



INSME
International Network for SMEs

INSME Sponsorship

Relate your services and solutions to new public and private audiences around the world

Through INSME, public and private Sponsors are able to communicate, both virtually and face to face, with stakeholders operating in the field of innovation and technology transfer for SMEs from around the world. These bodies include:

- » **Policy Makers** (central governments, regional authorities, governmental agencies and international organisations);
- » **Intermediaries** (business support organisations operating at local, national or international level, including service centres, technological centres, scientific and technological parks, incubators, agencies for regional development, public research and innovation organisations, business associations, etc.);
- » **SMEs** (micro, small and medium sized enterprises).

Through its ever growing network (of currently 48 countries), its widely distributed monthly newsletter (INSME*news*), daily updated internet portal and regular events the Association offers a wide range of benefits for every typology of Sponsor (<http://www.insme.info/page.asp?IDArea=1&page=partners>).

Benefits of becoming an INSME Sponsor may include:

1. Benefits through Communication

- ✓ Premier positioning of INSME Sponsor's logo and hotlink on the INSME portal, the INSME newsletter (INSME*news*) and on the various brochures produced for INSME and its numerous activities and events;
- ✓ Opportunity to include information material about their relevant activities or services within the INSME information packs;
- ✓ Sponsor's logo in the programme, on the invitations and on the posters for individual events;
- ✓ Promotion as INSME Sponsor in all media statements and articles published by/for the INSME Association;
- ✓ The right to use the INSME logo in publications;

2. Benefits through INSME's Activities and Network

- ✓ Opportunity to make a presentation of relevant activities and services during INSME meetings and at their relative meals;
- ✓ Access to the full contacts list of the participants of INSME's global network;
- ✓ Occasion to connect with decision-makers from international organisations and government that make up the audiences of the INSME portal, newsletter and events;
- ✓ Feature articles and/or interviews published both on the INSME portal and newsletter;
- ✓ Possibility of the creation of specific forums and/or training events on arguments that are of particular interest to an INSME Sponsor;
- ✓ Possibility to suggest themes for the 'Thematic Working Groups'. Sponsors may also participate within these groups.

An effective strategy

Each sponsorship agreement is **personalised** on an individual basis with the Sponsor so that you can best target the groups that interest your organisation. You will be granted **exclusivity** as no competitor will be invited to sponsor the same event or activity.