

# MACEDONIA2025

## SUMMIT 2024

### SPONSOR REPORT

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#### SUMMIT SUPPORT:

**38** sponsors contributed to the success of the Summit.



#### WEBSITE EXPOSURE:

**38** sponsors' logos linked to their websites on the Summit website, visited by **8K+** users since launching in March 2024.



#### MAKEDONSKI TELEKOM SCREEN:

Sponsor logos were displayed at Macedonia Square from **April 25th to May 16th**, with a video playing **every 4 minutes**.



#### DIGITAL SCREEN DISPLAY:

Logos were shown on digital screens throughout the Summit venue for **48 hours** on repeat.



#### BRANDED BOOTHS:

**8** branded booths provided significant sponsor presence and engagement opportunities.



#### MEDIA COVERAGE:

The Summit generated **570+** media mentions, enhancing sponsor exposure.



#### VERBAL ACKNOWLEDGEMENT:

Emcees recognized sponsors **4** times throughout the Summit.



#### STEP-AND-REPEAT BANNER:

Participants took photos at a banner displaying sponsor logos during the Summit and VIP Networking Reception.



#### LARGE SCREEN DISPLAY:

Sponsor logos were shown during coffee and lunch breaks on the main stage.



#### PRINTED MATERIALS:

Partners and sponsors will be included in the Annual Report 2024, available in January 2025 in **200** printed copies and distributed online to **5000+** international contacts.



#### PANEL PARTICIPATION:

**16** sponsor company representatives delivered talks during panel sessions.



#### SOCIAL MEDIA OUTREACH:

The event reached **60k+** accounts, with **150+** mentions on LinkedIn, Instagram, and Facebook.