



**EXHIBITOR
AND SPONSORSHIP
PROSPECTUS**

Organised by the World
Employment Confederation
in partnership with
ASEMPLEO.

WORLD EMPLOYMENT CONFERENCE

Tuesday 29 September-
Thursday 1 October 2020
Madrid, Spain





REASONS TO SPONSOR

WORLD

EMPLOYMENT CONFERENCE

2020

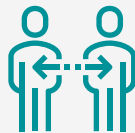




The **World Employment Conference** is THE annual event on the recruitment and employment industry, gathering senior executives of national staffing federations and business leaders of workforce solutions firms.



Get face-to-face exposure to key opinion leaders of the global employment services industry.



Establish new relationships and connect with national influencers.



Give visibility to your company, its existing services and its latest innovations.



Partner with the World Employment Confederation, the leading global association representing the recruitment and employment industry.



Invitation to Support the World Employment Conference 2020



Dear partner,

We are delighted to invite you to support the 53rd World Employment Conference, taking place in Madrid, Spain. The World Employment Conference 2020 is organised by the World Employment Confederation (WEC) in partnership with our Spanish National Federation Member, ASEMPELO and we look forward to benefiting from the world-renowned Spanish hospitality.

For this year's edition, the World Employment Confederation proposes a one and a half days of World Employment Conference, preceded by one and a half days of meetings for WEC members. During our three-day event, senior executives of national private employment services federations and business leaders of workforce solutions firms will meet to discuss the latest trends and innovations in the recruitment and employment industry. A combination of plenary sessions, break-outs and social activities ensures that both networking and effective learning and knowledge sharing are at the core of this conference.

The overarching topic of the conference will be: Steering a Labour Market in Transformation.

In this prospectus, you can find an overview of possible sponsorship packages to support the conference. They have been designed to suit both small and large budgets and if there is something you would like to sponsor which is not included in the prospectus, please do not hesitate to contact our conference secretariat, Laurea Group bvba (WECconference@laurea.be). The World Employment Confederation is committed to provide its partners with an excellent service to facilitate your participation to the conference and Laurea's team stands ready to answer all your queries.

It would be our great pleasure to welcome you amongst the supporters of the World Employment Conference 2020 in Spain and we look forward to hearing from you in the near future.



Annemarie Muntz
President
WEC

A handwritten signature in black ink, appearing to be "AMuntz".



Denis Pennel
Managing Director
WEC

A handwritten signature in black ink, appearing to be "Denis Pennel".



Andreu Cruaños
President
ASEMPLEO

A handwritten signature in black ink, appearing to be "A. Cruaños".

About the World Employment Confederation

The World Employment Confederation (WEC) is the voice of the recruitment and employment industry at the global level. Our Members cover a wide range of HR services, including agency work, direct recruitment, career management, RPO and MSP. Through WEC, representatives from 49 national federations and 7 of the largest global companies connect with a unique network of international policymakers, think tanks, social partners and research institutes.

The World Employment Confederation works to broaden recognition of the positive economic and social role which the employment industry plays in enabling work, adaptation, security and prosperity. This work involves building networks with relevant stakeholders such as policy makers, social partners and the academic world; setting high recruitment and employment standards and practices; acting as a thought-leader shaping futureproof and competitive labour markets and providing strategic data on employment issues.

View [this video](http://bit.ly/leadinginthechangingworldofwork) (<http://bit.ly/leadinginthechangingworldofwork>) to learn more about the World Employment Confederation.





**The World Employment
Confederation acts as a
thought-leader shaping
futureproof and competitive
labour markets and providing
strategic data on employment
issues.**

The World Employment Confederation Global Board



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Annemarie
Muntz



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Leonie Belonje



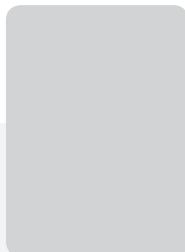
Kelly Services
Peter
Hamilton



North America
Richard
Walquist



Europe
Bettina
Schaller



**APAC
Southern**



North East Asia
Shinya
Yamamoto



Africa
Jacqui Ford



Latin America
Miguel Perez
Garcia

Get a feeling for our previous successful World Employment Conferences

World Employment Conference

2019

Location

Sheraton Grand, Gold Coast, Brisbane, Australia

Date

October 28th - November 1st, 2019

Website

World Employment Conference 2019
(<http://bit.ly/worldemploymentconference2019>)



Attendees

70 senior executives of national employment services federations, 38 countries represented, 250 national business leaders of staffing agencies.

