



BANGKOK

26-29 MARCH 2023
SPONSORSHIP OPPORTUNITIES



PRESENTATION

FIDI is the largest global alliance of certified professional international moving and relocation companies. Its membership is composed of more than 600 members from over 100 countries.

FIDI is the only umbrella organisation in the relocation sector to set a quality benchmark for its Affiliates: the FAIM quality label. As a result, only the best in the industry can be part of the FIDI community.

THE ANNUAL FIDI CONFERENCE

The FIDI Conference is FIDI's key annual event and takes place over four days in a different country each year. It usually attracts between 500 and 650 attendees.

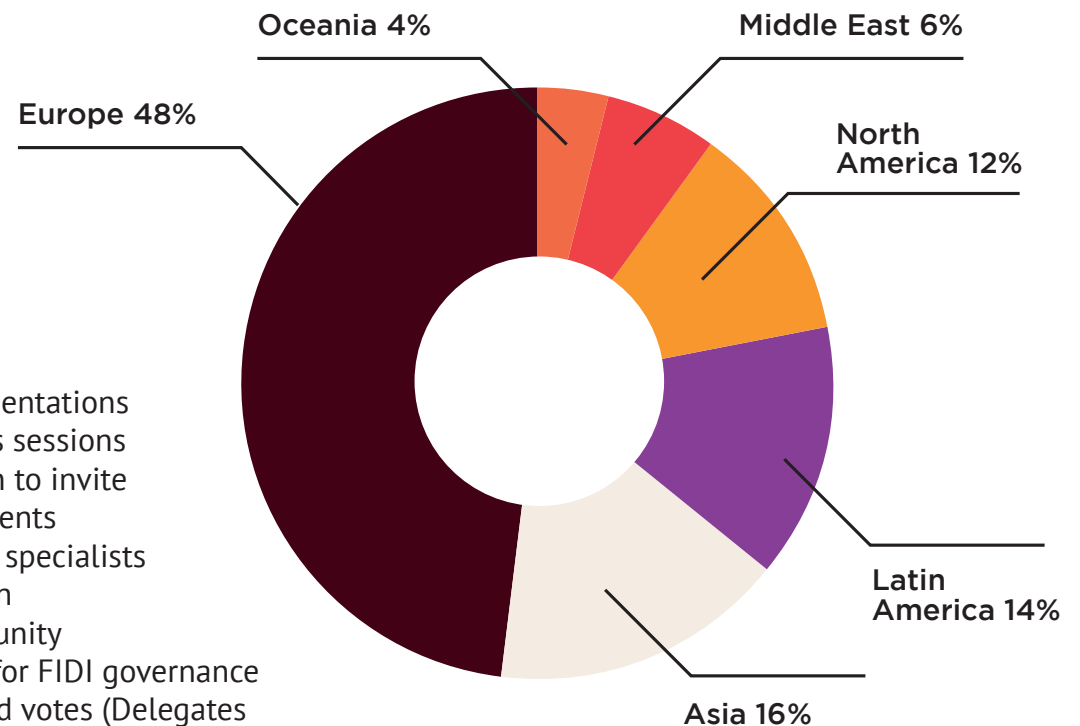
THE FIDI CONFERENCE IS:

- The main networking event for new and old FIDI members
- The space for supplier sponsors to meet FIDI Affiliates in person
- The opportunity for FIDI to showcase itself as an industry leader towards its members and industry specialists, through high-level

keynote presentations and business sessions

- The occasion to invite corporate clients and industry specialists to strengthen FIDI's community
- The setting for FIDI governance meetings and votes (Delegates Meeting and General Assembly)

The FIDI Conference programme consists of a mix between social activities, networking spaces, educational workshops and business sessions.



Geographical overview of FIDI membership

YOUR IDEAL SPONSORSHIP OPPORTUNITY

The annual FIDI Conference is your chance to get in touch with key players of the international moving and relocation sector.

The available sponsorship packages and opportunities allow you to reach:

- Between 500-650 attendees over the four days of the Conference, through targeted branding on marketing material, the bespoke Conference App, a booth in the networking area, the sponsorship of specific activities, etc.
- Around 6,000 individuals currently on FIDI's membership mailing list, through regular pre- and post-Conference newsletters, the special FIDI Conference website, etc.
- FIDI's social media community (including international global relocation professionals) through tailor-made social media marketing

campaigns using Twitter, LinkedIn, Instagram, Facebook, the custom-made public Conference website, etc.

