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 Sponsoring WSIS Tunis 2005  
World Summit on  
the Information Society

Tunis, Tunisia, November 2005







world summit  
on the information society  
Geneva 2003 - Tunis 2005



## Prologue

This brochure gives you the essential elements to understand the background context of the WSIS Tunis 2005.

Stakes and objectives of the World Summit important for the international community.

This brochure introduces you to the sponsoring concept and the benefits of your participation in this global event.

Types of partnerships devised to suit your company's sponsoring strategy.

This brochure invites you to contact us through our website: a platform created for the future partners of the WSIS Tunis 2005.

**[www.worldsummitsponsor.com](http://www.worldsummitsponsor.com)**: the interface between future partners of the WSIS Tunis 2005 and our team.





## A partnership with international resonance

### **Sponsoring and global event**

Sponsoring is a rational communication tool enabling you to attain non-commercial objectives with high added-value.

**Transfer of values:** by associating your brand and identity with the World Summit on the Information Society, you are associating your institution with the values of a United Nations event of supreme international scope and significance.

**Image and brand recognition:** the positive synergy that will thus be created between the event and your brand will enhance your image and maximise your brand recognition world-wide.

**Direct and indirect audience:** apart from the potential contact with experts and major stakeholders, international media coverage will guarantee an audience far beyond the event's physical borders.

**Differentiation:** sponsoring is a winning strategy for differentiating a competitive market in terms of memorisation, image and identity.

### **The stakes of the WSIS and ICT 4 all Exhibition**

#### **WSIS**

The World Summit on the Information Society (WSIS) unites countries confronted with the challenges posed by the information society. From 16 to 18 November 2005, multi-stakeholders including top decision-makers from the private sector, governments, civil society, United Nations Organisations and the media meet to provide concrete action to reduce the «digital divide» between countries with access to information and those with limited access by:

- developing and fostering the plan of action set in 2003 (phase 1, Geneva)
- evaluating the progress of concrete achievements until 2005 (phase 2, Tunis)

#### **ICT 4 all Exhibition**

Building on the success of the ICT4D Platform in 2003, the ICT 4 all Exhibition in Tunis is the most important parallel event at the second phase of the WSIS, showcasing innovative ideas and practical solutions from all sectors and countries present. There is an exhibition area to:

- encourage action-oriented partnerships
- exchange multi-stakeholder solutions and experiences in the field of ICT

## Benefits of the WSIS and ICT 4 all Exhibition

### Review Geneva 2003

WSIS	50 heads of state 12 000 delegates 80 countries represented
ICT4D	265 exhibitors 38 000 visits 135 parallel events

### Prospects Tunis 2005

WSIS	70 + heads of state 17 000 + delegates, ministers and CEOs 100 + countries represented
ICT 4 all Exhibition	300 projects showcased 40 000 visits expected 1 partnership area

#### Participants

At a time when public relations are becoming increasingly important for companies, the WSIS offers a platform to meet and network with other stakeholders.

The Summit and exhibition area will be visited in particular by:

- heads of state and ministers
- representatives of public bodies
- CEOs
- delegates from United Nations organisations
- civil society representatives
- journalists
- members of the media

Target an attractive market for sponsorship beyond the physical Summit and exhibition borders in:

- North Africa
- the Arab world
- the global ICT market



## The WSIS Tunis 2005 sponsoring concept: your objectives, our solutions

### Main partner

The «Main Partner WSIS Tunis 2005» option entitles you to an exceptional range of privileges in terms of exclusivity, public relations and visibility.

Title: «Main Partner WSIS Tunis 2005»

#### VVIP treatment

- Special access**
- Special access to the VVIP area reserved for key stakeholders <sup>1</sup>
- Special events**
- Special partnership evening (special guests)
  - Special partnership events (round tables)
- Invitations**
- WSIS admission badges (number to be defined) <sup>1</sup>
  - 100 invitations to the ICT 4 all Exhibition

#### Visibility

- Logo display**
- WSIS Tunis 2005 website <sup>2</sup>: main page and restricted partnership section
  - ICT 4 all Exhibition website: special partnership section
  - WSIS Tunis 2005 promotion materials (poster, brochure, flyer, etc.)
  - «Thank you» partnership banners in the exhibition and event entry hall
  - COSMSI film and institutional commercial

- Insertion rights**
- Right to display the WSIS Tunis 2005 logo and link on your documents and website
  - Right to use the phrase «Main Partner of WSIS Tunis 2005» in your documents and website

- Exhibition**
- Welcome sign at the exhibition door
  - 2 pages of colour advertising in the exhibition catalogue
  - 30 m<sup>2</sup> exhibition space (bare surface)

### Official Partner

The «Official Partner WSIS Tunis 2005» option entitles you to a major range of privileges in terms of exclusivity, public relations and visibility.

