



BROCHURE FOR SPONSORS

“Новото значење на знаењето и менаџмент вештините”

“The Emerging Importance of Knowledge and Management Skills”

**13-15 May 2011
Skopje, Macedonia**



www.sbch.org.mk

COSMO 2011 Small Business Conference is supported by the **Small Business Chamber of Macedonia**



COSMO INNOVATE CENTER

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fax (02) 244 8240 tel. (02) 244 8077, 244 8134 contact@cosmoinnovate.com.mk

POSSIBILITY FOR SPONSORSHIP, PRESENTATION AND ADVERTISING

Conference

We have great pleasure to inform you that **COSMO 2011 Small Business Conference** (COSMO 2011 SBC) will be held in Skopje, Macedonia, on 13-15 May, 2011 year. „**The Emerging Importance of Knowledge and Management Skills**„ is the title of the conference this year.

Creating and sharing knowledge and information management is the key to building a modern organization with superior service, engineering services and products or marketing organization. Many of the financial problems organizations faced over the past few years could have been avoided if the organizations had used the information and managed knowledge available to them.

Organizations are beginning to embrace the value that knowledge can drive the business to become more efficient and more effective. For many organizations, knowledge is their product. For others, knowledge accompanies the product as a service and added value. By significantly altered needs of consumers, only organizations that have personnel with the knowledge, processes and adjustable flexible technologies can support the changes necessary for adaptation, survival and progress.

Sharing knowledge, exchange information and building partnerships to improve business is a priority of the **COSMO 2011 Small Business Conference**. The conference is a place where over 150 representatives of the public sector, small and medium enterprises from the Republic of Macedonia and the South East Europe region, as well as experts from EU will meet. The conference consists of an educative part, as well as a B2B forum for discussion the experiences and ideas on technical, economic and legal issues that will affect the future of knowledge and information management.

We invite you to join us at the conference as a sponsor or as a participant. **COSMO 2011 Small Business Conference** offers a unique opportunity to your company for a meeting with the present and future clients from the business sector or public sector in the Republic of Macedonia. The conference presents an ideal opportunity for promotion and presentation of your company.

There are a number of reasons why your company should participate in **COSMO 2011 Small Business Conference**:

- You get marketing promotion and branding in front of a selected audience, with a possibility of face to face contact with your chosen clients
- Positioning as a leader on the market
- Increasing of the recognition of your brand
- Creation of new partnerships and cooperation
- Presentation of your products in front of a target audience, especially managers who make decisions



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POSSIBILITY FOR SPONSORSHIP

There are different ways of sponsorship that we offer to the companies which want to promote themselves at **COSMO 2011 Small Business Conference**. The benefit that you will get from sponsoring the conference depends on the type of sponsorship. Considering the fact that the sponsors have different needs, we try to adapt the sponsorships according to the individual needs of the sponsors.

However, we guarantee that all sponsorships of **COSMO 2011 Small Business Conference**, will contribute to:

- Building recognition of the company on the market
- Increasing of the number of clients of the company after the event
- Establishing cooperation with prominent professionals and experts from Macedonia and EU
- Giving a service or a present during the conference that will be appreciated by all participants

POSSIBILITY FOR PRESENTATION

During the conference a commercial presentation is possible. We also enable presentation of the web page at the conference and in the brochure for the conference.

COSMO 2011 Small Business Conference offers the possibility for commercial presentation of the sponsors, participants and those who cannot participate in the conference. Your advertising message will be communicated to all participants at the conference, to those who will visit the web site of the conference, those who will get written invitations with a brochure printed in 2.000 copies, and also those who will be officially electronically invited through our base of 30.000 e-mail addresses.



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With great pleasure we would like to invite you to participate in this international event as a sponsor or to present your company commercially. Further on there is detailed information about some of the sponsorship packages, and the possibilities for presenting and advertising, which we offer for this year presentation.

Sincerely we do hope that you will decide to join us. We will do our best to promote your company.

For any further information, do not hesitate to contact us:

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We expect your call.

