

EFQM FORUM 2017  
Madrid – 26 & 27 October

# SPONSORSHIP OPPORTUNITIES



**EFQM**  
Leading Excellence

# Become an EFQM Forum Sponsor

We have the right option for you...

## The EFQM Forum 2017

THE LARGEST EVENT IN EUROPE DEDICATED EXCLUSIVELY TO BUSINESS EXCELLENCE AND THE EFQM EXCELLENCE MODEL

The EFQM Forum was held for the first time in Montreux in 1989 when 350 delegates witnessed the foundation of EFQM. Nowadays, the EFQM Forum is a once-a-year event in which over 400 business leaders congregate to learn, interact and network.

The Forum provides unique networking opportunities and is infused with the atmosphere of connecting and sharing that characterizes our events.

The EFQM Forum is centered on the most relevant and current business topic. This year's theme will be "Driving Excellence beyond the Limits". The 2-day programme will include presentations from outstanding keynote speakers and experts from within the EFQM Community, and about 20 hours dedicated to informal networking.

The objectives of the EFQM Forum 2017 are to:

**Challenge.** Provide thought provoking presentations, set within the overarching Forum Theme, featuring speakers from across Europe and beyond, that challenge the current views of the audience and encourage them to make further improvements within their organisations

**Celebrate.** The Forum and its Gala Event should evoke an atmosphere of celebration by marking and promoting the success of EFQM Excellence Award recipients and role models internationally.

**Network.** The full event from welcoming to closure should provide a multitude of networking activities to demonstrate how EFQM's network and its Forum Partners/Sponsors "Share what Works" between its Members.

**Visibility.** The event shall be professionally organised by an expert PCO and incorporate the good practices and customer input from previous years in order to build and enhance both EFQM and its Forum Sponsors image and reputation. The event should also increase the external communication presence not just in the local area but internationally in order to build greater visibility about EFQM, its Forum Sponsors and the importance of Sustainable Excellence.

# EFQM Forum Sponsorship Benefits

## Brand your Organisation as a Sponsor

Associate your organisation with a high-end, executive conference; build awareness among more than 20,000 contacts and visitors to the EFQM Forum website and finally, meet and network with peers during breaks and lunches, all taking place in the foyer area where your sponsor table will be located.

## Connect with Experts from the Excellence field

The EFQM Forum will be attended by a group of senior executives from Europe and beyond, and from a wide variety of sectors, who are interested in learning about recipes on how leading organisations reach and sustain a high level of performance.

- 40 countries represented
- 20-30% from local organisations
- 10-15% from outside Europe
- 85% are from private sector, 15% from public sector
- 85% represent large organisations, 15% SMEs

### TOP / SENIOR EXECUTIVE PARTICIPANTS

BUSINESS EXCELLENCE MANAGER  
PLANT DIRECTOR  
RECTOR / DEAN  
CHAIRMAN / PRESIDENT  
QUALITY DIRECTOR

CHIEF EXECUTIVE OFFICER  
SUPPLY DEPARTMENT MANAGER  
CHIEF OPERATING OFFICER  
CHIEF INNOVATION OFFICER  
VICE PRESIDENT

BUSINESS UNIT DIRECTOR  
HR DIRECTOR  
PROJECT LEADER BUSINESS EXCELLENCE  
MARKETING & COMMUNICATION DIRECTOR  
AND MANY MORE...