The existing sponsorship packages and opportunities can be tailored to your needs and expectations. Contact the FIDI Conference team at **krishan.parmar@cpl.co.uk** for more details!

krishan.parmar@cpl.co.uk

www.fidiconference.org



ATTENDEE SEGMENTATION:

By attendee type

CEO/high-level executives

Middle management

Third-party Sponsors

Industry guests

By age group

40-59 years

60+ years

20-39 years



FIDI FOCUS FRINGE

a new opportunity for 2023, the *FIDI Focus* Fringe will run alongside the main conference providing insights and updates.

As a Conference partner you have the opportunity to present directly to delegates as part of the Fringe programme.

YOUR PRESENTATION

Presentations can be on a topic of your choosing – they should be created to be valuable to the delegate and where possible, align with the conference themes.

Your presentations, where appropriate, should be based on real-life case studies and experiences with a client.

Content supplied by partners should engage its audience and are subject to approval by FIDI. All sessions will be introduced and moderated by a member of the *FIDI Focus* team and we would be pleased to discuss potential topics through with you.

PRESENTATION FORMAT

Each session will be 45 minutes. Your presentation should aim to be up to 30 minutes allowing 15 minutes for questions and/or discussion.



ADVERTISING OPPORTUNITIES

FIDI FOCUS SPONSORED CONTENT PACKAGE €2,500

- ✓ Double-page sponsored content article
- ✓ FIDIFocus.org sponsored content post
- ✓ *FIDI Focus News Drop* sponsored content

*FIDI FOCUS ADVERTISING PACKAGE €1,250**

- ✓ Full-page advert in the March-May Conference issue
- ✓ *FIDI Focus News Drop* banner advert
- ✓ FIDIFocus.org banner advert

WEBINAR OPPORTUNITIES

- **Exclusive webinar**
*€3,500**
- **Roundtable inclusion**
*€1,000 per company**
(maximum of four companies)

*All USD payments subject to a 2% surcharge to cover bank transfer charges

SUPPORTING PARTNER

€4,000*

- ✓ Your company logo on activity-specific pre- and post- Conference mailings (reminders, conference newsletters, social media posts, etc.)
- ✓ Your company logo on the public Conference website and Conference App – including url link to your company's homepage
- ✓ Your company listed as a sponsor in the Conference issue of *FIDI Focus*
- ✓ Exhibitor table in the networking area – including a table and two chairs

ATTENDEES:

- ✓ 25 per cent discount on one Conference registration fee (at the Early Bird rate)

*All USD payments subject to a 2% surcharge to cover bank transfer charges





€7,000*

MAJOR PARTNER

EXCLUSIVE TO ONE AFFILIATE AND
ONE SUPPLIER PARTNER PER EVENT

All the benefits from the Supporting Partner package, plus the following:

- ✓ *FIDI Focus* Fringe presentation session
- ✓ Your company name and link on social media posts
- ✓ Sponsor 'thank you' signs with your company logo, displayed prominently in

the Conference networking lounge areas

- ✓ Exhibitor table in the networking lounge – includes two chairs

ATTENDEES:

- ✓ 50 per cent discount on one Conference registration fee (at the Early Bird rate)

Sponsorship and naming rights of your chosen activity (subject to availability). Sponsorship of the activity includes:

- ✓ Company name and/or logo on all mailings and posts linked to the activity
- ✓ Company logo and link to homepage on the specific activity webpage

*All USD payments subject to a 2% surcharge to cover bank transfer charges



PRINCIPAL PARTNER

€10,000*

EXCLUSIVE TO ONE AFFILIATE AND ONE SUPPLIER PARTNER PER EVENT

All the benefits from the Supporting Partner package, plus the following:

- ✓ *FIDI Focus* Fringe presentation session
- ✓ A sponsor profile article about your company in the Conference issue of *FIDI Focus* (one page)
- ✓ Sponsor 'thank you' signs with your company logo, displayed prominently in the Conference networking lounge areas
- ✓ Special thank-you push-notifications in the Conference App

ATTENDEES:

- ✓ One complimentary registration

Sponsorship and naming rights of your chosen activity (subject to availability).

Sponsorship of the activity includes:

- ✓ Company name and/or logo on all mailings and posts linked to the activity
- ✓ Company logo and link to homepage on the specific activity webpage

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FOR MORE INFORMATION:

Contact
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