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GET THE JOB DONE

CxODAY
25&26 NOV 2019

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BRANDING OPPORTUNITIES CIODAY2019

During events we have all kind of opportunities for Partners to create more visibility by:

- Media channels (print-online-social)
- Sponsoring one of the Food & Beverage-elements
- Sponsoring one of the Lifestyle-elements

Especially the F&B-elements offer you, as partner, the unique opportunity to create attention.

All productions, purchase and logistics can be done by and via ICT Media. This makes sure that you will not have to invest a lot of time in this. We will do this Turn Key!



PRINTED AND ONLINE MEDIA

Opportunities for Printed Media:

In the coming 3 months before CIODAY we will have several opportunities:

- **CIO Magazine edition – CIODAY Special**

This is every years special edition around CIODAY, with interviews of all nominated CIOs, interview with Diamond + Platinum Partners and articles around the CIODAY-topic; Distribution is 3.000 examples among the CIO-community. We have several opportunities for this to participate in CIO Magazine.

- 2/1 page 3.500 euro
- 1/1 page 2.500 euro

- **BoardroomIT edition – CIODAY Special**

BoardroomIT newspaper is spread among the whole board and will be distributed in 65.000 examples enclosed to Het Financieele Dagblad (Dutch Financial Times) / online at www.itexecutive.nl and www.cioday.com. For an example of last year, please check: <https://cioday.com/update/boardroom-it-cioday-special/>

We have several opportunities to participate in the BoardroomIT:

- 2/1 page 4.500 euro
- 1/1 page 2.250 euro
- 1/2 page 1.750 euro
- 1/4 page 1.250 euro

In this case it is up to you to decide how you would like to use the space (editorial or advertising). In case we need to write for you, or do an interview we will need to hire the Editor in Chief.

- **Create extra visibility by Special CIODAY box (max. 5 partners)**

For maximum 5 partners we offer the opportunity to send a special CIODAY-box in style after CIODAY. The Box will be distributed to the participants of CIODAY afterwards

Price is 2.500 euro

Online and beyond!

- **Branding:**

We'll help you to increase your brand awareness. Think of branded content, customer cases, interviews with your customers or opinion-forming content. Both online and offline.

- **Partner Relationships**

A successful partnership is worth sharing with others. This is excellent at the events organised by ICT Media and itexecutive.nl. Give your clients a platform, let the success of the collaboration speak for themselves and generate new leads. We can facilitate this.

- **Round tables follow-up**

After the successful event, we can organise a round table to follow up your gained leads and increase this relationship.

- **Advertisement online**

We can place banners, insert you in our newsletters and give you a stage on itexecutive.nl. We generate leads and traffic to you as our partner.

- **Lead generation online**

Through lead generation we can collect important information from leads for you. This can be done by using your whitepapers, business cases, case studies or our surveys.

- **Thought Leadership**

Do you want to share your knowledge, show that you and your company are the specialists? Share your expertise with targeted content. If you avoid commercial messages and inspire the target group, your organisation is more often top of mind and you will receive the RIF in your inbox sooner than you think.

More information up on request through:

<https://itexecutive.nl/adverteren/>

All content being published in the magazines will also be placed online at www.itexecutive.nl and spread by our social media accounts!



CIODAY-TV

CIODAY-TV can be sponsored by 1 or 2 organisations. With CIODAY-TV we produce interviews all day long, with a selected group of CIOs / Executives. In 2018 we had 20 productions with over 26.000 YouTube-hits. See as sample: <https://www.youtube.com/watch?v=kYCArcHO14I>

Partners who adopt CIODAY-TV will get:

- Branded studio with all required equipment
- 1-2 interviews with executives
- Opportunity to discuss preferences (target list)

- 'Powered by' in trailer of every movie
- Pre-announcement in BoardroomIT for CIODAY-TV / powered by [sponsoring partner]
- Special html e-mailing in the week before CIODAY to all attendees of CIODAY as part of Life-style emailing

Costs for CIODAY-TV are:

- 1 partner : 17.500 euro
- 2 partners : 10.000 euro per partner

BNR News Radio

In cooperation with BNR News radio we can set up 2 different elements:

1. Live-broadcasting "BNR Zakendoen met..."

In this case BNR will have her radio show "BNR Zakendoen met" live from CIODAY. This show takes place from 10:00-12:00hrs and will be presented by Annette van Soest and Thomas van Zijl.