### FROM A WIDE RANGE OF ORGANISATIONS

4B Akademi ABBABMS University Abu Dhabi police Acorde Consulting Aeroports de Lyon AFNOR Developpement Ahold Czech Republic a.s. APQ - Portuguese Association for Quality ARGE Consulting Ayuntamiento de Alcobendas Balance Boost Bbest BF Partners BMW Brilliance Automotive Ltd. BMW Plant Regensburg Bosch - VHIT SpA Bosch Bari Bosch Car Multimedia Portugal, S.A. Bosch Sanayi ve Ticaret AS Bosch Security Systems S.A. BP Associati Sri BQF Bradstow School Cabinet d'orthodontie BECKER & Associés Carl Zeiss SMT GmbH Catalyst Consulting Centre for Competitiveness China Association for Quality Christiansen - Reinventing organizations City of Glasgow College City of Helsinki / Construction Services / Stara Clariant Club Excelencia en Gestión Coca-Cola Icecek AS Codefe Comtec Quality, S.A. Comtrade Group Conceptual Quality Czech Society for Quality Dubai Electricity & Water Authority Dubai Properties Group Dubai Quality Group Dubai Roads and Transport Authority EDF Electrolux Italia Emirates Airlines Engineering Ingeneria Informatica SpA eracitus srl ESBAS Aegean Free Zone Operating and Development Co. Esprix Excellence Suisse Etihad Airways Etisalat Eurofortis IT European Commission EUSKALITZ EVALUESENSE ApS Excellence Danmark Exciting Quality Approaches (EQA) Finnish Quality Association Foundation for Development of Wroclaw University of Economics Fundación Colombia Excelente GC Europe GC International AG Geriatriische Gesundheitszentren der Stadt Graz GHA Gutekunst KG Hamdan Bin Rashid Al Maktoum Awards Help2Improve Hirslanden Lausanne Hospital Universitario Infanta Elena IETT Infineon Technologies AG Initiative Ludwig-Erhard-Preis e.V. INK Iran EFQM Partner Jans & Hagenaars Advocaten KAOQA Khalifa Fund for Enterprise Development Knowledge & Human Development Authority Kostwein Group KRBE GmbH Laatukeskus Excellence Finland Laurea University of Applied Sciences / Wuorikoski Ley hill solutions Lucerne University of Applied Sciences and Arts, President's Office Mando Corporation Poland Sp. z o.o. Metrology Institute of the Republic of Slovenia Metsä Fibre Mieschke Hofmann und Partner GmbH Mpehwald GmbH - Bosch Group MPWIK S.A. National Center for Educational Quality Enhancement National Nuclear Regulator of South Africa Optima XXI Philips Lighting PosAm, spol. s r.o. PostNord qplusresources Quality Austria Quality Scotland Recupel Renault-Nissan Consulting Responsible Investmentbanking RG2K Consulting Robert Bosch - Rodez Plant Robert Bosch Bamberg Plant Sakarya Üniversitesi Sanden International Europe SAQ Swiss Association for Quality SDEA Alsace-Moselle Seçkin Consultancy and Training Co. Ltd. Shawqi Sajwani Quality Consultants Siemens SIQ Slovak Society for Quality SMFC, Lda Solvay Sommar SSB Consult Schmidt & Bäuerle Stavropol State Agrarian University Sustainable Excellence Suva Swiss Excellence Forum Synergy Performance Middle East LLC Taheel Altamayuz Trading Company TECHNIP Corporate Services TECOM Group Telecom Italia Spa Tetra Pak Packaging Solutions Spa TOQUEX T-Systems Multimedia Solutions Ukrainian Association for Excellence and Quality Umicore Università di Roma Tor Vergata UNOPS VAMED-KMB Vienna University Volvo Cars Zamzam Society for Charitable and Voluntary Health Services ZF Padova

Sponsoring the EFQM Forum allows you to interact and network with target audiences and build visibility for your organisation. All sponsorships come with benefits, including acknowledgement on the Forum website, in the event's programme, and in a variety of verbal announcements, plus acknowledgement on slides prior to plenary sessions.

# EFQM Forum Sponsorship Packages

	PLATINUM	GOLD	SILVER	FORUM FRIENDS
EFQM Forum Tickets	10 <i>(front row reserved seats &amp; VIP access)</i>	5 <i>(front row reserved seats)</i>	2	1
Celebration Dinner Tickets	10 <i>(table in preferential position &amp; personalised with logo)</i>	8	6	2
Additional tickets to the Forum and Dinner	50% discounted rate	50% discounted rate	50% discounted rate	50% discounted rate
Advertorial in Forum programme	Full-page (A4)	Half-page (A5)	-	-
Advertorial in EFQM Excellence in Action magazine (Sept.)	Full-page (A4)	Half-page (A5)	-	-
Logo in Forum publicity in Spanish media (Sept.)	✓	✓	-	-
Video interview to promote the organisation's journey to Excellence	3-min	1-min	-	-
Recognition as a sponsor on Forum websites & link to the organisation's website	✓	✓	✓	✓
Sponsor's logo on all Forum promotional material	✓	✓	✓	✓
Sponsor's logo on a photo-call used during the Forum & Dinner for the official photos	✓	✓	✓	✓
Acknowledgement by the CEO of EFQM at the start and closing	✓	✓	✓	✓
An insert in the attendees's Forum bag	✓	-	-	-
A draped resource table for the sponsor to share informational material	✓ <i>(Personalised space in the coffee zone)</i>	✓	✓	✓
	20,000€	12,000€	8,000€	4,000€

## CUSTOM SPONSORSHIP PACKAGES

If you do not see a package that meets your needs as an EFQM Forum sponsor, please contact us. We would like to hear from you about what you want in a custom sponsorship package that highlight your needs and benefits the needs of the EFQM Forum attendees and programme.

# EFQM Forum Sponsorship Packages

## FORUM TICKETS

Access to the EFQM Forum on 26 & 27 October, taking place in the Auditorium 400, at the Museum Reina Sofia.

## CELEBRATION DINNER TICKETS

Access to the Celebration Dinner and the Award Ceremony, taking place in Alcobendas (Madrid) on Thursday 26<sup>th</sup> of October (19.00 – 24.00).

## ADDITIONAL TICKETS

Additional tickets for both the EFQM Forum and the Celebration Dinner are proposed at a 50% discounted rate (excl. VAT). Standard ticket price for an EFQM Member is 1,100€.

