

# SPONSOR COORDINATION KIT

LAC LUGANO, TICINO – 16 MAY 2022

LIFESTYLE INNOVATION DAY 2022 – 1<sup>st</sup> edition



Inside this page we will provide you all preparation information concerning:

1. Timing & Location
2. Exhibition networking area
3. VIP Apéro
4. Marketing Kit



## 1. TIMING & LOCATION

### How to reach the location:

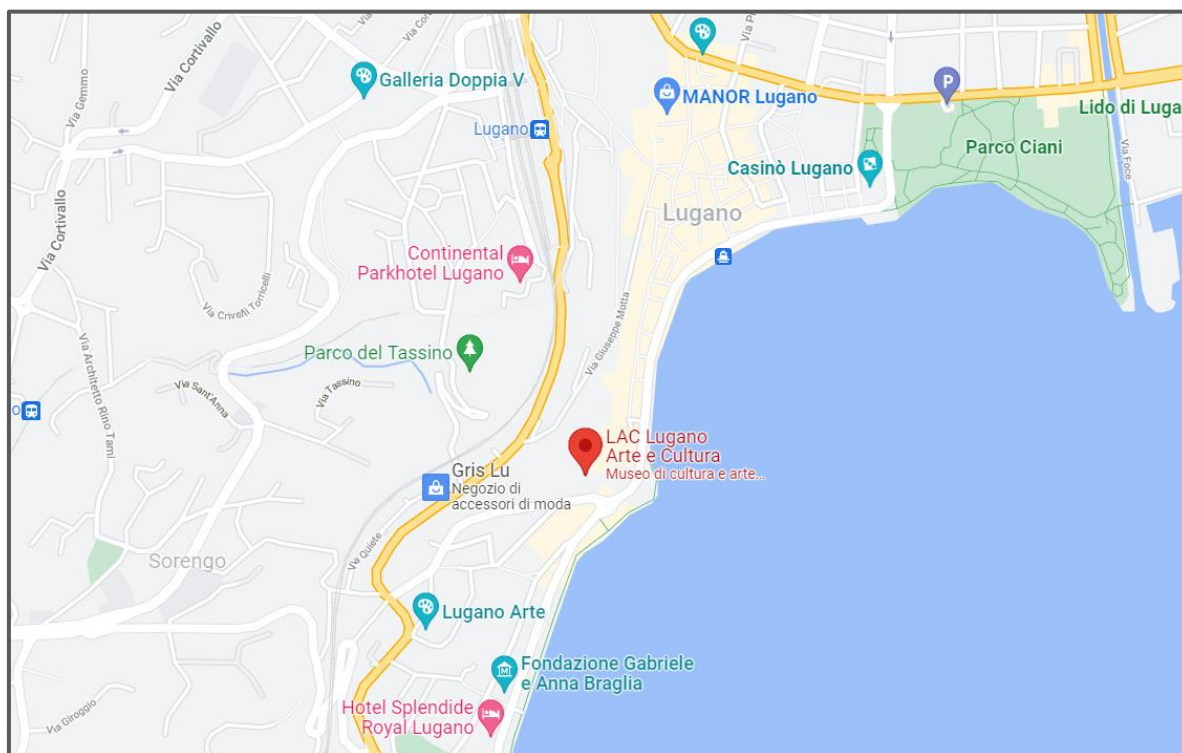
LAC - Lugano Arte & Culture - <https://www.luganolac.ch>

**Address:** Piazza Bernardino Luini 6, 6900 Lugano

<https://www.luganolac.ch/en/400/lugano-and-ticino-region>

### If you come by car:

<https://www.lugano.ch/mobilita-sicurezza/parcheggi-e-autosili/autosilo-lac.html>



### **Settlement for sponsors:**

- May 15<sup>th</sup> set up only Dagorà @ LAC
- May 16<sup>th</sup> from 07:00 – 08:00 set up for sponsors @ LAC
- May 16<sup>th</sup> from 08:30 – 18:00 event @ LAC
- May 16<sup>th</sup> from 18:30 – 22:00 only sponsors, investors and selected guests for VIP Apéro @ TBC

## **2. EXHIBITION NETWORKING AREA**

### **Included in the Sponsorship Package:**

- One cocktail table 60x60x110 cm
- One barstool
- Table personalization with sponsor's logo

### **You may take with you:**

- Marketing material: Brochures/flyers/gadgets
- One roll-up to be placed behind the table

### **Not provided:**

- Power socket (make sure to have all your devices fully charged)
- Cable LAN internet connection (only wi-fi available, make sure to have an offline backup to present your services in case of problems)

### 3. VIP APÉRO

#### **Location TBC**

- The VIP Apéro will start around 18:30
- We expect around 100 limited selected guests
- Please make sure to register staff and guests to VIP Apéro
- Bring your desire to have fun!

### 4. MARKETING KIT

<https://lifestyleinnovationday.ch/home/marketing-kit/>

- Event Banners
- Email signature footer
- Event Logo
- Content for website and newsletter