



Ukrainian Translation Industry

CAMP

June 10–12, 2016

**Advertising and Sponsorship
Opportunities**

www.utic.eu

UTIC — two days of inspiration, cooperation, and professional development

UTIC is a platform for talented translators, successful managers, experienced teachers and high-level software developers to come together and make valuable connections, participate in high-profile discussions, learn about trends in the industry, and help each other and the translation industry develop further.

UTIC-2016 is:

- **300** participants from around the world (including remote attendees).
- Presentations by top-level speakers, workshops with in-depth examination of topics.
- Presentation of innovations in the industry and ideal conditions for the growth of a brand, expanded product demonstration and the planning of business meetings.
- Events organized to encourage networking — a welcome buffet, meet and greet, coffee breaks and a gala evening provide participants with a unique opportunity to communicate professionally and establish mutually beneficial relationships in a nice, friendly and creative atmosphere.
- Video records of all the presentations.
- A series of webinars over the course of a year.



UTIC-2016

June 10–12, 2016

Dnipropetrovsk region, Ukraine

300 — the expected number of participants

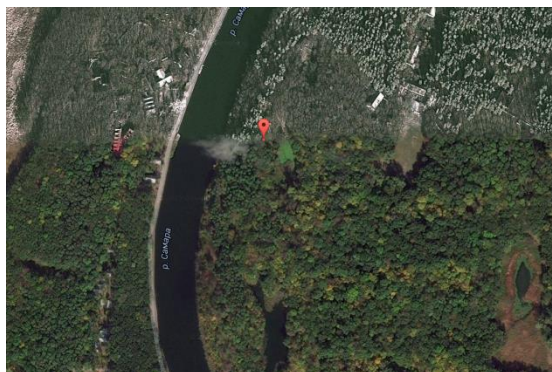
100 — the expected number of companies

Location of the conference — a pine forest on the banks of the Samara River

Is it possible to combine relaxation in the great outdoors, a business event, outstanding speakers with fascinating presentations about technology and the art of translation, and a friendly atmosphere for meeting old friends? We will try to make this ambitious idea a reality on June 10–12, 2016. For the first time in its history, UTIC will take place in a location that is quite unusual for such events — in a genuine pine forest along the picturesque banks of the Samara River, 43 km from Dnipropetrovsk.

The next Ukrainian Translation Industry Conference will take place in the fresh air; evening campfire songs will be a pleasant addition to the full schedule of presentations by well-known gurus and individuals who are new to the industry.

Such a unique setting will help representatives of translation companies, freelancers, professors and university students make solid connections with one another. Don't miss your chance to have a hand in the creation such a special industry event!



UTIC-2016 Program Committee



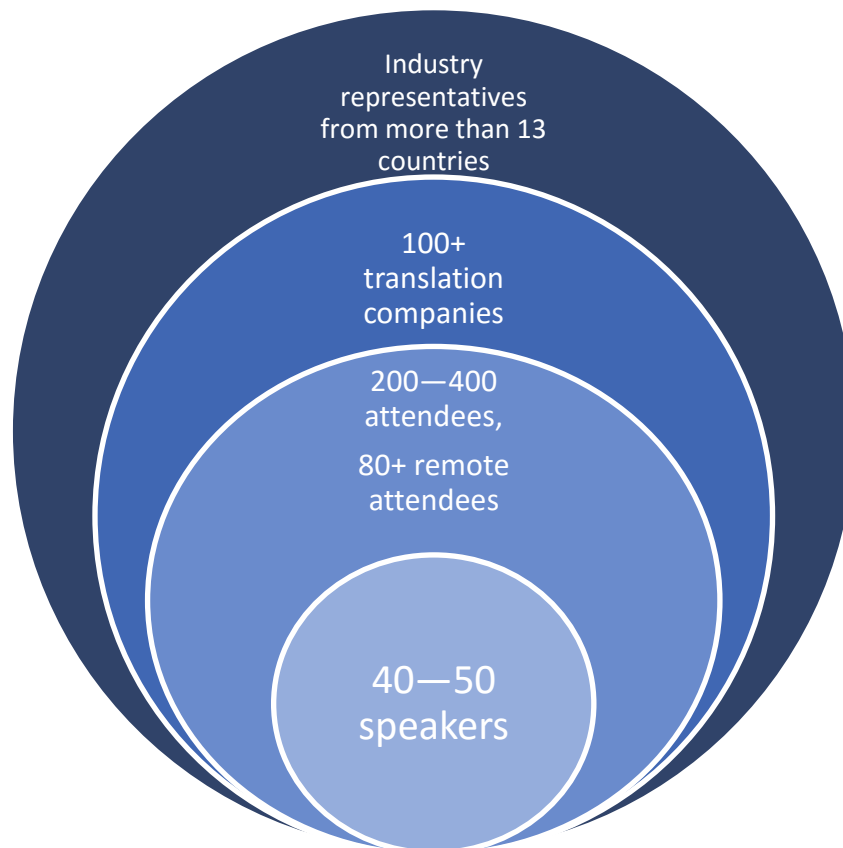
Program committee of UTIC-2016

Conference Tracks:

