

GLOBAL FM

Sponsorship Package

2010



ABOUT GLOBAL FM

Founded in 2006, Global FM - Global Facilities Management Association - is a worldwide federation of member-centric organizations committed to providing leadership in the facilities management profession. As a single united entity promoting facilities management, Global FM is a conduit for furthering the knowledge and understanding of facilities management and the sharing of best practices, resulting in added value to the individual members of each member organization.

Vision: Global recognition of facilities management profession.

Mission: Promote the strategic value and progress of facilities management.

Global FM members are located in the major FM markets, covering strategic parts of the world. Besides IFMA and AFE in the US and FMA in Australia, Global FM also reaches South Africa (SAFMA), Brazil (ABRAFAC) and Europe (FM Arena, BIFMA, ARSEG, HFMS).



*A worldwide alliance of member-centered facilities management organizations,
providing leadership in the advancement of the FM profession*

For more informations on the Global FM Sponsorship Package 2010, please contact the Global FM Secretariat:

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GLOBAL FM SPONSORSHIP PACKAGE

GET KNOWN IN THE FM WORLD WITH GLOBAL FM

Global FM sponsorship package is available to any organization wishing to support Global FM in the promotion of the FM industry and profession on a global basis. For this purpose, we have developed a comprehensive package, offering different options.

This collaboration with Global FM on its annual activities will allow you to raise the visibility and profile of your corporation as well as to establish relevant business opportunities and contacts, while contributing to a greater recognition of FM and stronger awareness to its relevance on the day-to-day life.

The **Yearly Sponsorship Package** has been developed to enable corporations to promote their brand throughout the entire year with Global FM. The yearly sponsorship package comprises five main features:

- § International Workshops (April & October)
- § Annual Global FM Awards for Excellence in Facilities Management (June)
- § World FM Day (24th June)
- § Global FM Publications: Correspondent Member Manual
- § Global FM Communication Channel: Website

The **Yearly Sponsorship Package** is available at € 15,000, comprising all Global FM events, publications and website as listed above.



With a view to meet everyone's needs as much as possible, Global FM also offers different sponsorship packages (**Base Sponsor Package**), where you can select the event you want to participate in, either the Global FM Awards for Excellence in Facilities Management, the World FM Day or the International Workshops held alongside to members' national events.

These sponsorship packages are available at a lower fee of € 6.000 each.

A separate package just for the Correspondent Member Manual is also available at €500.

GLOBAL FM ACTIVITIES & EVENTS

As part of our mission and vision for the FM profession, Global FM has been keen on bringing its members together and organizing activities to enhance the strategic value and progress of facilities management, contributing, this way, to a global recognition of the facilities management profession. With this in mind, Global FM organizes a series of annual events and activities aiming at raising the profile of the FM industry and profession worldwide:

◆ ANNUAL GLOBAL FM AWARDS FOR EXCELLENCE IN FACILITIES MANAGEMENT

With a view to both heighten the awareness of FM excellence and to provide an opportunity for sharing best practices on a global basis, Global FM organizes the Annual Global FM Award for Excellence in Facilities Management.

The award decision is being presented virtually every year and recognizes the efforts of individuals or teams, who have made a positive contribution to the FM industry and profession.

◆ INTERNATIONAL WORKSHOPS

Parallel to our founding members' national conferences, Global FM organizes twice a year International Workshops and brainstorming sessions with the aim of getting the FM industry together to discuss relevant topics affecting the industry and profession.

These workshops have been a remarkable success and have been attended by international key players, both within Global FM and outside the organization.

In 2010, the 9th Global FM International Workshop will take place in April in London, UK, followed, in October, by another International Workshop in Atlanta, US.



◆ WORLD FM DAY - 24 JUNE 2010



In 2009, Global FM launched its first World FM Day which will be celebrated each year from now on.

With this event, Global FM aims at raising the FM's profession profile around the globe, promoting facilities management's ideals, not only within the profession and industry, but also among the governments and the general business community.

Global FM member organizations hosted public events around the world to bring attention to the important role facilities management plays in business strategies and in achieving environmental sustainability.

In 2009, World FM Day was celebrated through events such as a lunch on a *bateau mouche* on the river Seine in Paris, a breakfast at Google's headquarters in London, a soccer tournament with twenty different teams in Switzerland, seminars and workshops all over the world, as well as sufficient media coverage on facebook, twitter, google maps, Global FM website, among others.



