WEBIT.FESTIVAL

ENTERPRISE . POLICY . STARTUPS

Join the largest and most influential European Tech and Digital Economy event with focus on CEE markets.
18-20 April, 2016 | Sofia, Bulgaria

Under the patronage of

The President of Bulgaria

Европейска комисия

Mayor of Sofia

ONE OF EUROPE's MOST INFLUENTIAL DIGITAL & TECH GATHERING

The Wall Street Journal

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WEBIT.FESTIVAL

ENTERPRISE . POLICY . STARTUPS

Welcome to WEBIT.FESTIVAL 2016 - where the tech, digital and policy elite gathers to pave the future.

For 3 days WEBIT.FESTIVAL is hosting top European policy makers, some of the global and regional enterprise fortune 500 leaders, world renown scientists and hottest startups and founders.

11 parallel events welcome over 5000 attendees from 60+ countries.

Below you may explore more info on the opportunities to get involved and to influence the business and political influencers from Bulgaria, CEE and Europe.

There are 3 main sections of WEBIT.FESTIVAL:

> **ENTERPRISE** including the MARKETING & INNOVATION SUMMIT, TECH SUMMIT, DEV SUMMIT and TRADE EXPO

> **POLICY** including NEW ECONOMY LEADERSHIP SUMMIT CHAIRED BY THE PRESIDENT OF BULGARIA and SMART CITIES SUMMIT, CHAIRED BY THE MAYOR OF SOFIA

>**STARTUPS** including INVESTORS DAY, STARTUP PITCHES and STARTUP EXPO

Please see below more info and look forward to welcome you among the exhibitors and partners of WEBIT.FESTIVAL 2016 in Sofia.

Warm regards,
Plamen Russev
Chairman Webit Foundation

WEBIT.FESTIVAL | 18-20 April 2016, Sofia, Bulgaria

Andrus Ansip, European Commission Vice President announcing the Digital Single Market at Webit, Sofia

The WEBIT.FESTIVAL focus

The Future of Digital

FESTIVAL agenda

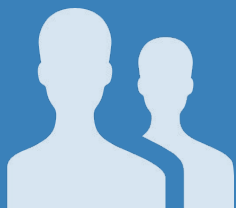3 official parallel summits
10+ additional events

The WEBIT.FESTIVAL hosts

200 top speakers

Attendees capacity

5000

Attendees from

60+ countries

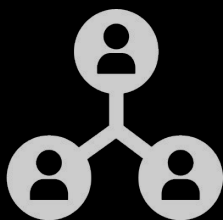## NGOs & major media partners

100+

Expo Zones

Trade Expo, Startup Expo, Innovation Expo

Online community: top digital, tech, telco, science, media leaders

130 000

Accredited media

300

Media & Social Footprint:

30 000+ tweets

1000+ media articles

thousands of social mentions, videos, pictures

See who attends

The energy, the people, the ideas that are flowing here are phenomenal.It is a great way for IBM to leverage this information to help us make smarter decisions.

Brian Cheng
Chief Technical Officer at IBM

Connecting people across different countries, different continents, different religions - taking down barriers and creating a great business environment.

Teppo Paavola
VP Global Business Development at PayPal

It is absolutely amazing how many people you have here - from all different ranges from different types of companies - I am definitely impressed with the size of it and that fact that Webit brings all categories of digital and tech in one place.

Manu Gupta
Partner at Lake Star

I go to conferences all the time, all over the world - this one is unique! I love coming here where you meet people you don't meet anywhere else.

John Lunn
Global Director of PayPal Developer

The number 103 is the most impressive thing about the Congress.There are so many different cultures, so many points of views, so many brilliant ideas, that this is the most successful part of the Congress. 103 countries - I will remember it forever. Webit Congress connects industries, countries and most of all people.

Andrey Sebrant
Director of Product Marketing at Yandex

It is a truly a global initiative to make great high-level international connections. Reach brands, audiences, publishers with impact in spontaneous fashion.

Ben Barokas
General Manager, Marketplace
at Google

It is an amazing Congress, it is an amazing audience you have here - incredibly large amount off people - very engaged. I am very excited to see opportunity for new businesses - to have a platform like this!

Nic Jones
Senior Vice President, International

I didn't know there is a conference of this size - a platform that a lot of people globally show up. We are a global company and understanding what is happening is so many different companies makes a lot of difference for us.

Ajit Sivadasan
VP/GM at Lenovo Corporation

Webit is a fantastic event! I have met here people that I never thought I can meet out of the 8000 people. A lot of new connections, a lot of new people from all over the world - all exchanging ideas - I think it is a great event.
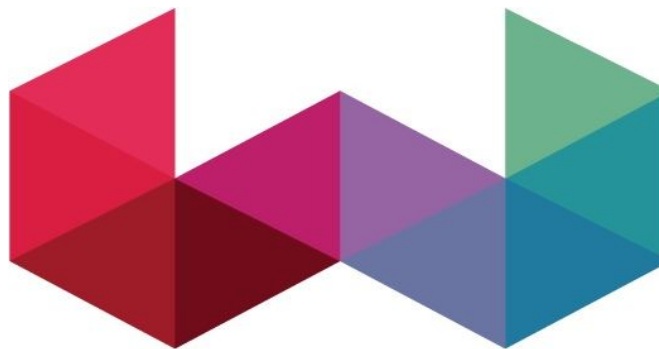
Anthony Gallippi
Co-founder and CEO, BitPay

It is so large and so incredible diverse that very, very few conferences around the world look and feel like this. Webit has captured something really, really special here in Istanbul.

