



Norway
April 22-24
2018

Venue
Det Norske Teatret
(The Norwegian Theatre)

www.worldprforum.com

PARTNERSHIP
& EXHIBITION
MANUAL



Kommunikasjonsforeningen

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Welcome Address

We are delighted to welcome you to Oslo in April 2018, when the global communication community is gathering to discuss communication's impact in a digital and ever-changing world. At the World Public Relations Forum (WPRF) 2018 we want to explore these changes from three main perspectives: truth, profit and intelligence. WPRF 2018 in Oslo will inspire communicators to address modern communication challenges and opportunities.

In April, spring has arrived in Oslo, and relaxed, sophisticated and friendly, the city welcomes you with an invigorating mix of world-class culture and stunning scenery. Its first time in Norway, the WPRF will gather about 800 senior-level international public relations and communications professionals and academics to a global conference with a Scandinavian touch. Don't miss this unique opportunity!

Organizers

World Public Relations Forum (WPRF)

The World Public Relations Forum (WPRF) is the most diverse public relations and communications forum in the world, where industry experts meet to discuss the profession and redefine its future. The previous editions were held in Rome (2001), Trieste (2004), Brasilia (2006), Cape Town (2007), London (2008), Stockholm (2010), Melbourne (2012), Madrid (2014) and Toronto (2016).

Norwegian Communication Association (NCA)

The Norwegian Communication Association (NCA) is a special interest organization for communicators. It is the only association for communication professionals in Norway and members include people working in both private and public sector. The NCA has approximately 4000 members, with 10 regional branches and three student divisions.

Global Alliance for PR and Communication Management

The Global Alliance for PR and Communication Management is the confederation of the world's major public relations and communication management associations and institutions, representing 160,000 practitioners and academics around the world. The Global Alliance's mission is to unify the public relations profession, raise professional standards all over the world, share knowledge for the benefit of its members and be the global voice for public relations in the public interest.

The Venue

The Norwegian Theater

Located in the middle of the city center our Forum Host Theater is easy accessible, and in walking distance from all of the conference hotels as well as tourist attractions like the Castle, the Parliament and the harbour. The theater has three stages, and under the Forum we fill them with speakers from all over the world.



Det Norske Teatret

Kristian IVs g. 8
0164 Oslo
NORWAY
Phone: +47 22 42 43 44

Website: www.detnorsketeatret.no

Facebook:

www.facebook.com/detnorsketeatret

Twitter: @detnorsketeatre

Instagram: @detnorsketeatret

Research and Practice Colloquium (1-day)

The three-day World Public Relations Forum (WPRF) includes a Research and Practice Colloquium, a full day of discussions and presentations featuring the world's leading educators, researchers and practitioner thought-leaders. The Research Colloquium has become a unique opportunity to engage professionals, academics and students from across the world in the key challenges facing the profession, to advance thinking and research and share best practices. It builds a bridge between the academic and practitioner communities and is for the benefit of both.

Program

Business Program (2-day)

We live in a world with constant changes. Things we did not know about half a decade ago, are now a part of people's everyday life. We don't know what the future holds. We just know that changes will happen. Some are good while other present negative paradigm shifts. This will also affect public relations and communication management, which need to be one step ahead to create value of the changes and showcase value of its profession. There will be changes within media, public relations, technology, war and politics, business and the global power balance. Not to mention culture and climate change. Organizations will meet new challenges and expectations. One thing is sure – nobody knows what the changes will be and how great they will become. Neither which disruptive technologies that will turn the direction. How will the communicators be involved in these changes, and what will the role of communications be?

At The World PR Forum 2018 we want to explore these changes from three main perspectives: truth, profit and intelligence.

Truth

With Brexit and Donald Trump we have seen a change in the political rhetorics. Polls and statistics are being used to frame reality. The spreading of fake news is becoming a threat for democracy. Who really owns the truth in 2018?

Profit

The lines between different practices are melting, and new technology are changing the way we work. It is more than ever important for communicators to prove their worth, and show their impact on the company's bottom line. Does a good reputation equal a profitable business, or can a business thrive nevertheless? Will the companies that invest in the

Intelligence

New technology offers new possibilities. Can humans be replaced? If not, which qualities make communicators unique? How do we have to work alongside the new technology to create better communication solutions? And what do you need to know to get ahead?

future and our environment, capitalize on their investments?

