

FIDI Conference Cannes 10-13 April 2022

# SPONSORSHIP OPPORTUNITIES



2022



# CANNES

10-13 APRIL 2022

# PRESENTATION

**FIDI is the largest global alliance of certified professional international moving and relocation companies.** Its membership is composed of more than 600 members from over 100 countries.

FIDI is the only umbrella organisation in the relocation sector to set a quality benchmark for its Affiliates: the FAIM quality label. As a result, only the best in the industry can be part of the FIDI community.



## THE ANNUAL FIDI CONFERENCE

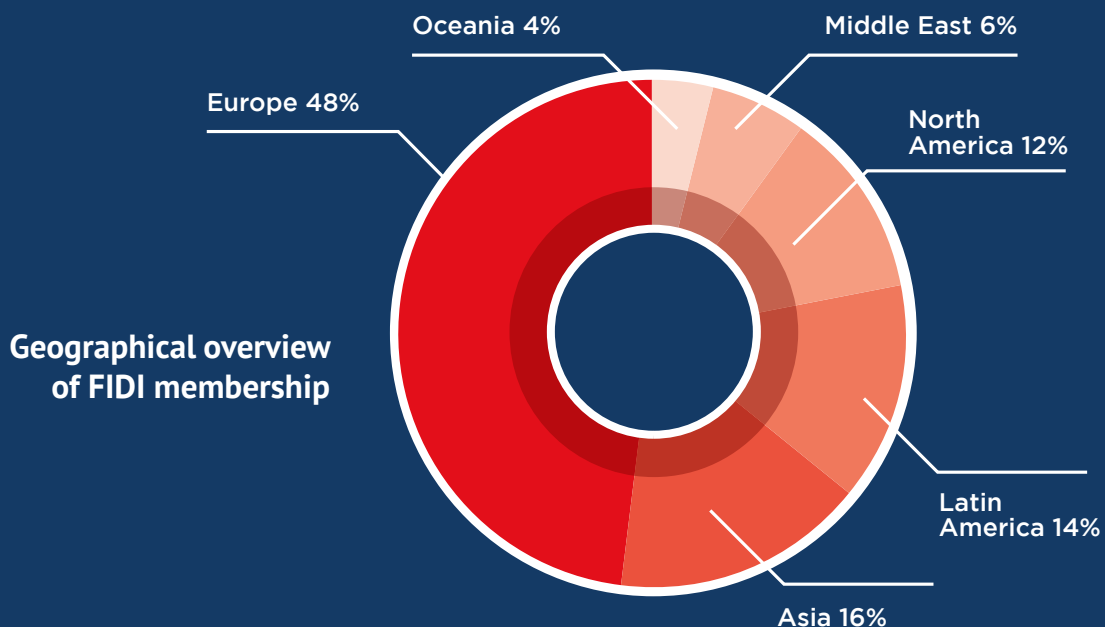
The FIDI Conference is FIDI’s key annual event and takes place over four days in a different country each year. It usually attracts between 500 and 650 attendees.

### THE FIDI CONFERENCE IS:

- The main networking event for new and old FIDI members
- The space for supplier sponsors to meet FIDI Affiliates in person
- The opportunity for FIDI to showcase itself as industry leader towards its members and

- industry specialists, through high-level keynote presentations and business sessions
- The occasion to invite corporate clients and industry specialists to strengthen FIDI’s community
- The setting for FIDI governance meetings and votes (Delegates Meeting and General Assembly)

The FIDI Conference programme consists of a mix between social activities, networking spaces, educational workshops and business sessions.



# YOUR IDEAL SPONSORSHIP OPPORTUNITY

The annual FIDI Conference is your chance to get in touch with key players of the international moving and relocation sector.

