

# 6<sup>th</sup> European Digital Advocacy Summit

presented by the Public Affairs Council

**3 December 2019**

Renaissance Hotel | Brussels

#EUDAS19

## Sponsorship information



## ABOUT THE SUMMIT

Building on the success of previous years, the 2019 European Digital Advocacy Summit will take place on December 3 at the Renaissance Hotel in Brussels. This event will bring together as many as 120 public affairs professionals, digital experts and experienced practitioners from international corporations, media, trade associations, civil society and European Union institutions.

Joining EUDAS19 is a golden opportunity to network with peers, build tactical skills, discuss the latest trends in digital advocacy and gain fresh insights into topics like:

- Digital advocacy in an age of disinformation and mistrust
- Listening to understand — tips and tools to gather policy intelligence online
- New digital advocacy trends for public affairs professionals
- Case studies of integrated campaigns in a year of EU changeover
- Leveraging digital tools for interest representation and policy positioning
- Measuring and communicating the value of digital advocacy

## AUDIENCE

In 2019, we expect around 120 digital, advocacy and communications professionals to attend the event. Attendees in previous editions included employees from these organizations:

Cefic	Toy Industries of Europe
Danfoss	Imperial Brands
Bayer	FoodDrinkEurope
Reuters	IKEA
Tetrapak	JTI
Unilever	Johnson & Johnson
European Parliament	AmCham EU
European Commission	Chevron Corporation
DigitalEurope	Confederation of British Industry
European Youth Forum	European Crop Protection Association
Hewlett Packard	Exxon Mobil
McDonald's Corporation	Nouryon
Oxfam International	Pfizer Inc.
Council of Europe	Samsung
Veolia	European Council on Foreign Relations
World Wildlife Fund	

Sample titles of 2018 attendees include:

Director of European Markets | Director Government Affairs | Head of Digital |  
EU Policy Manager | Senior Digital Strategist | Secretary General

## SPONSORSHIP BENEFITS

Sponsoring the Public Affairs Council's European Digital Advocacy Summit is an excellent way to connect with and be visible to public affairs and industry experts, as well as EU officials. As many as 120 government, advocacy and communications professionals will attend to exchange views and hear from industry thought leaders about today's best digital advocacy strategies.

- **Connect and network** with peers, experts and thought leaders. During the Summit, there will be numerous opportunities to meet new people in your industry. The Summit provides valuable exposure to a network of key public affairs decision makers and future leaders in the digital space.
- **Promote and showcase** your products and services in the ideal setting to reach key decision-makers. Joining EUDAS as a sponsor or exhibitor allows you to advertise your firm and services to our attendees. Your name and brand are present in marketing and throughout the event itself, giving you repeated exposure to the community.

## SPONSORSHIP OPTIONS

Benefit	Exhibitor only	Sponsor & Exhibitor
Your organization featured on the event welcome screen and during breaks	✓	✓
You may add one item of promotional material to the conference handouts	✓	✓
You may showcase promotional materials at the entrance to the event (exhibitors' space) to demonstrate your software, service or product	✓	✓
Your logo featured on the event webpage	✓ As an exhibitor	✓ As a sponsor
Your organization featured in the conference handout	✓ Half page	✓ Full page
Entrance tickets to the conference	2	4
Your logo displayed on all marketing emails and event reminders	✗	✓
<b>Price</b>	<b>€1200</b>	<b>€2250</b>

## WE VALUE YOU

We appreciate what you offer to the community and to our event, and we're dedicated to helping you get the most out of this opportunity. We will be happy to consider additional ideas for branded opportunities. Please contact us with your suggestions.

### Sponsorship Registration

European Digital Advocacy Summit  
 3 December 2019 at the Renaissance Hotel | Brussels  
 Submit to: Steve Cuthbert | [europe@pac.org](mailto:europe@pac.org)