Social Events

Reception at Oslo City Hall

Free - please indicate attendance via the tick box during registration.

Friday, April 20th 2018

Times 18.30-20.00

Take in the sights of great Norwegian art from 1900-1950, with motifs from Norwegian history, culture and working life, in the same building that the Nobel Peace Prize award ceremony takes place. Offered by the city of Oslo and open to all registered attendees. Food and drinks included.

Welcome Event at Oslo Camping

NOK 600.00 INCL VAT

Sunday, April 22th 2018

Times 19.00

Mingle and talk with the other delegates at Oslo Camping – an indoor mini putting green. A casual arena where you can get to know the other delegates, and at the same time see who is the best mini golfer!

Networking Dinner at the Opera

NOK 1 150.00 INCL VAT

Monday, April 23rd 2018

Times 19.30-22.30

Enjoy the spectacular views of the Oslo Fjord from the floor to ceiling windows and be entertained with music from Oslo's opera company in the striking beauty of the interior architecture. Food and drinks included.

Recognition Level / Category

Depending on your total level of investment in WPRF 2018, your company's support will be acknowledged and recognised on the congress website as well as in all congress printed materials and signage at the following different levels. **Two options are available to get involved!**

EXHIBITION

For companies wishing to participate as exhibitors, the below levels have been created for you. No exhibition space at WPRF 2018 is sold on its own.

Exhibitor Level	Partner	Key Partner (limited to 4)
Total Contribution	From 75 000 NOK + VAT	From 125 000 NOK + VAT
Complimentary Delegate Badges	2	3
WPRF 2018 Website Recognition	Company Name	Company Name with Logo
GA Website Recognition		Company Name with Logo
Social Media Presence	Joint post for all partners	Own posts
E-mail Presence	Company Name	Company Name with Logo

NON-EXHIBITING SPONSOR

For companies wishing to partner with WPRF 2018 without exhibition space. Your recognition level is calculated based on the total amount of your company's investment in WPRF 2018 (to include opportunities **as listed in table "Summary table" on next page**).

Sponsor Level	Partner	Key Partner (limited to 4)
Total Contribution	From 75 000 NOK + VAT	From 125 000 NOK + VAT
Complimentary Delegate Badges	2	3
WPRF 2018 Website Recognition	Company Name	Company Name with Logo
GA Website Recognition		Company Name with Logo
Social Media Presence	Joint post for all partners	Own posts
E-mail Presence	Company Name	Company Name with Logo

Sponsorship 2018 Summary Table

VAT not included

Create the perfect 1st impression	
Congress bags (supplied by organizers)	NOK 100 000
Congress bags (supplied by sponsor)	NOK 60 000
Mobile charging stations	From NOK 40 000
Pads & pens*	NOK 35 000
Pads only*	NOK 20 000
Pens only*	NOK 20 000
Maximum brand impact	
Coffee Bar*	NOK 40 000
Sponsored Session	NOK 50 000
Coffee Breaks	NOK 30 000 / break
Lunch Breaks	NOK 40 000 / break
Welcome Event	NOK 30 000
Networking Dinner at the Opera	NOK 50 000
Digital Remarketing (limited to 3-4 companies)	NOK 50 000
Signage	NOK 40 000
Drive Stand Traffic	
Logo on Website, Emailers and Social Media	NOK 30 000
Emailers	NOK 25 000 / e-mailer

* Items are to be supplied by Sponsor, please see descriptions for more details.

SPONSORSHIP ITEMS - DESCRIPTION

These can be purchased individually. Should your investment level reach 75,000 or 125,000 NOK you are eligible for the levelled category detailed on **page 4**.

WPRF 2018 – Congress Bags

from NOK 60 000

Attach your brand to every WPRF 2018 congress bag

From the very first minute capture the delegate's attention by sponsoring the official congress bag. Provide the delegate with convenience and your company with excellent visibility. This opportunity ensures that your brand will reach all WPRF 2018 attendees.

This opportunity includes:

- 1 corporate logo on the congress bag
- Acknowledgment in the official WPRF 2018 Final Program & WPRF 2018 website

> Congress Bags supplied by organizers

NOK 100 000

> Congress Bags supplied by sponsor (production & shipping costs at sponsor expense)

NOK 60 000

WPRF 2018 – Mobile charging stations

NOK 40 000

Keep the WPRF 2018 delegates online and powered up

Sponsor the power towers to make this area exclusive to your company. Your branding will be prominently displayed and viewed by both users and people passing by.