Gary Liu
Global Director Ad Product Strategy at Spotify

I have seen this event grow over the past several years and this is definitely the best one yet. Very successful event! I think a 103 countries says its own story, isn't it? I have seen a very rich mixture of publishers, of advertisers, of people from agencies, technology people - it is a really great way of connecting the fabric of the online advertising industry.

Tom Bowman
Advertising at BBC

It is a great opportunity for everyone from all industries coming together, talking about our recent trends, challenges and opportunities. I think Webit is a key industry initiative to drive the conversation forward, share case studies, share successes and failures that helps us move forward.

Hussein Freijeh
Managing director of Yahoo
Middle Yeast, Africa and Turkey

DIGIT.FESTIVAL
by webit

One of Europe's most influential Enterprise, Policy and
Startup forums for the digital and tech domains

18-20 April, 2016
Sofia, Bulgaria

WEBIT.FESTIVAL AGENDA

19 April , 2016 (Monday)

SMART CITIES SUMMIT
Chaired by the Mayor of Sofia

Cities' Digital Transformation	Smart Energy
Smart Mobility & Transportation	Smart Administration
Smart City Hack Demo & Awards	Intl. Press Conference

Invitation Only

From promoting technological and commercial innovation in the private sector, to turning City Hall itself into a center of ongoing excellence, the Smart Cities Summit aims to address all of the crucial factors that are facing urban administrators in today's complex digital world.

With the hopes of contributing to the city and optimizing its potential to the fullest extent, WEBIT.FESTIVAL and Sofia Municipality invites entrepreneurs, politicians, city counselors, and other senior urban administrators to join forces and come together for an opportunity to share their experiences on how to promote innovation in their cities, while engaging a broader audience in both the public and private sectors.

The Mayor of Sofia
Official Reception

Invitation Only

The Mayor of Sofia to host DIGIT's VIP guests, Mayors from Bulgaria and abroad, entrepreneurs, politicians, city counselors, and other senior urban administrators at an Official Mayor's Reception.

URBAN SUMMIT
music, meetups, art & culture events - Sofia Urban Happening

all attendees

The Urban Summit is a great opportunity for the city of Sofia to promote the cultural diversity and to establish as travel and event destination.

This is the opportunity for Sofia to charm the visitors of DIGIT, ranging from Fortune 500 companies, media, to the world's top innovators & exciting start-ups.

NEW ECONOMY LEADERSHIP SUMMIT (NELS)
Chaired by the President of Bulgaria

Cyber Security	Digital democracy
Ageing, Wellbeing and BioTech	Boosting entrepreneurial ecosystem
Disruptive Legislation	Intl. Press Conference

Invitation Only

The top tear SUMMIT of WEBIT.FESTIVAL, Chaired by the President of Bulgaria and co-hosted by the Head of the European Commission Representation in Bulgaria. NELS aims to address some of the major challenges the humankind faces in today's digital age.

The event is gathering political leaders (e.g. Ansip, Ottinger, Plevneliev, Georgieva), top entrepreneurs and founders, Nobel Laureates, scientists and innovators along with top enterprise executives from Europe and rest of the world.

The format: After the opening keynotes, the attendees shall be invited to unconference 5 round tables to challenge the above topics. Each round tables shall be chaired by a prominent leader. The 2 hours round table shall aim to wrap up with a official memo. The closing keynotes shall be presented by the chairs of the 5 round tables, presenting the results of the discussions and further press conference shall be used to share the results of NELS discussions with the world as a NELS 2016 Manifesto.

The President of Bulgaria Official Reception

Invitation Only

The President of Bulgaria to host WEBIT.FESTIVAL' VIP guests, speakers and NELS participants at an Official President's Reception.

EU event

TBC

Waiting for confirmation re: potential EU event + Official Reception

URBAN SUMMIT
music, meetups, art & culture events - Sofia Urban Happening

all attendees

Description of the URBAN Summit above

19 - 20 April, 2016 (Tuesday, Wednesday)

DIGITAL & INNOVATION SUMMIT

Advertising Stream

Mobile Stream

Digital Entertainment & Media Stream

Brand Strategies Stream

Metrix & Data Stream

Digital Commerce, OmniChannel and Personalisation Strategies Stream

2 days event | all attendees

TECH SUMMIT

Digital Transformation Stream

IoE Stream

BigCloud Stream

Security & Privacy Stream

Money & Payments Stream

Investors Panel

2 days event | all attendees

DIGITAL HEALTH SUMMIT

1 day event | Invitation Only

SMART ENERGY SUMMIT

1 day event | Invitation Only

eDucation SUMMIT

1 day event | Invitation Only

INVESTORS DAY

Investors, Enterprise & Startups

URBAN SUMMIT
music, meetups, art & culture events -Sofia Urban Happening

all attendees

Description of the URBAN Summit above

TRADE EXPO

2 days event | all attendees

STARTUP EXPO

Top 100 Selected Startups

URBAN SUMMIT MEETUPS during WEBIT.FESTIVAL 19- 21 April, 2016

Meetup: Art & Tech	Meetup: Fintech	Meetup: The Art of App Engagement
Meetup: Social Tech	Meetup: Mobile Geeks	Meetup: CyBeer
Meetup: Bitcoin	Meetup: Wearable tech	Meetup: Wearable tech
Meetup: Music & Tech	Meetup: Social Innovation with EU	Meetup: Live Today!
Meetup: Marketing for Startups	Meetup: Intl. Entrepreneurs in Sofia	Meetup: Digital Entertainment
Meetup: Think BIG DATA	Meetup: Digital Travel	Meetup: Gamification
Meetup: Smart Urban Transportation	Meetup: Big Data - BIG DECISIONS	Meetup: eSports
Meetup: Start Ups - Start Downs	Meetup: Culinary & Tech	Meetup: Digital health
Meetup: Scalable Realtime DataApps	Meetup: Neuroscience and Life	Meetup: Hacking the Body
Meetup: Robotics Cocktail	Meetup: Are we alone in the Universe?	Meetup: Digital Education
Meetup: IoT Cocktail	Meetup: Artificial Intelligence	Meetup: EU meets Middle East

