

EURUS 2017 – Sponsorship Prospectus

Zürich, Switzerland – October 12

www.eurusforum.org

Where Capital Meets Opportunity

On behalf of EURUS 2017 Organising Committee, we cordially invite you to partner with us for a leading international private capital forum taking place in Zürich on October 12, 2017. Over 200 delegates and up to 50 best-in-class speakers from across Europe will convene under one roof to share insights, expertise as well as opportunities in private equity, venture capital and real estate. An impressive line-up of industry leaders and investors will cover a wide range of topics shaping Europe's alternative investment landscape.



By sponsoring EURUS 2017 you can demonstrate your suite of services and business solutions to a relevant audience while highlighting your commitment to a more dynamic and robust European investor community.

EURUS 2017 offers numerous opportunities to promote your brand throughout the forum, connect with potential customers and build partnerships through various pre- and post-event media initiatives, forum sessions, onsite networking, speaking engagements, exhibition and social programme.

The benefits for your organisation as EURUS 2017 official sponsor include and are not limited to:

- ❖ Brand exposure to an international audience, before, during and after the event
- ❖ Opportunities to connect with a relevant audience with strong interests in your products and services
- ❖ Enhanced reputation as a leading service provider in your respective field

Bespoke Sponsorship Packages

Your Investment – Negotiable

If you would like to negotiate a sponsorship package to meet your specific requirements, or you are interested in one of the below sponsorship categories but you would like to tailor the package to better suit your needs, please contact **Alida Kara** with your suggestions:
eurus@eurusforum.org | 1 800-385-6310

EURUS 2017 AT A GLANCE

The only private capital forum bringing together high-powered executives, industry leaders, top-tier consultants and entrepreneurs from across Europe, Russia and the CIS, EURUS 2017 offers one-of-a-kind platform for alternative investment professionals to share key insights on emerging opportunities and to explore innovative solutions to complex challenges and risk scenarios.

Up to 50 distinguished speakers and over 200 delegates will convene for a full-day, content-rich programme with consecutive sessions across all three key asset classes (PE, VC, RE), shaping the forum's cutting-edge agenda on October 12 in Zürich, Switzerland.

THEMES

Discussions will focus on private equity, venture capital and real estate, covering a broad range of topics on evolving investment vehicles, fund strategies, value and performance drivers, the fundraising landscape, market trends, cross-border opportunities, entrepreneurship as well as key regulatory and compliance frameworks. Delegates will also have the opportunity to cultivate new relationships at exhibits and social networking events.

Topics on regional and global financial trends, economic developments, emerging challenges, risks and opportunities will equally be addressed throughout the forum.

TARGET AUDIENCE

General partners, limited partners, chief officers, senior-level executives, managing directors, professional consultants, key employees, solutions providers, investment professionals active in the broader European private markets:

- Private equity and venture capital firms
- Real estate investment firms
- Asset management companies
- Private and institutional investors
- Investment banks
- M&A advisories
- Technology firms
- Entrepreneurs
- Law firms

Key Facts

LOCATION

ZÜRICH, SWITZERLAND

DATE

OCTOBER 12, 2017

ATTENDANCE

200+

SPEAKERS

50

EXHIBITORS

10

PROFILE

PRIVATE EQUITY, VENTURE CAPITAL, REAL ESTATE, INSTITUTIONAL INVESTORS, LAW FIRMS, CONSULTING COMPANIES, TECH ENTREPRENEURS, INVESTMENT BANKS

GEOGRAPHIC SCOPE

EUROPE, RUSSIA, CIS

ACTIVITIES

KEYNOTES, FEATURED PRESENTATIONS, PANEL DISCUSSIONS, INTERVIEWS, CASE STUDIES, NETWORKING SESSIONS, INVESTOR LOUNGE, SOCIAL PROGRAMME

SPONSORSHIP OPPORTUNITIES

EURUS 2017 branding opportunities will enable you to target professionals and companies most relevant to your practice area(s) by way of direct exposure and a suite of multimedia communication tools. We are committed to working closely with our sponsors to develop optimally tailored packages reflective of their interests and needs.

