



THE ASPIRE ANNUAL
CONFERENCE 2018

BRAVE NEW WORLD

15th MAY ICE KRAKÓW
CONGRESS CENTRE

**Brave New
World**

**KEY REASONS
TO PARTNER**

SPONSORSHIP
OPPORTUNITIES

LAST YEAR'S
CONFERENCE

CONTACT US

Promote your brand to
**OVER 100 MULTINATIONAL
COMPANIES**

technology and
business service
REACH 2 000 MANAGERS
from TEAM LEADERS to CEOs
at ASPIRE 4ALL

REACH 1 000 technology and
business service
DECISION MAKERS
during the ASPIRE
Industry Summit

**5 KEY
REASONS
to Partner**

CO-BRAND with
MARKET LEADERS

Display **YOUR PRODUCTS
AND SERVICES,**
distribute YOUR MATERIALS
and showcase YOUR EXPERTISE

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the **ASPIRE** **ANNUAL** **CONFERENCE**

is the most eagerly anticipated event in the Kraków business calendar – and beyond.

During the course of one **high-energy, agenda-rich, thought-provoking day**, the conference brings together **global thought leaders** in business, economics, politics and science to engage with our own **senior managers and top talents from across the multinational businesses** that make Kraków Europe's **no. 1 location** for technology and business services.



The **ASPIRE INDUSTRY SUMMIT**, a full day of hard-hitting plenary, provocative debate, inspiring case studies, and workshops introducing new technologies and ways of doing things.



ASPIRE 4 ALL

TALENT AND DIVERSITY: THE NEW FRONTIER

ASPIRE 4 ALL, our award-winning evening event, comprising deeply inspiring talks from world famous speakers and films created by top talents working in our centres.

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BRAVE NEW WORLD

Kraków has arrived. The technology and business services sector already shape and transform the city economy, the city landscape, and the aspirations of people who live, work and study in Kraków. We are already at the centre of global trends. The question is how we will shape our future.

BRAVE NEW WORLD will explore the potential and likely impacts of the digital revolution on all our lives, the deep impacts on politics and economics, on industry verticals and business models, on business processes and on people.

We will explore this theme with one particular aim - to better understand how we in Kraków can capture opportunity and deliver value in this new world.

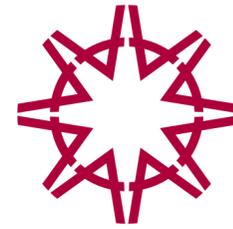
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WORLD**

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**about
ASPIRE**

ASPIRE is the representative body of the global technology and business services sector in Kraków and is widely credited as being a key driver in Kraków's emergence as one of the top ranked business locations in Europe.

Established in 2008, ASPIRE brings together key players in developing the technology and business services sector under one umbrella.

ASPIRE takes a city-centric approach to the development of the industry. Our mission is to put technology and business services at the heart of Kraków's transformation and climb up the value chain.

We aim to do this by nurturing the local ecosystem, harnessing the passion, energy and expertise of our members at all levels of their organisations, encouraging deep collaboration, information sharing and shared learning between members, as well as between members and the wider community of stakeholders.

ASPIRE currently has c. 200 members, comprising leading multinational companies operating delivery and development centres in Kraków and companies providing support services to the industry.

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WHO WILL BE THERE?



abbvie



AMPLEXOR



ASSA ABLOY



BROWN BROTHERS HARRIMAN

CAPITA



ch2m



Collabera



Grid Dynamics

HCL



IAGGBS



intive

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WHO WILL BE THERE?



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WHO WILL BE THERE?



OLIVIA BUSINESS CENTRE



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À LA CARTE Sponsorship

REGISTRATION



Chance to hand out bags or materials to guests via ICE's cloak-room facility. Reach our audience directly one-on-one with materials that go beyond the day of the conference.

12 500 PLN

WI-FI



Sponsor our conference Wi-Fi with ability to create the conference wifi password. Your logo will be prominently featured on signage in the reception area.

12 500 PLN

CHARGING STATION



Sponsor our comfortable charging lounge, located in the exhibition area. Your logo will be prominently featured on signage in this area.

12 500 PLN

EVENT APP



Sponsor the digital infrastructure of the conference via our event app. Splash screen with your logo on it as well as all conference materials publicising the app.

12 500 PLN

VIP ROOM



Opportunity to brand and co-create the exclusive lounge area for speakers, board members, and senior managers.

25 000 PLN

NETWORKING HUB



Opportunity will include coffee stations, exhibition space, chill out zones and large screen monitors or display wall and AI and VR options.

25 000 PLN

LUNCH



Sponsor the food at the Industry Summit. Your logo next to all food areas as well as chance to announce lunch from the stage.

25 000 PLN

SPEAKER



Sponsor the cost of a speaker of your choosing. Your logo can be displayed during their keynote as well as in the conference programme next to their name.