OTHER INITIATIVES during the WEBIT.FESTIVAL 18 - 20 April, 2016 (Sat - Thu)

OFFICIAL COUNTRY DELEGATIONS EVENTS

TBC

Inviting and welcoming the delegations from the official trade missions in Bulgaria and providing them with the opportunity to create a delegation and to present their startups ecosystem, as well as the destination at WEBIT.FESTIVAL

Webit PARTNERS EVENTS

Invitation only

Most of Webit's global partners use our platform to host their own corporate events.

As organizers we shall be happy to host for example:

IBM Smart Camp
Amazon Platform
PayPal BatleHack
EU Citizenship Dialogue
others...

SOFIA TOURS AND SPORT EVENTS

TBC

The ultimate goal is to present Sofia as a great place to life and work, as an investment destination for major enterprises to establish their offices here.

Events include:
- Vitosha Morning run
- Urban Free City Tours
- Museums Tour
- Bulgarian Ancient Martial Art Classes
- Breathe Deep in Vitosha
- others

WEBIT.FESTIVAL, SOFIA | SOCIAL AGENDA

18-20 April

President of Bulgaria Official Reception
Invitation Only

Mayor of Sofia Official Reception
Invitation Only

Head of EU Representation Official Reception
TBC

LEADERS' Lunch
Invitation Only

CEOs' Lunch
Invitation Only

CHAIRMAN's DINNER
Invitation Only

The Famous Webit Official party
all attendees

URBAN SUMMIT galleries and open air installations & events
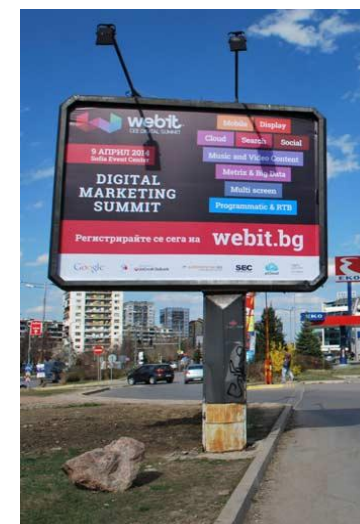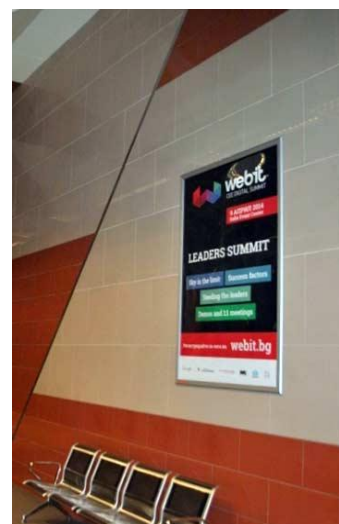**all attendees**

Speakers Dinner
Invitation Only

'15 Facts and Figures

5000+	Attendees
67.4%	C-Level top execs
150+	Accredited Media
100+	Speakers
145+	Partners and Exhibitors
€ 550 000	Ad Campaign
25+	TV Coverage
100+	Print Media Coverage
569	OOH Advertising Campaign
60+	Mall Advertising
300+	Online news coverage
55 419 500	Total online advertising impressions
13 500 +	Social media mentions

Official Guests: Vice President European Commission, Commissioner Ansip, Single Digital Market, President of Bulgaria, Mayor of Sofia, representatives of governmental, municipality administration, Presidents, CEOs, General Managers, CTOs, CMOs of the largest enterprises, tech, media and digital companies.

By Industry: Finance, Automotive, FMCG, Tech, Telco, Media, Pharma,Retail, etc.

SOME OF OUR PREVIOUS SPONSORS

Google Yandex IBM Microsoft intel SAP QUALCOMM Coca-Cola

BlackBerry PayPal NASPERS VISA MasterCard Aol. Seamless VW Das Auto.

criteo crimtan IPONWEB nielsen comScore IHS GfK GENERALI

{Fiksu} Marin SOFTWARE ALJAZEERA Akamai FASTER FORWARD Experian OPERA software SOFTLAYER an IBM Company Me .me is about YOU!

amazon webservices UBER FJORD | accenture OMP ViVAKi Starcom MediaVest GROUP gettyimages Diners Club INTERNATIONAL

European Bank for Reconstruction and Development engagor SevenVentures aramex delivery unlimited TURKISH AIRLINES AKBANK DUBAI INTERNET CITY HYPER PAY

A remarkable mix of opportunities and top level international networking.

Vishal Gupta
Managing Director
Cisco

CISCO

There are so many different cultures, so many points of views, so many brilliant ideas...

Over 100 visiting countries - I will remember it forever.

Webit connects industries, countries and most of all people!

Andrey Sebrant
Director

Yandex

This feels like United Digital Nations to me!

Aseem Chandra
Executive Vice President

Adobe

It is a truly a global initiative to make great high-level and high impact international connections and business.

