

# Forbes

## EVENTS 2025

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For 13 years, Forbes Magazine has been mapping out the business galaxy of the most successful Czech entrepreneurs, innovators, and top execs. The strong infrastructure of an American publisher combined with a top-rate Czech editorial team forms the foundation for the unique know-how that lets Forbes regularly present the very best professionals from a variety of fields, both here and worldwide. They are sharing their experience from their roads to success not only in their printed editions, but also online at [forbes.cz](https://forbes.cz) and via events.

**In past years, Forbes events have expanded significantly in both their contents and their capacities, and they are top-of-class within the Czech event scene. Forbes events serve as a forum for the leaders and the elite of Czech business. They are an inspiring platform for meeting each other and sharing experiences, trends, and visions, and are also an opportunity to form and deepen relationships among the attendees, speakers, and partners at these events. Last but not least they have the ambition of improving Czechia and of helping others – every year, Forbes organizes the nation’s biggest conferences and charity evenings.**

For 2025, Forbes has prepared several attractive event formats with the power to reach the widest possible range of target groups. We’re working on summits, discussions and social gala dinners that will bring you a chance to inspire and be inspired. The Forbes event team will work with you to prepare creative partnering content and maximize the potential of your partnership with our nation’s most successful business and life medium.

# EVENT PLAN FOR 2025



EVENT AND FORMAT	VENUE	TIMEFRAME
<b>FORBES TRENDSETTERS</b> HALF-DAY CONFERENCE AND AFTERPARTY	MARTINICKÝ PALÁC, PRAHA	25 MARCH
<b>FORBES MONEY MASTERMINDS</b> HALF-DAY CONFERENCE AND AFTERPARTY	UHELNÝ MLÝN, LIBČICE N. VLTAVOU	15 APRIL
<b>FORBES FAMILY FIRMS</b> TWO-DAY EVENT, SIDE PROGRAM, GALA DINNER, AND AFTERPARTY	LITOMÝŠL	24-25 APRIL
<b>FORBES WOMEN'S SUMMIT</b> ALL-DAY CONFERENCE	PRAGUE	22 MAY
<b>FORBES WOMEN'S GALA</b> SIDE PROGRAM, GALA EVENING, AND AFTERPARTY	MARIÁNSKÉ LÁZNĚ	5-6 JUNE
<b>FORBES BUSINESS FEST</b> ALL-DAY FESTIVAL + AFTERPARTY	PRAGUE	11 JUNE
<b>FORBES LIFE AT KVIFF</b> DISCUSSION AND AFTERPARTY	KARLOVY VARY	10 JULY
<b>GOLF AND ART</b> DINNER AND AFTERPARTY, GOLF TOURNAMENT, AND SIDE PROGRAM	ČELADNÁ	28-29 AUGUST
<b>FORBES NEXT BIG THING</b> HALF-DAY CONFERENCE AND AFTERPARTY	BRNO	18 SEPTEMBER
<b>FORBES LEPŠÍ ČESKO</b> ALL-DAY CONFERENCE, ROUND TABLE, SIDE PROGRAM, PRE-PARTY, AND AFTERPARTY	KARLOVY VARY	15-16 OCTOBER
<b>FORBES TOP CEO</b> GALA DINNER AND AFTERPARTY	PRAGUE	NOVEMBER
<b>GALA 14</b> CHARITY GALA DINNER AND COCKTAILS	PRAGUE	DECEMBER

# FORBES TRENDSETTERS

**TIMEFRAME: 25 MARCH 2025**

**FORMAT:**

HALF-DAY CONFERENCE AND AFTERPARTY

**TOPIC:**

50:50 is the new black. The first Forbes business event to deliberately aim for a 50:50 ratio of women and men. Because in the old smokestack world it was never like that. Can it work in the new digital world? And is fifty-fifty the way to go? Forbes Trendsetters is an event for everyone who's interested in new roads, new viewpoints, and new approaches. Inspiring personalities who set the trends in their fields will be there on stage and in the hall.

