Design for Excellence
Helsinki
23 & 24 October

SPONSORSHIP OPPORTUNITIES
@ the EFQM Forum 2019
Design for Excellence
The EFQM Forum 2019

THE LARGEST EVENT IN EUROPE DEDICATED EXCLUSIVELY TO BUSINESS EXCELLENCE AND THE EFQM EXCELLENCE MODEL

The EFQM Forum was held for the first time in Montreux in 1989 when 350 delegates witnessed the foundation of EFQM. Nowadays, the EFQM Forum is a once-a-year event in which over 400 business leaders congregate to learn, interact and network. The Forum provides unique networking opportunities and is infused with the atmosphere of connecting and sharing that characterizes our events.

The EFQM Forum is always centered on the most relevant and current business topic. This year’s theme will be “Design for Excellence”. In today’s world, organisations find themselves operating in an environment where changes happen at a rapid and relentless pace, where new global shifts have implications for society, industries and organisations, both today and into the future. It will be the place to explore how role model organisations have designed their future excellence and what state-of-the-art experts can tell us about it. The Forum 2019 will also be the place where we will launch of the EFQM Model 2020!.

It will be the place to learn from experts, role model organisations, structured networking and deep dive sessions on how to build a sustainable human capital eco system. Participants will experience a totally new format spread over the two days.

The objectives of the EFQM Forum 2019 are to:

Challenge. Provide thought provoking presentations, set within the overarching Forum Theme, featuring speakers from across Europe and beyond, that challenge the current views of the audience and encourage them to make further improvements within their organisations.

Celebrate. The Forum and its Gala Event should evoke an atmosphere of celebration by marking and promoting the success of EFQM Excellence Award recipients and role models internationally.

Network. The full event from welcoming to closure should provide a multitude of networking activities to demonstrate how EFQM’s network and its Forum Partners/Sponsors “Share what Works” between its Members.

Visibility. The event shall be professionally organised and incorporate the good practices and customer input from previous years to build and enhance both EFQM and its Forum Sponsors’ image and reputation.
Sponsorship Benefits

Brand your Organisation as a Sponsor

Associate your organisation with a high-end, executive conference; build awareness among more than 20,000 contacts and visitors to the EFQM Forum website and finally, meet and network with peers during breaks and lunches, all taking place in the foyer area where your sponsor table will be located.

Connect with Experts from the Excellence field

The EFQM Forum will be attended by a group of senior executives from Europe and beyond, and from a wide variety of sectors, who are interested in learning about recipes on how leading organisations reach and sustain a high level of performance.

- 40 countries represented
- 20-30% from local organisations
- 10-15% from outside Europe
- 85% are from private sector, 15% from public sector
- 85% represent large organisations, 15% SMEs

TOP / SENIOR EXECUTIVE PARTICIPANTS

- BUSINESS EXCELLENCE MANAGER
- PLANT DIRECTOR
- RECTOR / DEAN
- CHAIRMAN / PRESIDENT
- QUALITY DIRECTOR
- CHIEF EXECUTIVE OFFICER
- SUPPLY DEPARTMENT MANAGER
- CHIEF OPERATING OFFICER
- CHIEF INNOVATION OFFICER
- BUSINESS UNIT DIRECTOR
- HR DIRECTOR
- PROJECT LEADER BUSINESS EXCELLENCE
- MARKETING & COMMUNICATION DIRECTOR
- AND MANY MORE...

