

MARKETING PROGRAM

64th EOQ Scientific Quality Congress 2020

Effective Education for Quality

- Key Factor for Success -

June 16 - 17, 2020, Hyatt Regency, Belgrade, Serbia

64th EOQ Scientific Quality Congress will be held in Belgrade, Serbia, at the Hyatt Regency Hotel, June 16-17, 2020.

European Organisation for Quality - EOQ is an organisation counting 28 National Representatives and many thousands member companies and individuals. The congress will have both scientific-expert and commercial aspect, created as an opportunity for sponsors from different areas to present their products and services.

With participation of the **European Foundation for Quality Management - EFQM**, organisation that gathers over 1500 experts from around the world, and is in direct cooperation with 44 National Representatives, **64th EOQ Scientific Quality Congress** is guaranteed to have broad coverage and high visibility worldwide.

Quality Innovation Award – QIA is a partner organization of the Congress aiming to internationally promote different innovations within industrial and services sector. Over 500 innovative organizations in 19 countries take part in this competition.

Following the UN Sustainable Development Goals 2030 and mission of the European Organization for Quality (EOQ), we are endeavouring to transfer the theory and practice of modern quality management to Serbia and other countries with less developed economies.

Less developed economies are a consequence of unapplied quality management system in practice.

The key factors for understanding and successfully implementing quality management are the effective formal education of pupils and students as well as training for specialists in the industry.

After researching the level of inclusion of quality standards in the education systems of different countries, we will determine where and how the best results are achieved.

There are many reasons to visit Belgrade and Serbia, which are awakening and in the process of catching up with the developed world after many political challenges.

More information about the event can be found on congress website: eoqcongress2020.srmek.org.

It's important to be a sponsor!

- Presence at the Congress is your organization's opportunity to enjoy two days of unparalleled access to a broad potential client base, inform them about your products and services and build long-term relationships.
- Your organization will benefit significantly from exposure to an interested, relevant and influential audience in an informal yet informative environment.
- The Congress will assist you in achieving strategic goals by providing you with direct exposure to your target market.
- You can present your knowledge and experience, find new opportunities for growth and development of your organization, and connect with leader companies that shape markets.

Key benefits

- Presence and visibility of your organisation through the worldwide promotion of the Congress via EOQ (28 members), EFQM (44 members) and QIA (19 members) and other partner organisations counting over 100.000 delegates.
- Maximum exposure for your company through direct contact with numerous delegates coming from many countries worldwide.
- Access opportunity to not only the Congress delegates, but to everyone receiving printed or electronic information about the event (over 12000 addresses worldwide).
- Education and further professional development through contents of the Congress.

Organizers



Serbian Association for Quality

About SRMEK

The Serbian Quality Management and Business Excellence Association

www.srmek.org

SRMEK Association was founded from the Quality Managers Association – YUMEK in August 2017. The existing statute has been updated, goals were redefined and changes were made within the Management Board, in order to strengthen ties with EOQ (The European Organization for Quality), EFQM (European Foundation for Quality Management), QIA (Quality Innovation Award) and other important organizations and partners. SRMEK gathers practical professional and scientific specialists - quality managers, quality auditors, managers for management systems, scientific and professional institutes, organizations, institutions and all those persons and organizations that directly or indirectly deal with quality problems and management systems.



About EOQ

European Organisation for Quality

www.eoq.org

EOQ is an autonomous, non-profit making association under Belgian law. The EOQ is the European interdisciplinary organization striving for effective improvement in the sphere of quality in its broadest sense acting as the coordinating body and catalyst of its National Representative Organizations (NRs). Within the EOQ network of organizations from European countries and all over the world are linked hundreds of thousands of experts and companies in the field of quality.