**AUDITORIUM:**

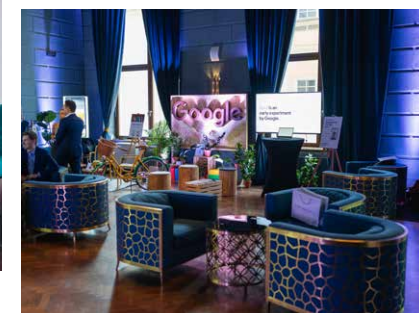
cross-field idea-makers, key representatives of e-business, the heads of promising start-ups, digital leapers, leaders of financial institutions, and tech innovators

**VENUE:**

MARTINICKÝ PALÁC, PRAGUE

**AVERAGE ATTENDANCE:**

250 PEOPLE



**PARTNERSHIP PRICE LIST:**

▶ GENERAL PARTNER	690,000 CZK
▶ MAIN PARTNER	490,000 CZK
▶ PARTNER	290,000 CZK
▶ EXCLUSIVITY FEE	+50%
▶ ROUND TABLE	250,000 CZK
▶ TICKET	14,990 CZK*

\* The ticket price shown includes 21% VAT

HERE  
EVENT VIDEO

SCAN ME

# FORBES MONEY MASTERMINDS

**TIMEFRAME: 15 APRIL 2025**

**FORMAT:**

HALF-DAY CONFERENCE AND AFTERPARTY

**TOPIC:**

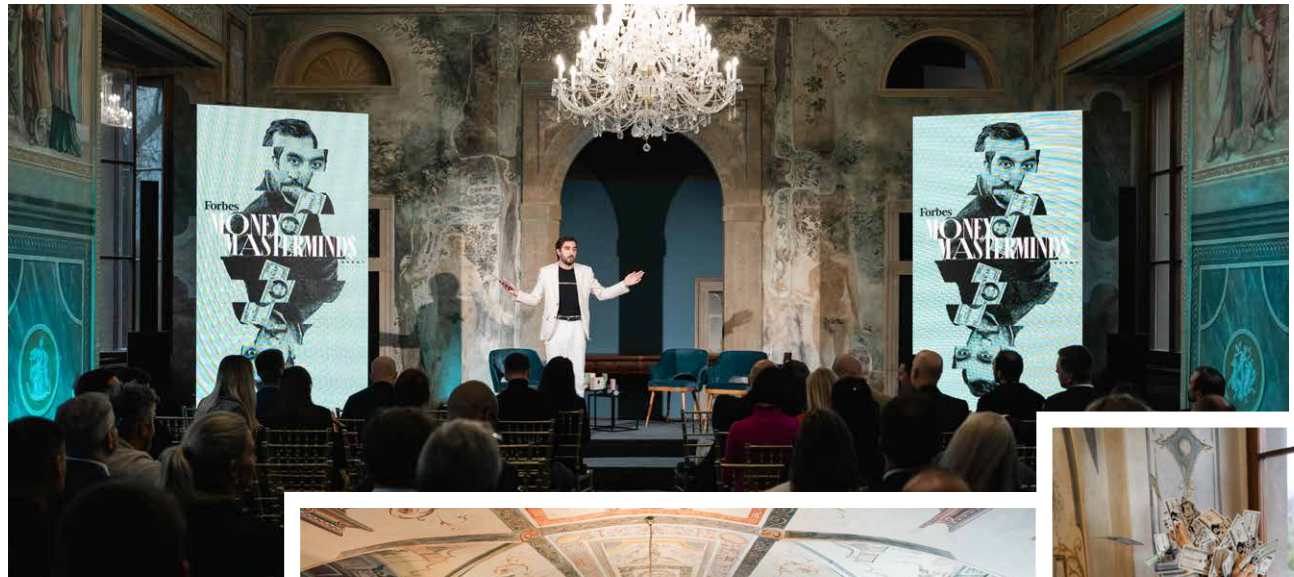
An investing and networking powerhouse in which absolutely remarkable personalities that you won't find gathered just anywhere meet under one roof. On the stage and in the hall, you'll see and meet the movers and shakers of Czech business, like Ondřej Tomek, Jan Sýkora, Jan Barta, Jakub Čanda, Pavel Mucha, Viktor Fischer, Petr Borkovec, Michal Semotan, Václav Dejčmar, and Josef Průša. This Forbes event was created to form a counterweight to all those tired-out conferences that feel like they're from 2003. On the Money Mastermind stage we get straight to the point, we don't do panel discussions with 4+ speakers giving 10-minute hellos, and our afterparties are legendary. The attendees in the auditorium have free capital for investments – they're not students or wannabes. Your spirit guide for this event will be the concept's author, the Forbes editor-in-chief Zdravko Krstanov.

