



United for our events' excellence

Andalucia 2026

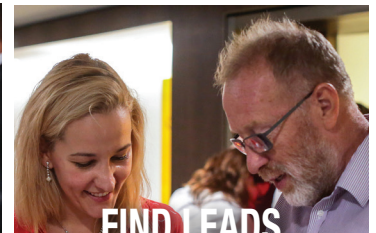
Elevate

yourself | your teams | your events



congress.uniceo.org

Partnership Opportunities



congress.uniceo.org



meet

share

network

learn

influence

get leads

A **targeted event** bringing together senior **decision-makers** to meet **share, learn** and **do business**.

UNICEO CONGRESS

A private 2-day event that brings together **UNICEO Members** and **peers (corporate & association event leaders)**, leading **experts** and **Partners** for a programme of conferences, collective intelligence

activities and networking. As a Partner, this is a unique opportunity to **meet** with **high potential clients**, **learn about their needs** and expectations, and **do business** while **strengthening** your network.



The attendees

100% of attendees are senior decision-makers with the same needs and responsibility levels.

Congress participants are mostly Europeans but we also welcome Members from Asia, the Middle East and the Americas (more than 30 countries).

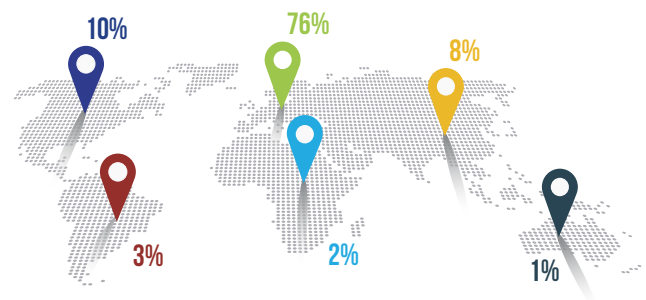
UNICEO Members

Our members primarily hold management roles and have **senior responsibilities** (Head of Communication, Experiential Marketing, CMO, Head of Events, Events Director, Senior Event Manager, etc.) for **events**. They cover areas such as marketing, communication, HR or procurement in **medium and large corporations**, **international associations** and the **public sector**.

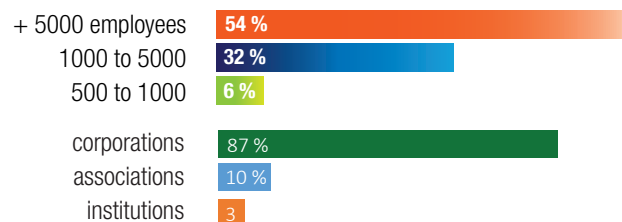
Experts and opinion leaders

politicians, media, CEOs, CMOs or experts of leading corporations.

Sponsors & Partners



UNICEO Members are present in 32 countries and represent many companies from medium-sized to blue chip.



Some brands attending UNICEO Congress



SOME OF THE PARTICIPANTS

Wella	Communication Manager
IBM	CMO
Edison	Head of Communications
MTS Group	Advisory Board Member
Prodo	Head of Corporate Communications
Oriflame	Global Conference and Event Director
Acciona	Communication & Marketing Senior Manager
Xiaomi	Head of Marketing
Celgene	Director, Global Congress Excellence
Nespresso	Global Head of Sponsoring & Experiential Events
Kale	Head of Corporate Communications and Public Affairs
Eaton	EMEA Event Manager
Kepler	Head of Events
Harley-Davidson	Marketing & Communication Manager
SAP AG	Director, Global Events, Strategic Programs
Audemars Piguet	Head of Events & Sponsorship
Lotus Car Europe	Head of Events
Tata Consulting	Head of Events Europe
UITP	Secretary General
Orange	Head of sponsoring & events
Proximus	Sales & Marketing event manager
Euro Petroleum	Executive Director
Creative Pro	Teamleiter - Event/Marketing
Beigene	Head of Meetings & Events
Alstom	Head of international promotion & partnerships
Wavestone	Director of Marketing
IBM	VP Marketing & Communication
Thales	Head of Events
SAP	Events Director
Qorus	Event marketing manager
Orano	Dircom
Siemens AG	Vice President Events
Samsung Electronics	Manager Marketing Strategy & Innovation
OPED GmbH	Teamleiter - Event/Marketing
Genesis Pharma	Events & Marketing Support Manager

By means of example	
n. of events year	approx. budget
788	15M \$
700	20M \$
45	18M \$
800	21M \$
450	14M \$
395	21M \$
89	5,8M \$

* Numbers are taken from real datas but are not associated with any company for privacy policy.



Unique features

Unique in its format and content, UNICEO Congress offers **multiple opportunities** to elevate your brand positioning and connect with corporate & association clients.

UNICEO facilitates your **access to many senior decision-makers** in a friendly environment. As a Partner, you are integrated in the Congress as an active participant, you connect and interact with them,

update your knowledge about their needs and expectations to improve your commercial strategy and do better business.

➤ The **highest concentration** of **end-clients** in the same location.

➤ **High level content** and renowned **experts**.

➤ **Multiple opportunities to interact** with the buyers and participants during the **2 days**

➤ **Working sessions** with **innovative formats** that boost interaction among stakeholders.

➤ **High visibility/exposure** of your brand and products with major end clients.

➤ **Innovation, exclusivity**, privacy and a **warm working atmosphere** conducive to trade.