The available sponsorship packages and opportunities allow you to reach:

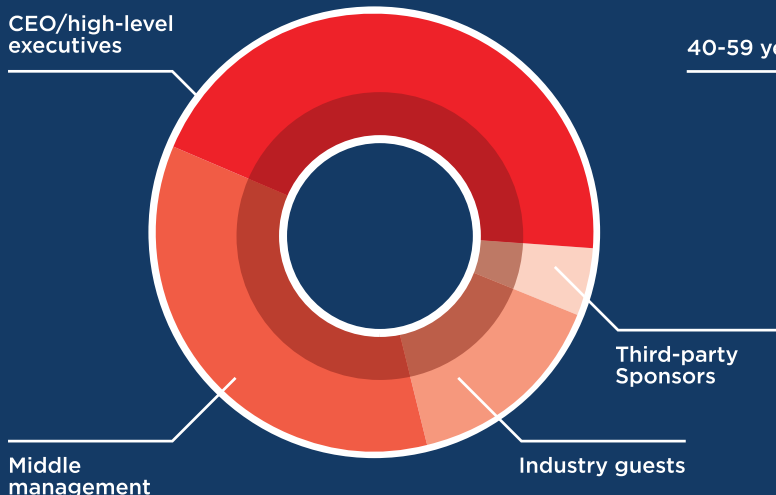
- Between 500-650 attendees over the four days of the Conference, through targeted branding on marketing material, the bespoke Conference App, a booth in the networking lounge, the sponsorship of specific activities, etc.
- Around 4,000 individuals currently on FIDI's membership mailing list, through regular pre- and post-Conference newsletters, the special FIDI Conference website, etc.

- FIDI's social media community (including international global relocation professionals) through tailor-made social media marketing campaigns using Twitter, LinkedIn, Instagram, Facebook, the custom-made public Conference website, etc.

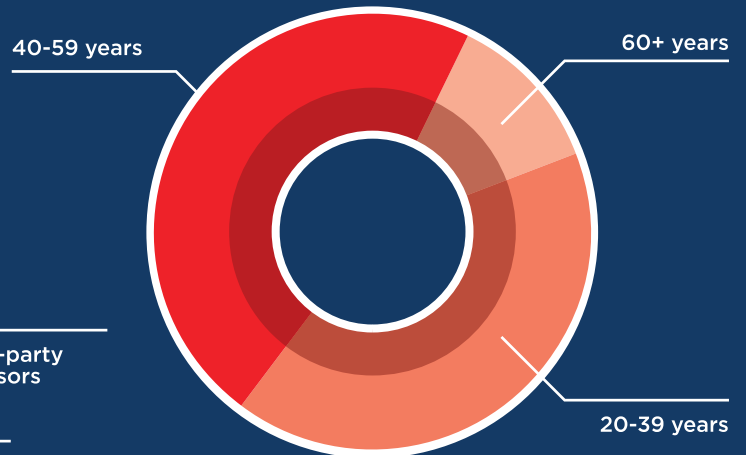
The existing sponsorship packages and opportunities can be tailored to your needs and expectations. Contact the FIDI Conference team at [krishan.parmar@cpl.co.uk](mailto:krishan.parmar@cpl.co.uk) for more details!

## ATTENDEE SEGMENTATION:

By attendee type



By age group



based on a 2016 general membership survey

# FIDI FOCUS FRINGE

A brand new opportunity for 2022, the *FIDI Focus Fringe* will run alongside the main conference providing insights and updates.

As a Conference partner you have the opportunity to present directly to delegates as part of the Fringe programme.

## YOUR PRESENTATION

Presentations can be on a topic of your choosing – they should be created to be valuable to the delegate and where possible, align with the conference themes.

Your presentations, where appropriate, should be

based on real-life case studies and experiences with a client.

Content supplied by partners should engage its audience and are subject to approval by FIDI. All sessions will be introduced and moderated by a member of the *FIDI Focus* team and we would be pleased to discuss potential topics through with you.

## PRESENTATION FORMAT

Each session will be 45 minutes. Your presentation should aim to be up to 30 minutes allowing 15 minutes for questions and/or discussion.

