

Sponsorship Proposal



International conference:

"Corporate Governance: a Search for Advanced Standards
in the Wake of Crisis",

May 8, 2014

Outline of the Presentation

- About us (organizers)
- Description of the conference
- Benefits for you
- Sponsorship proposals

About us (organisers)

- International Center for Banking and Corporate Governance - (ICBCG)
- Politecnico di Milano
- Publishing house “Virtus Interpress”

ICBCG



- is an international research institute with a wide portfolio of research in the banking and corporate governance areas
- unites numerous participants among prominent scholars and practitioners from more than 40 countries of the world
- based at the Ukrainian Academy of Banking of the National Bank of Ukraine

Politecnico di Milano



POLITECNICO
DI MILANO

- largest technical university in Italy, with about 38,700 students
- founded in 1863, it is the oldest university in Milan
- wide research experience and close connections to the business world

Virtus Interpress



- founded in 2003
- has an expertise focused on corporate governance publishing
- supports international research and collaboration in the fields of corporate governance, banking, finance etc

Previous Experience

- We have already organized several successful conferences on corporate governance in:

- Helsinki (Finland)
- Paris (France)
- Rome (Italy)
- Sumy (Ukraine)
- Pisa (Italy)



- Planned:

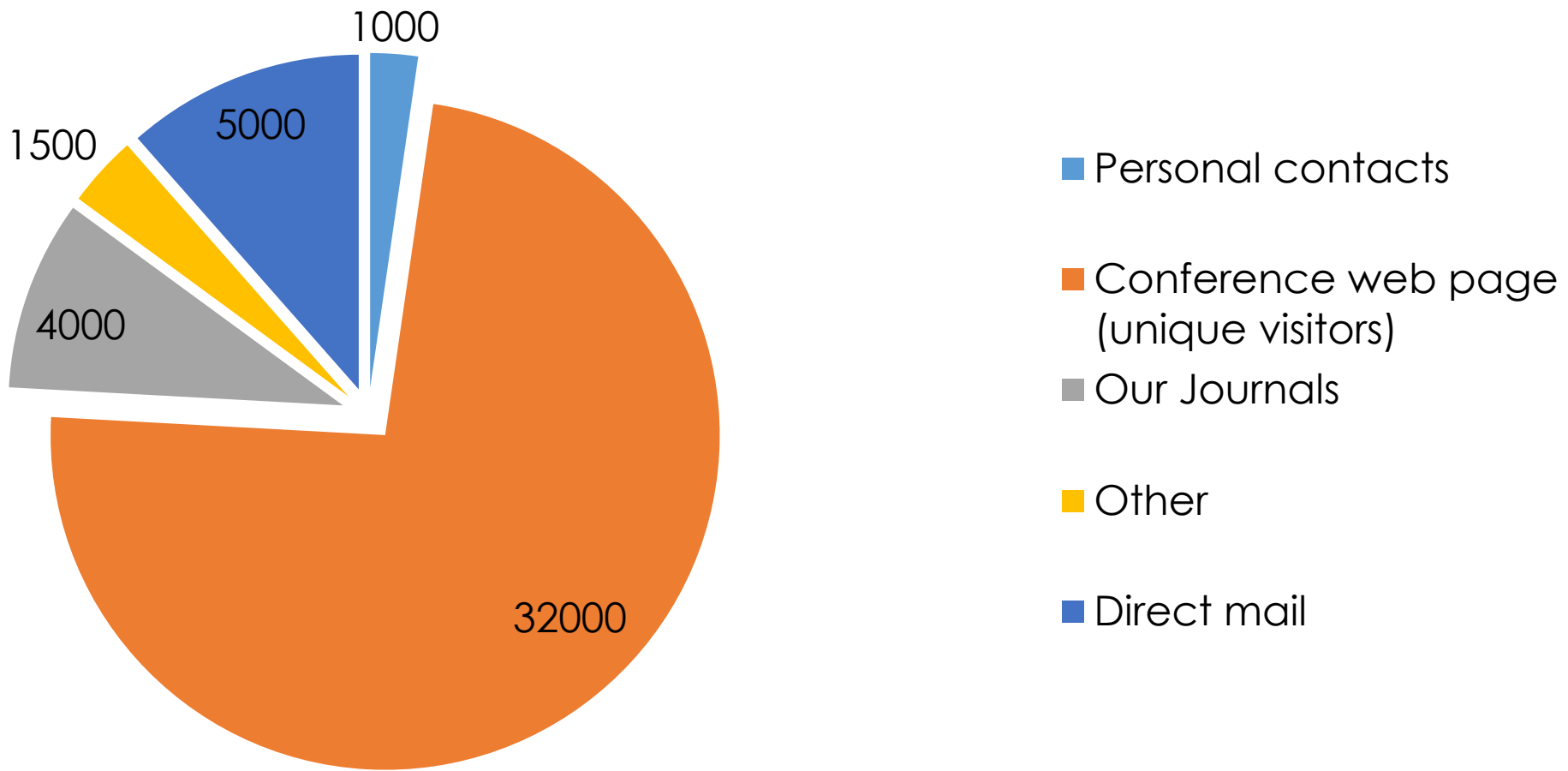
- Milan (Italy)
- Nuremberg (Germany)
- Dubai (UAE)



Current Conference

- **Venue:** International business and financial center - Milan
- **Participants:** 50-80 experts from the academic and business circles, including national and international regulative bodies with wide geographical distribution from more than 20 countries (Europe, American countries, Asia, Middle East etc.);
- **Focus:** corporate governance changes and challenges caused by the world financial and Eurozone crises

