

## **Barcamp Südtirol**

### **What is a Barcamp?**

Barcamp Südtirol is a platform for exchanging knowledge as well as networking amongst those in the tourism, communication and information technology sectors. The thematic focus of the event is the use of digital technologies in tourism.

**In 2020, the "Barcamp Südtirol" on social media issues and internet use will be held for the tenth time.**

The event is organized in cooperation between IDM Südtirol, NOI Techpark, the Hoteliers- und Gastwirteverband (HGV) and Merano Tourist Office, who are the main organizers of this event.

The aim of the event is to bring together internet-savvy participants for a knowledge exchange. The Barcamp's topics are internet and new media.

### **What can I expect from Barcamp Südtirol?**

1. Barcamp Südtirol offers a very good framework to find out about new developments around the topic of social networks. The topics Internet and electronic media play a central role here.
2. For many IT professionals, marketers and other professionals, it is important to engage with new topics and ideas to develop new products and approaches. The barcamp is ideal for that.
3. A Barcamp is not a dry event, but a meeting with life and constructive discussion culture.

### **Who do you sponsor at this event?**

- You reach tourism businesses and associations.
- You reach IT experts, marketing consultants and other innovative experts who are open to new ideas, products and services.
- You present yourselves in an innovative environment.

## **Sponsorship Opportunities**

### **BECOME A SPONSOR!**

#### **10. BARCAMP SÜDTIROL**

Date: 17-18 April 2020

Number of participants: 150

Location: Kurhaus Merano

For sponsorship opportunities: see the form below.

## Barcamp Sponsorship Confirmation

This document defines the guidelines for sponsoring the **Barcamp Südtirol**. As a sponsor, you can choose between three different ways of supporting the event:

### **SILVER SPONSOR - at least € 1.000,00 + IVA**

- nomination as "Silver Sponsor" on the website (logo and link to your own website until 31.12.2020);
- presence of the logo on the Social Wall (Walls.io);
- product placement at the event (Folder, Flyer, etc.)  
*Materials must be delivered within 2 weeks before the event.*  
Deadline: beginning of April;
- nomination in the acknowledgments of the Barcamp's social networks (Facebook) before and after the event;
- guaranteed access for one (1) person at the event.

### **GOLDEN SPONSOR - at least € 1.500,00 + IVA**

- nomination as "Golden Sponsor" on the website (logo and link to your own website until 31.12.2020) in a "sticky header" of the website;
- presence of the logo on the Social Wall (Walls.io);
- nomination in the acknowledgments of the Barcamp's social networks (Facebook) before and after the event;
- product placement at the event (Folder, Flyer, etc.)  
*Materials must be delivered within 2 weeks before the event.*  
Deadline: beginning of April;
- guaranteed access for two (2) people at the event;
- possibility to show own banners and posters on both days of the event;
- presence of the logo on the Logo Wall of the event;
- nomination as "Golden Sponsor" in 3 editorial articles in the "HGV-Zeitung":
  1. The first article will be in March (*editorial deadline 15th February*);
  2. The second article will be published before the event in April (*editorial deadline 15th March*);
  3. The last article will be published after the event.*Editorial deadline is always the 15th of the previous month and therefore to be featured in the articles the sponsorship must be confirmed before these dates.*  
Main deadline: mid of February
- gadget with logo of the Golden Sponsors  
*Only possible if the sponsorship is confirmed before the production of the gadgets.*  
Deadline: end of February.

## Gadget Golden sponsor

This could be an example of this year Golden sponsor gadget (trivets miniPallet):



Example of personalised gadgets (from previous Barcamp editions):



## PLATINUM SPONSOR - at least € 5.000,00 + IVA

- exclusiveness of Platinum Sponsor (there is only one)
- exclusive gadget with logo of Platinum sponsor and Barcamp Südtirol  
*Only possible if the sponsorship is confirmed before the production of the gadgets. Deadline: end of February.*
- second gadget with logo of the Platinum and Golden Sponsors
- nomination as "Platinum Sponsor" on the website (logo and link to your own website until 31.12.2020);
- first and main position of the logo on the website, the Social Wall (Walls.io) and the Logo Wall.
- nomination in the acknowledgments of the Barcamp's social networks (Facebook) before and after the event;
- product placement at the event (Folder, Flyer, etc.)  
*Materials must be delivered within 2 weeks before the event.*

Deadline: beginning of April;

- guaranteed access for two (2) people at the event;
- possibility to show own banners and posters on both days of the event;
- presence of the logo on the Logo Wall of the event;
- logo banner with Platinum sponsor and Barcamp which will be presented in a prominent position during the event, the group foto and the evening event
- nomination as Platinum Sponsor "Barcamp Südtirol powered by" in 3 editorial articles in the "HGV-Zeitung":
  1. The first article will be in March (*editorial deadline 15th February*);
  2. The second article will be published before the event in April (*editorial deadline 15th March*);
  3. The last article will be published after the event including a foto where Platinum sponsor is presented

*Editorial deadline is always the 15th of the previous month and therefore to be featured in the articles the sponsorship must be confirmed before these dates.*

Main deadline: mid of February

- Special presence at the Get together aperitivo on Friday evening with the possibility to show Roll-Ups & Folders

### Gadget Platinum sponsor

This could be an example of this year Platinum sponsor gadget (Lunchbag made of paper & washable):



### Payment method

Sponsor will receive an invoice from IDM Südtirol after the contract signing, before the event.

To confirm your support, we kindly ask you to complete the following form and send it to the e-mail address: [info@barcampsuedtirol.org](mailto:info@barcampsuedtirol.org)

This form must be sent to the email address: **info@barcampsuedtirol.org**

With this document I, (name surname)

-----

as a representative of the company (company name)

-----

am interested in this sponsorship confirmation

- SILVER SPONSOR à € 1.000,00 + IVA**
- GOLDEN SPONSOR à € 1.500,00 + IVA**
- PLATINUM SPONSOR à € 5.000 + IVA**

and commit to support the **Barcamp Südtirol 2020**.

Billing information:

Company name: -----

Address -----

VAT number -----

SDI code -----

PEC Email -----

Place and date: -----, \_\_\_/\_\_\_/\_\_\_

Signature: -----