	The Art of Translation	The Business of Translation	Localization and Translation Technologies
Moderator	<u>Joseph Kovalov</u> , freelance translator specializing in the translation of marketing texts	<u>Hans Fenstermacher</u> , strategic consultant for translation companies	<u>Konstantin Dranch</u> , creator of translationrating.com and marketing manager at Memsources
Moderator	<u>Tetyana Struk</u> , CEO of the translation company Linguistic Centre®	<u>Serge Gladkoff</u> , president of the Logrus International Corporation	<u>Svetlana Svetova</u> , founder and CEO of T-Service
Expert	<u>Elena Chudnovskaya</u> , simultaneous interpreter	<u>Stanislav Kalenyuk</u> , CEO of InText Translation Company	<u>Elena Rudeshko</u> , localization expert

UTIC 2013–2015: Facts and Figures

UTIC-2013 and 2014 took place in Kyiv and were the largest translation industry events in Ukraine.



“ **Hans Fenstermacher,**

founder of the association GALA (USA), industry veteran with 33 years' experience, strategic consultant for translation companies

"The UTIC conference shows how vibrant, active and professional the language sector is in Ukraine. The participants showed a real thirst for learning to improve their field and engage with each other and the language enterprise worldwide. There is a substantial market of businesses and language professionals in Ukraine."

UTIC 2013–2015: Facts and Figures



UTIC-2015 took place as series of open webinars on the latest topics of importance. During these webinars, leading specialists in the translation industry and recognized management experts made presentations. Among them were:

- Jost Zetzsche
- Kimmo Rossi
- Rebecca Petras
- Gordon Husbands
- Irina Alekseeva
- Oleg Rudavin
- Demid Tishin
- Sergei Sant
- Konstantin Joseliani
- Kirill Solovyov
- Alexander Fridman
- Nadezhda Kazantseva
- Aleksandr Bondarenko
- Konstantin Dranch
- Igor Lozovitskiy
- Elena Tarasova
- Tetyana Struk
- Elena Chudnovskaya

92% of respondents reported that the conference had exceeded their expectations
100% are planning to take part in the next UTIC*

UTIC's past events are in the archive of events: <http://www.utic.eu/en>

Video presentations from 2013–2014 and webinars: <https://www.youtube.com/user/UTIconf>

Photo reports: <http://www.flickr.com/photos/uticonf>

*Results of the post-conference survey taken among attendees of UTIC-2013

Sponsorship Opportunities

The audience of UTIC is rapidly expanding, so now is the best time to show your support for the future of the industry by investing in its development.

By supporting UTIC-2016, your company:

- strengthens its position in the market;
- expands its network of partners and vendors;
- furthers its brand effectively;
- establishes its reputation in the professional translation community;
- becomes one of the first companies to influence the future of the industry and, accordingly, gains a serious competitive advantage;

Use thoroughly planned advertising opportunities at UTIC to increase the visibility of your company before, during, and after the conference.

Sponsors of UTIC-2013: <http://2013.utic.eu/en/sponsors/>

Sponsors of UTIC-2014: <http://2014.utic.eu/en/sponsors>



VIP-Sponsor Packages



Benefits	Bronze Sponsor	Silver Sponsor	Gold Sponsor	Platinum Sponsor
Free participation for representatives from sponsoring companies (including the gala evening)	1	1	2	3
Advertisement in the printed schedule of conference events	Standard size. Up to 140 characters + logo Sold	Standard size. Up to 140 characters + logo	Large size. 1 page Sold	Super large size. 1 page Sold
Advertisement in electronic mailings (logo + text)	✓	✓	✓	✓
Presentation at the opening and closing of the conference	✓	✓	✓	✓
Logo with a link to the website of the conference	✓ Sold	✓	✓ Sold	✓ Sold
Placement of promotional materials in participants' bags	✓	✓	✓	✓
Advertisement in the main conference room	✓	✓	✓	✓
The right to deliver the welcome address		At the welcome drinks evening	At the opening and closing events of the conference	At the opening and closing events of the conference
Additional status as the sponsor of a track	Sold		✓ Sold	✓ Sold
Logo on the splash screen of the conference	✓ Sold	✓	✓ Sold	✓ Sold
Additional placement of logos			On notebooks and pens	On participants' badges
Placement of logo on participants' bags				✓
Logo in the UTIC-2016 video materials				✓
Package price	€ 1500	€ 2000	€ 3000	€ 4000
Packages available	Sold	2	Sold	Sold

Additional Promotional Opportunities

Video Sponsor

€ 2000

Invest in the promotion of your brand. Use the opportunity to place your company's logo in the conference's video materials, which are actively spread around the online translation community and will ensure your company's relevance for a long time to come.