Sponsors

Indeed, seek, TRIS recruitment systems, Bullhorn, LinkedIn, Scottish Pacific, volcanic, cloudline, adzuna, broadbean, coffreo, cube19, daXtra, ...

Associate Partner

Staffing Industry Analysts



2018

Location

Clayton Hotel, Burlington Road, Dublin, Ireland.

Date

June 6th – 8th, 2018

Website

World Employment Conference 2018
(<http://worldemploymentconference2018.com>)

Highlights Video

Dublin 2018 Highlights
(<http://bit.ly/Dublin2018highlights>)

Attendees

110 senior executives of national employment services federations, 40 countries represented, 300 national business leaders of staffing agencies.

Sponsors

LinkedIn, coffreo, Pixid, Enterprise Ireland, Acumen&Trust, Contracting Plus, erecruit, Fenero, Icon accounting, One4all gift cards, RecruitIreland.com, Social Talent

Media Partners

Executive Jobs

Associate Partner

Staffing Industry Analysts



2017

Location

Novotel Paris Centre Eiffel Tower Hotel,
Paris, France

Date

September 27th -29th, 2017

The first ever World Employment Conference was held in Paris in 1967. In 2017, we welcomed delegates back to the birthplace of both our organisation and annual conference to celebrate this 50th anniversary.

Video

World Employment
Confederation: A 50 Year
Retrospective
(<http://bit.ly/A50YearRetrospective>)



50 Year Anniversary WEC



Attendees

400 senior executives
of national employment services
federations, business leaders of staffing
agencies and key stakeholders including
high level representatives from the ILO,
IOE and OECD.

World Employment Conference 2020: Programme Schedule

The World Employment Conference 2020 has one-and-a-half public conference days (Wednesday afternoon and Thursday full day), attracting up to 250 national and international business leaders of staffing agencies and senior executives of national private employment services federations from around the globe. Keynote speakers will include business leaders, labour market analysts, thought leaders, innovators and policymakers.

The World Employment Conference - WEC Member Program takes place on Tuesday and Wednesday morning. The exhibition area, where coffee and lunch breaks are organised, is accessible on day two and day three, full day.

DAY 1 TUESDAY
29 SEPTEMBER

WEC Members only | Institutional & committee meetings

Institutional & committee meetings

LUNCH

Institutional & committee meetings

World Employment Confederation Members' Dinner (including Award Ceremony)



DAY 2 WEDNESDAY
30 SEPTEMBER

WEC Members only | Thematic & interactive sessions

Track 1
Advocacy
Session 1

Track 2
Business Development
Session 1

Track 3
Capacity Building
Session 1

Track 4
National focus (host
partner programme)
Session 1

COFFEE BREAK & EXHIBITION

Advocacy
Session 2

Business Development
Session 2

Capacity Building
Session 2

National focus (host
partner programme)
Session 2

LUNCH & EXHIBITION

DAY 2 WEDNESDAY
30 SEPTEMBER

World Employment Conference | Public | Thematic and
Interactive sessions

Track 1
Workshop

Track 2
Workshop

Track 3
Workshop

Track 4
National Focus
Session (host
partner programme)

COFFEE BREAK & EXHIBITION

Workshop

Workshop

Workshop

National Focus
Session (host
partner programme)

World Employment Conference Gala Dinner

A selection of workshop sessions during day two will be opened up to external delegates. This will be finalised as the program is developed.



DAY 3 THURSDAY
1 OCTOBER

World Employment Conference | Public conference

Plenary Session

COFFEE BREAK & EXHIBITION

Breakout



Breakout



Breakout

LUNCH & EXHIBITION

Breakout



Breakout



Breakout

COFFEE BREAK & EXHIBITION

Plenary Session

World Employment Conference Cocktail Farewell Dinner



PRACTICAL INFORMATION

- content events
- social events

Days start at 8:30 and close at 17:30

Lunches are between 13:00 and 14:00

Evening social events start after 19:30



The venues of the World Employment Conference 2020

World Employment Conference 2020

Novotel Madrid Center

Calle de O'Donnell, 53, 28009 Madrid

<https://www.accorhotels.com/gb/hotel-9298-novotel-madrid-center/index.shtml>



World Employment
Confederation Members' Dinner
(includes Award Ceremony)

