

PODIM CONFERENCE 2016

Maribor, 11 and 12 May 2016



PARTNER AND SPONSOR PACKAGES OF THE PODIM CONFERENCE

Are you interested in the opportunity to present your products and programmes to more than 10,000 ambitious individuals from the Alps-Adriatic region and meet more than 600 innovative and dynamic individuals who are co-creating startup stories and the entrepreneurial ecosystem?

PODIM is an intense two-day educational and motivational startup experience and one of the largest conferences for innovation, entrepreneurship and contemporary business practices in the Alps-Adriatic region. In the past few years, PODIM has become a regional event that no true entrepreneur or intrapreneur should miss.

At the PODIM conference, internationally renowned guests and globally established business experts, such as for example Ash Maurya, author of the Amazon best-seller Running Lean, present the latest knowledge on building global technological ventures and developing intrapreneurship in already established companies at a series of roundtables, lectures and workshops, from the practical as well as the scientific aspect.

We present PODIM, with 36 years of tradition and a successful history, in its key numbers:

- ◆ **600+** participants from the Alps-Adriatic region
- ◆ **40+** internationally renowned speakers
- ◆ **200+** annual media publications in the region (with a reach of more than 10,000 people of the region)
- ◆ **100+** participating startup companies
- ◆ **30+** international conference partners
- ◆ **10+** represented countries (speakers and participants)

We introduce two possibilities for potential collaboration, depending on the type of your organisation and your business goals:

1. CONFERENCE SPONSORSHIP

(companies and organisations that market products and services, and wish to actively address the target groups from the startup ecosystem)

Media exposure of you or your product in front of the right audience in the right way that we choose together.

The central topic of this year's, already 36th, PODIM Conference 2016 is **how startups revolutionize all aspects of a business environment**. We'll talk about the silent disruptive forces of startup companies that transform the environments we work in, the markets in which we operate, the way organizations work and do business and, last but not least, the values of a society. Join the strong silent forces of startup companies, which are an engine of progress and build our joint future.

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Each year, PODIM is attended by more than 600 participants, mostly from the Alps-Adriatic region.

You can read more about the PODIM conference 2016 at: bit.ly/PODIM2016-Brochure

2. CONTENT PARTNERSHIPS FOR ORGANISATIONS FROM THE STARTUP ECOSYSTEM

(Institutions of knowledge, developmental agencies, agencies for entrepreneurship and innovation, incubators and technology parks, offices for technology transfer ...)

Joining activities for excellent entrepreneurial performances and content

⇒ BECOME A PROUD PODIM CONFERENCE SPONSOR

DISPLAY YOUR PRODUCTS TO A PUBLIC THAT EMBODIES THE REGIONAL ECONOMIC FUTURE

Conference participants are mostly **startup entrepreneurs, established entrepreneurs, intrapreneurs, CEOs, managers, development leaders, researchers and government representatives**, from Slovenia as well as from the region. Promotion of the PODIM conference takes place months before the actual event and during that time, reaches more than 10,000 people from the listed target groups. At the conference itself, more than 600 people gather, representing the regional startup and innovation potential with the highest impact.

It's an excellent opportunity to **proudly showcase your brand and products**. We ensure you that as a conference sponsor, you will not only be able to do a presentation in front of the right target groups but will also get many new high-impact ideas and acquaintances that will help you reach your strategic or sales goals.

By sponsoring the PODIM conference, you will be privy to the following benefits:

- ◆ **Innovative presentation of your product** (product or service) at the PODIM conference (sponsorship of individual conference segments, presentation and testing the product's use at the conference...)

- ◆ Media exposure (showroom, distribution of your promotional material to the participants, logos, interviews, presence on the PODIM Conference Facebook page ...) as part of the conference promotion and directly at the conference, which is carried out with the purpose of **building a dynamic startup ecosystem** and integrating it into the total economy
- ◆ The possibility of carrying out shared ideas and content segments at the PODIM conference
- ◆ Access to the latest business knowledge of globally and regionally renowned experts
- ◆ **Networking** with the conference speakers at the side events (business dinners ...)
- ◆ Participation in the conference programme and presentation of your own best practices to the regional audience
- ◆ Participating in the module by actively collaborating with **more than 100 startup companies** from the region
- ◆ Getting new business ideas and acquaintances for reaching strategic goals
- ◆ If you want more, we can also offer you the opportunity to **become a sponsor of individual side events**, where you will additionally showcase your brand and **get even closer to both the public and the speakers** (for example, the opportunity to carry out an evening social gathering under the sponsorship of your brand).