Sincerely yours,

Edward Sofeski
COSMO 2011 SBC Project Manager



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SPONSORSHIP PACKAGES

Golden sponsor of the Conference

- introductory speech and opening of the conference
- 20 minutes presentation of the company during the conference
- logo of the company in the printed materials of the conference - on the front page
- logo of the company in the brochure and invitations of the conference- on the front page
- logo of the company on the participants identification cards
- one page advertisement in colour in the brochure of the conference
- banner (with a link) of the company on the web site of the conference
- poster of the company in the conference room
- prospectus materials of the company included in the official conference printed materials
- info-desk for presentation of company products/services at the entrance of the conference room
- free admission for six participants at COSMO 2011 Small Business Conference

Price : 1.000 EUR

Silver sponsor of the Conference

- 20 minutes presentation of the company during the conference
- logo of the company in the printed materials of the conference
- logo of the company in the brochure and invitations of the conference
- one page advertisement in colour in the brochure of the conference
- banner (with a link) of the company on the web site of the conference
- poster of the company in the conference room
- prospectus materials of the company included in the official conference printed materials
- info-desk for presentation of company products/services at the entrance of the conference room
- free admission for four participants at COSMO 2011 Small Business Conference

Price : 500 EUR

Official sponsor of the Conference

- 20 minutes presentation of the company during the conference
- logo of the company in the printed materials of the conference
- logo of the company in the brochure and invitations of the conference
- half page advertisement in colour in the brochure of the conference
- banner (with a link) of the company on the web site of the conference
- prospectus materials of the company on the registration desk for the participants of the conference
- free admission for two participant at COSMO 2011 Small Business Conference

Price : 250 EUR



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- **Notice:** In the prices of the sponsorship are not included the design of the sponsor's (company's) advertisement for the brochure of the conference, design and preparation of a poster, design and preparation of prospectus materials of the company. We are prepared to offer you additionally a design and preparation of presentation material in cooperation with the marketing department in COSMO Innovative Centre.

Media Sponsor

- logo of the company in the printed materials of the conference
- logo of the company in the brochure and invitations of the conference
- banner (with a link) of the company on the web site of the conference
- poster of the company on the info desk
- prospectus materials of the company on the registration desk for the participants of the Conference
- free admission for two participants at COSMO 2011 Small Business Conference

Interested printed or electronic media should submit programme of public promotion and information for the event

EXHIBITORS

- info-desk for presentation of company products/services at the entrance of the conference room

Price : 50 EUR

ADVERTISING IN THE CONFERENCE PRINTED MATERIALS

Advertisements for the interested companies will be published in the brochure of the conference.

Whole page (B5 format) in colour 100 EUR
 Logo of the company in color 50 EUR

Supporters / Advertisement exchange

- banner exchange of the company and conference web site
 - advertisement/logo exchange in the company and conference information printed materials
- Interested company should submit programme of promotion and information for the event

* **Notice:** In the advertising prices, publication of a banner (with a link) of the web site of the conference and the electronic messages is also included



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REGISTRATION

During the **COSMO 2011 Small Business Conference** two main activities will take place:

- International B2B forum
- Project Management Strategies seminar

	Conference fee*
Forum Participants	55,00 EUR
Forum Accompanying persons	30,00 EUR
Forum + Seminar Participants (3-day seminar)	300,00 EUR
Forum + Seminar Accompanying persons (3-day seminar)	160,00 EUR

The conference fee for the registered events includes participation in the working sessions and lectures, complete conference printed materials and literature, coffee and refreshment.

REGISTRATION FORM

In order to registering for the **COSMO 2011 Small Business Conference** please fill the form in attachment.

PAYMENT INFORMATION

The conference fee can be paid at bank account .
On the remittance clearly state „FOR COSMO 2011 SBC,, and Your name and surname

Bank: Universal Investment Bank
Maksim Gorki br.6, Skopje, Macedonia
IBAN Code: MK07240040001237844
TIN: 4030005589097
For: KOSMO Trade Center
Swift Code: UIBMMK22

For payments of the business entities we issue a proforma invoice upon your request.



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CANCELLATION

The information for cancellation must be sent by post or by [e-mail](#) to COSMO Innovative Centre.

Cancellation of the registration will be accepted **by 29th April 2011 year**, and your payment sum will be returned to you reduced for 25 euros due to administrative expenses.

For the cancellations which will be made **after 29th April 2011 year**, unfortunately, return of the payment is not possible.

ACCOMMODATION

Official hotel for the Conference is Hotel Continental.

The Conference organizer will book rooms for the participants at special discounted price. Please book your room at the registration.

VISA

Some participants of **COSMO 2011 Small Business Conference** maybe will need an entry visa for the Republic of Macedonia. In order to obtain the visa, a letter-an invitation by the organizer is necessary. If you need this kind of invitation, please send the following information to COSMO Innovative Centre at [e-mail](#):

1. Your name and surname
2. Fax number of the Embassy of your country where the visa will be issued.
3. Passport number
4. Place of issuing
5. Date of issuing
6. Validity period
7. Complete address of your business entity
8. Your fax number

The Invitation will be send by fax to you and to the Macedonian Embassy in your country.



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