

Commercial partnerships

The 13th World Human Resources Congress is a great visibility opportunity for companies interested in participating in this unique, not-to-be-missed event. Whatever the size of your company, participating in this Congress will earn you long-term benefits.

To ensure your company excellent visibility, we offer the following three options, tailored to your particular budget: Congress partner, Congress sponsor or advertising visibility. Please contact Merlicom for more information about the cost and availability of the various options. You won't want to miss this world-class event!

Contact information for Merlicom

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Option No.1 - Congress partner

Partners of the 2010 World Human Resources Congress will receive extensive visibility before, during and after the event, including, promotion, advertising and other benefits.

Level	Sponsorship	Number
Diamond	Congress partner with the mention "presented by"	1
Platinum	Congress partner with the mention "in collaboration with"	3
Gold	Congress partner with the mention "in association with"	3

Option No. 2 - Congress sponsor

Sponsors of the 2010 World Human Resources Congress will enjoy "basic visibility," as well as specific or overall visibility (see below), depending on the activity or service selected.

Basic visibility

- Description in the sponsor's directory
- Description on the sponsors' page of the Congress website
- Mention on the Congress "welcome" poster
- Logo with mention "sponsored by" when a product or service is mentioned in a section of the Congress guide.
- Acknowledgment of sponsorship in a capsule inserted in the *Vigiexpress* newsletter sent to all Ordre members after the Congress.
- Acknowledgement of sponsors at the closing ceremony.

Level	Sponsorship	Number
Titanium Plus	Head of Nations event	1
Titanium Plus	Terrace in the Exhibitors' Hall	1
Titanium Plus	Gala dinner show "presented by"	1
Titanium	Gala dinner show "in association with"	2
Titanium	Workshop-presentations (series per day)	3
Titanium	Delegates' bags	1
Silver	Name tags	1
Silver	Delegates' water bottles	1
Silver	Internet stations in the Exhibitors' Hall	1
Silver	Surprise closing event	1
Silver	Draw in the Exhibitors' Hall	1
Silver	Volunteers' T-shirts	1
Silver	Keynote sessions (with book signing)	3
Silver	Lunch (for the 3 days)	1
Silver	Cocktail reception in Exhibitors' Hall	1
Silver	Cocktail reception before the Gregory Charles gala dinner show	1
Bronze	Workshops by theme (for the 3 days)	11
Bronze	SuperSessions	6
Bronze	Keynote sessions (without book signing)	2
Bronze	Breakfast and breaks (for the 3 days)	1
Bronze	International salon in the Exhibitors' Hall	1
Bronze	Exhibitors' room in the Exhibitors' Hall	1
Bronze	Orientation meetings (English and French)	1
Bronze	Bookstore bags	1
Bronze	Relaxation areas in the Exhibitors' Hall	4

Option No. 3 - Advertising

Type	Description	Number
Advertising inserts	Inserted in delegates' kit handed out at the beginning of the Congress	8
Complimentary products	Complimentary products (mints, cream, pencil, paper tissues, etc.)	6
Comfort kit	included in kit handed out to delegates at the beginning of the Congress	
Congress guide	Logo on front of divider tab of a section of the Congress guide	7
Congress guide	Advertising on back of divider tab in the Congress guide	7