**AUDITORIUM:**

professional investors, the owners and C-level managers of Czech firms, private equity and venture capital players, and the informed enthusiasts of the investing world

**VENUE:** UHELNÝ MLÝN, LIBČICE NAD VLTAVOU

**AVERAGE ATTENDANCE:** 300 PEOPLE



**PARTNERSHIP PRICE LIST:**

- ▶ **GENERAL PARTNER** 690,000 CZK
- ▶ **MAIN PARTNER** 490,000 CZK
- ▶ **PARTNER** 290,000 CZK
- ▶ **EXCLUSIVITY FEE** +50%
- ▶ **ROUND TABLE** 250,000 CZK
- ▶ **TICKET** 14,990 CZK\*

\* The ticket price shown includes 21% VAT



# FORBES FAMILY FIRMS

**TIMEFRAME: 24–25 APRIL 2025**

**FORMAT:**

TWO-DAY EVENT, SIDE PROGRAM,  
GALA DINNER, AND AFTERPARTY

**TOPIC:**

A gala dinner that pays its respects to the tradition of Czech business. Forbes is presenting the most famous Czech family firms and their owners, who are building up their businesses and production here in Czechia. This event is an opportunity to meet up with the heads of traditional family firms as well as rising companies that have fought their way onto the latest Forbes family-firm ranking. The event offers optional accommodation and includes an attractive side program that harnesses the potential of the venue.

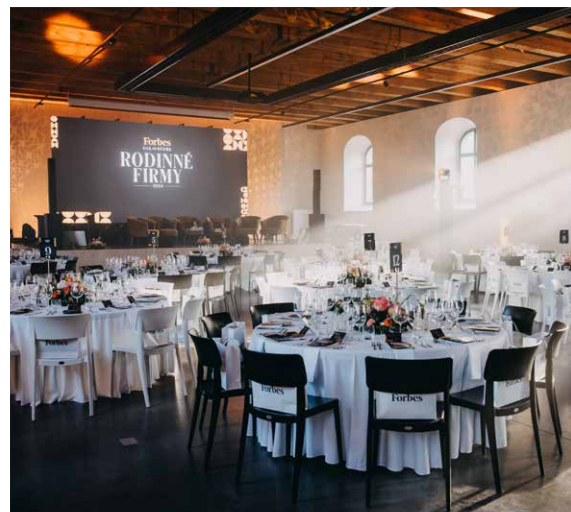
**AUDITORIUM:**

Our invitees are the owners of family firms and influential Czechs who are building up the nation's good name worldwide

**VENUE:** LITOMYŠL

**AVERAGE**

**ATTENDANCE:** 2 × 125 PEOPLE



**PARTNERSHIP PRICE LIST:**

<b>GENERAL PARTNER</b>	850,000 CZK
<b>MAIN PARTNER</b>	700,000 CZK
<b>PARTNER</b>	350,000 CZK
<b>EXCLUSIVITY FEE</b>	+50%
<b>ROUND TABLE</b>	250,000 CZK
<b>GUEST-LIST ENTRY</b>	

HERE  
EVENT VIDEO

SCAN ME

# FORBES WOMEN'S SUMMIT

**TIMEFRAME:** 22 MAY 2025

**FORMAT:** ALL-DAY CONFERENCE

**TOPIC:**

The popular Women's Summit event naturally connects women from the Forbes Most Influential Women ranking with undiscovered talents. Participants can look forward to extraordinary discussions with inspiring personalities who will openly share powerful stories from their own lives and careers. The goal is to show the road to success and motivate people towards self-discovery and development. The Lady Zone is an experience zone where participants can check out interesting activities and products for women. After the success of past years' events, we've significantly expanded the event to bring partners the opportunity for more intense networking and greater target-group impact.

