

Sponsor Proposal

BRUSSELS 01/03/2010
CONFIDENTIAL



EVENT-DRIVEN COMMUNICATION

Who we are

GROUP-O Productions



Arnaud de
Meester

Sales &
Sponsoring



Stefan
Ceulemans

Sales &
Organisation



Pablo
Jonas

Strategy &
Communication

- Concept Development
- Creative & Strategy
- Unique Events & Exhibits
- Formats & Content
- Creative Workshops
- Project Management
- Sponsoring Opportunities
- Social Media Specialists
- Art & Luxery Projects
- Communication Solutions

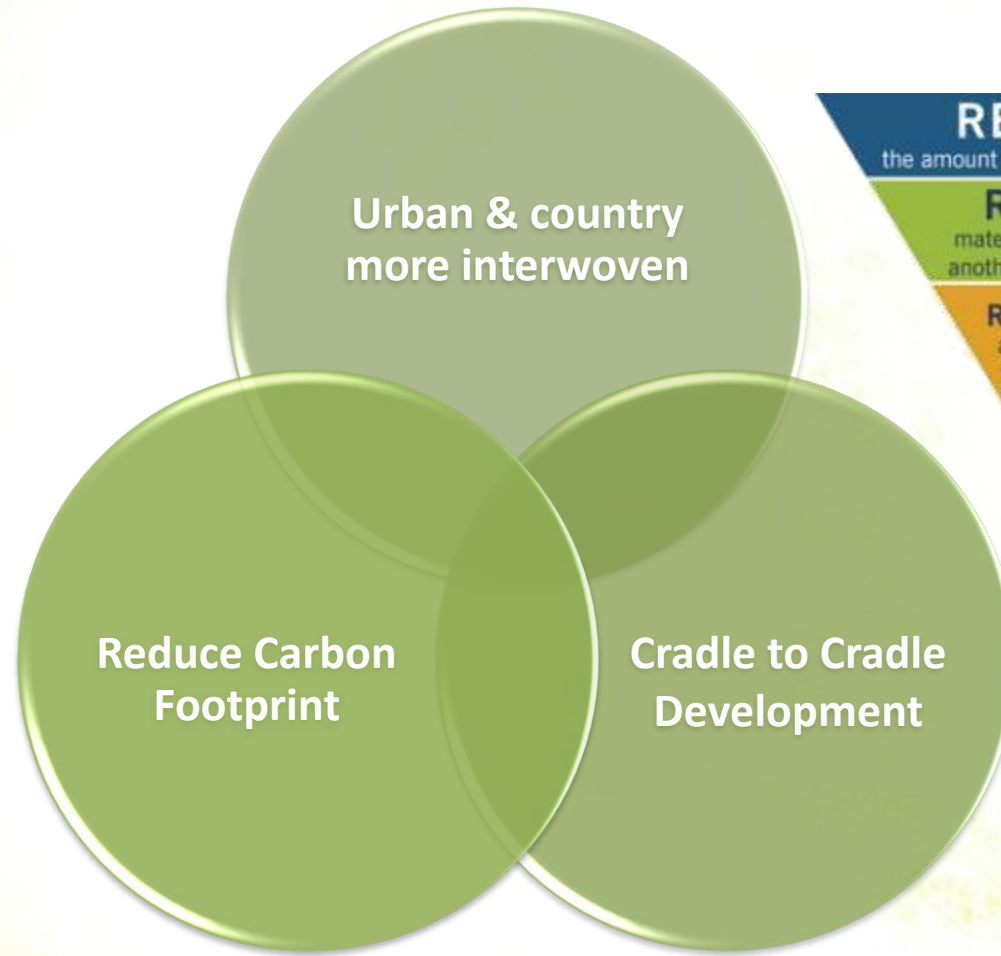
EVENT-DRIVEN COMMUNICATION



A new environment

- The eco-revolution is starting to take shape. We are at the beginning of a « Green Economy »
- Consumers are more and more environmentally aware and critical in their purchase behaviour.
- Energy and mobility are leading sectors under public pressure to provide alternative offers!
- Much innovation and research by leading manufacturers in eco-solutions.
- Many new start-ups with eco & planet-friendly products are looking for roads to market and distribution.

3 trends towards a green economy



Our concept

ECO  **-MARKET**®

The pop-up fair for planet-friendly products & lifestyle

What is Eco-Market

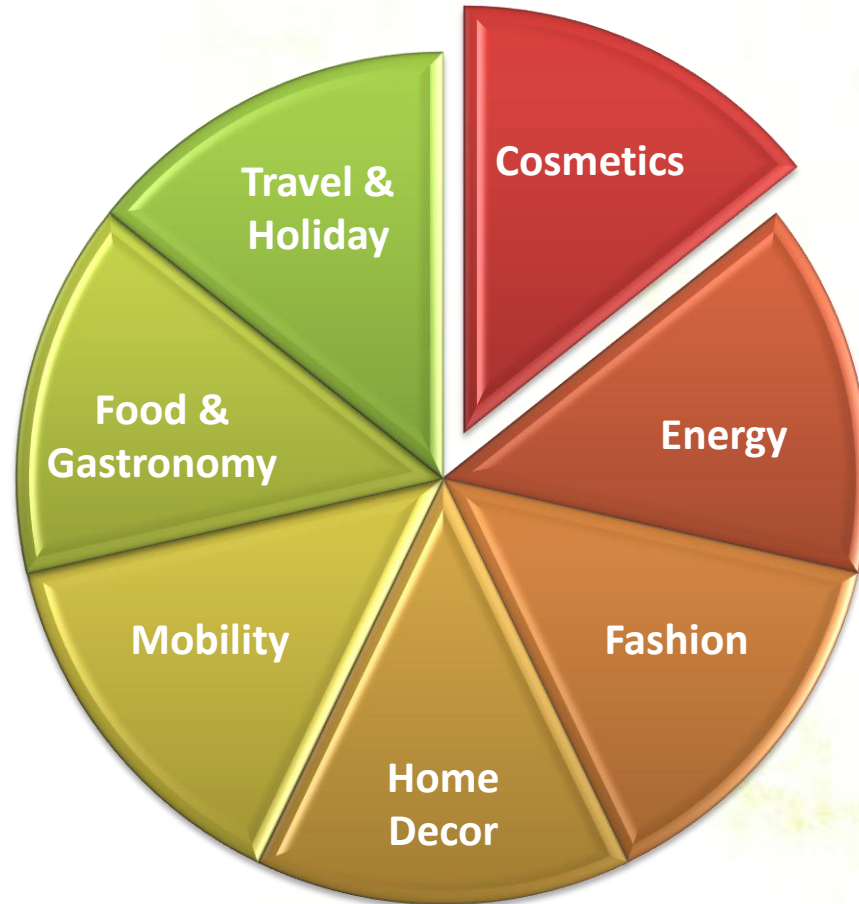
- Eco-Market is a real, upscale market on a central and contemporary location with easy access.
- Eco-Market gives consumers the opportunity to see, try and buy products and services that are environmentally-friendly!
- Eco-Market brings together manufacturers, providers and distributors of eco-friendly products and services in a competitive environment
- Eco-Market creates attention and exposure to the media, opinion leaders and key influencers about eco-lifestyle and the benefits of a sustainable economy.

Where to find Eco-Market

- Eco-Market will attract a local audience of consumers within a certain region in Belgium.
- Proximity is a key environmental issue and we want the public to reach the market in less than 1 hour.
- We aim to hold an Eco-market in the following cities:
 - Antwerpen
 - Brussels
 - Gent
 - Liege
 - Etc.



Multi-purpose attraction



Key benefits

- One single market where you can find almost anything planet-friendly!
- One single market where consumers with a very specific profile come to shop!
- One single market that has a definite and outspoken philosophy and impossible to ignore.

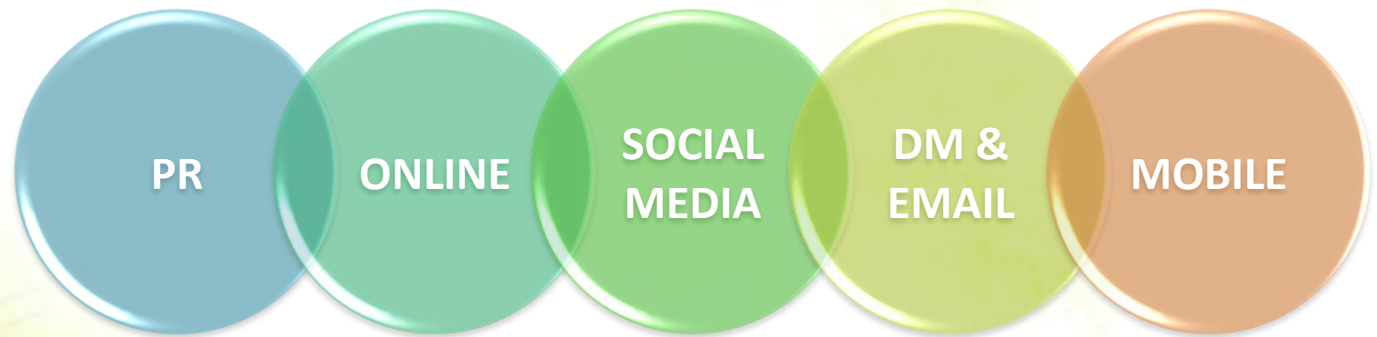
Partner search

- We are actively looking for partners with regard to ...
 - **Location**
 - Building
 - Parking
 - Security
 - **Media**
 - Radio & TV
 - Press & print
 - Internet & Telecom providers



Communication

- Group-O will set-up a communication plan with various tools to attract :
 - Exhibitors/resellers
 - Consumers
 - Sponsors



Communication

- Group-O will also be actively involving structural sponsors in sectors like...
 - Energy/Electricity
 - Automobile/Transport
 - Fast Moving Consumer Goods
- Structural sponsors may participate on annual & national basis while the project is also open to local and temporary sponsors if not conflictual with any interests.



First Stop Brussels

- Cameleon in Brussels/Woluwe because of...
 - Size of building
 - Location
 - Type of clientèle
 - Brand awareness
 - Entrepreneurship



Business opportunity

- Attract target audience with a fresh concept.
- Generate income from entry tickets
- Participate in revenue stream from stand/space rental and services.
- Expand relational network and customer database.
- Give additional dynamic to brand awareness....



In conclusion

Original concept – first on the Belgian market

Match with interests of your target audience




No conflict with your business

Enourmeous growth & profit potential!

Experienced, lean & mean organisation

Packages



	Sky (only 1)	
	– Title sponsor	50.000 €
	Water (max 5)	
	– Main sponsor	20.000 €
	Green (max 8)	
	– Partner	7.500 € (excl. Booth)

Next steps

- Your feedback
- Discuss project
 - Timing
 - Financials



Contact us



group-

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THANK YOU FOR YOUR ATTENTION



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