

TED^xVitoshaLive

x = independently organized TED event

THE AGE OF AMAZEMENT

ВЪЗРАСТТА НА УДИВЛЕНИЕ * *превод – Google Translate

Highlights from TED2018, held in Vancouver

April 25, 2018, Wednesday · 6pm – 11pm

Cine Grand, Park Center Sofia



CONTENTS

April 25, 2018
6pm – 11pm
Cine Grand, Park Center Sofia



Some days it truly feels that the world has gone mad. But behind the neck-snapping political and social shifts we're seeing, the pace of technological, biomedical and scientific progress continues to accelerate. Truly jaw-dropping demonstrations of tech power are emerging almost every day. And they are likely to play a huge role in the story of the coming years.

For its first edition in January 2018 TEDxVitosha gathered 18 speakers and an audience of more than 500 guests, and the feedback was overwhelmingly positive. And since you kept asking us when the next event was going to be, here it is.

TEDxVitoshaLive will broadcast the best of this year's edition of the global TED conference, held annually in Vancouver. In 2018 the topic is **The Age of Amazement**.



THE EVENT

April 25, 2018
6pm – 11pm
Cine Grand, Park Center Sofia

TED2018: The Age of Amazement

Captured live, preceded by an elegant networking reception

- **Programming includes:**

- › Networking reception with gifts and surprises (organized by TEDxVitosha Team)
- › Exclusive screening of TED2018: The Age of Amazement
- › Closing Grand Party

- **Unique audience:**

- › A-list guests of partnering companies
- › Inspired, tech-savvy, English-speaking
- › Socially engaged young professionals
- › Difficult to reach via traditional communication channels
- › Opinion leaders and VIPs

**All tickets (\$5,000 and \$10,000) for the 2018 edition of the annual TED Conference, held in Vancouver, BC, are sold out.*

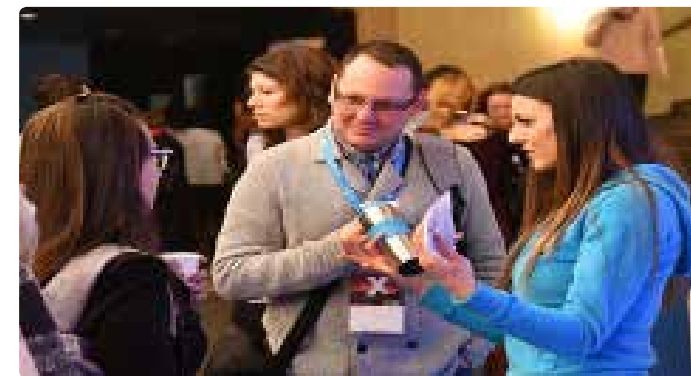


THE EVENT

April 25, 2018
6pm – 11pm
Cine Grand, Park Center Sofia

- Program:

- › 17:00-18:00 – Sponsor activities in the halls
- › 18:00 – Welcome drink & cocktail
- › 19:00 – Entering the halls
- › 19:05 – CEO address
- › 19:10-21:10 – Broadcasting the best content of this year's TED2018: The Age of Amazement
- › 21:15 – Grand Afterparty



THE VENUE

April 25, 2018
6pm – 11pm
Cine Grand, Park Center Sofia



- **Cine Grand, Park Center Sofia:**
 - › 6 new halls with luxurious recliner seats
 - › Exclusive comfort
 - › Dolby Digital Sound
 - › Huge screens
- **Address:**
 - › 2 Arsenalski Blvd, Park Center Sofia, 2nd floor, Sofia, Bulgaria



What is TED?

A platform and a global movement focused on meaningful change through Ideas Worth Spreading. Started in 1984 as a conference bringing together people from three worlds:

Technology, Entertainment, Design.

Since then its scope has become even broader.

What is TEDxLive?

Created in the spirit of TED's mission – Ideas Worth Spreading.
Planned and coordinated independently in accordance with TED rules.
Designed to give communities, organizations & individuals the opportunity to stimulate dialogue through TED experience.
Combination of exclusive and inspiring TEDTalks videos directly from TED2018: The Age of Amazement in Vancouver 2018.



FLASHBACK

April 25, 2018
6pm – 11pm
Cine Grand, Park Center Sofia

TED Cinema Experience, 2016 in Sofia:

2-hour opening session of TED2016: DREAM, captured live, broadcast via satellite on the big screen; 300+ attendees.



TED Cinema Experience, 2017 in Sofia:

Three-events-in-one-week series from TED2017: The Future You, captured live, broadcast via satellite, preceded by elegant networking receptions, special key-note speakers, including President Rossen Plevneliev, 1500+ attendees of all three events.



TEDxVitoshа Щастливците, January 2018 in Sofia:

A full-day conference with 18 speakers, 500+ audience members, unparalleled networking, delicious coffee and lunch breaks and gift bags to remember.



PARTNER BENEFITS

April 25, 2018
6pm – 11pm
Cine Grand, Park Center Sofia

Why become a TEDx partner?

Engage in an authentic dialogue with a valuable audience: passionate and open-minded people.

Test your ideas for the future and be challenged to positively impact your community and the planet in new ways.

Join the global TEDx family and benefit from TEDxVitoshaLive's individually-tailored local flavor.

You get:

- A perfectly organized event with great content
- Inspiration/new horizons for your key associates
- Access to the right target audience – curious and open minded
- Synergy effect/overlap of audiences
- On-site branding: banners, printed materials, samples
- Tailor-made & personalized invitations
- Design, print & distribution of guest invitations
- Brand association and exposure to TED2018
- Additional location activities (tbd)



PARTNERSHIP OPTIONS

April 25, 2018
6pm – 11pm
Cine Grand, Park Center Sofia

Auditorium 1

90 (86+4) seats

6300 BGN
(excl. VAT)

Auditorium 2

96 (92+4) seats

6700 BGN
(excl. VAT)

Auditorium 3

86 (82+4) seats

6000 BGN
(excl. VAT)

Auditorium 4

102 (98+4) seats

7200 BGN
(excl. VAT)

Auditorium 5

78 (74+4) seats

5500 BGN
(excl. VAT)

Auditorium 6

34 (32+2) seats

3800 BGN
(excl. VAT)

Invitation, design and mailing



Printed materials



Logo in newsletter



Recognition in PR campaign



3-minute welcome speech from the CEO (*inside the hall*)



Welcome & cocktail



Seat branding (*inside the hall*)



ADD-ON OPTIONS

April 25, 2018
6pm – 11pm
Cine Grand, Park Center Sofia

How it works:

If you want additional branding for your company you may also choose from the list below:

Additional on-site branding (banners, printed materials outside the hall)	+ 200 BGN
Partner posters in the cinema 7 days before the event	+ 300 BGN
Up to 1-min corporate video for 1 day, 2 video walls in the lobby	+ 300 BGN
Raffle and prize draw	+ 300 BGN
Cinema video ad of partners – 1 week before the event	TBD
Customized options (call us)	TBD
Simultaneous interpretation in Bulgarian during the screening	TBD

ARE YOU EXCITED **ED**x?



YES – please contact **Antonia Stoilova**
at a.stoilova@premium.bg or [+359 887 306 508](tel:+359887306508)