

SIXTH
FORUM
COMMANDERS OF
EUROPEAN LAND FORCES
PRAGUE / 9 - 11 SEPTEMBER 2019

6th Forum Commanders of European Land Forces – Participating Countries



- | | | |
|--|---|---|
|  Austria |  Hungary |  Slovenia |
|  Belgium |  Italy |  Spain |
|  Bosnia & Herzegovina |  Latvia |  Sweden |
|  Bulgaria |  Lithuania |  Switzerland |
|  Cyprus |  Luxembourg |  USA |
|  Czech Republic |  Malta | |
|  Denmark |  Montenegro | |
|  Estonia |  Netherlands | |
|  Finland |  North Macedonia | |
|  France |  Poland | |
|  Germany |  Portugal | |
|  Great Britain |  Romania | |
|  Greece |  Slovakia | |

6th Forum Commanders of European Land Forces



9 - 11 September 2019, Prague, Czech Republic



- » **Official gathering of Land Forces Commanders from over 30 European countries and U.S. Army Europe** (USAREUR) under the auspices of the President of the Czech Republic and Chief of the General Staff of Armed Forces of the Czech Republic
- » Presentations of trends, needs, lessons learned and challenges in the procurement and army modernisation process. Topic of the 6th Forum:
„Rearmament, Modernization, Robotics & Artificial Intelligence and Future Challenges of the European Land Forces“
- » Presentations of industry and R&D capabilities to meet the needs of modern Land Forces

Partnership Options



Forms of Partnership

Platinum Partner (PP)

» Exclusively for 1 partner only

GENERAL DYNAMICS
European Land Systems

Gold Partner (GP)

» 3 positions only



Silver Partner (SP)

» 5 positions only



Information Materials

- » Company logo on delegate lanyards
- » Animated banner with hyperlink at 6th Forum website
- » Animated banner with hyperlink at FFF website
- » Company logo with hyperlink at 6th Forum website
- » Company logo with hyperlink at FFF website
- » Company logo in the information materials and program
- » Company logo in the delegate invitations
- » Promotional materials in the VIP delegate folders
- » Company logo on delegate badges

PP

GP

SP

✓		
✓		
✓		
✓	✓	✓
✓	✓	✓
✓	✓	✓
✓	✓	✓
✓	✓	✓
✓	✓	✓

Partnership Options



Social Evening & Dinner 9. 9. 2019

	PP	GP	SP
» Welcome speech company representative & Land Forces Commander	✓		
» 2 seats at the table with the Czech Land Forces Commander	✓		
» Company spot projected in the main hall	✓		
» Company products projected in the main hall		✓	
» Company logo projected in the main hall	✓	✓	✓
» Roll-up banner in the welcome drink area	2x	1x	
» Company logo in the welcome drink area	✓	✓	✓
» Table-top with promotional materials	✓	✓	✓
» Company logo at welcome board	✓	✓	✓
» Reservation of seats in the main hall for company representatives	4x	3x	2x
» Company logo on tables	✓	✓	✓
» Distribution of partner's promotional gifts to the VIP guests	✓	✓	✓
» Appreciation speech by the Land Forces Commander	✓	✓	✓

Partnership Options



Forum 10. 9. 2019

	PP	GP	SP
» Notepads and stationery with company logo	✓		
» Projection of promotional spot	✓		
» Projection of company products		✓	
» Projection of company logo	✓	✓	✓
» Welcome of the official delegates	✓		
» Participation of company representatives at the Forum	4x	3x	2x
» Possibility of bilateral meetings with official delegates	✓	✓	✓
» Distribution of promotional materials to the delegates	✓	✓	✓
» Participation of company representatives at the VIP lunch	4x	3x	2x
» Roll-up banner within the Forum	2x	1x	
» Roll-up banner within the VIP lunch	2x	1x	
» Logo at the banner in main conference room, logo at VIP photo backdrop	✓	✓	✓
» Outdoor dynamic demonstration (if it is technically possible)	✓	✓	
» Outdoor static presentation	✓	✓	✓
» Indoor table-top presentation	✓	✓	✓

Partnership Options



Social Evening & Dinner 10. 9. 2019

	PP	GP	SP
» Company logo at the welcome board	✓	✓	✓
» Participation of company representatives	4x	3x	2x
» Roll-up banner within the main area	1x		
» Company logo within the main area	✓	✓	✓
» Company logo in the event program	✓	✓	✓

Partnership Options



Forum 11. 9. 2019

- » Notepads and stationery with company logo
- » Projection of promotional spot
- » Projection of company products
- » Projection of company logo
- » Company logo at the welcome board
- » Roll-up banner within the Forum
- » Logo at the banner within the Forum
- » Company logo on tables



Other Promotion & Support

- » Roll-up banner in the VIP delegates hotel
- » Accommodation for 2 nights in a 4* hotel in Prague
- » Hostess during the Forum on 10. 9. 2019

PP

GP

SP

✓

✓

2x

✓



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