Ben Barokas
General Manager, MP

Google

Amazing top level social agenda complementing the event

The social agenda includes:

President of Bulgaria Reception

Mayor of Sofia Reception

CEO's lunch

Leaders' Lunch

Chairman's Dinner

Official WEBIT.FESTIVAL Webit Party powered by Fashion TV

Speakers' Dinner

Other cultural, art, social, music and sport experiences and tours

Official DIGIT Party

GLOBAL WEBIT SERIES' EVENT LOCATIONS

SOFIA
ISTANBUL
DUBAI
NEW DELHI
SINGAPORE

Organized by Webit Foundation

National Pavilion

We would like to propose the special tailor-made program called, National Pavilion Package for trade agencies and organizations to boost business development opportunities through trade show participation.

This special offer will be applicable when only more than 90 sq.m is taken.

Opportunities presented through this package are as follows.

Min space per company = 9 sq.m

Pavilion type	scale	discount rate	original price	discounted price
Schell Scheme € 400 / sq.m	90 sq.m	10%	€ 36,000	€ 32,400
	135 sq.m	15%	€ 54,000	€ 45,900
	180+ sq.m	20%	€ 72,000	€ 57,600

* all prices are exclusive of VAT

** each 9 sq.m provides 2 free PRO tickets
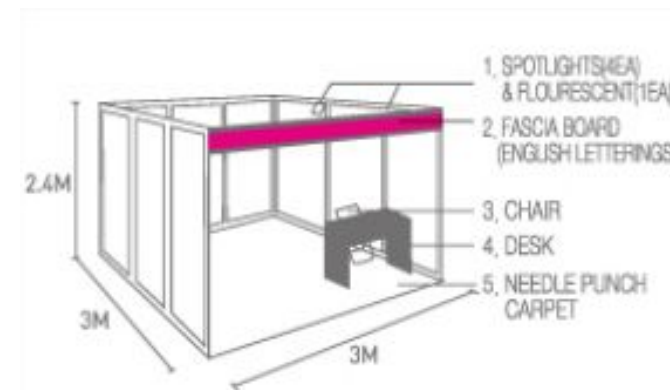
National Pavilion Benefits (only if booked before Jan 15, 2016)
- 1:1 Business Match Meetings Program
- One conference room provided for 2 hours during the Festival period
- Free web banner at official website
- One full page press release distributed online
- Promotional article on official e-newsletter distributed to 130,000 digital and tech executives, marketers & investors

National Pavilion

Pavilion type	scale	discount rate	original price	discounted price
Space Only € 360 / sq. m	90 sq.m	10%	€ 32,400	€ 29,160
	135 sq.m	15%	€ 42,260	€ 35,900
	180 sq.m	20%	€ 64,800	€ 51,840

* all prices are exclusive of VAT

National Pavilion Benefits (only if booked before 15 Jan 2016)

- 1:1 Business Match Meetings Program
- One conference room provided for 2 hours during the Festival period
- Free web banner at official website
- One full page press release distributed online
- Promotional article on official e-newsletter distributed to 130,000 digital and tech executives, marketers & investors

Trade Delegation

WEBIT.FESTIVAL invites and hosts official national delegations from countries from EU and rest of the word. The official delegations are organized by the respected trade mission representations in Bulgaria and represent the top Digital and Tech Business Leaders from the country. Further opportunities include presenting most promising entrepreneurs, innovators and starups as part of the official startup alley at the Festival under the flag of the respective country

OFFICIAL TRADE DELEGATION PACKAGE

The package provides the following opportunities:

1. 10 Platinum + 20 PRO tickets for the delegation to WEBIT.FESTIVAL
2. Opportunity to held a Country Business Opportunities MeetUp
3. Opportunity to present 5 selected startups from the country as part of the Startup Alley
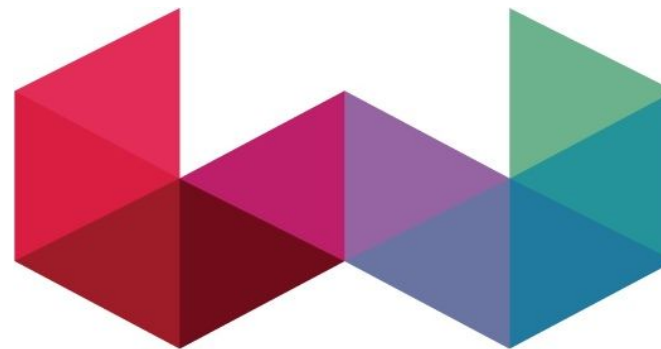
Official Trade Delegation Benefits **(only if booked before 15 Jan 2016)**
- 1:1 Business Match Meetings Program
- One conference room provided for 2 hours during the Festival period
- Free web banner at official website promoting the 2 hours event

Package price: 30 000 EUR (excl VAT)

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Sofia, Bulgaria

POLICY EVENTS

New Economy Leadership Summit
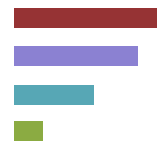
Capacity: 100 invite only delegates

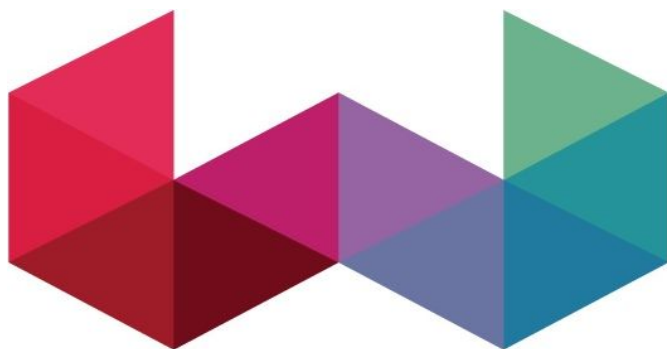Chaired and under the patronage of the President of Bulgaria

