



**Plano Editorial has created an effective venue for industries that supply products and services in the IT and Telecommunications industries:**

**Panel discussions at the highest levels of: the Round Tables.**

Fancy yourself in front a select and highly qualified audience, where information and networking equals new deals.

Round Tables are private regular meetings which assemble a minimum of eight IT executives from user companies.

The agenda is proposed by Plano Editorial in conjunction with the sponsor.

#### **Target Market**

- :: The sponsor chooses both the target market and the event date.
- :: Plano Editorial suggests a list of guests and submits it to the approval of the sponsor, who is given up to 48 hours to either formalize it or include other names to it.
- :: Plano Editorial can not assure attendance from the sponsor's invited guests, but strives to render its best in achieving that.
- :: All invitations are the exclusive making of Plano Editorial.

#### **About the Sponsor's participation**

##### **Pre-event:**

- :: Sending of the list containing the names of those who confirmed their presence as soon as the confirmation and attendance job is started and up to the date the event will take place.
- :: Sending of the list containing the names of companies who refused to come to the event and their appropriate excuses.

##### **During the Round Table and the Networking Lunch**

- :: The sponsoring company will make its presence to the meeting, however without being allowed to influence the editorial discussion, while signing in up to 3 (three) representatives; also, it will be given up to 15 minutes to leave its message as soon as the debate is finished. It is not recommended to make heavily structured presentations.
- :: After the debate, all guests, sponsor's representatives and Plano Editorial's personnel will be invited to gather in a lunch meeting intended to networking.



- :: The sponsor might include questions to the survey that it is handed out during the debate.
- :: The sponsor might place 1 (one) banner at both the debate's and the lunch's site.
- :: The sponsor might distribute souvenirs and promotional material during the event.

#### After the Round Table

- :: The sponsor receives a mailing containing information about the guests.
- :: The sponsor receives a copy of the survey carried out with the guests.
- :: The sponsor receives a transcription of the debate along with the original recording.

#### The Round Table's Editorial Coverage

- :: The discussions render four-page newsprints on the Telecom or Informática Hoje, which saves space for two "Exclusive Sponsorship" stamps carrying the sponsor's logotype.
- :: Logotype on the Round Table's official website ([www.informaticahoje.com.br/mesaredonda/](http://www.informaticahoje.com.br/mesaredonda/)), with hyperlink to the sponsor's website.

Investment value: US\$ 15,556

#### SOME OF THE SPONSORING COMPANIES



For more information, contact:

**Sonia Neves**

[sonia@planoeditorial.com.br](mailto:sonia@planoeditorial.com.br)

Tel. (55 11) 3178-1089/9213-8882

**Silvia Meurer**

[silvia@planoeditorial.com.br](mailto:silvia@planoeditorial.com.br)

Tel. (55 11) 3178-1044 / 7283-8249