This opportunity includes:

- Corporate logo on each individual power tower
- Acknowledgment in the official WPRF 2018 Final Program
- Acknowledgment on the official WPRF 2018 website

> Stations supplied by organizers

NOK 70 000

> Stations supplied by sponsor (production & shipping costs at sponsor expense)

NOK 40 000

WPRF 2018 – Pads and pens*

from NOK 35 000

Provide convenience to each and every WPRF 2018 delegate

During the congress, each delegate is provided with a notepad and a pen. Align your brand with this highly requested and appreciated item.

This opportunity includes:

- Corporate logo on each page of the notepad and on pen
- Acknowledgment in the official WPRF 2018 Final Program & WPRF Website

> Pads only

NOK 20 000

> Pens only

NOK 20 000

** Production and shipping costs at sponsor's expense.*

WPRF 2018 – Coffee Bar*

NOK 40 000

Ensure delegates can get a great coffee in-between the coffee breaks. An external supplier (contact provided by organizers) will bring in a coffee bar. Sponsor can include branding, napkins, cups, etc. (at own costs).

This opportunity includes:

- Branding of coffee bar in location of their choice
- Acknowledgment in the official WPRF 2018 Final Program & WPRF 2018 website

** Rental costs and staff are not included in the price.*

WPRF 2018 – Sponsored Session*

NOK 50 000

WPRF 2018 Plenary and Parallel sessions will take place from 22 - 24 April 2018. All sessions will be presented by Key Opinion Leaders in their specific field. WPRF 2018 has the final responsibility for the content of the program and has therefore the right to independently select topics and faculty. Sponsor companies will be recognized in the meeting with the wording "Session organized with the support of an unrestricted grant by Company Name"

This opportunity includes:

- Company logo on screen at the beginning and end of sessions
- Acknowledgment in the official WPRF 2018 Final Program & WPRF 2018 website

** Speaker's expenses and logistics are not included in the price, to be covered by sponsor.*

WPRF 2018 – Coffee Breaks

NOK 30 000 / break

Coffee breaks accessible to all delegates and accompanying persons will be held daily in the exhibition area.

This opportunity includes:

- Signs featuring your company name and logo on catering tables
- Acknowledgment in the official WPRF 2018 Final Program & WPRF 2018 website

WPRF 2018 – Lunch Breaks

NOK 40 000 / break

Lunch breaks accessible to all delegates and accompanying persons will be held daily in the exhibition area.

This opportunity includes:

- Signs featuring your company name and logo on catering tables
- Sponsors can provide branded napkins for placement at buffets.
- Acknowledgment in the official WPRF 2018 Final Program & WPRF 2018 website

WPRF 2018 – Welcome Event

NOK 30 000

On the second day of the meeting, a special evening will be organized at **Oslo Camping** – an indoor mini putting green. This exclusive opportunity will allow you to attend this evening with your representatives and benefit from a unique environment to connect with the attendants. Delegates are sure to remember the evening and be sure to associate your brand with those memories.

This opportunity includes:

- Sponsor acknowledgement at the event with signage
- Beverage and light snacks offered to the invited participants
- Acknowledgment in the official WPRF 2018 Final Program & WPRF 2018 website

WPRF 2018 – Networking Dinner at the Opera

NOK 50 000

The official meeting networking evening is one of the social highlights of the meeting. Delegates come to enjoy fine cuisine and entertainment, and to relax after the busy day of the meeting. This exclusive sponsorship opportunity will provide a strong and long-lasting impression to delegates. Please note that the delegates will pay a nominal fee to guarantee their attendance to the evening.

This opportunity includes:

- Sponsor acknowledgement at the dinner with signage
- Dinner Introduction acknowledgement of the sponsor by the WPRF 2018 President
- Logo of sponsor display on dinner ticket distributed to delegates
- Distribution of an official door gift from sponsor (to be provided by sponsor)
- 3 complimentary tickets to the evening
- Acknowledgment in the official WPRF 2018 Final Program & WPRF 2018 website

WPRF 2018 – Digital Remarketing*

NOK 50 000

Increase your online visibility and profit from the WPRF digital remarketing campaign to reach out to high value contacts accessing the WPRF website. Your global reach will not only be limited to the WPRF 2018 participants but will reach a larger community of people interested in WPRF. As a sponsor you will benefit from remarketing using cookie-based technology. This is online advertising that follows visitors of the WPRF website when browsing the internet, increasing your visibility within the WPRF community and creating traffic to your company's website.