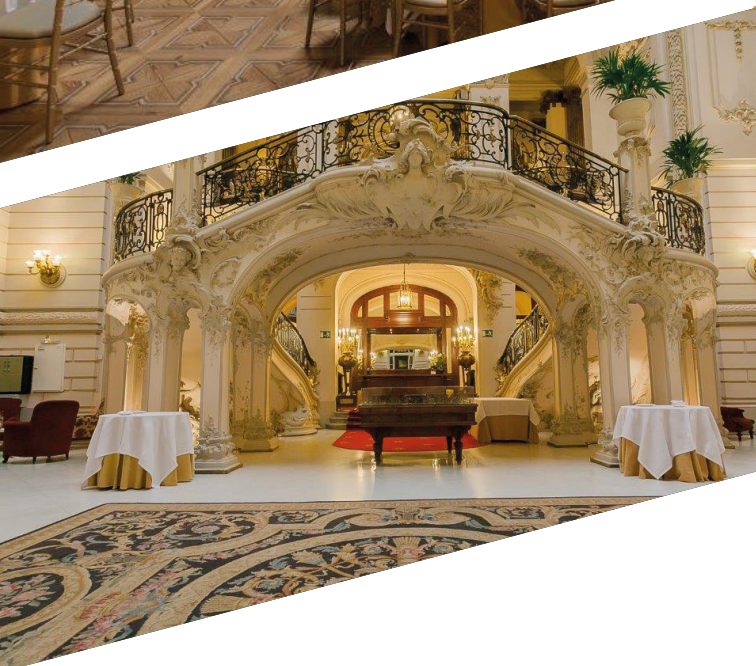
Novotel Madrid Center - Rooftop

World Employment Conference Gala Dinner

Casino de Madrid

Calle de Alcalá, 15, 28014 Madrid

► <https://www.casinodemadrid.es>



World Employment Conference Cocktail Farewell Dinner






Museo Nacional del Prado

Calle de Ruiz de Alarcón, 23, 28014 Madrid

► <https://www.museodelprado.es/en>

Sponsorship Packages and Pricing

In the below overview, we present the many ways companies can support the World Employment Conference 2020. Should you not identify the opportunity you are looking for, please reach out to our conference secretariat. All amounts mentioned are excluding Belgian VAT of 21%.

		Platinum
		€30,000 
		SOLD OUT
 Visibility before the conference	 Visibility during the conference	 Interaction with delegates
		
<p>Logo on the home page of the conference website identified within the sponsor category</p> <p>Logo on the sponsorship page of the conference website identified within the sponsor category</p> <p>Logo included in the email invitation for the conference</p>	<p>Two inserts in the conference bag</p> <p>Your logo in the conference booklet identified within the sponsor category</p> <p>One full page in the conference booklet</p> <p>A banner at a visible place in the conference venue (close to the registration desk)</p> <p>Your logo on the delegates lanyards</p>	<p>Exhibition space 5m*4m (twenty square meters)</p> <p>Three World Employment Conference - Exhibitor passes</p> <p>Two World Employment Conference - Session passes</p> <p>Three gala dinner registrations (One at main table)</p> <p>A keynote speaker in the plenary or workshop (depending on the seniority level)</p>
Extra items Meetings with the World Employment Confederation leadership can be organised upon request.		



Visibility before the conference

Logo on the [home page](#) of the conference website identified within the sponsor category

Logo on the [sponsorship page](#) of the conference website identified within the sponsor category

Logo included in the email invitation for the conference



Visibility during the conference

One insert in the conference bag

Your logo in the conference booklet identified within the sponsor category

Half a page in the conference booklet



Gold

€20,000



Interaction with delegates

Exhibition space 4m*4m (sixteen square meters)

Two World Employment Conference - Exhibitor passes

Two World Employment Conference - Session passes

Two gala dinner registrations (One at main table)

A keynote speaker in a workshop or breakout

Extra items

Meetings with the World Employment Confederation leadership can be organised upon request.



Visibility before the conference

Logo on the [home page](#) of the conference website identified within the sponsor category

Logo on the [sponsorship page](#) of the conference website identified within the sponsor category



Visibility during the conference

One insert in the conference bag

Your logo in the conference booklet identified within the sponsor category

A third of a page in the conference booklet



Silver

€10,000



Interaction with delegates

Exhibition space 3m*3m (nine square meters)

Two World Employment Conference - Exhibitor passes

One World Employment Conference - Session pass

One gala dinner registration



Visibility before the conference

Logo on the [sponsorship page](#) of the conference website identified as exhibitor



Visibility during the conference

One insert in the conference bag
Your logo in the conference booklet identified as exhibitor



Exhibitor

€6,500



Interaction with delegates

Exhibition space 3m*2m (six square meters)

Two World Employment Conference - Exhibitor passes

Possible extra items for Platinum, Gold and Silver sponsors



Charging station
€6,000



Hospitality suite /
networking tables
€5,000



Coffee breaks and
lunches (per day)
€6,500



Notepads and pens
€2,500



Signage
€2,500



Logo on badges
€2,500



Logo on
conference bags
€3,500



Wifi
Network
€5,000



Breakfast information
session
€5,000



Sponsor the WEC Award Ceremony 2020 and get exclusive access to the
Members before the conference
€4,500

Activations

Boost your presence at the conference through owning one of the below activations.
Prices of activations are available upon enquiry from the conference secretariat.



