



CONWAY DATA



The **2022**
WORLD FORUM
for Foreign Direct Investment

HOSTED BY



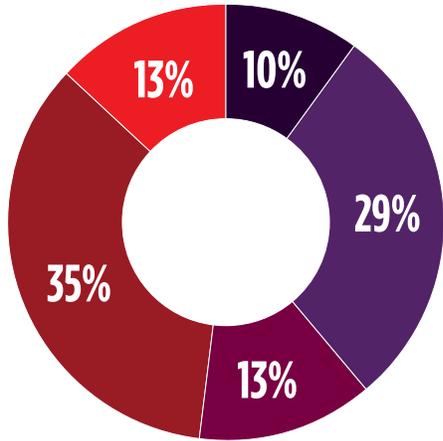
SCOTTISH
DEVELOPMENT INTERNATIONAL



EDINBURGH
SCOTLAND, UK
9-11 MAY, 2022

SPONSORSHIP OPPORTUNITIES

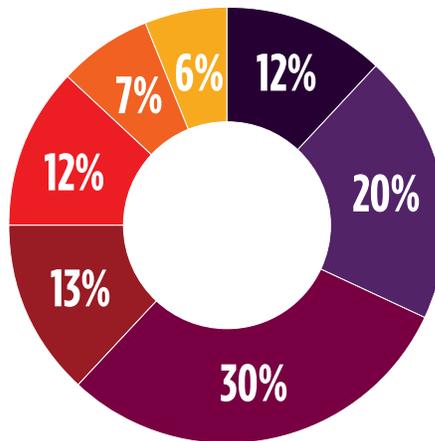
DELEGATE DEMOGRAPHICS



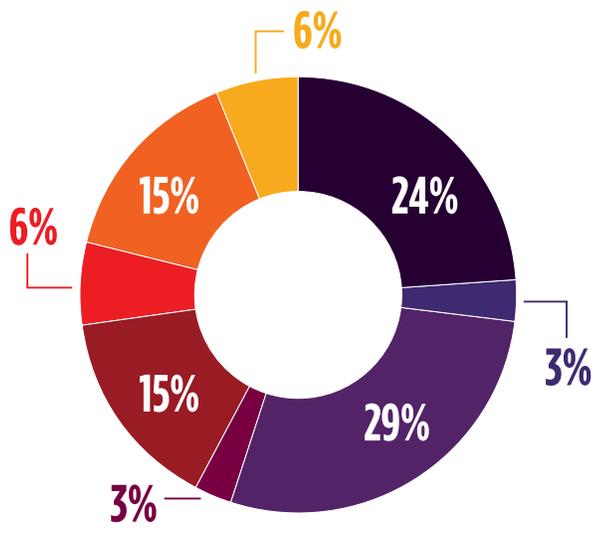
- Consultant
- Corporate
- Government
- IPA/Economic Development Agency
- Service Providers/Intermediaries

Delegates by Category

Delegates by Regions



- Africa
- Asia
- Europe
- Middle East
- North America
- Oceania
- South America



- ICT
- Mining
- Professional Services
- Packaging
- Consumer Products
- Chemicals
- Automotive
- Aerospace

Delegates by Sector

Data based on averages from the 2017, 2018 and 2019 World Forums.



The Balmoral Hotel clock tower and
Princes Street

Courtesy VisitScotland | Kenny Lam

ABOUT THE WORLD FORUM FOR FDI

The World Forum for Foreign Direct Investment is the world's oldest and foremost global event dedicated to cross-border investment. Held annually in a different country each year, the World Forum brings together corporate and government leaders to discuss the future of the global economy, and what leaders from across the world must do to sustain economic growth, create jobs and improve the quality of life for their citizens. The World Forum serves as a key connector, bringing together corporate decision-makers from globally expanding firms with leaders of investment promotion agencies, service providers and intermediaries.

In the event's long history, business and government leaders from more than 90 countries have attended the World Forum for Foreign Direct Investment.

This event is a phenomenal opportunity for any location to promote themselves as an investment destination to a wide network of corporate investors globally.

Investing in sponsoring the World Forum allows you to tell your story, meet key decision makers and grow your business network to ensure you can attract vital international investment and jobs to your community.

EDINBURGH

A graphic featuring a large, white-outlined diamond shape centered on a dark blue background. Inside the diamond, the year "2022" is written in white, and the word "SPONSORSHIPS" is written in large, bold, orange letters. Behind the text, there is a faint, stylized illustration of a city skyline with various buildings and domes.

2022 SPONSORSHIPS

BENEFITS FOR ALL SPONSORS:

Sales Engagement & Networking:

- Opportunity to post a World Forum for FDI promotional banner ad on sponsor company homepage to receive one (1) additional full Forum pass.
- Option to purchase additional full or daily Forum passes at 50% discount off the full Forum or daily, non-early bird rate of \$1,000.

Brand Awareness:

- Logo/link on event website, to be provided by sponsor.
- Logo on pre-event communications.
- Recognized as a sponsor on all Conway Data's social media channels (10,000+ subscribers).
- Prominent placement of logo on Forum opening slide.
- Provided a pre-event registration list, including contact information, two-weeks prior to the Forum.
- Provided a post-event attendee list including contact information.
- Sponsor identifier on name badges.
- Recognized as a sponsor in Conway Data's newsletters and Investor Watch (44,000+ subscribers).

DIAMOND — OWN THE NIGHT SPONSORSHIP | FINAL NIGHT RECEPTION

INVESTMENT: \$59,000

ONE (1) AVAILABLE

The Diamond 'Own the Night' Sponsorship is a fantastic opportunity to highlight and promote your location to the distinguished attendees of the World Forum for FDI. This is your chance to maximize your brand awareness by creating a memorable closing night that delegates will never forget. Delegates will leave the conference with a lasting impression of your location!

This package includes:

- **Registrations:** Five full forum registrations for your organization (value \$10k) and ten comp tickets to your networking reception for potential investors you would like to impress (value \$3k).
- **Exclusive sponsorship of the final night closing reception:** Venue selected and contracted by Conway Data with input from the sponsor.
- **Food & Beverage:** to include passed hors d'oeuvres and stationed food, beer, wine and house – liquor.
- **Opportunity to feature:** Specific food & beverage, entertainment, décor, and additional signage to highlight the sponsor location. If any of these items are an additional expense this is borne by the sponsor and are subject to venue agreement and approval.
- **Five-minute presentation:** During reception.
- **Sponsor logo and reception information:** Included on the main conference program, registration site and all conference information distributed to all event attendees.
- **Personal invites for the reception:** Extended to all site consultants and corporate investors attending the conference.
- **Professional photography of the event:** Can be utilized for future marketing.

GOLDEN — OWN THE NIGHT SPONSORSHIP | WELCOME RECEPTION

INVESTMENT: \$40,000

ONE (1) AVAILABLE

The Gold 'Own the Night' Sponsorship is a fantastic opportunity to highlight and promote your location to the distinguished attendees of the World Forum for FDI. This is your chance to maximize your brand awareness by creating a memorable welcome to the event that delegates will never forget.

This package includes:

- **Registrations:** Five full forum registrations for your organization (value \$10k) and ten comp tickets to your networking reception for potential investors you would like to impress (value \$3k).
- **Exclusive sponsorship of the Welcome Reception:** Venue selected and contracted by Conway Data with input from the sponsor.
- **Food & Beverage:** to include passed hors d'oeuvres and stationed food, beer, wine and house – liquor.
- **Opportunity to feature:** Specific food & beverage, entertainment, décor, and additional signage to highlight the sponsor location. If any of these items are an additional expense this is borne by the sponsor and are subject to venue agreement and approval.
- **Five-minute presentation:** During the reception.
- **Sponsor logo and reception information:** Included on the main conference program, registration site and all conference information distributed to all event attendees.
- **Personal invites for the reception:** Extended to all site consultants and corporate investors attending the conference.
- **Professional photography of the event:** Can be utilized for future marketing.

SILVER SPONSORSHIP | LUNCH

INVESTMENT: \$30,000

TWO (2) AVAILABLE

The daily lunch sponsorship is an opportunity to amplify your location's brand to a captive audience of international site consultants and corporate investors by giving a presentation during lunch on the first or second day of the forum.