Why should I become a Partner?

By becoming a partner, I find myself **at the heart of my clients decision processes.**



NETWORK
with potential
clients



FIND OUT
what your
clients need



DEBATE
hot topics



SAVE TIME
on your sales
strategy



BUILD
new commercial
relationships



PROMOTE
your brand
and products



GET NEW
marketing
qualified leads



ENJOY
more success



Meet with **the most influential decision-makers***
in their environment.

CLIENTS WITH VERY HIGH POTENTIAL

➤ in your target area

All attendees are **senior decision-makers and influencers** for planning, organization and purchase processes for corporate events. They work for medium and large **businesses** (90%), associations (8%) and institutions (2%).

➤ 100 % receptive to share with you.

Delegates interact without time or commercial pressure in an informal format and friendly environment. This gives you an open field to talk to them during working or networking sessions.

➤ geographically well distributed

Participants are coming from Europe (UK, France, Germany, Benelux, Northern European countries, etc.), Russia, Turkey, the USA, the Middle East, South-East Asia and Latin America.

➤ with high budget potential

Participants are **influential international leaders** responsible for strategy & budgets dedicated to corporate events. They represent over 9000 events/year with an estimated budget of 540 M€.

* Ratio: **over 15 Members per Partner.**

Many opportunities for
new business relationships

A participative format

The best occasion to **learn**
about your clients' needs



BE PART OF THE CONTENT

Partners & Sponsors are invited to participate as speakers, experts, moderators and activators of the conferences, round tables and working groups. This is a unique opportunity to be integrated in the Congress and receive full attention from the Members.



Work sessions are held in conferences, round tables and small working groups based on the exchange and sharing of experiences and knowledge among participants including Partners & Sponsors.

For you, this is the best way **to powerfully interact with your potential clients** and **position your company as a truly expert organization** in your business area.

Topics are proposed by Members and focus mainly on **strategy, engagement, ROI and technology** to achieve performance. As a Partner, you will actively collaborate in the discussions and bring value with your expertise, experiences or your company case studies.



Do business

DOING BUSINESS IN A SMART WAY

- I gain **trust** from **my potential clients**.
- I **position my brand**.
- I **broaden** my **network of clients**.
- I receive **new business requests**.
- I have **no time pressure** to present my company and create connections.
- I am only competing with a **privileged few** competitors.
- I gather **competitive intelligence** a **better understanding** about **my clients' needs**.

WHO CAN BECOME A PARTNER?

Tourist offices and convention bureaus, hotel chains, hotels and resorts, airlines, venues, technology companies, inbound travel companies, etc.

HOW TO BECOME A PARTNER?

Register your interest here:

- > <http://congress.uniceo.org>
- > congress@uniceo.org

Some Advisory Committee Members



J.M
Head of Events
Kepler



P.C
Head of Events
Proximus



S.W
Director Events
Siemens



N.D
Experiential Marketing
Manager
Nespresso



R.D
Senior Director Events
Euro Petroleum



J.F
Director of Congress
& Events
Beigene



V.T
Head of sponsoring
& event
Orange



M. V
Communication
Director
Wella



M.M
Head of Brand
Activation
Samsung



J.W.
Head of Marketing
Xiaomi



L. A
VP Marketing &
Communications EMEA
IBM Technology



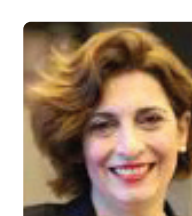
C.A
EMEA Event Manager
Eaton



D.P
Events & Marketing
Manager
Genesis Pharma



M.F
External Events
Director
Alstom



R.B
Head of Corporate
Communication
Kale Grubu

Become a Congress Partner

The below information is indicative. Partnership programmes are **tailor-made** and adapted to Partner needs and Congress specifics. Availability of Partner programmes is **limited**, with selection based on **UNICEF's criteria** among interest

companies with defined budgets. **Exclusivity options** are **available** for specific areas, sectors, and partnership levels.

	BRONZE	SILVER	GOLD	DIAMOND
Prices are for cash payments. (barter deals +50%)	€5,950	€15,950	€29,950	€47,950
assistant moderator - moderator position	✗	1 pax	1 pax	contact us
speaker position	✗	✗	contact us	
sponsoring a working session	✗	contact us	✓	
co/sponsoring a lunch, dinner or activity	✗	✗	✓	
networking with Members	contact us	✓	✓	
visuals / merchandising /gifts for Members	✗	✗	contact us	
sponsoring post congress activities	✗	contact us	✓	
onsite positioning (catalogue - advertising)	✓	✓	✓	
online positioning: banner - information	✓	✓	✓	
communication with buyers before /after the congress	✗	✓	✓	
3 room-nights in a premium hotel, transfers	✗	✗	contact us	
exhibition space (booth & seats)	✗	✗	✓	
all meals & dinners	✗	✓	✓	

Are you looking for **hidden gems**?

UNICEO

UNITED NETWORKS OF
INTERNATIONAL CORPORATE
EVENTS ORGANIZERS

Join UNICEO Congress now !

By joining UNICEO Congress, you will have the chance to meet and interact with decision-makers for corporate events working for major companies and associations in the world. If you are looking for international end-clients with high potential UNICEO Congress is for you!

Case Postale 2102. CH1211
Genève 1 - Suisse
+41 - 022 55 20 812
info@uniceo.org

uniceo.org