# SUSTAINABILITY PARTNER

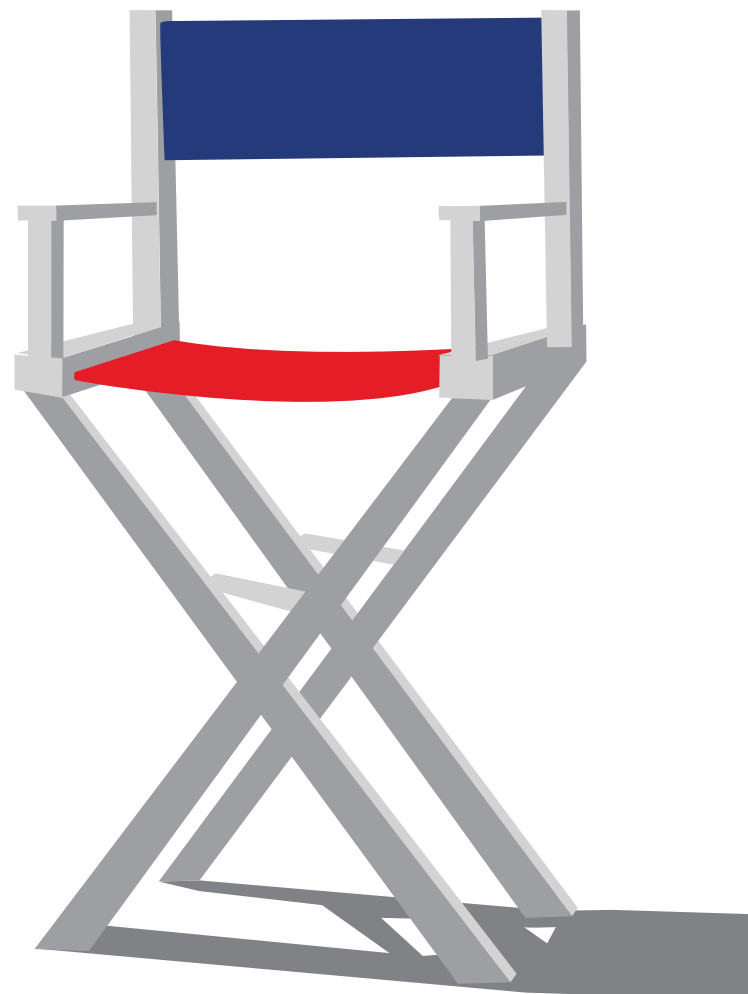
As a global membership organisation, we at **FIDI Global Alliance** acknowledge our own responsibility towards greater sustainability. This means changing the way we have done things in the past, one step at a time.

The annual FIDI Conference is FIDI's flagship event, a key moment in our community's calendar. However, as an international event with attendees joining from across the world, our Conference's carbon footprint is substantial.

As part of FIDI's commitment towards greater environmental sustainability, we commit to making the 2022 FIDI Conference as environmentally sustainable as we can.

To achieve this, we are looking to work closely with partners to plan the 2022 FIDI Conference that will, wherever possible, reflect green event best practices.

Get involved – new for this year, we are offering the opportunity for you to become our Principal Sustainability Partner. See more details on page 8.



# FIDI 39 CLUB PARTNER EVENTS

Alongside the usual FIDI 39 Club Conference, we will also be running the following events:

## FIDI PARTY

The FIDI Party, hosted by the FIDI 39 Club, is always the best party in town and this year's return after three years promises to be the most memorable one yet. Join us at Bisous Bisous nightclub, located in the Palais des Festivals, where the Cannes festival ceremony is held, with free drinks from 21h00 to 01h00. You can find more information on the FIDI 39 Club programme. Open to all FIDI Conference attendees, entrance is free of charge for FIDI 39 Club members.



## AFTERNOON ACTIVITY - BEACH CLEAN

In Cannes, the FIDI 39 Club afternoon activity (open to all, free of charge for FIDI 39 Club members) will follow the tradition of doing good while enjoying yourself and making friends. Have fun in the sun with your peers by doing something good for our planet, and join the FIDI 39 Club Board and members in a fun beach clean-up competition, followed by games, refreshments and relaxed networking on the sandy beaches of Cannes. You can find more information on the FIDI 39 Club programme.

