

# Virtual Reality Conference

**Opportunities for Partners to Participate**  
27 November 2017 | Microsoft Atrium Berlin

**bitkom**  
events

#VRC17



# Facts and Figures

VR Conference 2017



- 27 November 2017
- At the Microsoft Atrium Berlin
- Programme with keynote sessions, interactive intermissions and evening get-together
- Networking and interaction in the integrated exhibition area



# What to Expect

VR Conference 2017



## Information exchange on the highest level

- Cross-industry and exclusive networking with **150+ experts, practitioners and decision-makers**
- Involvement of **young digital entrepreneurs and start-ups** from the VR sector
- **Exciting exhibits** for interaction and engagement at the venue
- Top-level **exchange of ideas**
- Establishment of **new contacts**



# Communication

VR Conference 2017



Own Website

Multi-stage  
Communication

Social Media  
& Press

Print Materials

- Own event [website](#)
- Multi-stage communication to more than 10,000 addresses
- Announcement via Bitkom's social media channels with 32,000+ contacts
- Press invited via Bitkom's and partners' channels
- Print materials including flyers, programme and branding at the venue
- Marketing in association with the [hub.berlin](#)

# Benefits for Partners

VR Conference 2017



## Presentation & Positioning in a Future-Oriented Industry

Target  
Marketing

PR & Press

Positioning in  
VR Industry

Relevant  
Contacts

Enhancement of  
Knowledge

- Presentation of company on event [website](#)
- Profiting from Bitkom's communication activities
- Presenting your own company as a source of knowledge and influencer
- Access to a relevant target group
- Establish excellent new and strengthen your existing contacts
- Insights into the industry's progress

# Participation Package

## Basic



**Display of logo: Logo incorporated in programme, on sponsor panel at the venue and on the event website**

	Before the event	During the event
<b>Basic</b> <b>2,500 EUR</b> plus VAT*	<ul style="list-style-type: none"><li>▪ Presentation of company including logo and link on event <a href="#">website</a></li><li>▪ Named in event mailings</li></ul>	<ul style="list-style-type: none"><li>▪ Logo displayed on sponsor panel</li><li>▪ Logo incorporated in programme</li></ul>

\*price for Bitkom members; non-members can take part at a cost of 3,000 EUR plus VAT

# Participation Package

## Advanced



**Presence at the event: company presentation & display of logo & presentation in the exhibition area**

	Before the event	During the event
Advanced 4,500 EUR plus VAT*	<ul style="list-style-type: none"><li>▪ Presentation of company including logo and link on event <a href="#">website</a></li><li>▪ Named in event mailings</li><li>▪ Named in social media posts related to the event</li></ul>	<ul style="list-style-type: none"><li>▪ Logo displayed on sponsor panel</li><li>▪ Presentation of company and logo in the event program</li><li>▪ Exhibition area in networking and intermission area</li></ul>

\*price for Bitkom members; non-members can take part at a cost of 5,400 EUR plus VAT

# Participation Package Premium



## Comprehensive presence: logo presence & exhibition area & presence on stage

	Before the event	During the event
Premium 6,500 EUR plus VAT*	<ul style="list-style-type: none"><li>▪ Presentation of company including logo and link on event <a href="#">website</a></li><li>▪ Named in event mailings</li><li>▪ Named in social media posts related to the event</li></ul>	<ul style="list-style-type: none"><li>▪ Logo displayed on sponsor panel</li><li>▪ Presentation of company and logo in the event program</li><li>▪ Exhibition area in networking and intermission area</li><li>▪ Named during the welcome speech</li><li>▪ Presence on stage or lecture slot on one of the key topics of the conference**</li></ul>

\*price for Bitkom members; non-members can take part at a cost of 7,800 EUR plus VAT

\*\*by agreement with the persons in charge of the programme



# Participation Packages

## Overview



Services	Basic	Advanced	Premium (limited number available)
Before event	<ul style="list-style-type: none"> <li>▪ Presentation of company including logo and link on event <a href="#">website</a></li> <li>▪ Named in event mailings</li> </ul>	<ul style="list-style-type: none"> <li>▪ Presentation of company including logo and link on event <a href="#">website</a></li> <li>▪ Named in event mailings</li> </ul>	<ul style="list-style-type: none"> <li>▪ Presentation of company including logo and link on event <a href="#">website</a></li> <li>▪ Named in event mailings</li> <li>▪ Named in social media posts related to the event</li> </ul>
During event	<ul style="list-style-type: none"> <li>▪ Logo displayed on sponsor panel</li> <li>▪ Logo incorporated in programme</li> </ul>	<ul style="list-style-type: none"> <li>▪ Logo displayed on sponsor panel</li> <li>▪ Presentation of company and logo in the event programm</li> <li>▪ Exhibition area in networking and intermission area</li> </ul>	<ul style="list-style-type: none"> <li>▪ Logo displayed on sponsor panel</li> <li>▪ Presentation of company and logo in the event programm</li> <li>▪ Exhibition area in networking and intermission area</li> <li>▪ Named during the welcome speech</li> <li>▪ Presence on stage or lecture slot on one of the key topics of the conference**</li> </ul>
Price	<b>2,500 EUR plus VAT</b> Non-members: 3,000 EUR plus VAT	<b>4,500 EUR plus VAT</b> Non-members: 5,400 EUR plus VAT	<b>6,500 EUR plus VAT</b> Non-members: 7,800 EUR plus VAT



## You would like to get involved?

- Write to us if one of our packages appeals to you. We will be pleased to put together a customised contract for your participation.
- You have ideas of your own that you would like to present at the **VR Conference**? We are open for these too!
- You are a **company founder** in the field of VR and would like to talk to global players, investors and researchers? Ask us about our customised **Contributors' Package for Start-ups**.
- **Get in touch with us!** If you have any questions, contact **Frederike Egerer** by phone at **+49 30 / 275 76 – 553** or by email at [f.egerer@bitkom-service.de](mailto:f.egerer@bitkom-service.de).

## Contact

Whom to get in touch with



### Organisation



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### Lecture programme



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