Juice bar
A refreshing and revitalising
beverage bar.



Gala dinner photo booth
A photobooth allowing
funny pictures.



Massages seats
Relaxing massages to
pamper our delegates.



Key contact details

World Employment Confederation

Avenue du Port 86c, Box 302

B-1000 Brussels

Gabriella Coorey

Event and Membership Manager

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+ 32 492 53 34 79

Industry relations World Employment Conference 2020

Laurea Group bvba

Moorsledestraat 140

1020 Brussels

Stefaan De Corte

WECconference@laurea.be

+32 478 802 167

World Employment Conference 2020: Rules and Regulations Governing the Sponsorship and Exhibition

Any matters not specifically covered by the following rules shall be subject solely to the decision of the organiser. These rules may be amended at any time by the organiser and all amendments so made shall be binding on exhibitors and sponsors equally with the foregoing rules and regulations.

Assignment of sponsorship items and exhibition space

Exhibit space and hospitality suites will be assigned depending on the total contribution to the conference and on a “first come – first served” basis. In order to make your reservation definite, the exhibit space assigned will have to be confirmed in writing within seven days using the “Contract for Exhibit Space” (will be sent at a later date).

Orders for technical installations and exhibition services are only accepted when confirmed in writing.

The final allocation of sponsoring items will be made by the Organising Committee. The Administrative Secretariat will then conclude a sponsorship contract with the company. The contract must be countersigned and returned within two weeks from the day of proposal in order to be valid for the conference. This contract is legally binding under Belgian law.

Conditions of payment

Exhibition & Sponsoring Conditions of payment mentioned on the invoice / confirmation are valid. In any case payment has to be made before opening of the conference; if not, the participation cannot be guaranteed and the fee remains due.

Cancellation

For sponsoring packages and exhibition space: in case of written cancellation by 1 October 2019, 50% of the contracted amount is due. In case of written cancellation after 1 October 2019, the full amount is due.

Force majeure

If the congress and/or the exhibition has to be cancelled or changed due to unforeseen events or general “force majeure”, the organiser cannot be claimed for any compensation.

Damages, safety and insurance

Exhibitors are entirely liable for damages to third parties' stands, properties, health (be injury or death). To this extent Laurea Group bvba and the venue are to be considered third parties.

Exhibitors' liabilities are extended to their personnel and / or other people working under their control. Since neither WEC, Laurea Group and its staff or subcontractors nor the conference venue are liable for any damages and/or loss suffered by the exhibitors during the exhibition, including installation and dismantling – it is strongly recommended to arrange insurance accordingly.

Sponsor and Exhibitor Form

World Employment Conference 2020, October 2020

This form does not constitute a contract but serves as a basis for drafting it. When signing this document, you acknowledge to have read and approved the rules and regulations governing the sponsorship and exhibition of the World Employment Conference 2020. All prices exclude 21% Belgian VAT.

Sponsorship packages	€	Order
Platinum sponsor	30.000	<input type="checkbox"/>
Gold sponsor	20.000	<input type="checkbox"/>
Silver sponsor	10.000	<input type="checkbox"/>
Exhibitor	6.500	<input type="checkbox"/>
Single items		
Sponsor the WEC award ceremony 2020	4.500	<input type="checkbox"/>
Charging station	6.000	<input type="checkbox"/>
Hospitality suite/ Networking table	5.000	<input type="checkbox"/>
WiFi Network	5.000	<input type="checkbox"/>
Coffee breaks and lunches (per day)	6.500	<input type="checkbox"/>
Notepads and Pens	2.500	<input type="checkbox"/>
Signage	2.500	<input type="checkbox"/>
Logo on badges	2.500	<input type="checkbox"/>
Logo on conference bags	3.500	<input type="checkbox"/>
Breakfast information session	5.000	<input type="checkbox"/>

Company name:
 Street and number:
 Zip code and city:
 Country:
 VAT number:
 PO number:
 Main contact email:
 Main contact phone:

Signature and position

Date: / /

Please return a scan, or filled in digital copy to: WECconference@laurea.be



WORLD EMPLOYMENT CONFEDERATION
Tour & Taxis Building
Avenue du Port 86C, Box 302
B-1000 Brussels, Belgium