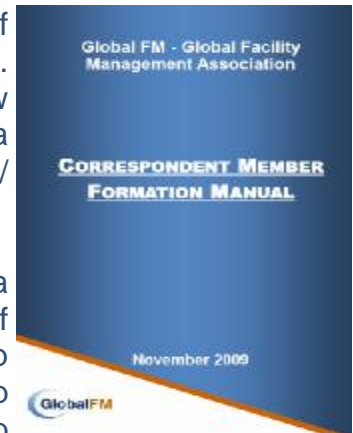
The common element to all the events was the broadcast of a World FM Day Youtube Video (<http://www.youtube.com/watch?v=1-bXH2GtEpo>), which featured a message of Global FM's Chairman Steve Gladwin and all Global FM Member Organizations on the importance of FM.

GLOBAL FM PUBLICATIONS

◆ CORRESPONDENT MEMBER MANUAL

Global FM is committed to supporting the successful establishment of new FM associations in countries where no FM associations exist yet. In order to facilitate this process, Global FM has created a new membership category “Correspondent Member”, which is defined as a facilities management focused, not for profit association, in a country/region where such a structure is not yet in place.

In order to support these countries/regions, Global FM has developed a mentoring process for the individuals/associations in process of creation to support their efforts. Furthermore Global FM's leadership has put together a manual that provides concrete step-by-step explanations and guides emerging associations through their set-up process. The manual contains the knowledge and experience of association leaders around the globe and covers concrete questions/situations emerging associations have to handle.



GLOBAL FM COMMUNICATION CHANNEL

◆ GLOBAL FM WEBSITE WWW.GLOBALFM.ORG



Global FM's public face is its website, which showcases all members and its various activities.

The website also includes Global FM's Resource Center, which is a global knowledge tool, gathering studies, background information and best practices on various topics (sustainability, education, innovation, government impact etc) from around the world.

The Global FM website has a monthly average of 7000 visitors and 14000 pages viewed.

YEARLY SPONSORSHIP PACKAGE (Comprising All Global FM Events & Publications)

Annual Global FM Award for Excellence in Facilities Management - June 2010

BENEFITS

- Recognition of sponsorship in an announcement in two editions of a professional industry magazine* of a Global FM member organization of your choice
- 1 page report in a Global FM Members' magazine* covering the outcome of the event, introducing the winners and nominations
- Sponsor logo to appear on all promotional material (email marketing) announcing the Global FM Award for Excellence in Facilities Management distributed via the Global FM network
- Company representative to create a communication (maximum 200 words) to be attached to the award announcements as the awards are published on World FM Day
- Sponsor logo, profile and link to appear in a premium position on the dedicated Global FM website section for the Global FM Award for Excellence in Facilities Management
- Mention on all pre and post event press releases
- Sponsor logo to appear at slide show when awards are virtually presented

World FM Day - 24 June 2010

BENEFITS

- 1 page report in a Global FM Members' magazine* covering the outcome of the event
- Recognition of sponsorship in an announcement in two editions of a professional industry magazine* of a Global FM member organization of your choice
- Sponsor logo to appear on all promotional material (email marketing) announcing the World FM Day distributed via the Global FM network
- Sponsor logo, profile and link to appear in a premium position on the dedicated Global FM website section for the World FM Day
- Company representative to create a communication (maximum 200 words) to be distributed during the events taking place at the World FM Day
- Mention on all pre and post event press releases
- Sponsor logo to appear on the World FM Day video, which will be broadcasted during all national events and promoted on Global FM website and on other social networks such as Facebook and Twitter
- Sponsor logo to appear at slide show of national events during World FM day