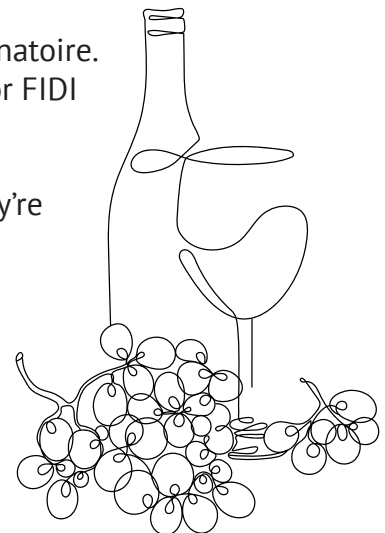


## FIDI APERO AND WINE TASTING

Join the 39 Club Board and members for wine tasting and apéro dinatoire. Open to all FIDI conference attendees, entrance is free of charge for FIDI 39 Club members.

L'apéro is the part of the day when the French stop doing what they're doing and convene for a drink and some light snacks in the early evening. This event will include a meal in the form of local food, traditionally served at an apéro dinatoire to complement the wine tasting.

The FIDI 39 Club has combined this with wine tasting and our sommeliers will present to you several 'grand cru' wines (white, rosé and red) from the Provence region.



# SUPPORTING PARTNER

- ✓ Your company logo on activity-specific pre- and post- Conference mailings (reminders, conference newsletters, social media posts, etc.)
- ✓ Your company logo on the public Conference website and Conference App – including url link to your company's homepage
- ✓ Your company listed as a sponsor in the Conference issue of *FIDI Focus*
- ✓ Exhibitor table in the networking lounge – including a table and two chairs

## ATTENDEES:

- ✓ 25 per cent discount on one Conference registration fee (at the Early Bird rate)



# ADVERTISING OPPORTUNITIES

## **FIDI FOCUS SPONSORED CONTENT PACKAGE €2,500**

- ✓ Double-page sponsored content article
- ✓ FIDIFocus.org sponsored content post
- ✓ *FIDI Focus* News Drop sponsored content

## **FIDI FOCUS ADVERTISING PACKAGE €1,250**

- ✓ Full-page advert in the March-May Conference issue
- ✓ *FIDI Focus* News Drop banner advert
- ✓ FIDIFocus.org banner advert

## WEBINAR OPPORTUNITIES

- Exclusive webinar **€3,500**
- Roundtable inclusion **€1,000 per company** (maximum of four companies)

# MAJOR PARTNER

EXCLUSIVE TO ONE AFFILIATE AND  
ONE SUPPLIER PARTNER PER EVENT

All the benefits from the Supporting Partner package, plus the following:

- ✓ *FIDI Focus Fringe* presentation session
- ✓ Your company name and link on social media posts
- ✓ Sponsor 'thank you' signs with your company logo, displayed prominently in the Conference networking lounge areas
- ✓ Exhibitor table in the networking lounge – includes two chairs

## ATTENDEES:

- ✓ 50 per cent discount on one Conference registration fee (at the Early Bird rate)

## Sponsorship and naming rights of your chosen activity (subject to availability).

Sponsorship of the activity includes:

- ✓ Company name and/or logo on all mailings and posts linked to the activity
- ✓ Company logo and link to homepage on the specific activity webpage

Choose one activity below:

- ✓ FIDI Newcomers' Networking Event
- ✓ Networking lounge
- ✓ Daily coffee breaks
- ✓ Guided walking tour of Cannes
- ✓ Guided tour of village of St-Paul-de-Vence with wine tasting
- ✓ Guided tour of Antibes with absinthe tasting
- ✓ Perfume creation workshop in Grasse
- ✓ Bicycle tour to Estérel Mountains
- ✓ Beach yoga sessions
- ✓ Golf at Cannes Mandelieu Golf Old Course

# PRINCIPAL PARTNER

EXCLUSIVE TO ONE AFFILIATE AND  
ONE SUPPLIER PARTNER PER EVENT

All the benefits from the Supporting Partner package, plus the following:

