



# SPONSORING INSIDER AFTER WORK APÉRO

## Locations and dates 2022

<b>Zurich</b>	January 2022
<b>Berne</b>	
<b>Geneva</b>	
<b>Basel</b>	Dates follow
<b>Lausanne</b>	
<b>Zurich</b>	
<b>Lucerne</b>	
<b>Zurich Giesserei</b>	

## Your benefits as a partner

- Presence in the most widely read specialized newspaper TRAVEL INSIDE, the leading travel trade magazine in Switzerland
- Possible presence in whole Switzerland
- Small organisation effort needed
- Supplementary and individualised extra services for more sponsoring-presence
- Approaching the target group in a relaxed and informal atmosphere

**Involves the possibility of individualised sponsoring packages!**

# Prices basis sponsoring

	<b>Main partners (max. 2)</b> with industry exclusivity within the sponsoring package		<b>Co-partners (max. 5)</b> without industry exclusivity		<b>Partner*</b>
	Zurich	Regions	Zurich	Regions	Zurich at STD
<b>Price</b>	<b>CHF 2'900</b>	<b>CHF 2'600</b>	<b>CHF 1'450</b>	<b>CHF 1'300</b>	<b>on request</b>
7 x IAWA per year – 15% discount	CHF 2'465	CHF 2'210	CHF 1'235	CHF 1'105	–
from 4 x IAWA per year – 10% discount	CHF 2'610	CHF 2'340	CHF 1'305	CHF 1'180	–
from 2 x IAWA per year – 5% discount	CHF 2'755	CHF 2'470	CHF 1'380	CHF 1'235	–

Complete your basis sponsoring with individualised extra services!  
You will find all included services and possible extra services on the following page.

\*SPECIAL: IAWA in Zurich at STD on 22 October 2020, details on request.  
As part of the Swiss Travel Day this party night takes place in the event location «Giesserei».

→ **Book your sponsoring for all 7 IAWA and you will profit up to CHF 2'800 discount!**

		Main partners (max. 2)		Co-partners (max. 6)	
		Zurich CHF 2'900	Regions CHF 2'600	Zurich CHF 1'450	Regions CHF 1'300
Prices basis sponsoring packages (without extra services)					
Industry exclusivity within the sponsoring package		✓	✓		
<b>BASIS SERVICES</b>					
Before the event	Repeated mentioning by name on advertisement of the event campaign in TRAVEL INSIDE (german and french) – circulation 5'500 Ex., resp. 2'400 Ex.	✓	✓	✓	✓
	Logo integration on advertisement for event promotion (at least 2x 1/1 page) in TRAVEL INSIDE (german and french) – circulation 5'500 Ex., resp. 2'400 Ex.	✓	✓	✓	✓
	Logo integration on online registration tool	✓	✓	✓	✓
	Mentioning in at least 1 advertising e-mailing of the event campaign	✓	✓	✓	✓
	Mentioning in reminder e-mailing to all participants	✓	✓	✓	✓
	Logo integration on entry ticket	✓	✓	✓	✓
During the event	IAWA Pop-up banner with sponsors logo presented at the entrance of the venue (produced by TRAVEL INSIDE)	✓	✓	✓	✓
	Sponsors logo printed on the beverage menu and vouchers	✓	✓	✓	✓
	Setting up of 1 pop-up banner (positioning in collaboration with TRAVEL INSIDE)	✓	✓		
	«Sponsors-corner» with branding, animation (ideas, organisation & realisation by sponsor, after consultation with TRAVEL INSIDE)	✓			
	Receipt of the fixed number of beverage vouchers	30 pieces	25 pieces	15 pieces	10 pieces
After the event	Editorial and photo of the event-sponsors on frontpage of TRAVEL INSIDE (german and french) – circulation 5'500 Ex., resp. 2'400 Ex.	✓	✓	✓	✓
	Logo integration on the IAWA editorial page in TRAVEL INSIDE (german and french) – circulation 5'500 Ex., resp. 2'400 Ex.	✓	✓	✓	✓
	Mentioning in e-mailing to all participants	✓	✓	✓	✓
<b>EXTRA SERVICES</b>					
availability (maximum number to sell)		<b>Main partners profit up to 50% on the extra services!</b>			
1	<b>Online marketing</b> placing an offer as text (ca. 3 lines, with link) in e-mailing to all registered people (ca. two days before event)	CHF 250		CHF 500	
3-4	<b>Active sampling</b> sampling of give-aways during the event (positioning after consultation with TRAVEL INSIDE)	inclusive		CHF 400	
all	<b>Passive sampling</b> placing give-aways on a central located table	inclusive		CHF 100	
4	<b>Contest</b> placement of an urn (for collecting business cards) and an additional table sign. Winner announcement after the event in TRAVEL INSIDE (german and french) – circulation 5'500 Ex., resp. 2'400 Ex.	inclusive		CHF 250	
1	<b>Sponsor's Drink</b> Special drink named by the sponsor. Drink in consultation with location. Drink will be on the IAWA beverage list and available with beverage vouchers. Additional charges for the drink are payed by the sponsor.	advertising value: CHF 250 additional charge in consultation		* advertising value: CHF 500 additional charge in consultation	
1	<b>Photo-box/photo-station</b> photo-box/photo-station in a central located place in the location. Screen with logo background or logo integration on the photos (organisation and payment by sponsor)	advertising value: CHF 150	**	* advertising value: CHF 300	**
1-2	<b>Specials «sponsored by»</b> max. 10 minutes special «sponsored by» (Live-Act, activity, etc. / NO presentation) in consultation with TRAVEL INSIDE (organisation and payment by sponsor)	advertising value: CHF 150		* advertising value: CHF 300	
all	<b>Additional voucher for beverages</b> additional IAWA voucher (on top of the included voucher of the basis package)	on request		on request	
1	<b>Online marketing</b> placing an offer as text (ca. 3 lines, with link) in e-mailing to all participants (after the event)	CHF 250		CHF 500	

**The extra services can only be booked in combination with the basis sponsoring!  
«First come, first served» principle!**

\* The «Main partners» have the privilege for these extra services until 7 weeks before the event. Only if both «Main partners» resign, the «Co-partners» are free to book them.

\*\* Some extra services are only available on request in some locations.

## Booking situation:

BASIS PACKAGE	Price	Zurich January 2022	Berne	Geneva	Basel	Lausanne	Zurich	Lucerne	Zurich
Main partners Zurich/regions	CHF 2'900/2'600	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Co-partners Zurich/regions	CHF 1'450/1'300	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Offers are on request – if required, we will send you a detailed offer.

## For all sponsoring packages the following conditions apply:

### Allocation

The allocation of the sponsoring packages is determined by chronological order.  
TRAVEL INSIDE reserves the right of a final selection. Locations and dates are subject to change.

### Invoicing

The bill is issued after confirmation. All prices are excl. VAT.

### Withdrawal

A binding contractual relationship exists, if you confirm one of the previously listed partner offers and you are in possession of a confirmation.  
As long as nothing has been confirmed from our side, you can withdraw without any charges. After receiving the confirmation and up to seven weeks before the event any cancellation will be charged with 50% fees from the booked sponsoring package. For cancellations from seven weeks before the event, the complete sponsoring package amount will be charged. The confirmations are sent promptly.

## Contact:

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