This opportunity includes:

- Remarketing to your company website via online adverts and web banners
- Insertion of your banner in one time direct e-newsletter to the WPRF community
- Acknowledgment in the official WPRF 2018 Final Program & WPRF 2018 website

** Limited to 3-4 companies*

WPRF 2018 – Signage

NOK 40 000

Put your brand name on all the official signage at the venue.

This opportunity includes:

- Your company logo and/or name on all printed and electronic signage (where possible) at venue
- Acknowledgment in the official WPRF 2018 Final Program & WPRF 2018 website

WPRF 2018 – Logo on website, emailers and social media

NOK 30 000

Put your brand in the hands of thousands of WPRF delegates

Reach out to all WPRF 2018 delegates by including your company logo in each official WPRF 2018 digital surface.

This opportunity includes:

- Company logo on the official WPRF 2018 website, emailers and social media
- Acknowledgment in the official WPRF 2018 Final Program & WPRF 2018 website

An email will be sent to WPRF 2018 registered attendees at a requested date. This is the perfect way to drive your brand to a specific audience before any of your competitors. These emails are sent out directly by MCI – no email lists are provided to sponsors for privacy and compliance reasons.

This opportunity includes:

- One email sent by MCI to all registered delegates who agreed to receive congress updates. Sponsor company to provide HTML email content/code. An image can be used as the content of the email.

Organizing Secretariat

WPRF 2018

C/o MCI Suisse SA
Rue du Pré-Bouvier 9
1242 Satigny - Geneva
Switzerland



Exhibition & Sponsoring Queries:

Tel.: +41 22 33 99 639

Email: helene.barr@mci-group.com

Registration & Accommodation Queries:

Tel.: +41 22 33 99 728

Email: wprf2018.reg@mci-group.com

Reservation & Payment

Bookings

- Fill in the Booking Form and Contract at the back of this brochure
- Submit the completed form to:

WPRF 2018

c/o MCI Suisse SA
9 Rue du Pré-Bouvier
CH 1242 Satigny-Geneva
Switzerland

Email: helene.barr@mci-group.com

Payment and Cancellation

The total amount will be invoiced upon receipt of booking forms and payment of this invoice will guarantee the reservation. All payments must be received in Norwegian Kroners (NOK) and must be paid in full prior to the opening of the congress. 5% interest will be charged on any late payments. VAT is not included in the published prices.

Payment Method

Bank transfer

Bank: UBS, 1211 Geneva 2, Switzerland
Company: MCI Suisse SA-WPRF 2018
Account: No 0240-369393.76K
SWIFT: UBSWCHZH80A
IBAN: CH 2800 2402 4036 9393 76K

Cancellation Penalties

Until 15 Dec 2017 – 50% of total amount is due
From 15 Dec to 15 Feb 2018 – 75% of total amount is due
From 16 Feb 2018 – 100% of total amount is due

Contacts

Helene Barr – helene.barr@mci-group.com

WPRF 2018 Booking Form / Contract

PLEASE COMPLETE AND SEND TO:

MCI Suisse SA – c/o Helene Barr
9 Rue du Pré-Bouvier
CH-1242 Satigny-Geneva
Switzerland
Email: helene.barr@mci-group.com

Please note that all acknowledgements of your company and listing of company name and address will be generated from the following information. It is mandatory to complete and sign this form to confirm your sponsorship. This form will be considered as a contract.

*All prices are excl. VAT

Contact details

COMPANY NAME:		WEBSITE:	
CONTACT NAME:		EMAIL:	
COMPANY TYPE:	<input type="checkbox"/> Public	<input type="checkbox"/> Private	<input type="checkbox"/> Government

Invoicing information

INVOICING COMPANY NAME:		VAT Number:	
ADDRESS:			
POSTAL CODE:	CITY:	Country:	
CONTACT NAME		EMAIL:	
PHONE (WITH COUNTRY CODE):		PO NUMBER (IF APPLICABLE):	
<input type="checkbox"/> I WISH TO RECEIVE AN INVOICE FOR 100% OF THE PAYMENT (instead of 50% installments)			
<input type="checkbox"/> I WILL NEED TO SEND A SEPARATE COMPANY CONTRACT / AGREEMENT TO BE SIGNED			

We wish to be Exhibitor Partner or Key Partner

<input type="checkbox"/> Partner NOK 75 000 / 6 sqm	<input type="checkbox"/> Key Partner NOK 125 000 / 12 sqm
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PAYMENT SCHEDULE

All payments must be made in Norwegian Kroner (**NOK**)
100% of the total cost will be invoiced on receipt of the completed order form.