THEMATIC SIDE EVENTS WITH YOUR BRAND AND PRODUCT

At the same time as the two-day conference, we are also organising a heap of side activities and events, for participants as well as for speakers. We invite you to become a sponsor of one of the following events:

- ◆ Selection **Start:up of the year 2016** – selection of the most perspective national startup companies
- ◆ **PODIM Challenge 2016** – meetings of startup companies and investors
- ◆ **PODIM 1:1** – meetings of speakers and startup companies or partners' leading employees
- ◆ **PODIM Networking** – networking between breaks and catering
- ◆ **PODIM "Speed dating"** – connecting established companies with startup companies
- ◆ Evening **PODIM party** – end of the first day of the conference
- ◆ **Surprise for international guests** – speakers' programme the day before and after the conference

But you can also **sponsor an individual content segment of PODIM Conference 2016:**

- ◆ Successful startup company launch in a suitable startup environment
- ◆ Power of youth entrepreneurship
- ◆ Companies in rapid growth and company management
- ◆ Accelerated global growth of startup companies

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More than 10 side events will be organised altogether, presenting an excellent opportunity for our partnership and collaboration as well as for highlighting your organisation.

You can read more about the individual side events in the PODIM Conference presentation brochure at bit.ly/PODIM2016-Brochure.



SPONSORSHIP PACKAGE OFFERS OF THE PODIM CONFERENCE

We present three sponsorship packages that will give you the right exposure before the stakeholders of the regional and national startup entrepreneurial ecosystem:

	BRONZE	SILVER	GOLD
Number of tickets for the PODIM2016 conference <i>The value of the ticket for established companies is 390 EUR (with VAT)</i>	5	7	10
Partnership in the Initiative Start:up Slovenia	✓	✓	✓
"Speed dating" with startup companies <i>You will meet up to 10 startup companies from the Alps Adriatic region (from the selection of more than 100 startup companies)</i>	✓	✓	✓
Logo publication in conference materials, on the website and in media messages of the conference organisers.	✓	✓	✓
Exposure at the conference itself <i>Screens, showroom, handing out promotional materials at the conference</i>	✓	✓	✓
Participation in conference programme creation <i>The possibility of presenting your best practice</i>		✓	✓
Participation at all side events <i>Dinners, sightseeing, socialising ...</i>		✓	✓
Thematic side activities with your brand, as per agreement		✓	✓
Additional media exposure in the Alps-Adriatic region <i>Statement, interview, exposure at the conference...</i>			✓
A special thank you at the opening and wrap-up of the conference, and additional exposure at the conference itself			✓
Introductory speech of the organisation's representative at the conference			✓
Approximate value of the package (without VAT)	3,000 EUR	5,000 EUR	7,000 EUR

Meet more than 100 potential startup companies through “speed dating” as a conference partner

Part of PODIM Conference 2016 conference will also be **“speed dating” with startup companies in the region.** Based on the previous best practice of linking investors and startup companies, we now also carry out a systematic and concrete strategic way of connecting new ventures with established market players.

One-on-one meetings will take place at the conference itself, **while establishing connections and transferring all key information will already happen beforehand.** When establishing a potential partnership, we will also additionally help with directions, suggestions and ideas if needed.

Do you think that collaboration with startup companies can increase your innovation activity and impact?

Become a sponsor of the PODIM conference and meet the most perspective startup companies.



BUYING TICKETS IN BULK

We also offer you the opportunity to buy tickets in bulk with special discounts. **PODIM Conference tickets can be an excellent gift for your employees or business partners.** Attending the PODIM Conference can also be part of your company's team building. Contact us and we'll prepare an offer for buying a larger number of tickets (packets of 5, 10, 15 or more tickets).

