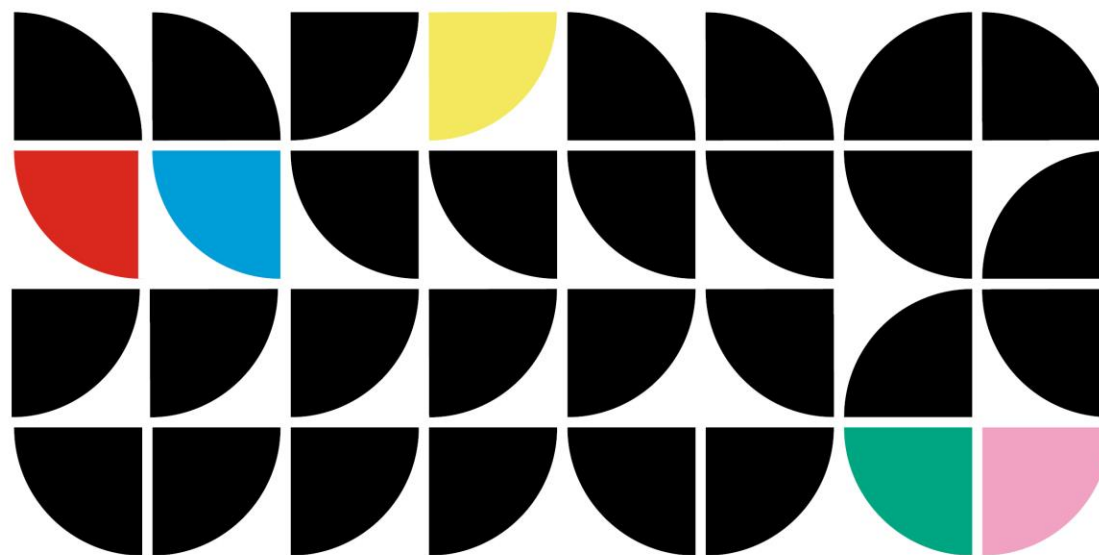


the city of e-commerce

# UPTERDAM



UPTERDAM

THE CITY  
OF E-COMMERCE

BRATISLAVA

OCTOBER 8th 2019  
STARÁ TRŽNICA





# A NEW CITY

ON YOUR MAP.

## WE CONNECT

all continents, states, nationalities, genders and all age categories.

### WHAT KIND OF EXPERIENCE CAN YOU ENCOUNTER?

Talks from world-known speakers.

Opportunity to meet peers from various countries and e-commerce areas.

A sparkling cocktail of knowledge and information.

Chance to network with new partners, possibly future colleagues.



# WHEN AND WHERE?

**BRATISLAVA**

**THE OLD  
MARKET HALL**

**OCTOBER 8th, 2019**



**GOVERNMENT OF  
UPTERDAM**



PRESIDENT OF THE  
**UPTERDAM**



## **Matej Sajfa Cifra**

The most famous slovak vlogger and moderator who will make you smile all day.

Let's go and enjoy unforgettable day in your life with his sense of humor.

# PRIME MINISTERS OF **UPTERDAM**



**PORADCA PODNIKATEĽA**

Želmíra Kredátus Stojkov

[kredatus@pp.sk](mailto:kredatus@pp.sk) | +421 948 235 523



**Zásielkovňa**

**Zásielkovňa**

**Alex Gerbóc**

[alex.gerboc@zasielkovna.sk](mailto:alex.gerboc@zasielkovna.sk)

Prime Ministers of Upterdam are the main organizers.

Cooperation is the most powerful part in business.

MINISTER OF FUN

**UPTERDAM**



## Milan Lieskovský

Milan Lieskovský will take care of show and entertainment.

He is the synonym of Slovak progressive music. The most respectful Slovak producer and DJ.

**Let your body dance with Milan's music during the afterparty.**



MINISTER OF FINANCE  
**UPTERDAM**

**VISA**

The world's second-largest card payment organization (debit and credit cards combined).

They will show you how to improve your business and finances as a part of e-commerce world.



MINISTER OF CREATIVITY  
**UPTERDAM**

# Go Bigname<sup>®</sup>

Develop your identity.

Unique names with clear and consistent visual language.

Practical approach, linguistic and marketing experience, and legal services provided by one team.



MINISTER OF  
E-COMMERCE  
**UPTERDAM**



Ecommerce  
**FOUNDATION**

Worldwide  
national ecommerce associations,  
online- and omnichannel selling  
companies from industries such as  
retail, travel and finance.

They foster global digital trade as  
peace is the natural effect of trade.