International Workshops - April 2010 in London, UK & October 2010 in Atlanta, US	
BENEFITS	<ul style="list-style-type: none"> • Exhibition Stand: the sponsor may set up one exhibition stand at one of the Global FM member conferences (Siseg Expo*; BIFM Conference; FMA Australia Ideaction; IFMA World WorkPlace Conference & Expo) at an agreed location (maximum floor area 3m x 2m., stand does not include carpeting, furniture, electricity, or internet access) • 1 page report in a Global FM Members' magazine* covering the outcome of the event • Recognition of sponsorship in an announcement in two editions of a professional industry magazine* of a Global FM member organization of your choice • Sponsor logo to appear on all promotional material (email marketing) announcing the International Workshop distributed via the Global FM network • Company representative to be one of the speakers of one of the Workshops • Sponsor logo, profile and link to appear in a premium position on the dedicated Global FM website section for the International Workshops • Mention on all pre and post event press releases • Sponsor logo to appear at Workshop slide show presentation
Correspondent Member Manual	
BENEFITS	<ul style="list-style-type: none"> • Sponsor logo to appear on the back cover of the Correspondent Member Manual • Statement of sponsors' CEO on benefits of creating and participating in an FM association to be included in the conclusion remarks of the Correspondent Member Manual • Sponsor logo to appear on Flyer that promotes Correspondent Membership and that highlights the Correspondent Member Manual
Website: www.globalfm.org	
BENEFITS	Sponsor logo to appear on the homepage of www.globalfm.org , mentioning that which companies are the yearly sponsorship partners of Global FM
PRICE	€ 15.000
SPECIAL ARRANGEMENTS	<ul style="list-style-type: none"> • 10% discount for early bird booking before 31 January 2010 • 10% discount to companies that are members of at least 1 Global FM member (national association)

BASE SPONSORSHIP PACKAGE – OPTION 1

Annual Global FM Award for Excellence in Facilities Management - June 2010

BENEFITS	<ul style="list-style-type: none"> • Sponsor logo to appear on all promotional material (email marketing) announcing the Global FM Award for Excellence in Facilities Management distributed via the Global FM network • Sponsor logo to appear in the dedicated Global FM website section for the Global FM award for Excellence in Facilities Management • Mention on all pre and post event press releases • Sponsor logo to appear at slide show when awards are virtually presented • Recognition of sponsorship in an announcement in one edition of a professional industry magazine* of a Global FM member organization
PRICE	€6.000
SPECIAL ARRANGEMENTS	<ul style="list-style-type: none"> • 10% discount for early bird booking before 31 January 2010 • 10% discount to companies that are members of at least 1 Global FM member (national association)

BASE SPONSORSHIP PACKAGE – OPTION 2

World FM Day - 24 June 2010

BENEFITS	<ul style="list-style-type: none"> • Recognition of sponsorship in an announcement in one edition of a professional industry magazine* of a Global FM member organization • Sponsor logo to appear on all promotional material (email marketing) announcing the World FM Day distributed via the Global FM network • Sponsor logo to appear on the dedicated Global FM website section for the World FM Day • Mention on all pre and post event press releases • Sponsor logo to appear at slide show of national events during World FM day • Sponsor logo to appear on the World FM Day video, which will be broadcasted during all national events and promoted on Global FM website and on other social networks such as Facebook and Twitter
PRICE	€ 6.000
SPECIAL ARRANGEMENTS	<ul style="list-style-type: none"> • 10% discount for early bird booking before 31 January 2010 • 10% discount to companies that are members of at least 1 Global FM member (national association)

BASE SPONSORSHIP PACKAGE – OPTION 3

International Workshop - April 2010 in London, UK & October 2010 in Atlanta, US

BENEFITS	<ul style="list-style-type: none"> • Recognition of sponsorship in an announcement in one edition of a professional industry magazine* of a Global FM member organization • Sponsor logo to appear on all promotional material (email marketing) announcing the International Workshop distributed via the Global FM network and the entire Global FM network member bodies websites • Sponsor logo to appear on the dedicated Global FM website section for the International Workshop • Mention on all pre and post event press releases • Sponsor logo to appear at workshop slide show presentation
PRICE	€ 6.000
SPECIAL ARRANGEMENTS	<ul style="list-style-type: none"> • 10% discount for early bird booking before 31 January 2010 • 10% discount to companies that are members of at least 1 Global FM member (national association)

BASE SPONSORSHIP PACKAGE – OPTION 4

Correspondent Member Manual

BENEFITS	<ul style="list-style-type: none"> • Sponsor logo to appear on the back cover of the Correspondent Member Manual • Statement of sponsors' CEO/company representative on benefits of creating and participating in an FM association to be included in the conclusion remarks of the Correspondent Member Manual • Sponsor logo to appear on Flyer that promotes Correspondent Membership and that highlights the Correspondent Member Manual
PRICE	€ 500

* Please note that for ARSEG's Convention there is only a limited number of exhibition stands available. Also in ARSEGInfo, there is only a limited number of sponsors advertisements possible, as well. Please check with Global FM Secretariat to ensure that your request can be met.

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E&OE

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