⇒ CONTENT PARTNERSHIP AT THE PODIM CONFERENCE

YOUR IDEAS AND CONTENT COMBINED WITH NATIONAL AND REGIONAL REACH

Throughout its 36 years of history, the PODIM conference has been **based on content collaboration and alliances**, since at the end of the day, an important mission of the PODIM conference is to connect all key stakeholders of the business ecosystem in the Alps-Adriatic region in an intense two-day educational and entrepreneurial experience.

As a co-creator of the national and regional innovative business environment, **we invite you to become an active partner of the PODIM conference** and thus benefit from the following:

- ◆ Possibility of co-organising the next content workshop within the PODIM conference or doing an innovative presentation of your programmes (conference showroom, website, PR activities ...)
- ◆ Possibility of co-organising a visit of an internationally renowned keynote speaker at the PODIM conference, which stems from the content framework of the partnership organisation and creates collaboration synergies.
- ◆ Achieving better effects of dissemination of your programmes and project activities
- ◆ Enabling your co-workers **access to the latest knowledge of globally and regionally renowned experts**

- ◆ Networking with conference speakers at the side events (business dinners, ...)
- ◆ Collaborating in the conference programme and **presenting your own best practices to a regional audience**
- ◆ Collaborating in the module that actively connects **more than 100 startups** from the region
- ◆ Connecting and networking with the purpose of getting new ideas and meeting new people
- ◆ Media exposure (logos, interviews...) as part of the conference promotion and directly at the conference, which is carried out with the purpose of **building a dynamic startup ecosystem and incorporating it into the total economy.**

A lot of possibilities for collaboration are opening at the level of content, which is why we would like to invite you to have a meeting at which we would discuss the possibilities. In the previous years of the PODIM conference, **this has proved to be a good way for successfully collaborating with incubators, technology and science parks, public agencies and ministries, regional development agencies, student organisations** and many others. We are open to all ideas; the most frequent type of collaboration is listed below.



CARRYING OUT A PROGRAMME SEGMENT OF ENTREPRENEURIAL CONTENT AT THE PODIM CONFERENCE

The PODIM conference takes place on a main stage and **on three or four side stages for specialized entrepreneurial and business content**. The central stage is for keynote and central speakers as well as for the PODIM Challenge, selection Start:up of the Year and other specialized content, while the side stages are intended for business experts presenting certain specific business content in more detail.

Some of the specialized segments of the conference programme **are organised in collaboration with key stakeholders of the startup ecosystem in order to ensure a richer and more diverse content**. Such partnerships also have significantly better results when it comes to reaching certain target groups.

Specialized content segments at PODIM Conference 2016 that we can organize together are:

- ◆ Successful startup company launch in a suitable startup environment
- ◆ Power of youth entrepreneurship
- ◆ Companies in rapid growth and company management
- ◆ Accelerated global growth of startup companies

Most such partnerships are fixed within **national and EU projects in which potential partnership organisations collaborate** when a part of the project also concerns organising a content event that can take place within a larger conference.

BENEFITS OF A PODIM CONFERENCE CONTENT PARTNER

- ◆ Content speaker, as per agreement
- ◆ Space with all the equipment
- ◆ Promotion at the national and regional level
- ◆ Co-organisation of a programme segment
- ◆ At least 50 participants at the segment
- ◆ Exposure in the conference's promotional materials
- ◆ Dissemination of the content and results
- ◆ Better achievement of goals within your own project

CONTRIBUTION OF A PODIM CONFERENCE PARTNER

- ◆ Covering the lecturer costs
- ◆ Covering the banquet costs
- ◆ Collaboration in content promotion
- ◆ Co-organisation contribution

(The minimal scope of the project and such a collaboration amounts to 5,000 EUR without VAT)

The organiser reserves the right to actively co-design such a content programme segment. In case the offered content does not fit the PODIM Conference profile, the conference organisers can also decide to not collaborate. The quality of the conference content comes first.

Other possibilities and ideas

We are also open to all other possibilities of content collaboration, such as sponsoring one of the speakers on the central stage or co-organising an attractive and interesting roundtable on specific business content. You can also collaborate in the programme itself by presenting your best practice and more. If you have any additional ideas, you should contact us and we will be happy to have a meeting with you.



Contact

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