Norwegian VAT not included in published rates.

BY CREDIT CARD

Visa, MasterCard and American Express are accepted.
Please request a Credit Card Authorisation Form.
Additional 4% credit card fee will be applied.

CANCELLATION POLICY

Cancellation and changes to your original booking must be made in writing to MCI.

For cancellations made:

Up to 15th December

50% of the total cost of each item will be retained

From 15th Dec – 15th Jan

75% of the total cost of each item will be retained

From 16th Jan

100% of the total cost of each item will be retained

I have read and agree with the WPRF 2018 Cancellation Policy and Deadlines within this document.
I have taken all the steps to ensure that anyone working on the project is aware of these terms and conditions.

Place and date:

Signature and company stamp:

WPRF 2018 Booking Form / Contract

PLEASE COMPLETE AND SEND TO:

MCI Suisse SA – c/o Helene Barr
9 Rue du Pré-Bouvier
CH-1242 Satigny-Geneva
Switzerland

Email: helene.barr@mci-group.com

*All prices are excl. VAT

Please note that all acknowledgements of your company and listing of company name and address will be generated from the following information. It is mandatory to complete and sign this form to confirm your sponsorship. This form will be considered as a contract.

Contact details

COMPANY NAME:		WEBSITE:	
CONTACT NAME:		EMAIL:	
COMPANY TYPE:	<input type="checkbox"/> Public	<input type="checkbox"/> Private	<input type="checkbox"/> Government

Invoicing information

INVOICING COMPANY NAME:		VAT Number:	
ADDRESS:			
POSTAL CODE:	CITY:	Country:	
CONTACT NAME		EMAIL:	
PHONE (WITH COUNTRY CODE):		PO NUMBER (IF APPLICABLE):	
<input type="checkbox"/> I WISH TO RECEIVE AN INVOICE FOR 100% OF THE PAYMENT (instead of 50% installments)			
<input type="checkbox"/> I WILL NEED TO SEND A SEPARATE COMPANY CONTRACT / AGREEMENT TO BE SIGNED			

Sponsorship Opportunities (tick level desired and the corresponding items that equal minimum investment.

Key Partner Package	<input type="checkbox"/> NOK 125 000	Partner Package	<input type="checkbox"/> NOK 75 000
Congress bags (by organizers)	<input type="checkbox"/> NOK 100 000	Congress bags (by sponsors)	<input type="checkbox"/> NOK 60 000
Mobile charging stations	<input type="checkbox"/> from NOK 40 000	Pads & Pens	<input type="checkbox"/> NOK 35 000
Pens only	<input type="checkbox"/> NOK 20 000	Pads only	<input type="checkbox"/> NOK 20 000
Coffee Bar	<input type="checkbox"/> NOK 40 000	Logo on website, emailer &	<input type="checkbox"/> NOK 30 000
Coffee Break	<input type="checkbox"/> NOK 30 000	Sponsored Session	<input type="checkbox"/> NOK 50 000
Welcome Event	<input type="checkbox"/> NOK 30 000	Lunch Break	<input type="checkbox"/> NOK 40 000
Digital Remarketing	<input type="checkbox"/> NOK 50 000	Networking Event	<input type="checkbox"/> NOK 50 000
Signage	<input type="checkbox"/> NOK 40 000	Emailers	<input type="checkbox"/> NOK 25 000
		TOTAL:	

PAYMENT SCHEDULE

All payments must be made in Norwegian Kroners (NOK)

100% of the total cost will be invoiced on receipt of the completed order form.

Norwegian VAT not included in published rates.

BY CREDIT CARD

Visa, MasterCard and American Express are accepted. Please request a Credit Card Authorisation Form. Additional 4% credit card fee will be applied.

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I have taken all the steps to ensure that anyone working on the project is aware of these terms and conditions.

Place and date:

Signature and company stamp: