



NOVEMBER 30TH / DECEMBER 1ST
FORTEZZA DA BASSO
FLORENCE

GOLD SPONSORSHIP

2016

BTO 2016 GOLD SPONSORSHIP

Maximum No. of sponsors: 1

TYPES OF SERVICES OFFERED AND EXPOSURE

Gold Exhibition Area: 40 m2. with carpet and furniture options according to specifications, 5 graphitized and backlit panels, office area bound by 1 desk and 4 chairs. With Wi-Fi coverage and power sockets.

20 credit entries + 20 lunch vouchers November 30th, 2016

20 credit entries + 20 lunch vouchers December 1st, 2016

Website registration www.buytourisonline.com in the dedicated section with brand name and short description of the company

Banner on website homepage www.buytourisonline.com, privileged position guaranteed

Personal discount code to buy other entry tickets

Branding at reception area, situated at the entrance, possibility to customize entrance and registration area

Branding in the cloakroom area, possibility to customize the whole cloakroom area and the tokens for clothes and other objects stored in the cloakroom

6 sponsorship info-points, where you can stop to have a look at the BTO2016 program.

Branding marquee Main Hall: PVC on both sides (visible inside and outside from the Main Hall)

Every seat in the focus hall will be customized: 300 White chairs with labels showing the logo of the sponsor company.

2016

BTO 2016 GOLD SPONSORSHIP

TYPES OF SERVICES OFFERED AND EXPOSURE

Flyer distribution for the sponsor company during all the sessions taking place in the Main Hall

Videos (provided by the sponsor company) in all BTO2016 focus halls will be projected during all program breaks in each focus hall and at the beginning / end, on both days of the event

Promotional video (provided by the sponsor company) projected on the screen at the entrance, before the beginning of the program in the main hall and at the end, on both days of the event.

Customized press release added to the event press release folder

Logo online and printed material of the event

A speaker from the sponsor company will be able to take part in a panel on the Main Stage; to be decided in accordance with the scientific director of the event, Giancarlo Carniani.

It will be possible to add an extra panel in one of the focus halls to the BTO2016 program. It may be planned autonomously by the sponsor company, and can last up to 50 minutes allowing the company to promote its services. The Scientific Committee requests that interventions be as informative and as comprehensive as possible.

ECONOMIC VALUE

€ 35.000,00 +VAT.

Gaia Binazzi
Head of Events Organization BTO2016

Laura Innocenti
Marketing Director BTO2016

BTO 2016 | NOVEMBER 30TH / DECEMBER 1ST FORTEZZA DA BASSO FLORENCE

PARTNER ISTITUZIONALI / INSTITUTIONAL PARTNERS



Regione Toscana



Camera di Commercio
Firenze

PRODUZIONE / PRODUCTION



fondazione
sistema toscana



PromoFirenze

AGENZIA SPECIALE
Camera di Commercio di Firenze

MEDIA PARTNER

intoscana.it

DIREZIONE SCIENTIFICA



BTO
EDU
BIOLOGICO