The three sponsorship levels below provide flexibility for our sponsors to align their expectations and requirements with the right combination of our marketing resources (benefits and entitlements).

❖ **PRINCIPAL SPONSOR**

CHF 20.000+ (1 opportunity)

❖ **MAJOR SPONSOR**

CHF 10.000+ (3 opportunities)

❖ **SUPPORTING SPONSOR**

CHF 5.000+ (8 opportunities)

❖ **SESSION SPONSOR CHF 2.500+**

Includes 2 delegate passes, acknowledgement i.e. logo, text, link on website, logo/text in programme book, session slides, banner, promo materials etc)

A detailed breakdown of the benefits and entitlements for each of the above level is provided on the following page.

To become a sponsor, please fill out and submit our online sponsorship form via www.eurusforum.org/sponsor. Upon receipt of the form, we will craft and present to you a comprehensive, competitive package that can be further customized to meet your needs and budget expectations.

A limited number of prominently positioned exhibitor tables will be set up in the "Investor Lounge". Some catering activities will take place in the exhibition area to ensure maximum exposure for our exhibitors.

❖ **Exhibitor Space | CHF 1.000**

❖ **Ad in EURUS 2016 programme book**

CHF 500 (full page) | CHF 300 (half page)

❖ **Exhibitor + Full page ad (special bundle)**

CHF 1.400

**Make an
impact with
our suite of
sponsorship
benefits and
entitlements**

**SPEAKING
ENGAGEMENTS**

VIDEO MATERIALS

NAMING RIGHTS

CORPORATE SIGNAGE

**PRINT AND DIGITAL
ADVERTISING**

ACKNOWLEDGEMENT

EXHIBITOR SPACE

CORPORATE INSERTS

COMPLIMENTARY PASSES

MEDIA RELEASE

NEWSLETTER FEATURES

SPONSORSHIP LEVELS & BENEFITS	PRINCIPAL CHF 20.000+	MAJOR CHF 10.000+	SUPPORTING CHF 5.000+
ACKNOWLEDGEMENT			
Verbal recognition (opening + closing plenary)	✓	✓	
Verbal recognition (opening, stream)			✓
CORPORATE SIGNAGE			
Logo to appear on press wall for photo-shoots	✓	✓	✓
Space for a free-standing corporate banner	✓	✓	✓
ADVERTISING & PROMOTION			
Company logo + link on EURUS landing page	✓	✓	✓
Company logo + link on EURUS sponsor page	✓	✓	✓
Full-page ad with message in programme book	✓	✓	✓
Logo with link in promotional email campaigns	✓	✓	
Logo (inside + cover of programme book)	✓	✓	
Insert in delegate welcome kit (up to 3 pages)	✓	✓	
NAMING RIGHTS			
Logo to appear on slides (all plenary sessions)	✓	✓	
Logo to appear on slides (all stream sessions)	✓	✓	✓
EXHIBITOR SPACE			
Exhibitor table with signage and power plug	✓	✓	
Exhibit representation (if required)	✓		
SPEAKING ENGAGEMENT			
One panelist for a select session	✓	✓	✓
One featured speaker	✓		
PROMO CONTENT			
Featured video interview with promo package	✓		
Feature article (newsletter, website)	✓	✓	
COMPLIMENTARY PASSES			
Delegate pass (access to all sessions)	7	4	3
Social programme	7	7	2
Hotel room (double or twin)	3	2	1

Knowledge Partner

EURUS is a foremost international private capital forum bringing together leading asset managers, institutional and private investors, top-tier consultants and entrepreneurs from across Europe, Russia/CIS to share actionable intelligence in three key asset classes (private equity, venture capital, real estate), to facilitate deal-making and networking opportunities with peers and industry leaders. Over 200 international delegates and up to 50 speakers from a dozen countries will be at EURUS 2017 in Zurich on October 12-13.