- ✓ *FIDI Focus* Fringe presentation session
- ✓ A sponsor profile article about your company in the Conference issue of *FIDI Focus* (one page)
- ✓ Sponsor 'thank you' signs with your company logo, displayed prominently in the Conference networking lounge areas
- ✓ Special thank-you push-notifications in the Conference App

## ATTENDEES:

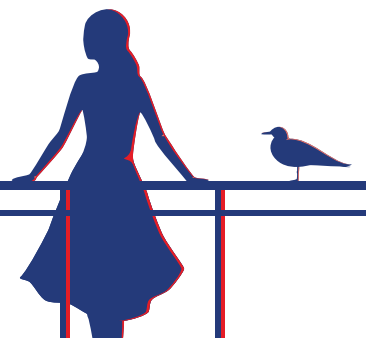
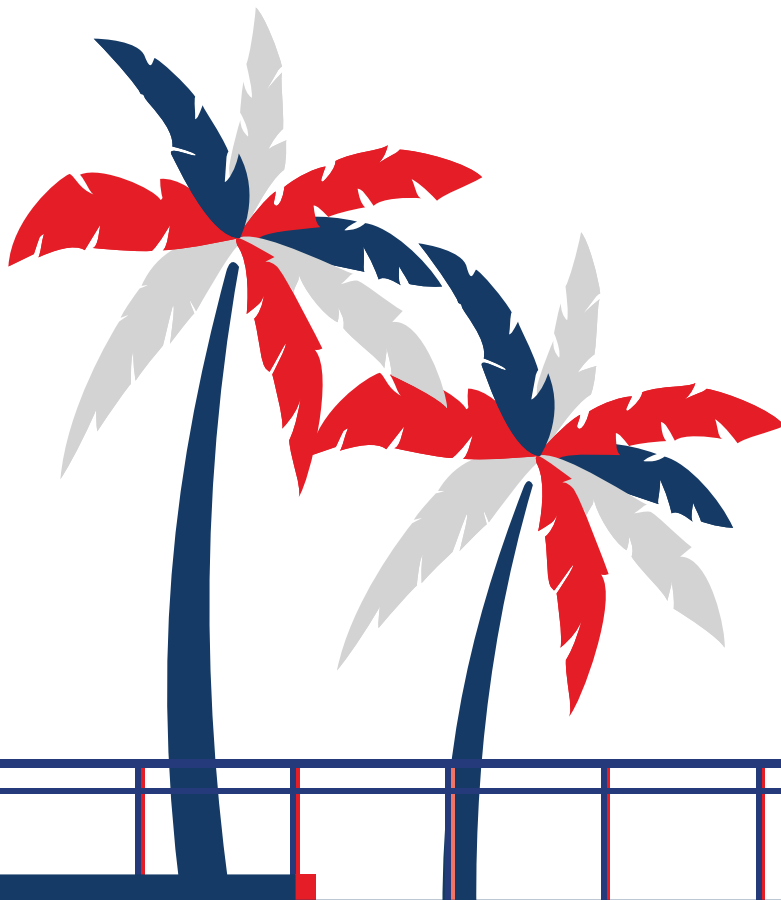
- ✓ One complimentary registration

**Sponsorship and naming rights of your chosen activity** (subject to availability). Sponsorship of the activity includes:

- ✓ Company name and/or logo on all mailings and posts linked to the activity
- ✓ Company logo and link to homepage on the specific activity webpage

## CHOOSE ONE ACTIVITY BELOW:

- ✓ Welcome Reception – two extra guest tickets for the event
- ✓ Gala Dinner and After Party
  - two extra guest tickets for the event
  - your own reserved table (for up to 10 guests) in a prime location
  - your company logo on individual dinner menus
- ✓ Keynote business session
- ✓ All FIDI 39 Club Events
- ✓ Tour4All event
- ✓ Sustainability Partner







# FOR MORE INFORMATION

Contact

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All rates exclude VAT  
where applicable

**2022**  **CANNES**  
10-13 APRIL 2022

**CPL**