This package includes:

- **Registrations:** Four full forum registrations for your organization (\$8k value)
- **Exclusive lunch sponsorship:** For one day of the conference.
- **Food & Beverage:** Lunch will be served in buffet style in the conference venue.
- **Opportunity to feature:** Specific food & beverage, entertainment, décor, and additional signage to highlight the sponsor location. If any of these items are an additional expense this is borne by the sponsor and are subject to venue agreement and approval.
- **Opportunity:** To play a video during lunch.
- **Five-minute presentation to assembled delegates during lunch.**
- **Sponsor logo:** Displayed on screen for the duration of lunch.
- **Sponsor logo and lunch information:** Included on the main conference program, registration site and all conference information distributed to all event attendees.
- **Opportunity:** To arrange meetings with corporate investors and site consultants through lunch at reserved tables.
- **Professional photography of the lunch:** Can be utilized for future marketing.

BRONZE SPONSORSHIP | BREAKFAST

INVESTMENT: \$25,000

TWO (2) AVAILABLE

The daily breakfast sponsorship offers you the opportunity to maximize brand awareness by showcasing your location on either day one or day two of the forum.

This package includes:

- **Registrations:** Four full forum registrations for your organization (\$8k value)
- **Exclusive breakfast sponsorship:** For one day of the conference.
- **Food & Beverage:** Breakfast will be served in buffet style in the conference venue.
- **Opportunity to feature:** Specific food & beverage, entertainment, décor, and additional signage to highlight the sponsor location. If any of these items are an additional expense this is borne by the sponsor and are subject to venue agreement and approval.
- **Opportunity:** To play a video during breakfast.
- **Five-minute presentation to assembled delegates during breakfast.**
- **Sponsor logo:** Displayed on screen for the duration of breakfast.
- **Sponsor logo and breakfast information:** Included on the main conference program, registration site and all conference information distributed to all event attendees.
- **Opportunity:** To arrange meetings with corporate investors and site consultants through breakfast at reserved tables.
- **Professional photography of the breakfast:** Can be utilized for future marketing.

LOCATION PROFILE SPONSORSHIP



INVESTMENT: \$25,000

~~SIX (6) AVAILABLE~~
FIVE (5) AVAILABLE

The location profile offers an unprecedented opportunity to present your value proposition and investment attractiveness to all the World Forum for FDI delegates.

This package includes:

- **Registrations:** Four full forum registrations for your organization (\$6k value)
- **Five-minute presentation in the general session room:** To introduce your location with reference to your selected panel (subject to availability)
- **Opportunity:** To nominate a corporate investor or site consultant with experience of investing in your location to join the panel of your choice (subject to availability and subject to Conway approval)
- **Exhibit Space:** includes custom branded backdrop and display counter (\$12k value)
- **Sponsor logo and short introductory information:** On selected session included on the main conference program, forum website and all conference information distributed to all event attendees.
- **Professional photography of the session:** Can be utilized for future marketing.

NETWORKING BREAK SPONSORSHIP

INVESTMENT: \$20,000

UP TO TWO (2) AVAILABLE

The exclusive daily networking break sponsorship offers the opportunity to showcase your location in the exhibit space during breaks between sessions on the first or second day of the forum.

This package includes:

- **Registrations:** Three full forum registrations for your organization (\$6k value)
- **Exclusive sponsorship of networking breaks for one full day of the conference**
- **Food & Beverage:** snacks and refreshments will be served during two networking breaks per day
- **Opportunity to feature:** Specific food & beverage, entertainment, décor, and additional signage to highlight the sponsor location. If any of these items are an additional expense this is borne by the sponsor and are subject to venue agreement and approval.
- **Sponsor logo:** Displayed in the networking area for the full day.
- **Three-minute presentation:** During one networking break on the selected day
- **Video played on a loop during breaks in the networking area.**
- **Sponsor logo and networking break information:** Included on the main conference program, registration site and all conference information distributed to all event attendees.
- **Professional photography of the networking breaks and presentation:** Can be utilized for future marketing.

PRIVATE LUNCHEON ROUNDTABLE SPONSORSHIP

INVESTMENT: \$15,000-\$8,000 (DURATION OF ONE HOUR DURING LUNCH)

Host a private roundtable to site selectors and corporate investors!