25 000 PLN

BREAKOUT SESSION



Chance to provide content directly to industry leaders during the afternoon sessions. Work with us to create content relevant to our attendees.

25 000 PLN

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DIAMOND SPONSOR

COST:

By Negotiation

- Your logo displayed on:
 - Sponsors page on Conference Website
 - Conference Mailings
 - Large hanging event banners
 - Conference badges of delegates
 - Main screen between sessions
 - Screens in foyer
- Information about your company on the sponsors page on Conference App
- Opportunity to issue a dedicated sponsor's mailing to our conference attendees
- Promotional Folder
- Promotional Materials/Gadgets
- Name in Conference press materials
- Optional Breakout Session
- Branding of Plenary Session, Lunch, or Breaks
- 4m x 4m Exhibition Area
- 20 Free Conference Passes worth 20 000 PLN (+VAT)

KEY REASONS
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PLATINUM SPONSOR

COST:

100 000 PLN

- Your logo displayed on:
 - Sponsors page on Conference Website
 - Conference Mailings
 - Large hanging event banners
 - Conference badges of delegates
 - Main screen between sessions
 - Screens in foyer
- Information about your company on the sponsors page on Conference App
- Ability to issue a dedicated sponsor's mailing to our conference attendees
- Promotional Folder
- Promotional Materials/Gadgets
- Name in Conference press materials
- Optional Breakout Session
- Branding of Plenary Session, Lunch, or Breaks
- 4m x 3m Exhibition Area
- 16 Free Conference Passes worth 15 400 PLN (+VAT)



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GOLD SPONSOR

COST:

50 000 PLN

- Your logo displayed on:
 - Sponsors page on Conference Website
 - Conference Mailings
 - Event Banners x4
 - Conference badges of delegates
 - Main screen between sessions
 - Screens in foyer
- Sponsors page on Conference App
- Dedicated sponsor's mailing
- Promotional Folder
- Name in Conference press materials
- Optional Breakout Session
- Branding of Plenary Session, Lunch, or Breaks
- 3m x 3m Exhibition Area
- 12 Free Conference Passes worth 12 000 PLN (+VAT)

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SILVER SPONSOR

COST:

25 000 PLN

- Your logo displayed on:
 - Sponsors page on Conference Website
 - Conference Mailings
 - Event Banners x4
 - Main screen between sessions
 - Screens in foyer
- Sponsors page on Conference App
- Promotional Folder
- Optional Breakout Session
- Branding of Plenary Session, Lunch, or Breaks
- 2m x 3m Exhibition Area
- 6 Free Conference Passes worth 6 000 PLN (+VAT)

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EXHIBITION SPONSOR

COST:

12 500 PLN

- Your logo displayed on:

- Sponsors page on Conference Website
- Conference Mailings
- Event Banners x4

- Sponsors page on Conference App

- Promotional Folder

- 2m x 3m Exhibition Area

- 4 Free Conference Passes worth 4 000 PLN (+VAT)

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BENEFITS

	DIAMOND	PLATINUM	GOLD	SILVER	EXHIBITION
Conference Website & App					
Sponsors page on Conference Website	✓	✓	✓	✓	✓
Sponsors page on Conference App	✓	✓	✓	✓	✓
Conference Mailings & Newsletters					
Dedicated Sponsor's Mailing	✓	✓	✓	-	-
Logo on Conference Mailings	✓	✓	✓	✓	✓
Conference materials					
Promotional Folder	✓	✓	✓	✓	✓
Promotional Materials/Gadgets	✓	✓	✓	✓	-
Conference Badges	✓	✓	✓	-	-
Promotion opportunities at the Conference venue					
Exhibition area	4x4	4x3	3x3	2x3	2x3
Logo on Event Banners	x4	x4	x4	x4	x4
Displaying Sponsors logo					
Displaying logo between sessions	✓	✓	✓	✓	-
Displaying logo on screens in the foyer	✓	✓	✓	✓	-
PR / Media Relations					
Name in conference press materials	✓	✓	✓	-	-
Conference passes					
Free Conference passes	20+	16+	12+	6+	4+
Special Branding & Content Opportunities					
Optional Break-out session	✓	✓	✓	✓	-
Branding of Plenary sessions, Lunch & Breaks	✓	✓	✓	✓	-
PRICING ('000 PLN)	By negotiation	100	50	25	12,5

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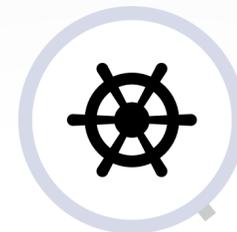
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50+
Speakers



