

SPONSORSHIP OPPORTUNITIES

INTERNATIONAL ASSOCIATION OF
cbbc
COGNITIVE BEHAVIORAL COACHING



From CBT to CBC

12th – 15th June 2014
Cluj-Napoca Romania

1st INTERNATIONAL CONGRESS OF COGNITIVE BEHAVIORAL COACHING
ICCBC

www.iccbc2014.ro



ICCBC 2014

The 1st International Congress of Cognitive Behavioral Coaching

I: www.iccbc2014.ro

E: contact@iccbc2014.ro



ORGANIZING BODY

International Association of Cognitive-Behavioral Coaching (IACBC)

I: www.international-coachinginstitute.ro

E: office@international-coaching.org




CONGRESS VENUE

Babeş-Bolyai University, Cluj-Napoca - Auditorium Maximum BBU Hall

Babes-Bolyai University, European Studies Faculty

No.1, Emmanuel de Martonne Street

400090 Cluj-Napoca, Romania



Why becoming a partner in supporting the Congresses of the International Association of Cognitive Behavioral Coaching?

Sponsorship of The First International Congress of Cognitive Behavioral Coaching is a valuable and cost-effective tool for making visible your business to the participants, potential prospective customers and more than 3,000 people directly informed by the online campaign.

Sponsorship options at the International Congress of Cognitive Behavioral Coaching are designed in order to support the growth your business by

Increasing the impact of your brand and promoting your services/business.

Generating and developing interest in your customers.

Communicating with decision makers in the market place.

Making new contacts and building strong relationships.

We are happy to have you at the first edition of the International Congress of Cognitive Behavioral Coaching and we are sure that the opportunities of this project will make a difference for you.

We hope that this partnership will be an integral part of your marketing mix, which will provide a unique blend of branding, positioning and more importantly, face-to-face interaction with key industry people that matter to you and your business.



Table of contents

Diamond Sponsor

Platinum Sponsor

Gold Sponsor

Stand

Media Package

Welcome Reception

Romanian Dinner

Lunches

Coffee Breaks

Bags

Pen

Note Block

Overview Benefits

Sponsor Interest Form



Sponsorship opportunities

20. 000 €

Diamond Sponsor

As a Diamond Sponsor you will clearly communicate your active involvement with the congress.

During the congress, but also in the promotional and public activities in the run-up to the congress.

- Logo / banner in the congress maps (150 words).
- Logo / banner with the link on congress website (1 year).
- Logo / banner in all e-mails sent (pre and post event).
- Logo/ banner in congress programs.
- Logo on promotional banner during the congress.
- Free stand (3x6m) on Thursday, Friday and Saturday.
- 4 free registrations for the ICCBC 2014 congress.
- Placement of sponsor's promotional materials in the informal activities and reception area.

10. 000 €

Platinum Sponsor

As a Platinum Sponsor you will benefit from excellent exposure both before and during the Conference, with the second-highest priority of branding in all documentation and on-site signage (after Diamond Sponsor).

- Logo / banner in the congress maps (100 words).
- Logo / banner with the link on congress website (6 months).
- Logo / banner in all e-mails sent (pre and post event).
- Logo/ banner in congress programs.
- Logo on promotional banner during the congress.
- Free stand (3x6m) on Welcome ceremony.
- 2 free registrations for the ICCBC 2014 congress.
- Placement of sponsor's promotional materials in welcome area.



Sponsorship opportunities

Gold Sponsor

As a Gold Sponsor you will be mentioned as sponsor on various communications in the run-up to the congress.

- Logo / banner in the congress maps (50 words).
- Logo / banner with the link on congress website (4 months).
- Logo / banner in all e-mails sent (pre and post event).
- Logo/ banner in congress programs.
- 1 free registrations for the ICCBC 2014 congress.
- Free stand (3x6m) on informal activities.
- One invitation for your collaborators.

5000 €

Stand

During the IACCB congress you can showcase your products and services by applying for a stand. Stand sponsor benefits:

- 6m² (2x3m) stand space (more surface in consultation) on Thursday, Friday and Saturday.
- Furniture (table 180x90, 2 chairs).
- Internet.
- 2 registrations to man the stand.
- Coffee / tea.

2000 €

Media Package

- ½ page in the congress magazine.
- Logo on the congress website.

1000 €

From CBT to CBC



Sponsorship opportunities

Welcome Reception

The ICCBC Welcome Reception is open to all registered attendees. This is a chance to meet our attendees in an informal setting at the beginning of the meeting. Welcome Reception Sponsor benefits:

4000 €

- A formal thank you announcement from the ICCBC President during the reception.
- Logo/ Banner listed as reception sponsor for all promotional efforts.
- Guerilla marketing strategies at the reception.
- An invitation to the reception (listing your company as the sponsor) distributed to every meeting registrant.

