

VRWS SPEAKING OPPORTUNITIES

Diamond (Title) Sponsor (€20k)

- This level gives Premium visibility, in terms of booth size and visibility/exposure by the main theater room.
- This level gives **five (5) Facilitators/Moderators** at 5 Round Tables (1 per table) per each Round Table Session giving your company the possibility to engage directly with **up to 300 attendees**.
- This level **gives right to speak on main stage**, provided that the following conditions are strictly met:
 1. Sponsorship must be confirmed beforehand and is non-negotiable with right to speak on stage.
 2. Company must submit 1-3 possible titles for 1-3 different presentations.
 3. Once Host selects the potential candidate title, Partner Company must provide a presentation draft by July 30th 2022, that respects the following criteria:
 - § It must be 20 min long, to allow for an extra 10 min Q&A ([TED](#) talk style presentation)
 - § It must NOT be a self-pitch, nor a Sale/Promotion
 - § It must deliver objective, useful information that is tangible and applicable to the audience of PMs and hosts.
- We remind that the Sponsor can then take advantage of the extra opportunity included in the sponsorship tier, to engage directly with up to 300 attendees during the Round Table Sessions, where your Facilitators will help and support attendees on the round table session topics by following our preset format/guidelines. We will give your Company/your Facilitators the guidelines prior to the event and we will brief your Facilitators on how to manage the Round Table Sessions. This is a great chance to generate leads while not pitching your product.

Mandatory Constraints:

- Should the session draft not meet the above rules, VRWS Host may discretionarily request adjustments/changes to have a new draft by August 15th 2022; evaluation will be carried out together with Sponsor before final approval.
- VRWS Host retains the right to approve or reject the draft, which once/if approved may not be modified without previous Host consent.
- Should draft contain data subject to frequent updates for better reliability, these must be shared with Host for final version by August 31st 2022. The final presentation will then be approved and will go on stage.

Mandatory Constraints Motivations:

- VRWS is the only Single-Track event in the industry and as such each presentation is delivered to the entire audience. For this reason, getting a slot on stage at VRWS is extremely valuable in comparison to other Multi-track industry events or trade shows, which are usually noisy and dispersive.

- VRWS has built over its 9 years a very strong reputation for excellence and quality, as witnessed by its several thousand attendees over time and companies that keep coming back and sponsor. Such quality and objectivity must be preserved, so attendees keep feeling they receive objective info and actionable tools and tips they can use to work better and achieve greater returns.
- Being single track, there is only one shot in the agenda, hence it's important that the information delivered is targeted to the widest possible audience in the room, as not to alienate part of it, with what can be perceived as a pitch of your product.
- There have been past instances where companies promised to sponsor, only to get their people on stage, then withdrew their promise once they obtained their goal; such unacceptable and unfair play led to a change in the way we partner with Companies and their people. At VRWS the given word is written in stone, yet it is now also regrettably backed up by previous agreements (see: point 1 under "right to speak on stage" above).
- We've had past instances where speakers betrayed such spirit of collaboration and mutual win-win, by making last minute changes to their session, which resulted in product pitches that alienated most of the room and caused several complaints to us. Needless to say, this unfair play is equally unacceptable, highly discouraged and doesn't pass unseen nor is forgiven.
- VRWS reputation is at stake every year and we know this very well. We earned trust and respect in the industry because of our integrity; therefore, we're not willing to compromise our ethics, values and hard work for any alluring financial return.

Platinum Sponsorship (€16K)

- This level gives Premium visibility, as booth size and visibility/exposure by the main theater room.
- This level gives **four (4) Facilitators/Moderators** at 4 Round Tables (1 per table) per each Round Table Session giving your company the possibility to engage directly with **up to 240 attendees**.
- This level **may give right to speak on main stage**, provided that the following conditions are strictly met:
 1. Sponsorship must be confirmed beforehand and is non-negotiable with right to speak on stage.
 2. Company must submit 1-3 possible titles for 1-3 different presentations.
 3. Once Host selects the potential candidate title, Partner Company must provide a presentation draft by July 30th 2022, that respects the following criteria:
 - § It must be 20 min long, to allow for an extra 10 min Q&A ([TED](#) talk style presentation)
 - § It must NOT be a self-pitch, nor a Sale/Promotion
 - § It must deliver objective, useful information that is tangible and applicable to the audience of PMs and hosts.
- We remind that the Sponsor can then take advantage of the extra opportunity included in the sponsorship tier, to engage directly with up to 240 attendees during the Round Table Sessions, where your Facilitators will help and support attendees on the round table session topics by following our preset format/guidelines. We will give your Company/your Facilitators the guidelines prior to the event and we will brief your Facilitators on how to manage the Round Table Sessions. This is a great chance to generate leads while not pitching your product.

