

SPONSORSHIP OPPORTUNITIES

Dear Sir,

CAREERS and E² – Events & Exhibitions, have the pleasure to invite you to the tenth International Forum for Recruitment, **FORWARD 2010**, which will be held at **BIEL-** Lebanon from the **25th** till the **28th** of March 2010 starting 4pm until 10pm.

If you are looking to obtain brand awareness & media exposure and interested to keep your company, brands, products or services top of mind before, during and long after the event has taken place, then take advantage from a wide-ranging designed sponsorship program. There are different sponsorship packages options that can be customized to meet your objectives; however, there are some benefits that are unique to all:

- **An opportunity to maximize your organization's presence** before, during, and after the conference and/or exhibition with targeted marketing opportunities.

FORWARD is heavily promoted to specific target audiences. As a sponsor, your business would benefit from that promotional activity, increasing your brand awareness even amongst those unable to attend.

- **An opportunity to increase awareness about your company and overall exposure:** sponsorship will provide you with valuable exposure that would add value to your business and thus mark your organization as an attractive workplace with best-in-class talent.

Additionally, FORWARD will equip you with the means to educate today's job seekers about your company's overall activities in its designated sector, which would create awareness among your aspired potential recruits about the company and its line of business.

- **An opportunity to obtain brand awareness & media exposure, improved credibility and image transfer** - Build brand recognition. Build awareness throughout the industry by raising the eyebrows of media, high-level executives, and consultants.

What's more, by being associated with a prestigious and serious event, businesses can be seen to be promoting a particular image to a receptive audience, an image that may not otherwise be seen through other commercial events.

- **New customer acquisition and client retention** - Sponsoring is an opportunity to network and seek new clients while increasing your business partnerships. Rise your networking opportunities.

Businesses are given the opportunity to generate new prospects. There are few marketing activities that present a business with the opportunity to come into direct contact with their customers, promote a specific message, and be seen as endorsing an esteemed event such as FORWARD.

From event sponsorship to custom packages, you can be assured that our expertise can help you find the right solution to meet your needs and your budget, including:

I - Sponsorship Categories

- Platinum Sponsor US\$ 35,000 – Only two sponsors**
- Gold Sponsor, US\$ 25,000 – Only three sponsors**
- Silver Sponsor, US\$ 18,000 – Only four sponsors**
- Events Sponsor, US\$ 8,000 to 15,000**
- Branding , US\$ 4000 – 10,000**

II - Sponsorship Benefits

A. Platinum, Gold & Silver Sponsors

Beside the fact that being a sponsor is a unique opportunity to adjust your company positioning by separating your business from its competitors and standing apart from the crowd, it is a great chance to benefit from massive media exposure through the acknowledgement the sponsor gets in the massive marketing and advertising campaign of the official FORWARD.

Depending on your level of sponsorship, you will benefit from having your logo and name (position and size according to the type of sponsorship) in the overall In-Shape massive advertising campaign which includes:

- 400+ Billboards
- Advertisements in renowned newspapers as well as local and regional magazines
- More than 50,000 copies of the Salon's guide distributed before and during the fair
- More than 50,000 visitor cards
- An exclusive highly attractive and informative website for FORWARD.
- 5000+ Personal invitations to prominent distinguished public figures as well as to key decision makers and specialists in the field of HR
- 750 Personal invitations for the opening lunch to distinguished public figures, VIPs, and company managers
- Mass E-mailing campaign
- 1000+ Posters
- 15,000 + Leaflet
- Official opening ceremony and press conference
- Entrance Banners

In addition to the above benefits, the following are included according to your sponsorship category:

Platinum Sponsor: 24 sqm free space in the exhibition + 18 sqm banner + Inside cover of the catalogue of the fair + Audio advertisement inside the fair premises (12 spots/day) + Two A3 advertisement posting on the job posting boards + promo girl at the entrance of FORWARD to advertise your brand for the 4 days.

Gold Sponsor: 18 sqm free space in the exhibition + 12 sqm banner + Advertisement page in the catalogue of the fair + Audio advertisement inside the fair premises (6 spots/day) + A3 advertisement posting on the job posting boards

Silver Sponsor: 15 sqm free space in the exhibition + 8 sqm banner + Advertisement page in the catalogue of the fair

B. Events Sponsors

1. **Sponsor's Endeavor:** the sponsor is given the opportunity to take advantage from FORWARD attractive setting and wide ranging targeted audience to set up his own special event and thus maximize your exposure to the fullest. CAREERS & E² provides the location and the full coverage of the event through all of the FORWARD massive printed and audio advertising campaign as well as inside of the exhibition premises.
2. **E² Events:** the sponsor supports totally or partially one or more of the various events that E² will carry out at FORWARD. Among these events are the opening lunch, conferences, seminars, Training sessions... Depending on the level of sponsorship, the position and size of the sponsor's logo and name will be decided in the overall FORWARD massive printed and audio advertising campaign as well as inside of the exhibition premises.

C. Branding Opportunities

Multiple Branding opportunities can also be found in strategic locations throughout the exhibition halls.

Including but not limited to:

Signage • Counter signage • Carrier bags • Your live mascotte in the exhibition aisles • etc

A range of options is available, and each can be customized to meet your aspirations.

III - Sponsorship Registration

Please fill in the following information, print it and send it to the address below:

E² - Events and Exhibitions s.a.l: 1st Floor, Yanni Bldg., Zahrat-El-Ihsan St., Ashrafieh, Beirut - Lebanon. Fax: 961-1-203258 or Email: info@forwardforum.com

NAME OF ORGANISATION:

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CONTACT PERSON:

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JOB TITLE

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ADDRESS:

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TELEPHONE:

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FAX:

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EMAIL:

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PRODUCT / ACTIVITY:

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SPONSORSHIP OPTION SELECTED:

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TOTAL AMOUNT IN USD:

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We agree to abide by and be subject to the rules and regulations set below, receipt of which we hereby acknowledge any amendments which may be made by the Organizers or relevant authorities. We agree to pay 50% of the above total cost with this registration form. We also agree to pay the remaining balance before February 12, 2010.

Check the General Terms & Conditions below.

Place..... Date..... Signature..... Stamp.....