Romanian Dinner

Your sponsorship will be noted in the event guide. For added exposure, your company will be offered a table for display

6000 €

during the Romanian dinner. Sponsorship of the International party brings the following benefits:

- All Gold Sponsorship benefits listed above.
- Logo banner at ICCBC lunches.

Lunches

Provide an opportunity for participants to refresh and network between sessions for the entire day. Your sponsorship will be noted in the event guide, during daily announcement. For added exposure, your company will be offered a table for display during the break or lunch.

2800/one €
5600/two €

Lunches sponsor benefits:

- All Silver Sponsorship benefits listed above.
- Your logo at ICCBC lunches.

From CBT to CBC



Sponsorship opportunities

Coffee Breaks

The one thing our members have in common is that they love coffee.

Coffee bars will be placed in the exhibit hall each day from the hours of 9:30 a.m. to 11:00 a.m.

Buy one or three! Coffee is sure to please! Coffee Break Sponsor benefits:

- Signage prominently displayed in the coffee bar area.
- Company name listed as Coffee Break sponsor for all promotional efforts.

600 €/ day
4500 €/ all

Bags

This is a great opportunity to give ICCBC congress attendees something they will continue to use

long after the meeting. Bag Sponsor benefits:

- Company name and logo printed on the bag.
- Opportunity to place a promotional item in each bag, such as a flyer, magnet or pen.

2400 €

Pen

Make a lasting impression! Promote your logo on the official ICCBC pen, and turn every full-conference attendee into a branding vehicle for your company. Pen sponsor benefits:

- Your company logo on ICCBC pen.

450 €

Note Block

Let the world take note of your brand by placing it on the cover and on every page of the ICCBC congress notebook.

Bag Sponsor benefits:

- Company logo on the cover of the notebook.
- One page, full color ad on the inside front cover of the notebook.

250 €

From CBT to CBC

Sponsorship opportunities

1st International Congress of Cognitive Behavioral Coaching - ICCBC 2014

	Page in congress maps	Logo/link on website	Logo on the banner during the congress	Free stands	Additional open access at 1 st ICCBC	Coffee/ tea/ lunch	Logo printed on sponsored	A personalized invitation email key clients of the sponsor	A formal thank you announcement from the ICCBC President during the reception.	Logo banner at ICCBC lunches	Signage prominently displayed in the coffee bar area	Company name and logo printed on the bag	Your company logo on ICCBC pen	One page on the inside front cover of the note block
Gold	✓	✓	✓	✓	✓			✓						
Platinum	✓	✓	✓	✓	✓	✓	✓	✓						
Dimond	✓	✓	✓	✓	✓	✓	✓	✓						
Stand						✓								
Media		✓												
Welcome reception			✓				✓	✓	✓					
Romanian dinner	✓	✓	✓	✓	✓			✓						
Lunches	✓	✓	✓	✓	✓			✓						
Coffee breaks										✓				
Bags											✓			
Pen	✓											✓		
Note block														✓

From CBT to CBC



Sponsorship opportunities

Sponsorship Interest Form

Do you wish to confirm your sponsorship? Please fill out this document or fill the info. below and send it to the congress secretariat to receive the sponsorship contract and regulations.

I am interested in the following sponsorship item(s):

◇ -----

◇ -----

◇ -----

◇ Please contact me to discuss a different sponsorship opportunity.

Your contact details: -----

Organization: -----

Contact person: -----

Position: -----

Please return this form to:
Congress Secretariat ICCBC 2014
I: www.iccbc2014.ro
E: contact@iccbc2014.ro

OUR PARTNERS



**Universitatea
BABEȘ-BOLYAI**

1 M. Kogalniceanu St. RO- 400084
Cluj-Napoca <http://www.ubbcluj.ro/>

Units of Babes-Bolyai University



**Department of Clinical
Psychology and Psychotherapy**

www.clinicalpsychology.ro



**The International Institute for the
Advanced Studies of Psychotherapy
and Applied Mental Health**
www.psychotherapy.ro



PSYTECH-MATRIX

**Platform of Robotherapy Virtual
Reality Therapy - PSYTECH-MATRIX**

www.pystech.ro

**Romanian Association of Cognitive-
Behavioral Psychotherapies**

<http://www.psihoterapiecbt.ro>
info.apccr@gmail.com

