of the company logo on the final program.
- Delegate bag inserts.
- Final Program Advertising – One full page advertisement.
- Name tags and straps.

- Each sponsorship action will be connected to the company name and logo during the cocktail to indicate the close collaboration between the company and the conference.

### 25.000 € ("Platinum Medal")

- Action: Invite all attendees and chairpersons to the gala dinner.

- Output:

- Publication of the company logo on the conference website.
- Publication of the company logo on the final program.
- Delegate bag inserts.
- Final Program Advertising – One double full page advertisement.
- Name tags and straps.
- Menu card with the logo/name of the company.
- Each sponsorship action will be connected to the company name and logo during the gala dinner to indicate the close collaboration between the company and the conference.

### OTHER SPONSORSHIP OPTIONS:

The company can also sponsor material delivered at the conference:

	DESCRIPTION	COST	I WOULD LIKE TO SPONSOR THIS:
1	Final Programme Advertising – One full page advertisement	1.000 €	
2	Final Programme Advertising – Half page advertisement	600 €	
3	Delegate bag inserts	500 €	
4	Pens and notepads in delegate bags (cost of materials included) with the logo of the company	5 € x bag (around 1.000 bags)	

Any sponsorship will be linked to the company's name to indicate their close collaboration with the organization.

**Please, contact de organization for other sponsorship options:  
Natalia.Vila@uv.es**