



SPONSORING THE IOI 2012

WHAT IS THE PURPOSE

WHAT ARE THE BENEFITS

HOW THE IOI 2012 ORGANIZATION WORKS

WHAT IOI 2012 WILL OFFER YOU



WHAT DOES IT MEAN

- IN A CONTEXT OF GENERAL UNEMPLOYMENT IN THE WESTERN WORLD THERE IS AN INCREASE IN DEMAND FOR ICT WELL PREPARED SPECIALISTS
- REPLACEMENT OF LABOR WITH KNOWLEDGE AND INFORMATION IS CONSIDERED KEY TO INNOVATION AND COMPETITIVITY IN ALL THE DEVELOPED COUNTRIES
- THE STRATEGIC ISSUE: ENCOURAGE EDUCATION OF YOUNG TALENTS IN ICT
- THE IOI 2012 REPRESENT AN INVESTMENT BY PART OF ITALY FOR SELECTING AND PRIZING YOUNG TALENTS IN COMPUTER SCIENCE, MATHEMATICS AND INFORMATION TECHNOLOGY COMING FROM ALL AROUND THE WORLD



WHAT ARE THE BENEFITS

- MEET NEARLY A THOUSAND OF BRILLIANT YOUNGSTERS, EXCELLENT FOR THEIR ACHIEVEMENTS IN INFORMATICS & MATHEMATICS IN THEIR COUNTRIES
- CONTRIBUTE TO THE DEFINITION OF STRATEGIES TO INDIVIDUATE, SELECT AND GROW NEW ICT TALENTS
- INTERACT WITH AN “ELITE” OF HIGH SCHOOL TEACHERS ABOUT CHALLENGES AND OPPORTUNITIES OF THE EDUCATION JOB
- STRENGTHEN THE COMPANY IMAGE VERSUS THE KEY DECISION MAKERS OF ITALY, A COUNTRY WITH A RELEVANT POTENTIAL IN TERM OF ICT OPPORTUNITIES



HOW THE IOI 2012 ORGANIZATION WORKS

DUE TO THE ECONOMIC SITUATION, THE MINISTRY OF EDUCATION AND AICA ARE COMMITTED TO KEEP THE COSTS AT THE MINIMUM LEVEL:

- HOSPITALITY FOR THE TEAMS OF ATHLETES COMING FROM MORE THAN 80 COUNTRIES WITH THEIR TUTORS
- LOCAL TRANSPORT AND VISITS TO PLACES OF CULTURAL INTERESTS (MILANO, VENEZIA, . . .)
- THE INTERNATIONAL CONFERENCE ON HOW TO INDIVIDUATE AND GROW DIGITAL TALENTS
- SUPPORT SERVICES AND FOLLOW UP ACTIVITIES
- MEDIA COVERAGE OF THE EVENT

TOTAL ESTIMATED EXPENDITURE IS EXCEEDING 1M€



WHAT IOI 2012 WILL OFFER YOU

- BE “PARTNER” OR “MAIN PARTNER” OF THE ORGANIZATION
- HAVE YOUR LOGO IN ALL THE DOCUMENTS PRODUCED BEFORE, DURING AND AFTER THE EVENT
- SPONSOR POSTERS AT:
 - **GARDA VILLAGE** IN **SIRMIONE** WHERE THE PARTICIPANTS WILL BE HOSTED
 - **CENTRO FIERA DEL GARDA DI MONTICHIARI** WHERE THE COMPETITIONS WILL BE HOLD
 - SITES WHERE THE OPENING AND CLOSING CEREMONIES WILL OCCOUR
 - **ASSOLOMBARDA** IN **MILANO**, WHERE THE YOUNG TALENTS CONFERENCE WILL CONVENE
- HAVE YOUR LOGO ON THE IOI 2012 WEB SITE
- EXPLOIT THE LOGO “OFFICIAL PARTNER OF IOI 2012” IN YOUR COMPANY COMMUNICATIONS



WHAT IOI 2012 WILL OFFER YOU

- ATTEND THE PRESS CONFERENCES BEFORE, DURING AND AFTER THE EVENT
- POSSIBILITY OF SPECIAL PRIZES THE IOI 2012 WINNERS (“THE YOUNGEST CONTESTANT”, “THE BEST ITALIAN”, “THE BEST AMERICAN”, “THE BEST GIRL”, ETC.)
- CONTRIBUTE WITH A COMPANY SPEAKER TO THE CONFERENCE “YOUNG TALENTS & THE DIGITAL FUTURE”
- YOUR COMPANY LOGO IN THE NEWSLETTER DIFFUSED EVERYDAY DURING THE EVENT
- VIDEOINTERVIEW TO A COMPANY REPRESENTATIVE ON THE MEDIA COVERING EVENT
- PRESS RELEASES ABOUT THE EVENT PRE, DURING AND POST.