Streams:

- Cyber Security
- Wellbeing, Aging, BioTech
- Disruptive legislation
- Digital Transformation
- Digital Democracy

Europe's top Policy makers
Enterprise leaders
Founders & Investors
Scientists

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Platinum Partner   € 25 000

• Your logo on the website (2 times bigger than the Gold Partners)
• Your logo on the stage (2 times bigger than the Gold Partners)
• Your logo appearing on the screens during the networking breaks
• 15-minute top executive Keynote visionary speech/presentation (requires approval by
the Programme Committee)
• Moderation of a panel discussion
• Placement of leaflets/catalogs (max size A4) at the designated places in
the conference auditorium
• Distribution of print ad materials by our team at the Main Entrance of the
conference auditorium
• 3 Platinum passes (incl. the speakers), 60 regular passes

Gold Partner   € 15 000

• Your logo on the stage
• Your logo appearing on the screens during the networking breaks
• 10-minute top executive Keynote visionary speech/presentation (requires
approval by the Programme Committee)
• Placement of leaflets/catalogues (max size A4) at the designated places in the
conference auditorium
• 1 Platinum (incl. the speakers), 35 regular passes

Smart Cities Summit

Capacity: 200 delegates

Chaired and under the patronage of the Mayor of Sofia

Delegates profile:

Europe's top Policy makers
Municipality Administration
Mayors from European cities
Enterprise

Streams:

- Smart Administration
- Smart Mobility & Transportation
- Cities' Digital Transformation
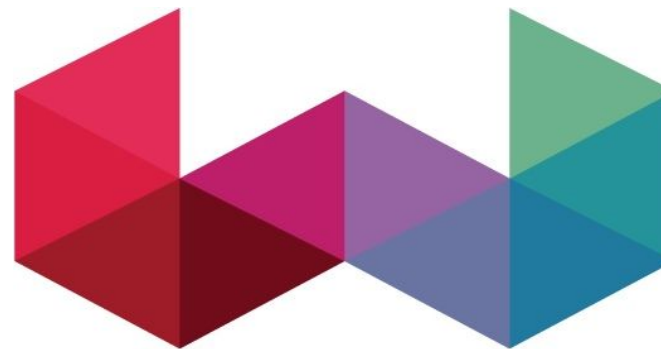- Smart Energy

Platinum Partner — € 25 000

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ENTERPRISE EVENTS

Marketing & Innovation Summit

Capacity: 800 visitors

Streams:

- Digital Transformation Stream
- Digital Advertising Stream /Programmatic
- Mobile Stream
- Metrix & Data Stream

- Unleashed Creativity Stream
- Brand Social Strategies Stream
- Digital Commerce Stream
- Digital Entertainment & Media Stream

Delegates profile:

Enterprise executives (advertisers): CMOs, CTOs. CIOs
Broadcasters / Publishers
Ad / Media / Digital Agencies
Retailers
Tech Solution Providers

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• 10-minute top executive Keynote visionary speech/presentation (requires approval by the Programme Committee)
• Placement of leaflets/catalogues (max size A4) at the designated places in the conference auditorium
• 1 Platinum (incl. the speakers), 35 regular passes

Stream Partner   € 10 000

The Stream Sponsorship is an effective and budgeted option to brand your company and to associate your brand with particular topic and solution. There are 7 main streams as part of the DMI Expo & Conference agenda. Each stream is at least 1 hour in length. This means that for 1 hour your logo shall be on the stage and you shall have a speaking slot within the stream.

• Your logo on the stage only during the stream with the wording "This stream is powered by"
• 10-minute top executive Keynote visionary speech/presentation (requires approval by the Programme Committee)
• 1 Platinum (for the speaker), 20 regular passes

The Marketing & Innovation Summit Streams are:

• Digital Advertising Stream / Programmatic, Multi Screen, Innovation/
• Mobile Stream
• Metrix & Data Stream
• Unleashed Creativity Stream
• Brand Social Strategies Stream
• Digital Commerce Stream
• Digital Entertainment And Media Stream

Tech Summit

Capacity: 400 visitors

Streams:

- Internet Of Things Stream (IoT, M2M, Smart Cities, Wearables, Health, Educations)
- The Big Cloud Stream (Data, Cloud, BI)
- Money & Payments Stream

Delegates profile:

Tech/digital Industry Leaders – CTOs, CIOs
Entrepreneurs / start-ups
Builders/Developers
VCs, investors, incubators

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• Your logo appearing on the screens during the networking breaks
• 15-minute top executive Keynote visionary speech/presentation (requires approval by
the Programme Committee)
• Moderation of a panel discussion
• Placement of leaflets/catalogs (max size A4) at the designated places in
the conference auditorium
• Distribution of print ad materials by our team at the Main Entrance of the
conference auditorium
• 3 Platinum passes (incl. the speakers), 60 regular passes

Gold Partner   € 15 000

• Your logo on the stage
• Your logo appearing on the screens during the networking breaks
• 10-minute top executive Keynote visionary speech/presentation (requires
approval by the Programme Committee)
• Placement of leaflets/catalogues (max size A4) at the designated places in the
conference auditorium
• 1 Platinum (incl. the speakers), 35 regular passes

Stream Partner   € 10 000

The Stream Sponsorship is an effective and budgeted option to brand your company and to associate your brand with particular topic and solution. There are 7 main streams as part of the DMI Expo & Conference agenda. Each stream is at least 1 hour in length. This means that for 1 hour your logo shall be on the stage and you shall have a speaking slot within the stream.