Each partner will get a promotion of a week, existing of:

- Event: exposure during live program on CIODAY
- Radio: 42 radio spots of 20 seconds on BNR News radio, timeframe: ma-zo 06:00-20:00hrs
- Radio: 6 promos of 30 seconds on BNR News radio with announcement program and location. Time frame: ma-zo 06:00-20:00hrs
- Print: 1 announcement advertisement of 96 x 108 mm in Het Financieele Dagblad on the day of broadcasting, including announcement of sponsor
- Print: 1x advertisement for sponsor of 96 x 53 mm in Het Financieele Dagblad on the day of broadcasting, under announcement advertisement, including message of sponsor
- Online: 30.000 impressions leaderboard on BNR.nl in the week before broadcasting, including announcement of sponsor

2. Live-broadcasting of full day BNR News radio

Another opportunity is to have BNR News radio as a full day broadcasting live from CIODAY. The set up isn't defined yet, but can be arranged on request.

Costs for BNR:

- Zaken doen met.. : on request
- Whole day : on request



RTL-Z

In cooperation with RTL-Z we can also set up live broadcasting at CIODAY2019. The set up isn't defined yet, but can be arranged on request.



FOOD & BEVERAGE

Sponsoring one of the F&B-elements (during CIODAY):

- **Exclusive coffee bars**

During CIODAY we will facilitate 4 exclusive coffee bars. For Partners it is possible to host one of the coffee bars. The partner will get:

- Logo on blouses/shirts of barista's
- Branded coffee cups
- Branded coffee bar

Price is 5.000 euro

Deadline for the coffee bars is November 1st, because of production time of branding elements.



- **Smoothie bars / Fresh Juices**

During CIODAY we will also facilitate 4 smoothie bars (Fresh Juices). For Partners it is possible to host one of the smoothie bars.

The partner will get:

- Logo on the smoothie bar
- Logo on blouses/shirts of bartender

Price is 5.000 euro

Deadline for the smoothie bars is November 1st, because of production time of branding elements.



- **Drinks november 26th**

Final opportunity is to be sponsor of the drinks for CIODAY. Approximately 400-500 attendees will join the networking drinks at the end of the day. The sponsor of the drinks will get visibility via pop-up banner and digital/screen.

Price is 2.500 euro

OTHER OPTIONS:

Sponsoring one of the Lifestyle-elements (during CIODAY):
During CIODAY we have all kinds of opportunities to also create more visibility with other elements than F&B:

- **Branded key cards Hotel (350-400 pieces)**

All people who stay overnight, need a key card of the hotel to enter their room. These key cards can be branded by partners.

Price is 3.000 euro



- **Hotel drop-ins (350-400 pieces)**

For a selected number of partners
Price is 2.500-5.000 euro

- **After Dinner Party Sint Olofskapel at the Barbizon Palace Hotel Amsterdam (exclusive or with max 3 partners)**

For the After Dinner Party we have several options:

- 100% Adopted: within this option you will have full exclusivity on adopting the After Dinner Party. In consideration together we will set out the theme for the night and work this out completely within the discussed theme. Take the Bollywood Party with Wipro in 2009 or the Chinese Evening in 2011 as an example.

Costs are 25.000 euro



- Semi-adopted: The theme will be defined by ICT Media. Take the CIO Blues Café of 2010 as an example.

Costs are 12.500 euro

- Artist-adopted: within this option you can adopt your own artist and together we can make sure we have a great line-up. Other sponsors will also be included in adopting the After Dinner Party.

Costs are up from 5.000 euro (depends on the artist)

The partner(s) of the After Dinner Party will receive a lot of branding:

- Branding near reception/entrance of hotel
- Branding in the elevators of the hotels
- Branding at the entrance of the After Dinner Party
- LCD-screen at entrance
- Pop-up banner
- Branded blouses for staff

- **Branded E-taxi's 25 & 26 November**

Also this year we are looking for a Partner who is willing to host the E-taxi's. In the last couple of years these taxi's were provided by Vodafone (2013), Vodafone/BMW-i (2014) and Tele2/Tesla (2015). The set up isn't defined yet, but can be arranged on request.

Price on request

All cars will/can be branded and will transport approximately 200-250 people during the 2 days.



- **Innovation Spaces**

Innovation Spaces are only meant for high-tech (futuristic) solutions who can be translated to a (proven) business case (f.e. robotics/artificial intelligence/IoT/sensor technology/start-ups/...).

During the CIODAY campaign these Innovation Spaces will have lots of exposure:

- Attention in the BoardroomIT tabloid about what can be expected in the Innovation spaces
- Mailing to all target audience about what can be expected in the Innovation spaces
- Opportunity for small groups to follow a 'guided tour'
- Social media posts

In case you/your organisation facilitate(s) an Innovation Space, we will send all the needed details.



- **Wi-Fi / Internet**

During CIODAY all participants will be offered a free Wi-Fi-connection. Only 1 partner has the opportunity to host this internet by creating its own password.

Price is 2.500 euro

- **Branded Umbrellas**

For all attendees who have to go through the rain, we would like to offer branded umbrellas. This is only applicable for 1 partner. The umbrellas can be produced by ICT Media, but can also be delivered.

All umbrellas that are left, can/will be returned to the partner for further usage.

Price on request