EURUS is committed to building a platform whereby decision-makers can share cutting-edge knowledge and critical know-how around issues affecting businesses and investments worth billions of dollars. To this end, we are partnering with world class asset management, technology and advisory firms to ensure our agenda and activities reflect current research on markets, trends, investment strategies, business solutions, and a myriad of essential regulatory and compliance topics.

Such collaboration allows our Knowledge Partners to shape the agenda while availing of exclusive opportunities to connect with relevant stakeholders via EURUS platform. As Knowledge Partner, your firm will be uniquely positioned to convey leadership thought and innovative business solutions to key audiences over an extended period of time.

Only 4 opportunities (one organization per industry/sector) – CHF 5,000

PRIVATE EQUITY

TECHNOLOGY

REAL ESTATE

LAW

We offer EURUS Knowledge Partners a mix of digital marketing tools and entitlements designed to enhance their engagement directly with key stakeholders. These include, but are not limited to:

- Two speakers/delegates (or 1 speaker + 1 delegate) to the forum*
- One hotel room (double-bed or twin bed) for forum participation (designated/official hotel)*
- Company/service profiling on EURUS website ([dedicated page](#) with contact/link)
- Acknowledgement with logo and link on EURUS website (front page)
- Full-page ad in forum program book*
- One partner-supplied feature/promo article in EURUS newsletter
- Publication of partner-supplied industry/sector relevant research on EURUS website
- Circulation of up to three partner-supplied communication pieces (e.g. announcement, article, report) to EURUS database of 4000+ (and growing) [decision-makers](#) in private capital

**During partnership year (e.g. suggested term: April 1st to March 31st)*

EURUS 2016 Participants (partial list*)

ABA Invest in Austria
 Adler Energy GmbH
 Alinea Partners Consulting
 Almaz Capital
 Arx Equity
 Atlantic Food Labs
 Austrian Private Equity and
 Venture Capital
 Organization (AVCO)
 Berd Capital
 Brainswork Consulting
 CBRE Global Investors
 Central Bank of Armenia
 Centrice Real Estate
 GmbH
 CONDA AG
 Conda
 Unternehmensberatungs
 GmbH
 Dealmatrix
 Deutsche Private Equity
 DLA Piper
 Encata
 Ernst & Young S.A.
 ERNTEHANDEL GmbH
 European Investment Fund
 Firma.ru
 Flinker
 Franklin Templeton
 Investments
 i5invest
 InceptIT
 Intergroup Partners
 Internet Initiatives
 Development Fund (IIDF)
 Interruptiv
 Invest Errichtung
 Io2 HUB
 IQT
 iTech Capital
 JSC Leader
 KamaFlow
 KPMG
 Masterseek Corp.
 Match-Maker Ventures

Montana Capital
 Nikkei & Pioneers LLP
 OMV
 Opera Consulting
 Pallas Capital Advisory AG
 Pan Plan
 PATRIZIA
 Pitchbook Data
 Preqin Ltd
 Prostor Capital
 Russian Venture Capital
 Association (RVCA)
 Russian Venture Company
 Sberinvest
 SBVC Asset Management
 Sberbank Group)
 Schindler Attorneys
 SIA Encata Baltic
 Sistema Venture Capital
 Stadt Wien
 Startup Live
 Tecnet Equity
 Tradium Handelsges.m.b.H
 Unwired Devices LLC
 Vojvodjanska banka a.d. Novi
 Sad
 Westwood Global

Countries

Armenia
 Austria
 Australia
 Canada
 Czech Republic
 Denmark
 France
 Germany
 Latvia
 Luxembourg
 Russian Federation
 Serbia
 Slovakia
 Switzerland
 United Kingdom
 United States

