



ENTREPRENEUR'S CONCLAVE 2016

An event by **THE EXPERIMENT**
EVENTS



DIVE INTO YOUR DESTINY

SPONSORSHIP PACKAGES

WHAT IS ENTREPRENEUR'S CONCLAVE?

This is a unique initiative that is held annually to enhance trade and cooperation between Startups and Corporates based in Oman. With a strict selection process, ambitious workshops, the aim is to find the most promising young entrepreneurs of the nation. Entrepreneur's Conclave is now in its **THIRD** year.

WHY ENTREPRENEUR'S CONCLAVE IS UNIQUE?

- Theme to discover passion
- Activity to develop skills
- Networking
- Mentoring
- Exposure

THE EDITIONS

2014: SET SAIL

The candidates set sail at the Regatta sailing challenge to bond with their mentors and co-contestants before embarking on solving real and mock case studies as part of a competition. Shortlisted Young entrepreneurs presented their existing business at the Finale.

2015: RISE TO THE TOP

A tough hike at Jebal Akthar set the tone for the case study challenge to follow. Finalists were chosen to make their final presentations.

2016: DIVE INTO YOUR DESTINY

As we all know destiny is all about the choices we make and the chances we take. This year's program is custom made with three main objectives. **LEARN, SURVIVE & GROW**

LEARN

MAY 6th Jebel Sifah
(Case Study)

Forum to network with best Entrepreneurs of Oman And Middle East over 2 days

To Learn about how to form and run an organization

To Solve Critical Issues and facing high-pressure situation in business.

Team Work Skills Development & Personality Development

SURVIVE

MAY 7th Jebel Sifah
(Activity – Diving)

Young & Established Entrepreneurs will challenge themselves by taking part in diving activity in Jebel Sifah.

Helps to break the fear of doing something different and taking risk

To handle difficult situation in business.

To Challenge their inner strengths

GROW

MAY 29th PACA HALL
(Presentation Finale)

Young Entrepreneurs to promote their business in 5 minutes to a selected audience which is EC* Critic Panel | Angel Investors | Funding Organizations | Existing & Aspiring Entrepreneurs

Platform to promote to their own business to the whole world (Live telecast on EC* Website)

Training Program to improve presentation skills (May 14th)



PRESENTER SPONSOR | 12000 OMR (1)

Exclusivity in Brand Association and In Association title.

- Presenter sponsor title along with the Event title in every branding of the event
- 1 Senior Member to be part of Judging committee
- 1 Senior Member to speak a few seconds' motivational talk on Social Media promotional video
- 1 Senior Member to give a speech at the activity event & Final event
- 3 Brand Ambassadors Interview to be shot at Presenter office/showroom/branches
- A special competition to run on radio to find 10 best student entrepreneurial ideas from universities to give them a chance to attend the final event

ACTIVITY EVENT; VENUE BRANDING: JEBAL SIFAH

- Entrepreneur's departure Venue (MGM) will have exclusive presenter branding panels and branding in other venue brandings around.
- Welcome banner at the venue with Presenter sponsor branding along with event title logo and other sponsors (Checker Board)
- Presenter Sponsor branded Meet and Greet activity before dinner on the arrival day. (Speed Dating)
- 30 no's of participant KIT for hiking to have presenter sponsor branding along with Event title (Bags/Lane yards/ T-shirts /trousers / caps / pocket towels)
- Presenter sponsor branded panels at the briefing room for hiking & Case Study Solving (2m X 1.2 X 4 no's)
- 10 No's of presenter sponsor branded direction board with Messages
- Presenter sponsor branded panels at the Break Fast /Lunch venue (2m X 1.2 X 4 no's)
- 10 no's of exclusive presenter sponsor branded flags at the venue

FINAL EVENT; VENUE BRANDING: PACA HALL

- Presenter sponsor branded panels at the venue (2m X 1.2 X 4 no's)
- 10 no's of exclusive presenter sponsor branded flags at the venue
- Exclusive Display Space at venue (Max 3m X 3m)
- Presenter sponsor branding on Entrance arch, Main stage backdrop and welcome banner