FROM A WIDE RANGE OF ORGANISATIONS

- 4B Akademi
- ABN AMRO
- University of Applied Sciences, Delft
- AFNOR Development
- Ahold
- Czech Republic, a.s.
- APQ - Portuguese Association for Quality
- ARGE Consulting
- Ayuntamiento de Alcobendas
- BalanceBoost
- Bbest
- BF Partners
- BMW Brilliance Automotive Ltd.
- BMW Plant Regensburg
- Bosch - VHIT SpA
- Bosch Bari
- Bosch Car Multimedia Portugal, S.A.
- Bosch Security Systems S.A.
- BRAC University
- Rubbermaid Commercial Products
- British Standards Institution
- CajaGranada
- Catalyst Consulting
- Centre for Competitiveness
- China Association for Quality
- Christiansen - Reinventing organizations
- City of Glasgow City College
- City of Helsinki
- Construction Services
- Staro
- Danish Transport, Public著
- Coface International
- Centre for the Study of Competitive Advantage
- Techbridge
- Cosmed International
- CTO Group
- Credit Suisse
- CUENCGM
- Cumbre de la Excelencia en la Calidad Total
- UAE
- Danish Quality Foundation
- EDF
- Electrolux Italia
- Emirates Airline
- Engineering
- Infrastructura
- Engineering
- ISU
- Excellence
- Swiss
- Engineering
- Life
- Entertainment
- Soil
- Engineering
- Osiris
- Excellence
- South Africa
- Optima XXI
- Philips Lighting
- PosAm, spol. s r.o.
- PostNord
- qplusresources
- Quality Austria
- Quality Scotland
- Recupel
- Renault-Nissan Consulting
- Responsible Investmentbanking
- RG2K Consulting
- Robert Bosch - Rodez Plant
- Robert Bosch Bamberg Plant
- Sakarya Üniversitesi
- Sanden International Europe SA
- SAIQ
- Swiss Excellence Forum
- Synergy Performance Middle East LLC
- Trafalgar
- Trading Company
- TELSTRA Corporate Services
- Telcom Italia Spa
- Tetra Pak
- Packaging Solutions
- Telefónica
- T-Systems Multimedia Solutions
- Ukrainian Association for Excellence
- University of Glamorgan
- UNOPS
- VAMED-KMB
- Vienna University of Economics and Business
- VOLVO
- Vaillant
- Society for Charitable and Voluntary Health Services
- ZF Padova

Sponsoring the EFQM Forum allows you to interact and network with target audiences and build visibility for your organisation. All sponsorships come with benefits, including acknowledgement on the Forum website, in the event’s programme, and in a variety of verbal announcements, plus acknowledgement on slides prior to plenary sessions.

Become an EFQM Forum Sponsor – www.efqmforum.org – m.efqmforum.org
## Sponsorship Packages

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<tr>
<th></th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
<th>FORUM FRIENDS</th>
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<tbody>
<tr>
<td><strong>EFQM Forum Tickets</strong></td>
<td>10</td>
<td>5</td>
<td>2</td>
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<td>(front row reserved seats &amp; VIP access)</td>
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<td><strong>Celebration Dinner Tickets</strong></td>
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<td><strong>Additional tickets to the Forum and Dinner</strong></td>
<td>50% discounted rate</td>
<td>50% discounted rate</td>
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<tr>
<td><strong>Advertorial in Forum programme</strong></td>
<td>Full-page (A4)</td>
<td>Half-page (A5)</td>
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<tr>
<td><strong>Video interview to promote the organisation’s journey to Excellence</strong></td>
<td>3-min</td>
<td>1-min</td>
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<td><strong>Recognition as a sponsor on Forum website &amp; link to the organisation’s website</strong></td>
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<td><strong>Sponsor’s logo on all Forum promotional material</strong></td>
<td>✓</td>
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<td><strong>Sponsor’s logo on a photo-call used during the Forum &amp; Dinner for the official photos</strong></td>
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<td><strong>Acknowledgement by the CEO of EFQM during welcome and closing</strong></td>
<td>✓</td>
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<tr>
<td><strong>A table for the sponsor to share information material</strong></td>
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### CUSTOM SPONSORSHIP PACKAGES

If you do not see a package that meets your needs as an EFQM Forum Sponsor, please contact us. We would like to hear from you about what you want in a customised sponsorship package that highlights your company and meets the needs of the attendees.
Sponsorship Packages

FORUM TICKETS
Access to the EFQM Forum on October 23rd & 24th, taking place in the Clarion Hotel, Helsinki (Finland) and in additional venues in/around Helsinki.

CELEBRATION DINNER TICKETS
Access to the Celebration Dinner and the Award Ceremony, taking place in the Event Center Telakka on Wednesday, October 23rd (19.00 – 24.00).

ADDITIONAL TICKETS
Additional tickets for both the EFQM Forum and the Celebration Dinner are proposed at a 50% discounted rate (excl. VAT) for Platinum and Gold Sponsors. Standard ticket price for an EFQM Member is 1,100€.