• Your logo on the stage only during the stream with the wording "This stream is powered by"
• 10-minute top executive Keynote visionary speech/presentation (requires approval by the Programme Committee)
• 1 Platinum (for the speaker), 20 regular passes

Tech Summit Streams are:

• Internet Of Things Stream
• The Big Cloud Stream
• Founders Talks Stream
• Money & Payments Stream
• Investors Talks Stream
• Founders Games Pitches
• Health Stream
• Education Stream

Exhibiting opportunities

Who should exhibit:

- Ad Networks
- Digital marketing and analytics
- e-Commerce
- Branding and advertising

- Mobile apps and solutions
- Cloud hosting and connectivity
- Content provision and management
- Platform Owners & Providers

- Ad servers
- Publishing and broadcasting
- Media planning and buying
- Gaming

- Payment Solutions Providers
- OS / Platforms
- Telecoms
- Consultancies
- Talent Recruiters

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Sofia, Bulgaria

Standard Expo Area – 9 sq.m raw space   € 5 000

Exhibitor's benefits: Over 3000 delegates, most of which your potential or current clients &
partners, will visit you at the CEE Digital Summit by Webit.
Your logo and link will be featured on the official Webit Congress website

The stands should be up to 3,5 m high. If higher additional +35% per sq.m
is calculated (a matter of further approval). You receive 10 regular tickets and you may invite
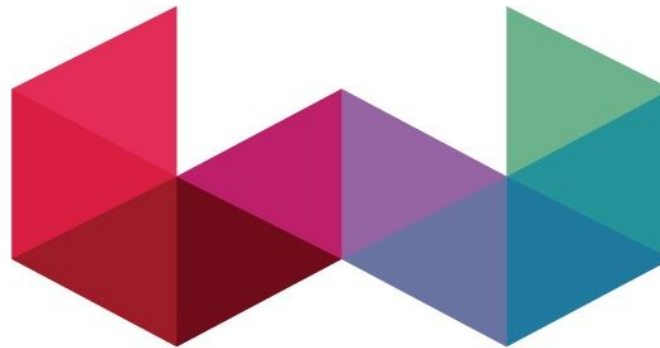important clients and partners as your guests.

Premium Expo Area - 18 sq.m raw space   € 8 000

Exhibitor's benefits: only limited large size expo areas which provides a very strong branding
and point of contact with over 3000 delegates, most of which your potential or current clients &
partners, will visit you at the CEE Digital Summit by Webit.
Your logo and link will be featured on the official Webit Congress website

The stands should be up to 3,5 m high. If higher additional +35% per sq.m
is calculated (a matter of further approval). You receive 30 regular passes nd you may invite
important clients and partners as your guests

STARTUP EVENTS

DIGIT.FESTIVAL
by webit

One of Europe's most influential Enterprise, Policy and
Startup forums for the digital and tech domains

18-20 April, 2016
Sofia, Bulgaria

Enterprise2Founders Summit

Capacity: 300 visitors

The Enterprise Doorway to the StartUp World
• Collaboration
• Innovation

Delegates profile:

Enterprise
Entrepreneurs
VCs, investors, Accelerators, incubators

Platinum Partner   **€ 10 000**

• Your logo on the website (2 times bigger than the Gold Partners)
• Your logo on the stage (2 times bigger than the Gold Partners)
• Your logo appearing on the screens during the networking breaks
• 15-minute top executive Keynote visionary speech/presentation (requires approval by the Programme Committee)
• Moderation of a panel discussion
• Placement of leaflets/catalogs (max size A4) at the designated places in the conference auditorium
• Distribution of print ad materials by our team at the Main Entrance of the conference auditorium
• 3 Platinum passes (incl. the speakers), 60 regular passes

Gold Partner   **€ 7 000**

• Your logo on the stage
• Your logo appearing on the screens during the networking breaks
• 10-minute top executive Keynote visionary speech/presentation (requires approval by the Programme Committee)
• Placement of leaflets/catalogues (max size A4) at the designated places in the conference auditorium
• 1 Platinum (incl. the speakers), 35 regular passes

Stream Partner — € 6 000

The Stream Sponsorship is an effective and budgeted option to brand your company and to associate your brand with particular topic and solution. There are 7 main streams as part of the DMI Expo & Conference agenda. Each stream is at least 1 hour in length. This means that for 1 hour your logo shall be on the stage and you shall have a speaking slot within the stream.

• Your logo on the stage only during the stream with the wording "This stream is powered by"
• 10-minute top executive Keynote visionary speech/presentation (requires approval by the Programme Committee)
• 1 Platinum (for the speaker), 20 regular passes

Founders Academy Streams are:

• Collaboration
• Innovation

Pitch Stage Partner — € 30 000 exclusive / € 6000 non exclusive

Logo on the Pitch Stage and opportunity to provide your own award for a specific startup.

There will be over 100 startups pitching on that stage

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Startup forums for the digital and tech domains