MINISTER OF TRANSPORT  
**UPTERDAM**



DHL helps to connect people and improve their lives.

Worldwide connection is very important part of your e-commerce business.

Do you know why? They will tell you.



MINISTER OF INVESTMENT  
**UPTERDAM**

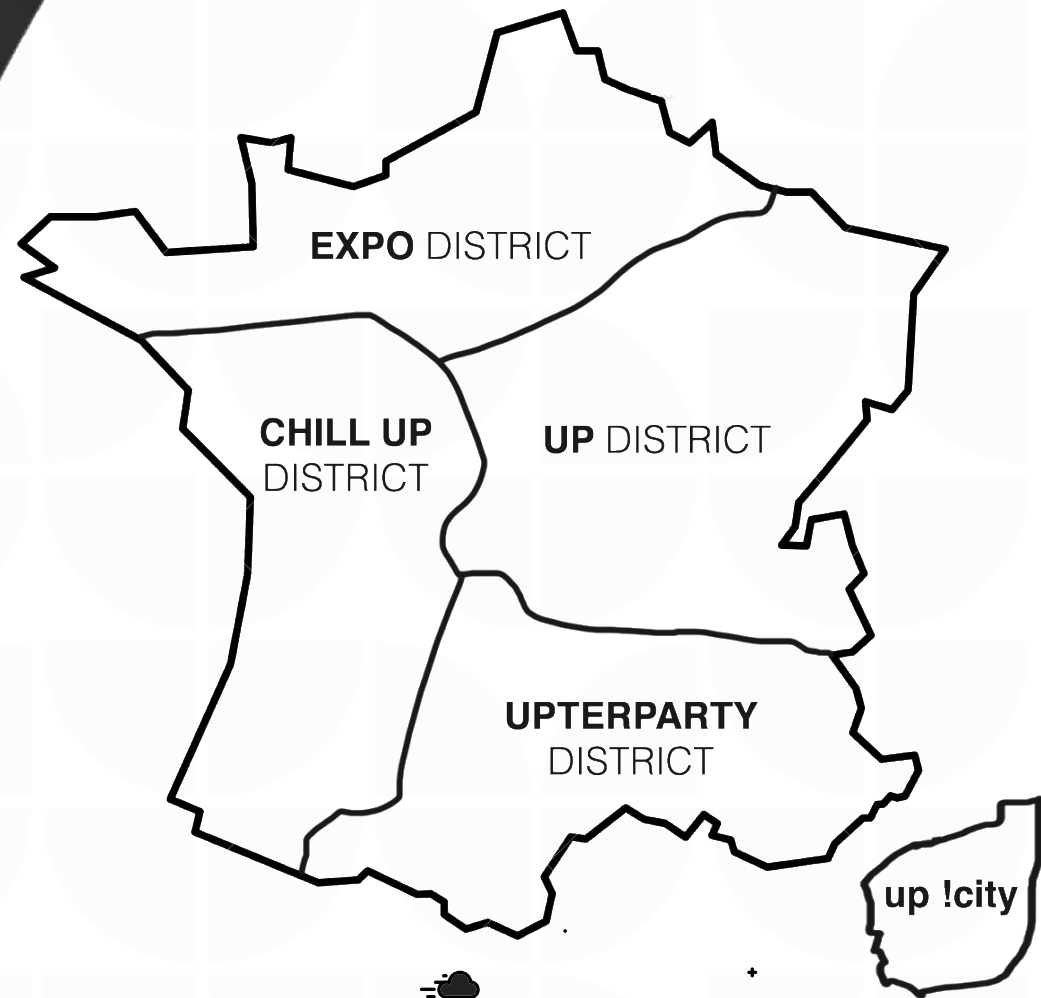


Increasing awareness of the public to the availability of private equity and venture capital to entrepreneurs.

Provide information to those seeking capital for new and existing enterprises.

Networking is way to exchange views and practices.

**THE CITY OF  
UPTERDAM  
WHAT AWAITS YOU?**





city district **Expo**

Find whom you need.



Dozens of companies and exhibitors from the e-commerce sector all at one place.

**Whom can you look forward to meet?**

**DIGITAL AGENCIES  
ADVERTISING AGENCIES  
E-SHOP SOLUTIONS  
PAYMENT GATEWAYS  
ONLINE TOOLS  
CONSULTING COMPANIES  
BANKS  
LOGISTIC COMPANIES**



city district **Chill UP**

Experience it with us.

Game is a form of entertainment. Successful win, defeated remain the same.

