



THE 10TH CONFERENCE OF CENTRAL SECURITIES DEPOSITORIES May 20-22, 2009

PROPOSED SPONSORSHIP PROGRAM

A select number of organisations of CSD industry are being offered the opportunity to sponsor events and promotions at the CSD10 conference.

Location: Budapest, Hungary, Marriott Hotel at city centre.
Participants: Minimum 150 decision makers of CSDs and CSD suppliers.

A listing of these sponsorships, contribution levels and corresponding recognition benefits are as follow:

I) BRONZE LEVEL: 10 000 EUR (max. 10 bronze sponsors)

Recognition:

- Pre-conference mailer with sponsor name
- Acknowledgement from the podium
- Poster in exhibition space with sponsor name
- Menu card in dining room with sponsor name for breakfast and lunch
- Press release with sponsor name
- Sponsor page of CSD10 web site with sponsor name displayed on it
- CSD10 website hyperlink
- Conference program with sponsor name in printed form
- Folder with sponsor name in printed form
- Memo pad for notes with sponsor name in printed form
- Welcome package with sponsor name displayed on it

Event and accommodation entrance

- Invitation to the conference (1 person)

II) SILVER LEVEL: 20 000 EUR (max. 7 silver sponsors)

- **All display benefits of BRONZE Level and**
- On all materials of the Bronze appearance: company logo instead of company name in text.
- Poster in conference room with sponsor logo on
- In breaks conference plasma screen with sponsor logo or spot on
- In exhibition area sponsor logo or spot on standing plasma screen
- Poster with sponsor logo in the dining room for breakfast and lunch
- Menu card with sponsor logo in the dining room for breakfast and lunch
- Terrace floor sticker with sponsor logo
- Poster with sponsor logo in press room
- One subpage on CSD10 website for sponsor introduction

Event and accommodation entrance

- Invitation for 0 day welcome receptions for 2 persons
- 1st evening dinner for 1 person
- 2nd evening dinner for 1 person
- Conference participation for 1 person



III) GOLD LEVEL: 30 000 EUR (max. 5 gold sponsors)

- **All display benefits of SILVER Level and**
- Announcement of the sponsor and display of a PowerPoint slide before starts of presentations
- Exhibition stand
- Larger poster sizes

Event and accommodation entrance

- Room for 3 nights for 1 person
- Invitation for 0 day welcome receptions for 2 persons
- 1st evening dinner for 2 persons
- 2nd evening dinner for 2 persons
- Conference participation for 1 person

IV) PLATINUM LEVEL: 50 000 EUR (max. 3 platinum sponsors)

- **All display benefits of GOLD Level and**
- **Sponsorship possibilities of evening gala dinners:**
 1. 0 day - welcome reception – exclusivity: 5 minute speech, posters, full branding
 2. 1st evening – exclusivity: 5 minute speech, posters, full branding
 3. 2nd evening – exclusivity: 5 minute speech, posters, full branding

Event and accommodation entrance

- Room for 3 nights for 2 persons
- Invitation for 0 day welcome receptions for 4 persons
- 1st evening dinner for 4 persons
- 2nd evening dinner for 4 persons
- Conference participation for 2 persons

Please do not hesitate to call Mr. György Dudás, CEO of KELER (Tel: +36-1-483-6274), should you have any questions regarding your potential involvement as a sponsor for CSD10.

Kind regards:

Mr. Joël Mèrère
Chairman
ECSDA

Mr. György Dudás
Vice chairman, ECSDA
CEO, KELER

Sponsorship details

Sponsor Fee		Platinum	Gold	Silver	Bronz
		50 000 EUR	30 000 EUR	20 000 EUR	10 000 EUR
Maximum number of sponsors		3	5	7	10
Advertising, brand communication					
Conference room					
Poster, molino	Large	X			
	Medium		X		
Plazma screen - in breaks	Small			X	
	30 sec	X			
	20 sec		X		
Presentation sponsorship (Logo before presentation starts)	10 sec			X	
		1	1		
Corridor - breaks					
Exhibition stand		X	X		
Standing plazma screen	30 sec	X			
	20 sec		X		
	10 sec			X	
Poster	Large logo	X			
	Medium logo		X		
	Small logo			X	
	Company name in small				X
Breakfast, lunch room					
Poster, molino	Large	X			
	Medium		X		
	Small			X	
Menu card	Large logo	X			
	Medium logo		X		
	Small logo			X	
	Company name in small				X
Balcon - floor sticker	Large logo		X		
	Medium logo			X	
Media					
Press conference	Poster, molino	Branded gift to journalists			
		Large	X		
		Medium		X	
Press release	Small			X	
	Large logo	X			
	Medium logo		X		
	Small logo			X	
	Company name in small				X
CSD10 website					
Main page		X			
Sponsor page	Large logo	X			
	Medium logo		X		
	Small logo			X	
	Company name in small				X
	One subpage - introduction	X	X	X	
	Link to own website	X	X	X	X
Conference material					
Identifier card with conference program	Large logo	X			
	Medium logo		X		
	Small logo			X	
	Company name in small				X
Conference folder	Sponsor page				
	Large logo + 1 page introduction	X			
	Medium logo + 1 paragraph introduction		X		
	Small logo			X	
	Company name in small				X
Memo pad for notes - cover page	Large logo	X			
	Medium logo		X		
	Small logo			X	
	Company name in small				X
Welcome pack for participants	Large logo	X			
	Medium logo		X		
	Small logo			X	
	Company name in small				X
Dinner sponsorship					
0 day - welcome reception - exclusivity	5 minute speach, posters, full branding	X			
1st evening - exclusivity	5 minute speach, posters, full branding	X			
2nd evening - exclusivity	5 minute speach, posters, full branding	X			
Event and accomodation entrance					
Room for 3 nights		2	1		
Invitation for 0 day welcome receptions		4	2	2	
1st evening dinner		4	2	1	
2nd evening dinner		4	2	1	
Conference participation		2	1	1	1