PR /RADIO /PRINT /SOCIAL MEDIA/ CINEMA /OUTDOOR

- Print to have presenter sponsor title in 10 half-page advertisements
- Event Promotional flyer
- An exclusive PR article to release on being the Presenter sponsors for the event
- Main feature story in PR Articles to carry Presenter Sponsor Brand name
- All other PR articles / Brand Ambassador interview to carry Presenter Sponsor
- Radio Advertisements will mention Presenter Sponsor Brand along with the Event Title. (Min 3 no's of 30 seconds ad per day on Al Wisal and Merge FM)
- Social Media Pages : 3 posts/ day for 2 months with Presenter sponsor branding
- Event Promotion video / Brand ambassador interviews
- Cinema to have 30 Seconds promotional video and branding at the interior locations to have presenter sponsor branding.
- Outdoor Billboard in the capital & Interiors to carry presenter sponsor branding
- Roadshow in the region Malls to have presenter sponsor branding



MAIN SPONSOR | 8000 OMR (2)

Exclusivity in Brand Association and In Association title.

- In Association sponsor Title along with the Event title in all marketing materials.
- 1 Senior Member to speak for 10 seconds' motivational talk on Social Media promotional video.
- 1 Senior Member to give a speech at the Final event.

ACTIVITY EVENT; VENUE BRANDING: JEBAL SIFAH

- Event branded panels at Entrepreneur's departure Venue (MGM)
- Entrepreneurs/Participants commuting 4X4 jeeps to have In Association sponsor branding stickers along with Event title (8 No's)
- Welcome banner (Checker Board – All sponsors)
- Event branded panels at Break Fast /Lunch venue (2m X 1.2 X 2 no's) to carry Main Sponsor branding
- 5 No's of Exclusive In Association Branded flags.
- 10 no's of Event branded flags at the venue to carry Main sponsor branding

FINAL EVENT; VENUE BRANDING: PACA HALL

- 4 no's of Event branded panels at the venue to carry Main sponsor branding
- 10 no's of Event branded flags at the venue to carry Main sponsor branding
- Main sponsor branding on Entrance arch, Main stage backdrop and welcome banner

PR /RADIO /PRINT /SOCIAL MEDIA/ CINEMA /OUTDOOR

- Print to have Main sponsor title in 6 half-page advertisements each in Al Watan and Oman Tribune
- Event Promotional flyer
- PR Articles to carry Main Sponsor Brand name
- Brand Ambassadors interviews will mention the Main Sponsor
- Radio Advertisements will mention Main Sponsor Brand (Min 3 no's of 30 seconds ad per day on Al Wisal and Merge FM)
- Social Media Pages : 3 posts per day for 2 months with Main sponsor branding
- Event Promotion video
- Brand ambassador interviews
- Cinema to have 30 Seconds promotional video and branding at the interior locations to have Main sponsor branding.
- Outdoor Billboard in the capital & Interiors to carry Main sponsor branding
- Roadshow in the interior malls to have Main sponsor branding



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IN ASSOCIATION SPONSOR | 5000 OMR (4)

Exclusivity in Brand Association and In Association title.

- In Association sponsor Title along with the Event title in all marketing materials.
- 1 Senior Member to speak for 10 seconds' motivational talk on Social Media promotional video.

ACTIVITY EVENT; VENUE BRANDING: JEBAL SIFAH

- Event branded panels at Entrepreneur's departure Venue (MGM)
- Entrepreneurs/Participants commuting 4X4 jeeps to have In Association sponsor branding
- stickers along with Event title (8 No's)
- Welcome banner (Checker Board – All sponsors)
- Event branded panels at Break Fast /Lunch venue (2m X 1.2 X 2 no's) to carry In Association Sponsor branding
- 2 No's of Exclusive In Association Branded flags.
- 10 no's of Event branded flags at the venue to carry In Association branding

FINAL EVENT; VENUE BRANDING: PACA HALL

- 4 no's of Event branded panels.
- 10 no's of Event branded flags
- Entrance arch, Main stage backdrop and welcome banner

PR /RADIO /PRINT /SOCIAL MEDIA/ CINEMA /OUTDOOR

- Print 'In Association sponsor' in 6 half-page advertisements each in Al Watan and Oman Tribune
- Event Promotional flyer
- PR Articles to carry In Association Sponsor Brand name
- Brand Ambassadors interviews will mention the In Association Sponsor
- Social Media Pages : 3 posts per day for 2 months with Main sponsor branding
- Event Promotion video
- Brand ambassador interviews
- Cinema to have 30 Seconds promotional video and branding at the interior locations to have In association sponsor branding.
- Outdoor Billboard in the capital & Interiors to carry Main sponsor branding
- Roadshow in the interior malls to have Main sponsor branding



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