LAST YEAR'S CONFERENCE



700
Senior Managers
& Decision Makers



15+
Sponsors

27



Plenary Sessions
& Workshops



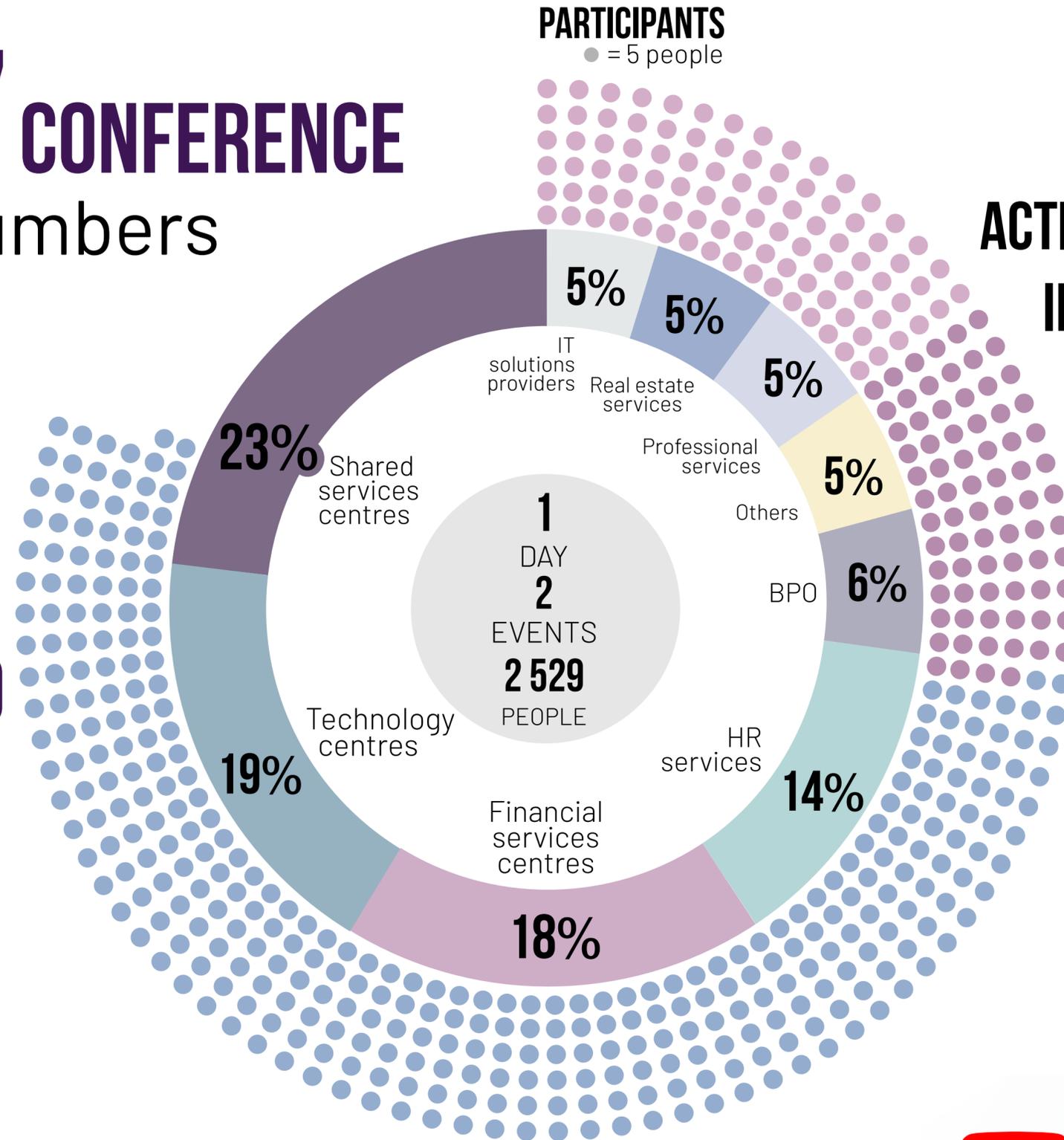
2 500+
Conference
Delegates

2017 CONFERENCE

in numbers

ASPIRE 4 ALL
1670

ACTING LOCAL
INDUSTRY SUMMIT
859



54% of people at the industry summit were senior managers of business services & technology centres

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[Click to watch a 75 second recap of the 7th Annual Conference](#)

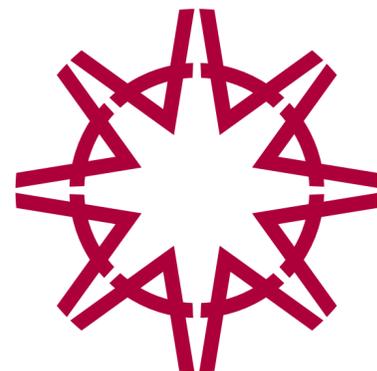
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ASPIRE

ACT LOCAL • WIN GLOBAL

**CONTACT US FOR EARLY BIRD OFFERS
AND SPONSORSHIP OPPORTUNITIES**



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