

**BEGE**

PROXIMITY

26 – 27 NOVEMBER 2025  
INTER EXPO CENTER, SOFIA

LOBBY BAR  
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SPONSORSHIP PACKAGE 2025



# BEGE LOBBY BAR SPONSORSHIP PACKAGE

Nestled in a prime area, the Lobby Bar serves as the ultimate gathering spot for all visitors, exhibitors, and sponsors to connect over drinks and engaging conversations. This sponsorship package offers an exceptional opportunity to enhance your company's reputation and distinguish yourself from the competition.

**A Unique Advantage:** Even if your company does not have a stand at the exhibition, the Lobby Bar can serve as your meeting place. This allows you to seamlessly host conversations and discussions in a vibrant and inviting atmosphere, without the need to go through stand-building hustle, ensuring that you're part of the action and connected with key stakeholders.

## SPONSORSHIP BENEFITS:

- **Custom Bar Walls:** Your brand will shine with beautifully designed bar walls featuring your company's branding.
- **Reserved seating:** You will have reserved seating just for you, where you can have your meetings.
- **Bartenders in Branded Apparel:** All bartenders will wear stylish t-shirts emblazoned with your company logo, enhancing your brand visibility while adding a personal touch.
- **Branded Napkins and Cups:** Impress guests with customized napkins and cups featuring your company logo. (Branded items are provided by the sponsor)

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*\* Please ensure all artworks and promotional materials are submitted by September 30, 2025.*

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## SPONSORSHIP BENEFITS:

- **Distribution of Branded Items:** Distribute company-branded items provided by you, creating memorable connections with attendees. (Branded items are provided by the sponsor)
- **Dynamic Advertisement Video:** Showcase your brand with a 30-second video displayed on LCD screens located at the exhibition hall arches, maximizing visibility. (Video provided by the sponsor)
- **Company Logo on BEGE Website:** Gain additional exposure with your company logo prominently displayed on the BEGE website.
- **Social Media Announcements:** Amplify your presence through sponsorship announcements across all BEGE social media channels, reaching a diverse audience.
- **Newsletter Feature:** Your sponsorship will be highlighted in the official BEGE newsletter for further exposure.
- **Pre-Show PR Campaign Inclusion:** Boost your visibility with sponsorship announcements included in BEGE's pre-show PR campaigns.
- **Access to Networking Opportunities:** Receive four (4) invitations to the official BEGE Party, fostering connections with industry professionals.
- **Conference Passes:** Enjoy four (4) complimentary passes for the EEGS conference, facilitating insightful discussions and networking.

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## BONUS OFFERINGS:

- **Event Coverage and Videography:** Capture the essence of your sponsorship experience with professional photos and videos from the event, providing valuable content for your marketing efforts.

**SPONSORSHIP COST: 7 200 EUR (W/O VAT)**

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FOR MORE INFORMATION AND CUSTOM  
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## APPLICATION FORM (AGREEMENT) FOR LOBBY BAR SPONSORSHIP PACKAGE 2025

<b>EXHIBITOR INFORMATION:</b>	
<b>Applicant (company name):</b>	
<b>Company Reg. №:</b>	<b>VAT/TAX Number:</b>
<b>Registered address №:</b>	
<b>Contact name:</b>	
<b>Tel:</b>	<b>E-mail:</b>

**\*Artworks and materials** – logos and advertising materials should be provided to [info@balkangamingexpo.com](mailto:info@balkangamingexpo.com) in .PDF, .EPS, .AI, not later than September 30, 2025.

### Payment details:

On receipt of signed form BEGE Expo will issue a pro-forma invoice. The Application will not be accepted until a 100% deposit is received. All reservations with signed orders are non – cancellable and non – refundable. In the event of cancellation, the applicant is responsible for full payment. The number of advertising opportunities are limited; based on first-come, first-served basis.

Accepted Application shall serve as an Agreement between BEGE (BEGE Expo EOOD) and the applicant. By signing this Application, applicant confirms that he accepts the payment terms specified in the Application and agrees to pay the total cost within the terms specified above.

Date:.....

Stamp and Signature:.....