Our Audience – more than 40 000 people per year





Becoming a sponsor you may obtain

Internet Promotion

- Information and logo of your company at the conference web page
- Example:



Signage Rights

- Signage rights (putting your banners/stands/info desks at the conference venue, conference hall, parallel session rooms etc. Equipment should be provided by you)
- Example:



Promotion Among Relevant Experts

- Promotion through the academic and practitioners societies (we send call for papers to thousands of experts in the fields of finance, corporate governance, management)

International conference "Corporate Governance: a Search for Advanced Standards in the Wake of Crisis"
Milan, May 08, 2014

INTERNATIONAL CONFERENCE

**CORPORATE GOVERNANCE:
A SEARCH FOR ADVANCED STANDARDS IN THE WAKE
OF CRISIS**

MILAN, ITALY, MAY 08, 2014

Conference concept


An economic crisis has shown lack of attention to crucial issues in governance business entities. Recommendations for corporate governance enforcement have been proposed by business community, society and regulators. However, risks, performance, reporting and corporate control issues are still under the discussion. With respect to this role of legal environment in establishing appropriate solutions for corporate governance effectiveness is relevant. It is clear that corporate governance enforcement and other legal issues is an increasingly important area of focus and substantial discussion should be arranged. Understanding that real business conditions can differ from theoretical models proposed by science, that's why it's important to form a platform for practitioners and theorists to outline main challenges and prospective solutions for improving corporate governance world.

Call for papers

Deadline for full papers submission: January 25, 2014
Deadline for notification of authors of accepted papers: February 20, 2014

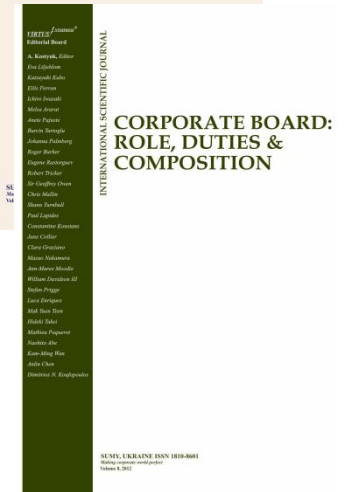
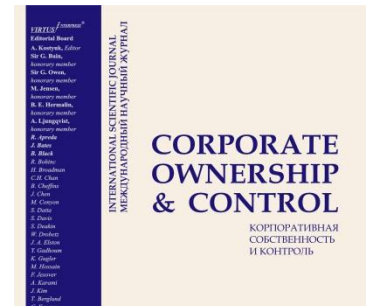
Papers for the conference should be submitted by e-mail: milan2014conf@virtusinterpress.org and a copy to alex_kostyuk@virtusinterpress.org. Please, consider the fact that papers may be also published in one of Special Issues of "Corporate Ownership and Control", "Journal of Governance and Regulation". These papers will be subject to a separate reviewing process after the conference. Papers should be submitted to Professor Alexander Kostyuk at: alex_kostyuk@virtusinterpress.org.

Politecnico di Milano
Piazza Leonardo da Vinci, 32, 20133 Milan



Printed Promotion

- Your logo in the call for papers, conference program, conference materials, conference PPT background, international scientific journals etc.



Links

- Close links to the international academic and practitioners' circles focused on corporate governance and finance



Brand Growth

- Increased exposure of your company
- Reinforced brand image
- Reputation gain
- Showcasing products and service attribute





Complex Sponsorship Offers

Silver Sponsorship (2,000 Euro)



- Verbal acknowledgement at the official opening and closing of the conference
- Signage rights in conference hall, parallel session rooms
- Corporate logo (full color) on PowerPoint holding slide displayed at the beginning and end of each session
- Corporate logo (full color) on conference materials (Folders, Memory Books, Program)
- Corporate logo (full color) on conference website with hyperlink to your website as well as a short promotional paragraph about your company
- A certificate of appreciation for your contribution towards the conference with indication of sponsorship status

Gold Sponsorship (2,500 Euro)



- Additional to Silver:
 - Signage rights in the plenary session
 - Flyer (full program page, black and white) inside all participants' handouts

Platinum Sponsorship (3,500 Euro)



- Additional to Gold:
 - Acknowledgement as the Platinum Sponsor at the official opening and closing of the conference
 - A short speaking opportunity to welcome participants of the Conference
 - A table in the registration area to promote your company and products
 - Flyer (full program page, full color) inside all participants' handouts
 - Advertisement in one of the conference journals



Single Promotional Opportunities

e-Logo / Flyer

- Logo (e-version) - logo of your organization on the Conference website with a hyperlink to your website as well as a short promotional paragraph about your company; **250 Euro**
- Flyer - flyer containing information of your company in the conference folders; **500 Euro**

Logo


- Logo (printed) - logo of your organization on the conference materials (folders, memo books etc.) - **500** Euro
- Logo of your organization on a Power Point holding slide displayed at the beginning and end of:
 - parallel sections - **250** Euro
 - plenary session - **500** Euro

Signage Rights

- Signage rights (banners, stands, info desks) in
 - conference parallel section rooms - **500** Euro per piece
 - conference hall - **500** Euro per piece
 - conference plenary session room - **900** Euro per piece

Ads in the Journals

- Full page advertisement of your company in one of the conference journals, 4 printed issues per year – **1000** Euro (including electronic versions of the journals)



Thank you for your attention!

With hope for fruitful cooperation,

Conference organizing team

Our contacts:
milan2014conf@virtusinterpress.org
www.virtusinterpress.org