ONLINE AND ONSITE VISIBILITY
- Logo of sponsor’s organisation included in all marketing and promotional material (e.g. emailing, brochure, leaflet, social media)
- Logo and link of the sponsor organisation’s website on www.efqmforum.org and on m.efqmforum.org
- Logo included on sponsor’s banners at the EFQM Forum venue
- Logo included on sponsor’s slide during the opening and closing of the conference

VIDEO INTERVIEW (for Platinum & Gold sponsors)
For Platinum and Gold sponsors only. This video interview is your opportunity to showcase your organisation’s journey toward Excellence. This interview will be included on the EFQM Forum website, as well as the main EFQM site and on various social media channels

ADVERTORIAL (for Platinum & Gold sponsors)
An advertorial is an extended text advertisement that showcases the sponsor organisation’s product or services or journey towards excellence but resembles an editorial in style and layout. The advertorial will be included in the final programme distributed to all attendees during the event. The format should be for a full page: A4 – half page: A5, full colour – 300 DPI, file format: EPS or JPEG.

A TABLE TO SHARE INFORMATION MATERIAL
A draped table will be set-up in the area where coffee breaks and lunches will take place. Your organisation will be able to interact with the delegates during breaks and meals. Feel free to bring a roll-up or any other promotional material as you see fit.

For Platinum or Gold sponsors: this option can be supplemented by a pop-up wall or a booth, should the organisation have its own available. (EFQM does not provide booth facilities).
Additional Sponsorship Opportunities

FORUM KEYNOTE SPEAKER
The programme usually features 1 to 4 keynote speakers, depending on the theme of the event. One or more of these speakers are hired by the Forum organisers through speakers’ agencies and cost for delivering a speech, travel and accommodation is required. Visibility and exposure are provided through signage on the screen during the Forum, the programme and speaker’s introduction on stage.

The sponsorship amount will depend on the speaker selection. Please contact us for more information.

ADVERTISING OPPORTUNITY - €5,000
A one-page advertisement to be included in the EFQM Forum promotional material and final programme (A4). These document is emailed, printed and distributed before and during the event to all delegates. The Forum promotion is sent out to over 20,000 contacts.

BADGE LANYARD – €3,200
The lanyard will hold attendee badges and will be handed out to each attendee / participant. The lanyard will carry the sponsor organisation's branding and the EFQM logo. A maximum of 600 lanyards will be produced (the number will be adjusted according to the final number of attendees).

Please contact EFQM for additional information and to discuss the availability of sponsorship opportunities and customised sponsorship options.

Although a wide range of sponsorship opportunities are available, some are limited and are on a first-come, first-serve basis. Therefore, every effort will be made to assign sponsorship options according to your request. If the applied-for sponsorship option is no longer available, you may select another.

WE ARE LOOKING FORWARD TO PARTNERING WITH YOU FOR A SUCCESSFUL EFQM FORUM 2019.

We are happy to answer your questions and to further discuss sponsorship opportunities that fit your organisation’s objectives.
The EFQM Forum Venues

Clarion Hotel Helsinki (Forum venue)

The EFQM Forum 2019 will take place in the Clarion Hotel Helsinki. The Clarion Hotel Helsinki is located in the new Jätkäsaari (Busholmen) urban investment district in the central West Harbour area. The hotel is a vibrant meeting place for both locals and hotel guests. How about some delicious drinks in the sky bar looking out over the city's rooftops, a relaxed evening with chilled music in the Clarion Living Room or a delicious meal at our Kitchen & Table restaurant followed by a great night's sleep? Helsinki's city centre, shops and metro station are just a short walk away.

The Celebration Dinner and EFQM Excellence Award Ceremony will take place in the EVENT CENTER TELAKKA. Event Center Telakka used to be the headquarters of Ford Motor Company in Finland and also an automobile assembly factory. Established in 1946, originally named Ford Motor Company of Finland and later known as Oy Ford Ab. Located in Hernesaari, Southern Helsinki, near city center but close to sea and harbour, Hernesaari was ideal place for car factory. Ford House, as commonly called, was enlarged by architect Kurt Simberg in 1965, when they built second floor and more office rooms. Nowadays the Ford House is protected by Finnish Heritage Agency and still keeps it’s 1965 outside looks. Factory was closed down 1997 and now Ford House accommodates besides Event Center Telakka, also Event production company Lataamo, Kinos Rentals, Also Starring and other media companies.