## ONLINE AND ONSITE VISIBILITY

- Logo of to the sponsor's organisation in all marketing and promotional material (e.g emailing, brochure, leaflet)
- Logo and link of the sponsor's organisation's website on [www.efqmforum.org](http://www.efqmforum.org) and on [m.efqmforum.org](http://m.efqmforum.org)
- Logo on printed material at the EFQM Forum (e.g. programme in attendee bag)
- Logo on sponsor banners at the EFQM Forum venue
- Logo on sponsor slide during the opening and closing of the conference

## VIDEO INTERVIEW

For Platinum and Gold sponsor, this video interview is your opportunity to showcase your organisation's journey toward Excellence. This interview will be included on the EFQM Forum websites, as well as the main EFQM site and social media.

## INSERT IN ATTENDEE BAG

Attract more attention and better present your brand and value proposition to the Forum attendees

## ADVERTORIAL (for Platinum & Gold sponsors)

An advertorial is an extended text advertisement that showcase the sponsor organisation's product or services or journey towards excellence but resembles an editorial in style and layout. The advertorial will be included in the final programme distributed to all attendees during the event and in the Excellence in Action magazine (September/October issue). The format should be for a full page: A4 – half page: A5, full colour – 300 DPI, file format: EPS or JPEG.

## A TABLE TO SHARE INFORMATIONAL MATERIAL

A draped table will be set-up in the area where coffee breaks and lunches will take place. Your organisation will be able to interact with the delegates during breaks, and meals. Feel free to bring roll-up banner or any other promotional material as you see fit.

For Platinum or Gold sponsors: this option can be supplemented by a pop-up wall or a booth, should the organisation have its own available. (EFQM does not provide booth facilities)

# Additional Sponsorship Opportunities

## FORUM KEYNOTE SPEAKER

The programme usually feature 1 to 4 keynote speakers, depending on the theme of the event. One or more of these speakers are hired through speakers' agencies and a cost for delivering a speech, travel and accommodation is required. Visibility and exposure are provided through signage on the screen during the Forum, the programme and speaker's introduction on stage.

The sponsorship amount will depend on the speaker selection. Please contact us for more information.

## ADVERTISING OPPORTUNITY - €4,000

A one-page advertisement to be included in the EFQM Forum brochure and final programme. These document is emailed, printed and distributed before and during the event to all delegates. The Forum brochure is sent out to over 10,000 contacts.

## CHARGING STATION - €5,000

Everyone needs to plug in and charge their devices at the EFQM Forum! This is your opportunity to host a popular charging station. Attendees can then charge their laptops, phones, tablets and more.

## CONFERENCE BAG - €2,500

The conference bag is handed out to registered attendees. The bag will carry the sponsor's organisation branding and the EFQM logo. A maximum of 600 bags will be produced (the number will be adjusted to the final number of attendees).

## BADGE LANYARD - €3,200

The lanyard will hold attendee badges and will be handed out to each attendees. The lanyard will carry the sponsor's organisation branding and the EFQM logo. A maximum of 600 lanyards will be produced (the number will be adjusted to the final number of attendees).

## NOTEPADS AND PENS - €4,000

The notepads and pens will be handed out to each attendees upon registration. They will carry the sponsor's organisation branding and the EFQM logo. A maximum of 600 notepads and pens will be produced (the number will be adjusted to the final number of attendees).

## WATER BOTTLES - €3,500

A water bottle will be handed out to each attendees. The bottle will carry the sponsor's organisation branding and the EFQM logo. A maximum of 600 bottles will be produced (the number will be adjusted to the final number of attendees).

Please contact EFQM for additional information and to discuss the availability of sponsorship opportunities and customised sponsorships.

Although a wide range of sponsorship opportunities are available, some are limited and are on a first-come, first-served basis. Therefore, every effort will be made to assign sponsorship according to your request. If the applied-for sponsorships are no longer available, you may select another option.

## The EFQM Forum Venue

### **Auditorium 400, situated in the Museum Reina Sofia**

The Museo Reina Sofía offers its venues to companies and institutions for holding cultural and corporate events, which can be complemented with private and exclusive tours around its major collection of modern and contemporary art, spanning from the end of the 19th century to the present day. Framed within unrivalled architecture comprising the Sabatini and Nouvel Buildings, congresses, meetings, cocktail receptions, black-tie dinners and film productions can be organised in highly versatile spaces.



The **Celebration Dinner and EFQM Excellence Award Ceremony** will take place in the Centro Municipal la Esfera de Alcobendas. Ayuntamiento de Alcobendas is the EFQM Excellence Award Winner 2016.



**WE ARE LOOKING FORWARD TO PARTNERING WITH YOU FOR A SUCCESSFUL EFQM FORUM 2017.**

We are happy to answer your question and further discuss sponsorship opportunities that fit your organisation's objectives.

Vinciane Beauquin  
Senior Manager, Operations, Digital Services & Training  
EFQM

# EFQM Forum 2017

[www.efqmforum.org](http://www.efqmforum.org)

[m.efqmforum.org](http://m.efqmforum.org)



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