18-20 April, 2016
Sofia, Bulgaria

Your own events @ WEBIT.FESTIVAL
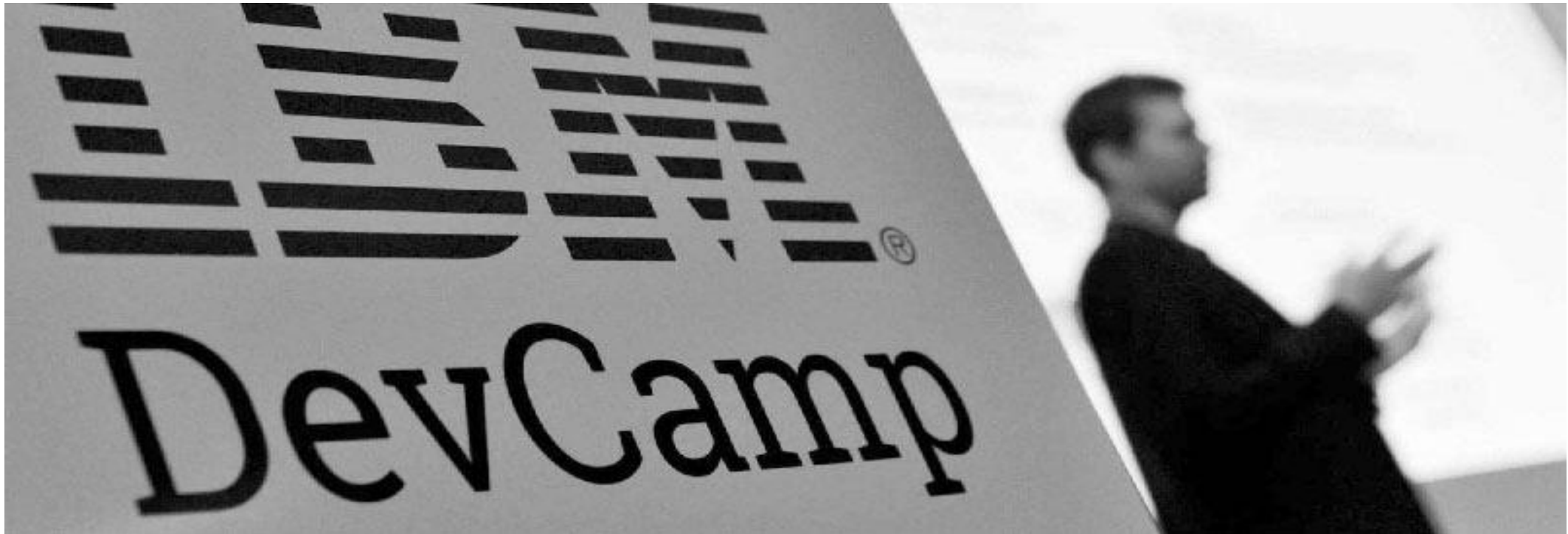
Make Your Own Event	- WORKSHOPS
	- ROUND TABLES
	- DEVCAMPS

Your Workshop

€ 15 000 for up to 80 attendees

Why organizing your own separate event and Webit.Festival can save you all the hassle by providing you with the perfect venue, all technical equipment and making sure your TARGET AUDIENCE IS IN THE ROOM and ready to learn from you how to use your platform to grow their businesses? This option is a PHENOMENAL LEAD GENERATION TO TOP BUSINESS LEADS.

Your own workshops at Webit.Festival will achieve the following goals:
• Gather your target audience from the CEE region in one place
• Boost your existing outreach efforts in the region
• Deliver your message to a targeted audience
• Educate and attract new clients and partners
• Leverage your existing investment in client relations in the region
• Personalize your workshop and develop your own content
• Benefit from Webit visitors, but also invite your own attendees
• Have access to people you may not normally have at an independent event which creates higher trust by the audience

Package includes

• Specially designated conference auditorium for up to 80 people (tables are available upon request) for 3 hours
• Branding of the auditorium (the branding materials are not included in the price and vary from partner to partner)
• Promotion of your workshop as part of the conference agenda of the event
• The partners receive the personal data of the registered visitors for their workshop and have the right to approve/decline the registration of each participant.
• Technical equipment: sound system, microphones, projector, large screen
• Opportunity to invite your own guests from around CEE region – we shall provide you with complimentary tickets with access to all Webit.Festival conferences and SOCIAL events and special parties – this is a great reason to attract people from CEE who are normally resistent from joining your own corporate stand alone event.

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Your Round Table

€ 5 000 for up to 20 attendees

You may organize your own Roundtable as part of Webit.Festival and invite top decision makers by your own and/or we may invite from our attendees/media lists.

Your own roundtable at Webit.Festival will achieve the following goals:
• Gather your selected target audience from the CEE region in one place
• Establish you a thought leaders on particular topic within the region
• Deliver your message to a targeted audience
• Create real communication with potential partners and grow your current involvement with existing clients
• Leverage your existing investment in client relations in the region
• Benefit from Webit visitors, but also invite your own attendees

Package includes

• Specially designated auditorium for up to 20 people for up to 1,5 hours
• Branding of the auditorium (the branding materials are not included in the price and vary from partner to partner)
• Promotion of your workshop as part of the conference agenda of the event
• The partners receive the personal data of the registered visitors for their workshop and have the right to approve/decline the registration of each participant.
• Technical equipment: sound system, microphones, projector, large screen
• Opportunity to invite your own guests from around CEE region – we shall provide you with complimentary tickets with access to all Webit.Festival conferences and SOCIAL events and special parties – this is a great reason to attract people from CEE who are normally resistant from joining your own corporate stand alone event.

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Your DevCamp

€ 5 000 for up to 50 attendees

Host your most successful developers event at Webit.

Why organizing your own developers event when Webit DevCamps can save you all the hassle by providing you with the perfect venue, all technical equipment and making sure the DEVELOPERS ARE IN THE ROOM and ready to learn from you how to use your platform to grow their business?

Your DevCamp at the Webit.Festival will achieve the following goals:
• Gather top developers from the CEE region in one place
• Boost your existing developer outreach efforts in the region
• Deliver your message to a targeted audience
• Educate and attract new developers to your platform
• Leverage your existing investment in developer relations in the region
• Personalize your DevCamp and develop your own content
• Benefit from Webit visitors, but also invite your own attendees
Webit Apps provides platform owners and developers with the opportunity to connect and network.