This package includes:

- **Option for a 5 or 10 person roundtable with a mix of site selectors and corporate investors**
- **Private meeting area:** to showcase your region through a presentation, working lunch and receiving feedback from the attendees, Q&A
- **Registration:** one full forum registration for your organization (\$2k value)
- **Room rental & basic AV**
- **Food & Beverage:** additional cost of \$40 USD per head

REGISTRATION DESK SPONSORSHIP

INVESTMENT: \$12,000 ONE (1) AVAILABLE

Showcase your organization where all delegates will see you - at the registration desk!

This package includes:

- **Exclusive sponsorship of the registration area**
- **Registrations:** two full forum registrations for your organization (\$4k value)
- **Sponsor logo:** Displayed on signage at the registration desk for the full forum.
- **Opportunity:** To provide a welcome gift/swag item for all delegates to be presented at registration. Cost of the item to be borne by the sponsor.
- **Sponsor logo and registration information:** Included on the main conference program, registration site and all conference information distributed to all event attendees.
- **Professional photography of the registration area:** Can be utilized for future marketing.

EXHIBIT SPACE SPONSORSHIP

INVESTMENT: \$12,000 TWELVE (12) AVAILABLE

The exhibit space is an opportunity to showcase your location/organization in front of the entire forum delegation in the exhibit area. It also provides a base for meetings with potential clients.

This package includes:

- **Registrations:** two full forum registrations for your organization (\$4k value)
- **Exhibit space:** includes custom branded backdrop and display counter.
- **Optional enhancement:** TV monitor for presentation (additional cost to the sponsor)

KEYNOTE SPEAKER SPONSORSHIP

INVESTMENT: \$12,000
(+SPEAKER FEES WHERE APPLICABLE)

TWO (2) AVAILABLE

Sponsoring a keynote speaker to open the conference sessions on either day of the forum ensures maximum brand exposure for your location or organization in opening the content and setting the tone on day one or two of the conference.

This package includes:

- **Registrations:** two full forum registrations for your organization (\$4k value)
- **Opportunity for a representative from your organization to provide a three-minute introduction to the keynote speaker.**
- **Opportunity:** To provide input on the selected high profile keynote speaker and brief the speaker on your organization. (Final speaker selection subject to Conway approval. Speaker fees are the responsibility of the sponsor and will be agreed and coordinated with the sponsor during the booking process).
- **Sponsor logo and keynote information:** Included on the main conference program, conference website and all conference information distributed to all event attendees.
- **Professional photography of the introduction and keynote session:** Can be utilized for future marketing.

EVENT PROGRAM ADVERTISING



Promote your location in the printed event program distributed to all delegates of the World Forum for FDI and used as a reference point for content before, during and after the event.

- HALF-PAGE FRONT COVER **\$8,000**
- HALF-PAGE INSIDE RIGHT **\$6,000**



ADDITIONAL ADVERTISING

YOUR LOGO HERE



YOUR LOGO HERE



~~ONE (1) AVAILABLE~~
SOLD

- LANYARDS **\$7,500**
(+ COST OF LANYARDS)



PASCO EDC
NORTH TAMPA BAY, FLORIDA

Please note this is not an exhaustive list of sponsor opportunities and custom packages are available upon request. If there is something in particular you would be interested in please contact the events team to discuss your options.

“ Thank you for a great Forum. The best ever, in my opinion! Please pass on my best regards to your team. It was a flawless experience.”

— **Claus Lønborg**, CEO, Copenhagen Capacity



“ Rarely have I seen such a well-organized and exciting event, with such a rich variety of speakers and attendees!”

— **Frank Rogalla**, Global Technology Leader, Black & Veatch

“ It was such an awesome event I cannot describe in words! The World Forum was a great opportunity for me and my company.”

— **Gitana Akliene**, Managing Director, Europe, No Magic, Inc.





“ I’ve been referencing some of the insights I gained from the panel discussions, which validates for me that it was time well spent.”

— **Robert Mankowski**, Vice President,
Product Management, Bentley Systems

“ This was my first World Forum [2018] and I was very impressed with all the panels, finding the subjects very pertinent.”

— **Catriona Riley**, Operations Director, JS Group



“ The World Forum for FDI was amazing! Conway is first class.”

— **Jon Gustafson**, Economic Development Lead,
Lockheed Martin Corporation