Mandatory Constraints:

- Should the session draft not meet the above rules, VRWS Host may discretionarily request adjustments/changes to have a new draft by August 15th 2022; evaluation will be carried out together with Sponsor before final approval.
- VRWS Host retains the right to approve or reject the draft, which once/if approved may not be modified without previous Host consent.
- Should draft contain data subject to frequent updates for better reliability, these must be shared with Host for final version by August 31st 2022. The final presentation will then be approved and will go on stage.

Mandatory Constraints Motivations:

- VRWS is the only Single-Track event in the industry and as such each presentation is delivered to the entire audience. For this reason, getting a slot on stage at VRWS is extremely valuable in comparison to other Multi-track industry events or trade shows, which are usually noisy and dispersive.
- VRWS has built over its 9 years a very strong reputation for excellence and quality, as witnessed by its several thousand attendees over time and companies that keep coming back and sponsor. Such quality and objectivity must be preserved, so attendees keep feeling they receive objective info and actionable tools and tips they can use to work better and achieve greater returns.
- Being single track, there is only one shot in the agenda, hence it's important that the information delivered is targeted to the widest possible audience in the room, as not to alienate part of it, with what can be perceived as a pitch of your product.
- There have been past instances where companies promised to sponsor, only to get their people on stage, then withdrew their promise once they obtained their goal; such unacceptable and unfair play led to a change in the way we partner with Companies and their people. At VRWS the given word is written in stone, yet it is now also regrettably backed up by previous agreements (see: point 1 under "right to speak on stage" above).
- We've had past instances where speakers betrayed such spirit of collaboration and mutual win-win, by making last minute changes to their session, which resulted in product pitches that alienated most of the room and caused several complaints to us. Needless to say, this unfair play is equally unacceptable, highly discouraged and doesn't pass unseen nor is forgiven.
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Gold Sponsorship (€10k)

- This level gives **three (3) Facilitators/Moderators** at 3 Round Tables (1 per table) per each Round Table Session giving your company the possibility to engage directly with **up to 180 attendees**.
- This level **may give right to speak on main stage**, provided that the following conditions are strictly met:

1. Sponsorship must be confirmed beforehand and is non-negotiable with right to speak on stage.
 2. Company must submit 1-3 possible titles for 1-3 different presentations.
 3. Once Host selects the potential candidate title, Partner Company must provide a presentation draft by July 30th 2022, that respects the following criteria:
 - § It must be 20 min long, to allow for an extra 10 min Q&A ([TED](#) talk style presentation)
 - § It must NOT be a self-pitch, nor a Sale/Promotion
 - § It must deliver objective, useful information that is tangible and applicable to the audience of PMs and hosts.
- We remind that the Sponsor can then take advantage of the extra opportunity included in the sponsorship tier, to engage directly with up to 180 attendees during the Round Table Sessions, where your Facilitators will help and support attendees on the round table session topics by following our preset format/guidelines. We will give your Company/your Facilitators the guidelines prior to the event and we will brief your Facilitators on how to manage the Round Table Sessions. This is a great chance to generate leads while not pitching your product.

Mandatory Constraints:

- Should the session draft not meet the above rules, VRWS Host may discretionarily request adjustments/changes to have a new draft by August 15th 2022; evaluation will be carried out together with Sponsor before final approval.
- VRWS Host retains the right to approve or reject the draft, which once/if approved may not be modified without previous Host consent.
- Should draft contain data subject to frequent updates for better reliability, these must be shared with Host for final version by August 31st 2022. The final presentation will then be approved and will go on stage.

Mandatory Constraints Motivations:

- VRWS is the only Single-Track event in the industry and as such each presentation is delivered to the entire audience. For this reason, getting a slot on stage at VRWS is extremely valuable in comparison to other Multi-track industry events or trade shows, which are usually noisy and dispersive.
- VRWS has built over its 9 years a very strong reputation for excellence and quality, as witnessed by its several thousand attendees over time and companies that keep coming back and sponsor. Such quality and objectivity must be preserved, so attendees keep feeling they receive objective info and actionable tools and tips they can use to work better and achieve greater returns.
- Being single track, there is only one shot in the agenda, hence it's important that the information delivered is targeted to the widest possible audience in the room, as not to alienate part of it, with what can be perceived as a pitch of your product.
- There have been past instances where companies promised to sponsor, only to get their people on stage, then withdrew their promise once they obtained their goal; such unacceptable and unfair play led to a change in the way we partner with Companies and their people. At VRWS the given word is written in

stone, yet it is now also regrettably backed up by previous agreements (see: point 1 under “right to speak on stage” above).

- We’ve had past instances where speakers betrayed such spirit of collaboration and mutual win-win, by making last minute changes to their session, which resulted in product pitches that alienated most of the room and caused several complaints to us. Needless to say, this unfair play is equally unacceptable, highly discouraged and doesn’t pass unseen nor is forgiven.
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Sapphire (ex-Silver) Sponsorship (€5K)

- This level **does NOT give title to present on stage.**
- This level gives **one (1) Facilitator/Moderator** at 1 Round Tables per each Round Table Session giving your company the possibility to engage directly with **up to 60 attendees.**