Sponsorship packages

Sponsorship package contents	Form of sponsorship			
	Platinum 20.000€	Gold 15.000€	Silver 9.000€	Bronze 4.000€
Logo and the name of the organization on all materials (printed and electronic) and banners during the Congress	✓	✓	✓	✓
Poster exhibition space in front of the main hall; dimensions 2x1 m	4 posters	3 posters	2 posters	1 poster
Logo and website link on the Congress web site, with the accompanying text about the company	500 words	300 words	200 words	100 words
Company logo on TV screens within halls during breaks	✓	✓	-	-
TV Commercial within exhibition area	up to 3 min.	up to 1 min.	up to 45 sec.	up to 30 sec.
Company logo included in Congress newsletters distributed to over 10.000 e-mail addresses worldwide	3x	2x	1x	-
Visibility through logo and name presentation included in all media appearances of the organizers until June 17, 2020	✓	✓	✓	-
Possibility to greet participants at the opening ceremony	up to 3 min.	up to 2 min.	-	-
Possibility to place a roll-up within the main hall	2 roll-ups	1 roll-ups	-	-
USB Multimedia presentation	200 MB	100 MB	50 MB	20 MB
Congress program ad	A4 colour page	A4 colour page	1/2 A4 colour page	1/4 A4 colour page
Distribution on promotional materials and brochures in the Congress bag	Catalogue and other materials	Max. 10 sheets	Max. 5 sheets	Max. 2 sheets
Participation of the sponsor representative in media conferences during event	✓	✓	✓	-
Participation of a sponsor in the Congress program with a subject agreed with the Organizing Committee (presentation, lecture or participation in a panel discussion)	20 min.	15 min.	10 min.	-
Congress registration fee free of charge	8 fees	5 fees	3 fees	2 fees
Free invitation to a Gala Dinner	8 invitations	5 invitations	3 invitations	2 invitations
Organisation of a workshop/ presentation in a hall for up to 20 people, on a subject of choice, relevant to the Congress program	✓	✓	-	-
Acknowledgment handed at the opening ceremony	✓	✓	-	-
Acknowledgment handed at the closing ceremony	-	-	✓	✓

Additional sponsorship opportunities

<p>Welcome Cocktail Sponsor 3.000€</p>	<ul style="list-style-type: none"> – Possibility of greeting participants at the cocktail (up to 7 min) gathering – Company logo on congress materials – Logo and website of the company on the congress website – Possibility to distribute flyers during cocktail gathering – Acknowledgement handed at the opening ceremony – Invitation for 5 company's representatives for a cocktail – One free registration fee 		
<p>Gala Dinner Sponsor 3.000€</p>	<ul style="list-style-type: none"> – Possibility of greeting participants at Gala Dinner (up to 7 min) – Company logo on congress materials – Logo and website of the company on the congress website – Possibility to distribute flyers during Gala Dinner – Acknowledgement handed at the closing ceremony – Invitation for 5 company's representatives for Gala Dinner – One free registration fee 		
<p>Congress Bag Sponsor 3.000€</p>	<ul style="list-style-type: none"> – Company logo on a bag distributed to all participants – Distribution of promotional materials and brochures in the Congress bag – Company logo on congress materials – Logo and website of the company on the congress website – Acknowledgement handed at the opening ceremony – One free registration fee 		
<p>Coffee Breaks Sponsor 2.000€</p>	<ul style="list-style-type: none"> – Company logo on congress materials – Logo and website of the company on the congress website – Possibility to place a roll-up within coffee break area – Possibility of special uniforms with a company logo for coffee break hostesses – Possibility to distribute flyers during coffee breaks – Acknowledgement handed at the closing ceremony – One free registration fee 		
<p>Lunch Sponsor 2.000€</p>	<ul style="list-style-type: none"> – Company logo on congress materials – Logo and website of the company on the congress website – Possibility to place a roll-up within lunch area – Possibility to distribute flyers during lunch – Acknowledgement handed at the closing ceremony – Invitation for 5 company's representatives for lunch – One free registration fee 		
<p>ID ribbon Sponsor 1.800€</p>	<ul style="list-style-type: none"> – Company logo on ID ribbons given to all participants – Company logo on congress materials – Logo and website of the company on the congress website – One free registration fee 		
<p>Donor</p>	up to 5 employees	1.000€	<ul style="list-style-type: none"> – Company logo on congress materials – Logo and website of the company on the congress website
	from 6 to 30 employees	1.500€	
	over 31 employees	2.000€ and more	

Contact:

Congress Secretariat | BBN Congress Management d.o.o. | Deligradska 9, 11000 Belgrade, Serbia
Phone 381 11 3629-405, 3629-402 | Mobile +381 63 368-594 | office@eoqcongress2020.srmek.org

SRMEK | Balkanska 11/2a, Belgrade, Serbia

Phone +381 34 302-440 | Mobile +381 63 253-453 | office@srmek.org | www.srmek.org