Title: «Official Partner WSIS Tunis 2005»

#### VIP treatment

- Special events**
- Special partnership evening (special guests)
  - Special partnership events (round tables)
- Invitations**
- WSIS admission badges (number to be defined) <sup>1</sup>
  - 50 invitations to the ICT 4 all Exhibition

#### Visibility

- Logo display**
- WSIS Tunis 2005 website <sup>2</sup>: main page and restricted partnership section
  - ICT 4 all Exhibition website: special partnership section
  - WSIS Tunis 2005 promotion materials (poster, brochure, flyer, etc.)
  - «Thank you» partnership banners in the exhibition and event entry hall

- Insertion rights**
- Right to display the WSIS Tunis 2005 logo and link in your documents and website
  - Right to use the phrase «Official Partner of WSIS Tunis 2005» in your documents and website

- Exhibition**
- Welcome sign at the exhibition door
  - 1 page of colour advertising in the exhibition catalogue
  - 20 m<sup>2</sup> exhibition space (bare surface)

<sup>1</sup> In co-ordination with ITU

<sup>2</sup> WSIS Tunis 2005 = COSMSI ([www.wsistunis2005.org](http://www.wsistunis2005.org))

## Partner

The «Partner WSIS Tunis 2005» option entitles you to significant privileges in terms of exclusivity, public relations and visibility.

Title: «Partner WSIS Tunis 2005»

### VIP treatment

- Special events
  - Special partnership evening (special guests)
- Invitations
  - WSIS admission badges (number to be defined) <sup>3</sup>
  - 20 invitations to the ICT 4 all Exhibition

### Visibility

- Logo display
  - WSIS Tunis 2005 website <sup>4</sup>: restricted partnership section
  - ICT 4 all Exhibition website: special partnership section
  - «Thank you» partnership banners in the exhibition and event entry hall
- Insertion rights
  - Right to use the WSIS Tunis 2005 logo and link in your documents and website
  - Right to add the phrase «Partner of WSIS Tunis 2005» in your documents and website
- Exhibition
  - Welcome sign at the exhibition door
  - 1 page of colour advertising in the exhibition catalogue
  - 10 m<sup>2</sup> exhibition space (bare surface)

<sup>3</sup> In co-ordination with ITU

<sup>4</sup> WSIS Tunis 2005 = COSMSI ([www.wsistunis2005.org](http://www.wsistunis2005.org))

Fees available on  
[www.worldsummitsponsor.com](http://www.worldsummitsponsor.com)









## Enhance your image: attract the very best

### Other sponsoring options on request

Upon request, other sponsoring packages are available (subject to changes). These packages à la carte maximise your visibility on the exhibition space and to allow you to differentiate in a strategic way.

The ICT 4 all Exhibition has meeting points, conference rooms and specific products at your disposal as targeted visibility tools.

More sponsoring options and all fees are available on [www.worldsummitsponsor.com](http://www.worldsummitsponsor.com)

### For distribution to visitors (at the exhibition entrance)

- Note pads
- Pens
- Visitor bags with logo
- Promotional plaque in bags
- Pocket map
- Admission ticket or badge (1)
- Advertising in official exhibitors' directory
- Other

### Meeting areas

- Cyber lounge (1)
- Business center (1)
- Press room (1)
- VIP lounge (1)
- Conference room <sup>5</sup> (10)
- Meeting point <sup>6</sup> (3)
- Lounge (1)
- «Centre de vie» <sup>7</sup>
- Other

### More signalling tools

- Indoor signalling: Giant-sized plan of exhibition areas
- Outdoor signalling: Flag mast
- Other

### Uniforms / Dress code

- Concept to be defined

5 Conference rooms in the exhibition area of the ICT 4 all Exhibition, where about 200 workshops, conferences and seminars will be held during the event

6 3 strategic meeting points have been pinpointed on the map. These leisure and meeting areas will attract many visitors

7 The «Centre de vie» covers an area of over 1000m<sup>2</sup> designed to accommodate various services such as a cafeteria, restaurant, bank, post office etc.





## Your contact

As an efficient partnership is based on close attention to individual company needs and objectives, we strive to work closely with you to find the best solutions to suit your exact needs. A website has been created for your attention: a platform to welcome the future partners of the WSIS Tunis 2005!

### **Organisers**

COSMSI  
(Organisation Committee of the World  
Summit on the Information Society)  
Tunis, Tunisia

### **Your contact agency**

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