



About Bulgarian Association for People Management

Bulgarian Association for People Management /BAPM/ is the only one nationally represented organization of HR directors, managers, and specialists in Bulgaria. Established in July 2000, currently the BAPM members' database includes more than 2000 HR professionals, representatives of more than 850 companies. Every year BAPM organizes big international conferences under different people management topics. The Association is a member of the European Association for People Management (EAPM) and the World Federation of People Management Associations (WFPMA).

Our ambition for the event

- To present the current trend in people management area
- To show good practices of Bulgarian and international companies
- To give people management specialists opportunities to exchange ideas and experience
- To provide networking opportunities

Audience:

200-250 participants:

- HR directors and managers of Bulgarian and international companies
- HR specialists
- HR consultants
- PR specialists
- Representatives of NGOs
- Students

Advertising campaign:

- web site for the event
- web banner on the web site of BAPM
- e-mail communication to over 2300 people – HR directors and experts of Bulgarian and international companies
- media partners
- newsletter distributed by e-mail and posted on the web site of BAPM
- Facebook page , LinkedIn Group

Company flyer – 300 lv., VAT excl.

- ✓ One company Flyer will be included in the folders with materials that each conference participant will receive; Max. size A4, up to 4 pages /the pages must be attached. If this is not done every page will be accepted as a separate flyer/. Every additional page will be charged x 50 lv.,VAT excl.

Branded promotional materials - 150 lv., VAT excl.

- ✓ One piece of branded promotional material of the company will be included in the materials that each conference participant will receive. All physical characteristics of the material such as size, weight, shape, etc., must be agreed in advance with the organizers.

Advertisement area – 500 lv., VAT excl.

- ✓ The company will receive space in the foyer in front of the conference room where it can assemble its own advertisement area /it includes a table and 2 chairs/. At this space the company can put their promotional materials but do not have the right to distribute them outside the given space.
- ✓ Company logo on the programme in “Exhibitors” section (*the logo will be published in both the electronic programme, announced on the event’s website, and in the printed programme, placed in the folder with materials given to the participants*).

Company's advertising page in the printed conference program - 150 lv., VAT excl.

- ✓ Inclusion of an advertising page of the company in the printed conference program (the program is in the form of a booklet). The prepaid file is submitted by the company according to the technical requirements specified by BAPM. The printing process is a commitment of BAPM. The exact position of the page in the booklet program is determined by the order of the advertisers and by the positions specified by the BAPM.
- ✓ This option for advertising will only be available if there are enough advertisers willing to get involved.

The combination of any two or more options of this section, gives you 10% discount from the final price.

Broadcast advertising video clip:

- ✓ Broadcasting a company's advertising video clip (advertising the company, its products, services, etc.) with a duration of up to 30 seconds in the conference hall, during the programme, between two presentations. The video is broadcast once - **300 lv., VAT excl.**
- ✓ Broadcasting a company's video clip (advertising the company, its products, services, etc.) with a duration of up to 30 seconds in the conference room during coffee breaks. The video is broadcast on a rotation basis - **150 lv., VAT excl.**

Advertisement campaign for a product/service related to the advertisement campaign of the conference: 500lv, VAT excl.

✓ Within one week the registration for the conference will be bounded to a particular product/service of the company. Each registered during this particular week participant will participate in a draw to win the product/service (the company can decide whether to have one or more winners). In the selected week in all channels of BAPM an intensive promotion campaign will take place, including materials for the company and the product/service itself.

Branding the badges: 1 500 lv., VAT excl. (price is valid for branding with logos up to 2 colors. For logos with more colors, the price increases)

✓ Branding the badges of all the participants in the conference with the company logo. The badges are provided and branded by the organizer after the branding is approved by the company.

Branding the bags, which the materials of all the participants in the conference will be put in: 2 000 lv., VAT excl. (price is valid for branding with logos up to 2 colors. For logos with more colors, the price increases)

✓ Branding the bags, in which the materials of all the participants in the conference will be put, with the company logo. The bags are provided and branded by the organizer after the branding is approved by the company.

GENERAL SPONSOR – 10 000 lv., VAT excl.

Before the event:

- ✓ Company logo and information on the web site of the conference;
- ✓ Company logo on the invitations for the conference spread among the members and the partners of the association sent via e-mail;
- ✓ Company logo on the press releases;
- ✓ Company logo on first page in the editions of “Informator” – the monthly newsletter of association for April and May 2018;
- ✓ Advertisement in the editions of “Informator” for April and May 2018; 1 A4 page;

- ✓ Banner position (300x250), on first page of the BAPM web site on rotation according to the availability from April to June 2018;
- ✓ Company logo with a link on all publications about the conference on the BAPM web site starting from April 2018;

During the event:

- ✓ Exclusivity in the branch;
- ✓ Opportunity for a greeting speech at the conference opening;
- ✓ Company logo on the printed program;
- ✓ Company flyers in the folders with materials to be given to the participants - no limits of number (max. size A4);
- ✓ Placement of banner fixes of the company in front of the conference hall;
- ✓ Five free passes for the conference (including the whole program);

After the event:

- ✓ Company logo on the press releases;
- ✓ Company logo on first page in the edition of "Informator" – the monthly newsletter of Association, for June 2018;
- ✓ Advertisement in the edition of "Informator" for June 2018; 1 A4 page;
- ✓ Providing contact list of the participants in the conference, who have agreed to share their contacts;
- ✓ Two free direct emails to all BAPM database within 2018.

MAIN SPONSOR – 5 000 lv., VAT excl.

Before the event:

- ✓ Company logo and information on the web site of the conference;
- ✓ Company logo on the invitations for the conference spread among the members and the partners of the association sent via email;
- ✓ Company logo on the press releases;

- ✓ Advertisement in the edition of “Informator” for May 2018; 1 A4 page;
- ✓ Company logo with a link on all publications about the conference on the BAPM web site starting April 2018;

During the event:

- ✓ Company logo on the printed program;
- ✓ Up to two company flyers in the folders with materials to be given to the participants, (max. size A4);
- ✓ Placement of up to three banner fixes of the company in front of the conference hall;
- ✓ Three free passes for the conference (including the whole program);

After the event:

- ✓ Company logo on the press releases;
- ✓ Advertisement in the edition of “Informator” for June 2018; 1 A4 page.

SPONSOR – 3 000 lv. /VAT excl./

Before the event:

- ✓ Company logo and information on the web site of the conference;
- ✓ Company logo on the invitations for the conference spread among the members and the partners of the association send via e-mail;
- ✓ Company logo on the press releases;
- ✓ Company logo with a link on all publications about the conference on the BAPM web site starting from April 2018;

During the event:

- ✓ Company logo on the printed program;
- ✓ One company flyer in the folders with materials to be given to the participants (max. size A4);

- ✓ Placement of one banner fixe of the company in front of the conference hall;
- ✓ Two free passes for the conference (including the whole program);

After the event:

- ✓ Company logo on the press releases;
- ✓ Advertisement in the edition of “Informer” for June 2018; 1 A4 page.



For more information, please contact:

Polina Gospodinova-Georgieva

Programs and Projects Expert;
(+359 2) 950 10 90; 950 10 91;
pgospodinova@bapm.bg