

## C. 6

# BDW 2013 PARTNERS EXPOSURE

# PARTNER BENEFITS

### What is the Partners' Main Benefit from a Partnership with BDW?

Two diametrically opposite, and yet equally crucial reasons for brand development, promotion and reputation of your esteemed company - REACH and IMAGE. BDW is unique in providing you with both an amazing REACH and an aspirational IMAGE at the same time. Usually events are EITHER reputation-OR popularity-driven. A successful combination like in BDW's case is rare and sought after:



**F**irst, **REACH** – the precisely calculable range and placement of your message according to all standard exposition criteria of your brand – media, visitors, target audience, etc.

In 2009 BDW has achieved a record in media value, worth more than 6 million EUR.

BDW 2009 had nearly 30.000 visitors thanks to DizajnPark, and routinely over 10.000 visitors in 2010, 2011 and 2012, without the own commercial exhibition space program, as well as more than 100.000 viewers of the 100% Future Serbia exhibition and several million consumers of printed, web and TV reportages, and advertisements in all sort of media.

All reports and interviews made during BDW are being published and shown through the whole year by Serbian and SEE regional media, while hundreds of thousands viewers watch the BDW TV Chronicles each evening on national television.

**S**econd, **IMAGE** – enormous regional and global prestige and reputation, by being connected to key words such as **DESIGN, KNOWLEDGE, PROGRESS, INNOVATION, FUTURE: BELGRADE DESIGN WEEK.**

No other event in the whole region of nearly 100 million people (ex Yugoslavia and all surrounding countries) is that much and strongly linked to the image of DESIGN.

In the entire region, only BDW has a seven years long tradition and it has been chosen as one of the top 10 globally most important creative conferences by world leading authorities.

BDW established cooperation with almost all relevant world festivals, media and authors in the fields of architecture, design, advertising, media and publishing. The evident result of this cooperation is probably the world's most exceptional line-up of speakers comparing to any other creative conference. ■