- Free participation in the conference and gala evening for one representative
- Logo in the news and electronic mailings
- Acknowledgement as a sponsor at the opening and closing of the conference
- Logo with a link to the website of the conference
- Logo in the printed schedule of conference events
- Logo on screen during the opening and closing events of the conference
- Logo in the UTIC-2016 video materials



Online Streaming Sponsor

€ 1500

Invest in the advancement of your brand — use the opportunity to place advertisements for your company during the online streaming of the conference!

- Free participation in the conference and gala evening for one representative
- Logo in the news and electronic mailings
- Acknowledgement as a sponsor at the opening and closing of the conference
- Logo with a link to the website of the conference
- Logo in the printed schedule of conference events
- Logo on screen during the opening and closing events of the conference
- Advertisement for your company during the online streaming of the conference



Additional Promotional Opportunities

Gala Evening Sponsor

€ 1500

Take part in this interesting and fascinating evening event by sponsoring it. Among the advantages are the opportunity to arrange the room with promotional materials and hold a promotion for the advancement of your company.

- Free participation in the conference and gala evening for one representative
- Logo in the news and electronic mailings
- Acknowledgement as a sponsor at the opening and closing of the conference
- Logo with a link to the website of the conference
- Logo in the printed schedule of events and on screen during the opening and closing events of the conference
- A presentation by a representative from the sponsoring company and the opportunity to conduct a promotional entertainment event during the gala evening



Wi-Fi Sponsor

€ 1500

Become the company most frequently mentioned in conversation at the conference by setting your company name as the Wi-Fi password. In sponsoring this service, you will help the participants to remain online and connected throughout the duration of the conference.

- Free participation in the conference and gala evening for one representative
- Logo in the news and electronic mailings
- Acknowledgement as a sponsor at the opening and closing of the conference
- Logo with a link to the website of the conference
- Logo in the printed schedule of conference events
- Logo on screen during the opening and closing events of the conference



Additional Promotional Opportunities

Recharging Sponsor

€ 1000

Use the excellent opportunity to stick in the minds of participants while they recharge their mobile devices.

- Free participation in the conference for one representative
- Logo in the news and electronic mailings
- Acknowledgement as a sponsor at the opening and closing of the conference
- Logo with a link to the website of the conference
- Logo in the printed schedule of conference events
- Logo on screen during the opening and closing events of the conference
- Logo at charging stations for mobile devices



Contacts Exchange Session Sponsor

€ 1000

The meet and greet has the highest attendance of any function since it allows all conference participants to expand their professional networks. Being the sponsor of this event means you have at your disposal a powerful promotional tool for the advancement of your company.

- Free participation in the conference for one representative
- Logo in the news and electronic mailings
- Acknowledgement as a sponsor at the opening and closing of the conference
- Logo with a link to the website of the conference
- Logo in the printed schedule of conference events
- Logo on screen during the opening and closing events of the conference
- Placement of promotional materials in the room where the Contacts Exchange Session will take place



Additional Promotional Opportunities

Juice Sponsor

€ 1000

Give your colleagues healthy, freshly squeezed juices to drink! Participants in the conference will remember such a unique juice break, and your company, for a long time.

- Free participation in the conference for one representative
- Logo in the news and electronic mailings
- Acknowledgement as a sponsor at the opening and closing of the conference
- Logo with a link to the website of the conference
- Logo in the printed schedule of conference events
- Logo on screen during the opening and closing events of the conference
- Promotional events during juice breaks (acknowledgement as a sponsor, an invitation to make a short speech, branded design elements)



Coffee Sponsor

€ 1000

UTIC is a place where industry representatives get to know each other and discuss important information. And, of course, all of this happens over a cup of coffee! Use the excellent opportunity to make your company more recognizable by becoming the coffee sponsor at the conference.

- Free participation in the conference for one representative
- Logo in the news and electronic mailings
- Acknowledgement as a sponsor at the opening and closing of the conference
- Logo with a link to the website of the conference
- Logo in the printed schedule of conference events
- Logo on screen during the opening and closing events of the conference
- Promotional events during coffee breaks (acknowledgement as a sponsor, an invitation to make a short speech during coffee breaks)



Additional Promotional Opportunities

Exhibitor (3 packages left)

€ 1000

The specialized environment of the conference provides your company with the unique opportunity get noticed by participants and interact with prospective clients, business partners and vendors.

- Free participation in the conference for one representative
- Logo in the news and electronic mailings
- Logo with a link to the website of the conference
- Logo in the printed schedule of conference events
- Exhibition area at the conference location



Contributor (5 packages)

€ 700

If you have a limited marketing budget, but still want to invest in the development of the industry, then this sponsorship package is for you! It provides you with a wide spectrum of valuable opportunities for advertisement with minimal financial investment.

- Free participation in the conference for one representative
- Logo in the news and electronic mailings
- Logo with a link to the website of the conference
- Logo in the printed schedule of conference events
- Logo on the screen between presentations

Special discount

Thank you for reading the presentation till the very end!

We would like to acknowledge the most active businesses,
who will be the **first** to support the industry
by making a contribution to the creation and development of UTIC.

The first **three** companies
to purchase a sponsor package
will receive a **50% discount!**



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Conference Organizer:

