

C5 Communications

## Sponsorship Media Pack

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[www.c5-online.com](http://www.c5-online.com)

## C5 Communications



### C5 Introduction:

For over 20 years **C5 Group** of companies including **American Conference Institute (ACI)**, **The Canadian Institute (CI)** and **C5 Communications Ltd. (C5)**, have developed and hosted strategic conferences, summits and executive briefings providing the business intelligence that senior decision makers need, to react decisively and effectively to challenges and opportunities in the marketplace.

Based in London, **C5** holds conferences across Europe and has grown to produce over 100 events a year, attended by thousands of senior delegates from all over the world. The **C5 Group** annually produces and hosts in excess of 500 events per annum.

With an unparalleled reputation for excellence, **C5** plays a central role in uniting industry elite under one roof through its portfolio of conferences. Offering unique access to respected industry experts and insight into the hottest issues in the sector – from energy and infrastructure to legal and emerging markets.

**C5** conferences provide direct **access** to thousands of decision makers throughout Europe, the Middle East, Africa and Asia, and influence thousands more around the globe.



*“I found the Global Customs Compliance conference to be educational, stimulating and well attended. I particularly enjoyed the networking...”* Partner, Akin Gump Strauss...

### Sponsorship – the New Reality

Changing and challenging times necessitate a new approach. The rapid diversification of traditional media, the global shift from push to pull economies and the proliferation of new routes to market are confronting marketers in every industry, in every country across the world.

Strategic conference sponsorships that enable; develop and highlight your brand, whilst accessing, and engaging your key audiences present a calculated opportunity for every company.

**C5** helps you take the road less travelled, offering you a vista on sponsorship that is truly distinctive. Our culture is embedded in looking beyond privileges and benefits to identify bespoke assets and strategies that deliver the performance your company demands.

We seek to transform your commitment from an inestimable expense to a measurable investment—a strategic asset that you can qualify and quantify.

Transformation takes know-how and experience. We work with event sponsor partners of practically every category and size across five continents (hence C5!) and have done so for over thirty years. This has given us an exceptionally broad and deep knowledge base.

As an independent provider of strategic information platforms, our recommendations are insightful, objective and driven solely by our clients' best interests. From strategic positioning to tactical implementation, activation advice to objective measurement, **C5** is a recognised market leader.



## Key facts

<b>100+</b> conferences	<b>10000+</b> delegates	<b>2500+</b> speakers	<b>400+</b> case studies	<b>100</b> workshops	<b>1000+</b> hours of learning	<b>350+</b> hours of networking
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### C5 Communications produces over 100 events per year on topic themes including:

#### Legal

EU Derivatives Regulation  
Environmental Liability  
Construction Claims & Litigation  
Illegitimate & Fraudulent Claim Handling

#### Global Trade & Compliance

European Forum on Anti-Corruption  
ITAR Compliance in Europe  
Economic Sanctions  
Global Customs Compliance

#### Emerging Markets

Russian & CIS Derivatives  
Shale Gas Asia  
Trade & Customs Compliance Russia  
Waste Management & Recycling Russia & CIS

#### Private Equity Summits

Turkish & SEE Private Equity  
CEE Private Equity  
Russian & CIS Private Equity  
Secondary Markets

#### Energy

CO2 Transportation & Operation  
Nuclear New Build  
Energy Insurance Gulf Region  
Iraq Oil & Gas

#### Life Sciences

Pharmaceutical Patent Lifecycle Management  
Biotech Patenting  
EU Pharmaceutical Law & Regulation  
Biotech & Pharmaceutical Patent Litigation

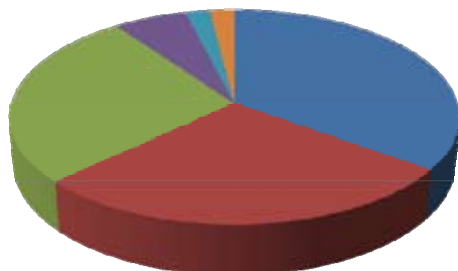
#### Finance & Insurance

Microfinance Asia  
Financial Institutions Insurance  
Reinsurance Claims  
Professional Indemnity Insurance

#### Sport & Gambling

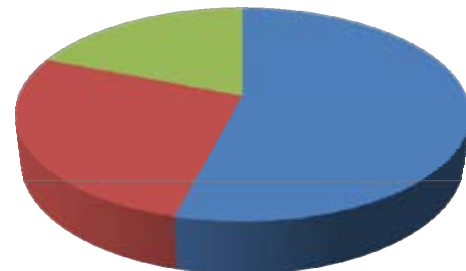
Asia Pacific Sports Law & Business  
European Sports Law  
Asia Pacific Gambling Law  
European Gambling Law

### Delegate Profile at C5 Conferences:



- 35% Manager/Functional Head
- 28% CEO / MD / Chair / Owner / Partner
- 27% Director / Head / Associate / Consultant / Principal / President
- 6% Government/Public Sector
- 2% Academia
- 2% Other

### International Spread of C5 Delegates:



- 54% Europe
- 27% UK
- 19% ROW

## Who Attends?

C5 Sponsor partners experience unrivalled networking opportunities with senior level delegations that are in the room to find new solutions to their challenges. The Who's Who of the corporate, regulatory, legal, finance, consulting and academic world, attends a C5 Group strategic conference virtually every business day across the globe.

**80% of the top 500 European Companies attend C5 conferences including:**

ABB • Airbus • Alstom • Arup • BT • Bayer • AXA • Deloitte • Deutsche Bank • BP • Eon • Esso • GE • Globus • Goldman Sachs • IBM • Kraft • KPMG • Lufthansa • Miele • Mouchel • Munich Re • Nokia • Novartis • Siemens • Thyssen • Volkswagen & many many more



*“Great event, well structured agenda and highly informative speakers”*

Peter MacDonald, Tax and Legal Partner Audit, Deloitte

*“Clearly very experienced practitioners have been identified to deliver papers to this very impressive conference”*

Kelvin Hastings-Smith, Counsel, Appleby

*“An excellent, well-run event with excellent networking opportunities”*

Andy Bugby, Senior D&O Underwriter, Royal and Sun Alliance

*“One of the best conferences I have attended. The speaker and attendee list as well as the overall organization has been great.”*

Mohamed Asif, Head, Best Practice, Cranes Software International LTD.

*“Very positive. Very well structured and helpful info in a short time.”*

Ana Maria Garcia, Associate General Counsel, sanofi-aventis

*“The forum is the “must attend” event for GPs and LPs seeking access to the Central and Eastern European Markets”*

Richard Seewald, Partner, Alpha Associates AG

*“Efficient and enjoyable way of keeping up to date on the latest developments”*

Garret Byrne, Partner, M&A Transaction Services Leader, Deloitte Central Europe

## Why Sponsor?

C5 sponsor partners benefit from accessing bespoke solutions that have been tailored to align with their event objectives and market aspirations.

Whether you're looking for increased brand awareness, thought leader positioning, new business development... or any combination, C5 global events give you the access you need.

Position your brand within focused strategic events that are respected, topical and market relevant to reach a regional, continental and global audience for increased recognition and prestige.

The quality of C5's research, reputation for editorial excellence and extensive database means we can not only boast some of the highest delegate figures in the industry, but you can be sure that delegates are relevant decision makers and influencers.

Build mutually beneficial partnerships with the crème of your target markets, in an environment where senior decision-makers and influencers are most receptive to your message.

*Establish your position as a thought leader or bring your brand to life during face to face discussions and demonstrations.*

### 10 benefits of sponsoring:

- Generate high quality sales leads and win new business
- Access industry leading speakers
- Enhance your reputation as thought leaders
- Maintain and grow customer relationships
- Engage in debate and share insight and expertise on industry challenges
- Gain visibility and recognition as a market leader
- Demonstrate market innovation & leadership by launching new services, products and systems
- Leverage exposure in leading industry media
- Interact with an audience of industry talent and expertise
- Build brand image and exposure with over 40,000 opportunities to be seen per conference

## Marketing Campaign:

Sponsors of C5 Conferences gain significant benefit from intensive, multi-faceted and highly targeted marketing campaigns based on our extensive database of leading industry professionals.

[Web](#) | [Direct Marketing](#) | [Direct Sales](#) | [Email Marketing](#) | [Social Media](#) | [Partnerships](#)  
and much more

- Target senior decision makers from industry; clients; prospects; central, regional and local government, partners, suppliers, academia and manufacturers
- Benefit from an average of 40,000 opportunities to be seen within each event campaign
- Communicate your message through multichannel media approaches including direct mail, e-mail and social media
- Leverage exposure with industry leading media partners
- Expand your reach to a wider community via established C5 industry conferences
- Extend personal invitations to your client wish lists
- Increase your online visibility from coverage on related websites
- Partner with respected industry organisations and associations

*“ITAR Compliance in Europe gets better & better every year...I recommend it to all our EU/UK and even US clients”*

Partner, Clifford Chance

*“Very well organised and well attended in spite of the difficult environment. The C5 Private Equity Forum is and remains the top event for PE in the region”*

Director of Buyouts & Growth Central Europe & Russia Gimv

## Past Sponsors and Exhibitors include:

- Ernst & Young
- Deloitte
- DLA Piper
- World-Check
- Covington & Burling
- Clifford Chance
- Prague Stock Exchange
- Wiener Boerse AG
- Honeywell
- Baker & McKensie
- Grant Thornton
- Squire Sanders & Dempsey
- JP Morgan
- 2 Bedford Row
- MIC Custom Solutions
- Freshfields
- KPMG
- PricewaterhouseCoopers
- Steptoe & Johnson
- Addleshaw Goddard
- Simmons & Simmons
- Goltsblat BLP
- Content Enablers
- Hill Dickson
- Lok Capital
- ReedSmith
- VTB Leasing
- Salomons
- SJ Berwin
- Debevoise & Plimton
- Maitland Chambers
- Thomson Reuters
- Bird & Bird
- Hogan Lovells
- Munich Re
- Alix Partners
- Latham & Watkins
- Ropes & Gray
- Salans
- Shearman & Sterling
- SGCIB
- Eversheds
- Fitch Ratings
- FTI Consulting
- VTB Bank
- CMS Cameron McKenna
- Standard Bank
- Nomura
- Ogier
- Standard & Poors
- Dewey & LeBoeuf
- Renaissance
- MICEX Stock Exchange
- Roland Berger
- Gazprombank
- Barclays Capital
- 3i Investment
- TNK-BP
- Alfa-Bank
- Deutsche Bank
- Calyon
- ABN AMRO
- Invesco
- Microsoft
- Royal Bank of Scotland
- Nokia
- Experian
- Goldman Sachs
- Accenture
- Deutsche Borse
- KIT Finance Bank
- Fortis
- Global Re
- Citi
- Lufthansa

## Contact:

Place your company at the heart of your target community. To discuss how you can benefit from our bespoke sponsorship solutions and maximise ROI, contact Brian or a member of his senior team:

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