Throughout the day your mind will absorb a lot of new information, inspirations and contacts. That's why you need to hit a reset button and take advantage of lots of fun!





city district **UP**  
Upgrade your business.

## **You have plenty of visions and plans.**

A portion of Upterdam is devoted to investors and professionals from eCommerce Foundation from all around the world, who can advise you on your business plans free of charge for the entire day!







# up! city

The place of culture

We bring a special cultural experience before the evening showtime. Get to know the hosting city during the break.

Unique city project **up! city** connects mobility, modern technologies and chill-out zones.

Project is lead in cooperation with **Volkswagen Slovakia, Alliance Old Market Hall** together with partners – **City of Bratislava, Cyklokuriér Švihaj Šuhaj** and **ZSE**.



The exclusive evening program will be held by a guest of world-renowned exposure, representing the company which can't get surprised by anything.

**As an evening surprise, the Upterdam's GUARANTOR exclusive speech will help you eliminate unnecessary business steps.**

city district

# UPTERPARTY

Enjoy business fun.



# PARTNERS OF THE EVENT:



# WANT THEM TO JOIN OUR PARLIAMENT:



Slovensko-maďarská obchodná  
a priemyselná komora

Magyar-Szlovák Kereskedelmi  
és Iparkamara



British Chamber of Commerce  
in the Slovak Republic



*And many others.*

# DO YOU WANT TO BE A PART OF THE EVENT?

Promotion before, during and after the event	GUARANTOR 15 000€	General partner 7 500 €	Main partner 5 000 €	Partner 3 000 €	Promo partner 1 500 €
Logo visibility on the event invitation	Title-page	Title-page	✓	✓	✓
Logo visibility in Zisk Management Magazine	✓	✓	✓	✓	✓
Logo video projection in the event venue throughout the entire time of the event	✓	✓	✓	✓	✓
Promotional stand for targeted networking	18 m <sup>2</sup>	9 m <sup>2</sup>	9 m <sup>2</sup>	9 m <sup>2</sup>	9 m <sup>2</sup>
Promotional spot with targeted projection on LED screens during the breaks	✓	✓	✓		
The positioning of promo materials in the event area	✓	✓	✓	✓	
Your promotional merchandise included in gift bags	✓	✓	✓	✓	
Roll-up positioning in the event area	✓	✓	✓	✓	✓
Logo positioning in the event report (after-movie)	✓	✓	✓	✓	✓
Logo positioning in a published report in the monthly edition of Zisk Management Magazine	✓	✓	✓	✓	✓
SPEAKING IN THE MAIN PROGRAM	✓	✓			

<b>Online promotion of the partner and other benefits</b>	<b>GUARANTOR 15 000€</b>	<b>General partner 7 500 €</b>	<b>Main partner 5 000 €</b>	<b>Partner 3 000 €</b>	<b>Promo partner 1 500 €</b>
Logo on the website <a href="http://www.upterdam.com">www.upterdam.com</a>	✓	✓	✓	✓	✓
Possibility to publish short PR about your company in EXPO zone and website <a href="http://www.upterdam.com">www.upterdam.com</a>	✓	✓	✓	✓	✓
Possibility to publish PR article of your preference on the portal: <a href="http://www.ezisk.sk">www.ezisk.sk</a>	✓	✓	✓		
Possibility to share posts (video) on social networks: Facebook and funpage Upterdam	✓	✓	✓	✓	✓
Promotion of partner on LinkedIn, Instagram, Twitter	✓	✓	✓	✓	
Placement of advertising banner of a partner on organizer's webpage. Options available: <a href="http://www.zakonypreludi.sk">www.zakonypreludi.sk</a> (weekly website visits: 100 000) <a href="http://www.ezisk.sk">www.ezisk.sk</a> (weekly website visits: 1 500) <a href="http://www.profivzdelavanie.sk">www.profivzdelavanie.sk</a> (weekly website visits: 5 000) Visibility period and other conditions need to be discussed with the organizing coordinator in advance.	200 000 views	150 000 views	100 000 views	50 000 views	
Possibility to publish video in e-mails/newsletters of the event (send prior to the day of the event)	✓	✓	✓		
Possibility to publish video in e-mails/newsletters of the event (send after the event)	✓				
Number of provided VIP tickets	15 etc.	8 etc.	5 etc.	3 etc.	2 etc.

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**Cake with partner's logo positioned in the catering area**

✓

✓

Yearly access on portal [www.ezisk.sk](http://www.ezisk.sk) free of charge

✓

✓

✓

A yearly subscription of Zisk Management Magazine

✓

✓

✓

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