

1. STRATEGIC BENEFITS:	PLATINUM PARTNER	GOLD PARTNER	OFFICIAL SUPPLIER	CONTENT SUPPORTER	COMMUNITY SUPPORTER
Attending quarterly meetings related to strategic planning and activity monitoring	X	X	X		
Preferential agreements for exclusive sales on site	X				
Preferential agreements for sales on site		X			
Preferential agreements for supply of the Organiser with goods and services	X	X	X		
Possibility of building/equipping a corporate pavilion in the best practice and corporate area	X				
Possibility of setting up activations within the Exhibition site	X	X	X		
2. BENEFITS RELATED TO ADVERTISING:					
Local advertising of the partner	X	X	X	X	X
Global advertising of the partner	X				
2.1. PARTNER LOGO APPEARING IN OUTDOOR MEDIA:					
Billboards	X				
Buses and means of transport	X				
Press conference panels	X				
Press conference panels directly related to the partner		X	X	X	X
Ticket sales physical spaces (mobile and physical ticket office)	X	X			
2.2. PARTNER LOGO APPEARING IN:					
Final EXPO report	X	X	X	X	X
EXPO magazine	X	X	X	X	X
Catalogues and informative leaflets	X	X			
Tickets	X				
Roll up banners mentioning the partners	X	X	X	X	X
Media campaigns for EXPO 2027 Belgrade	X				
Sponsored content in a preferential manner	X				
3. BENEFITS RELATED TO PROMOTIONAL SPACE:					
Presence on official EXPO 2027 Belgrade website with links to the partner's websites	X	X	X	X	X
Presence on official EXPO 2027 Belgrade social networks	X	X	X	X	
4. BENEFITS RELATED TO USE OF EXPO 2027 LOGO:					
Worldwide	X	X	X		
In the Exhibition area	X	X	X		
Possibility of branding certain existing products and sale of branded products	X				
Designation in words				X	X
5. BENEFITS RELATED TO PUBLIC RELATIONS AND EVENTS:					
Right to organize corporate events on site	X	X			
Right to organize corporate events on site related to its activation				X	
Availability of tickets for partner representatives (*)	X	X	X	X	X
Availability of tickets with VIP treatment (*)	X	X	X	X	
Tickets for partner employees at discounted prices (*)	X	X	X	X	X
Possibility of attendance of certain events preceding the Exhibition	X	X	X	X	X
Possibility of attendance of certain events during the Exhibition	X	X	X	X	X
6. BENEFITS RELATED TO COMMUNICATION ACTIVITIES:					
Periodic communication between the Organiser and the partner	X	X	X	X	X

* The number of tickets will depend on the contribution made.

The benefits outlined in the table above are subject to change and will be thoroughly discussed in further negotiations with potential partners, while the terms will be defined in the contract.