Package includes

• Specially designated auditorium for up to 20 people for up to 3 hours
• Branding of the auditorium (the branding materials are not included in the price and vary from partner to partner)
• Promotion of your DevCamp as part of the conference agenda of the event
• The partners receive the personal data of the registered visitors for their workshop and have the right to approve/decline the registration of each participant.
• Technical equipment: sound system, microphones, projector, large screen
• Opportunity to invite developers from around CEE region – we shall provide you with complimentary tickets with access to all Webit.Festival conferences and SOCIAL events and special parties.

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Webit Party

WEBIT.FESTIVAL by Webit | 18-20 April 2016, Sofia, Bulgaria

Webit Signature Party on 19 April 2016

The world-famous official Webit Party is a fantastic way to build brand awareness and to showcase your company in front of the global C-level digital and tech executives.

Webit 1st Night Party Sponsorship € 15 000
It happens only once a year and everybody wants to be there. The Webit Night Party sponsorship provides you with strong positive branding in front of top industry representatives and SMBs from the CEE region and the rest of the world. Your logo will also be featured in all announcements.
This sponsorship opportunity includes 50 regular passes

Chairman's Dinner   € 10 500

Sponsor the Chairman's Dinner – the most exclusive gathering at the CEE Digital Summit – touching all top global and regional speakers of the CEE Digital Summit, the CEE Digital, Media and Tech Champions, CEOs, CTOs, CIOs, CMOs of the largest companies in CEE, the top CEE Founders and VIP guests.

You may print and brand the menu, provide pillows, serviettes, small presents, ties for the waiters and any other branding – including flowers, branded desserts, etc.

Special branding options
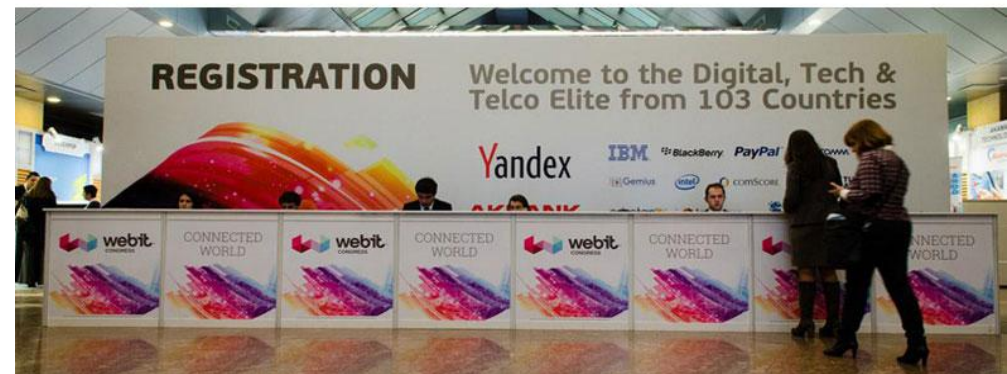
Visitors Registration

| Lanyards | € 15 000 (Lanyards to be provided by the sponsor) |

By sponsoring the lanyards you make sure that every visitor is aware of your presence at the show. All attendees will receive their badge with your lanyards and for the two days of the event will carry it, visible to everyone, thus making your logo prominent.

This sponsorship opportunity includes:
• 1 Platinum, 20 regular passes

| Branding Registration & Crew | € 15 000 |

This sponsorship opportunity provides very high brand visibility in front of all event participants as they register online and check-in at the venue to receive their Webit access badges. The Visitors Registration sponsor receives significant branding on the online registration pages and confirmation documents, at all registration areas and ID checkpoints. The Webit Crew wears special T-shirts/Shirts/Hoodies with the logo of the sponsor. This type of sponsorship provides strong brand visibility before and during the event. (Representative staff uniforms - shirts/ t-shirts, hoodies to be provided by the sponsor)

This sponsorship opportunity includes:
• 1 Platinum, 20 regular passes

Promo Characters

€ 1 000 / Per character / Per day

A very attractive and visible way of involving your brand in communication with the CEE Digital Summit Attendees.Hiring a promo team or attractive characters to distribute your promo materials throughout the event area creates awareness and brings traffic to your stand or networking area.

Hosting a Networking / Coffee Break

€ 5 000 / per break
(coffee/tea and sweets not included)

A very attractive and visible way of involving your brand in communication with the CEE Digital Summit Attendees.Hiring a promo team or attractive characters to distribute your promo materials throughout the event area creates awareness and brings traffic to your stand or networking area.

Hosting your own breakfast / lunch / dinner

Please contact us for available options and pricing.

Sponsoring the Urban Summit

Please contact us for available options and pricing.

General Partner
of WEBIT.FESTIVAL

This most exclusive option for partnership. The Logo of the General and the Strategic partners are next largest by the Webit.Festival Logo and are featured throughout the whole advertising campaign of the event, at all printed materials, all around the venue, the parties, the dinners and other social events. The Webit. Festival may have ONLY 1 Strategic and 1 General Partner.
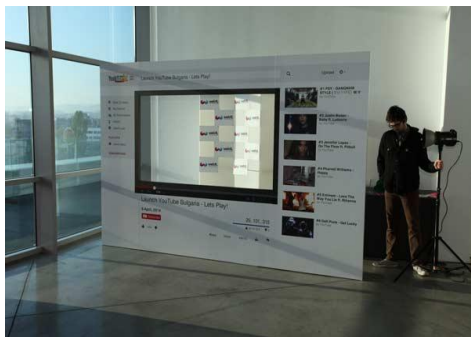
For more info and bookings – please contact

Aniela Russeva

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