

AperoNet Media Event



AperoNet Media Event

Silversquare - 475 avenue Louise - 1050 Brussels
www.aperonet.be - info@aperonet.be



Concept

AperoNet Media Event is an afterwork gathering once per season communication professionals and art lovers in a creative atmosphere. Visitors, mostly advertisers, publishers, media online agencies and marketing directors, socialize from 6 to 10pm around a friendly cocktail taking place in a 450 square meters art gallery.

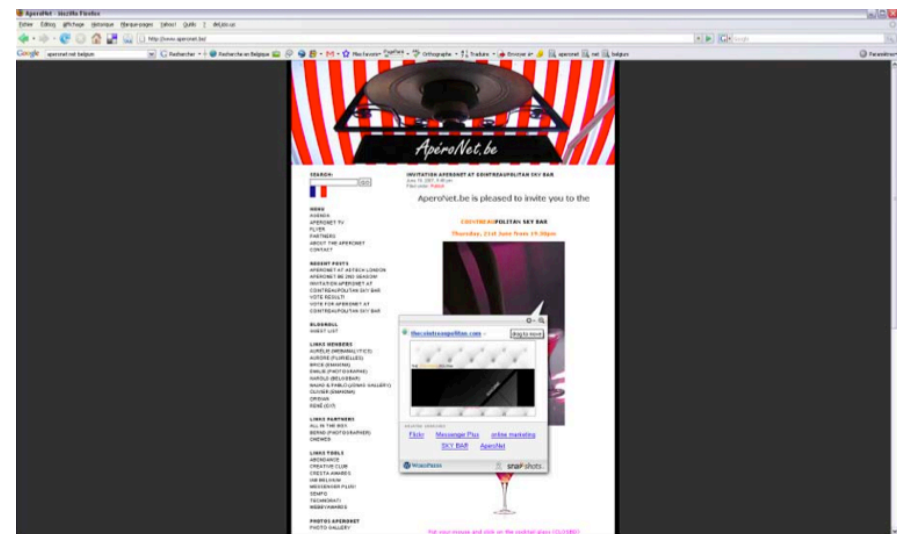
For each event :

- 10 to 15 operational partners
- podcast interview team
- photos gallery available online
- original art selection to discover
- high quality reception and service
- cocktail open bar from 6 to 10pm

Location :

Espace Art 22 - Rue Van Aa 22 - 1050 Ixelles

Screen shot - AperoNet Website



Datas and figures

History

AperoNet Media Event was founded in 2006 by Pascal Wouters, Strategic Marketing Partner of Oneweb at that time and now Managing Director of Oridian Media Online Belux, to gather business partners out of office and conventional congresses. Since then, the after work has been organised in various locations such as Cointropolitan Sky Bar, Jonas Gallery, Oene TK, Guru Bar. It is now regularly taking place at Espace Art 22 since December 2007.

Key figures

- 2 years since first AperoNet
- 8 media events organised so far
- 2000 targeted persons covered by our data base

Communication supports

- website and photo gallery
- facebook group and events
- e-mailing campaigns
- VIP invitations
- podcasts

Partnership

Several sponsoring options are possible with a maximum of visibility, before, during, and after the event :

- operational partnership / exchange – visibility on event : 150 € per year (*) + equivalent of 500 € exchange per event (sponsoring option available on demand, depending on our needs)
- sponsoring online – logo + link on our website and our photo gallery : 100 € per event / 300 € per year (*)
- traditional sponsoring – sponsoring online advantages + visibility on event + logo on flyer, various mailing and VIP invitations : 150 € per event / 500 € per year (*)
- sponsoring cocktail – traditional sponsoring advantages + "the cocktail is offered by" displayed on all communications supports + your partners all invited : 750 € per event
- sponsoring premium – sponsoring cocktail advantages + dedicated event depending on your wishes and our possibilities : 1750 € per event

(*) One year period shall be understood as covering four events.

Additional option : dedicated promotional mailing for 500 € per mailing + 5% per acquisition.



Contact



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