**AUDITORIUM:**

Women in the national Most Influential Women ranking; experienced, aspiring women who are entrepreneurs, corporate managers, startup founders, or students

**VENUE:**

PRAGUE-HOLEŠOVICE FAIRGROUNDS

**AVERAGE ATTENDANCE:** 700 PEOPLE



**PARTNERSHIP PRICE LIST:**

▶ <b>GENERAL PARTNER</b>	690,000 CZK
▶ <b>MAIN PARTNER</b>	490,000 CZK
▶ <b>PARTNER</b>	290,000 CZK
▶ <b>ROUND TABLE</b>	250,000 CZK
▶ <b>EXCLUSIVITY FEE</b>	+50%
▶ <b>TICKET</b>	9,900 CZK*

\* The ticket price shown includes 21% VAT



# FORBES WOMEN'S GALA

**TIMEFRAME: 5-6 JUNE 2025**

**FORMAT:**

SIDE PROGRAM, GALA DINNER AND AFTERPARTY

**TOPIC:**

As in past years, the 2025 Forbes Czech Republic's Most Influential Women ranking will be presented at a gala evening prepared for the women in this ranking. A day spent together, brimming with a rich side program, a fine dinner and an afterparty will bring these women a chance to mingle and introduce their projects, successes, and business challenges to each other. Enriching and inspiring interviews will supplement the women's-power atmosphere of this meeting.

**AUDITORIUM:**

Women in the national Most Influential Women ranking; experienced, aspiring women who are entrepreneurs, corporate managers, startup founders, or students

**VENUE:** MARIÁNSKÉ LÁZNĚ

**AVERAGE**

**ATTENDANCE:** 130 PEOPLE



**PARTNERSHIP PRICE LIST:**

- ▶ **GENERAL PARTNER** 690,000 CZK
- ▶ **MAIN PARTNER** 490,000 CZK
- ▶ **PARTNER** 290,000 CZK
- ▶ **ROUND TABLE** 250,000 CZK
- ▶ **EXCLUSIVITY FEE** +50%
- ▶ **GUEST-LIST ENTRY**

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EVENT VIDEO

SCAN ME



# FORBES BUSINESS FEST

**TIMEFRAME: 11 JUNE 2025**

**FORMAT:**

CZECHIA'S LARGEST BUSINESS FESTIVAL.  
FOUR STAGES AND ONE BIG AFTERPARTY.

**TOPIC:**

A new business event concept for our country, tying in to a successful format proven in Hungary and Slovakia. Over 120 speakers will appear on 4 stages focused on the very hottest of topics: HR, AI, Longevity, and 30-under-30 talents. These conferences are distinctive for their informal festival atmosphere, and over 2,500 guests attend them. This presents an enormous opportunity for our partners – both for networking and for boosting brand awareness.

**AUDITORIUM:**

powerful personalities from a variety of business areas, decision-makers, experts, and the general public

**VENUE:**

HOLEŠOVICKÁ MARKET, PRAGUE

**AVERAGE**

**ATTENDANCE: 2,500 PEOPLE**



**PARTNERSHIP PRICE LIST:**

- ▶ **STRATEGIC PARTNER** 1,500,000 CZK
- ▶ **GENERAL PARTNER** 850,000 CZK
- ▶ **MAIN PARTNER** 650,000 CZK
- ▶ **PARTNER** 290,000 CZK
- ▶ **EXCLUSIVITY FEE** +50%
- ▶ **ROUND TABLE** 250,000 CZK
- ▶ **TICKET** 2,990–3,990 CZK\*

\* The ticket price shown includes 21% VAT

**HERE**  
EVENT VIDEO

SCAN ME

# FORBES LIFE AT KVIFF

**TIMEFRAME: 10 JULY 2025**

**FORMAT: DISCUSSION AND AFTERPARTY**

**TOPIC:**

As part of the International Film Festival in Karlovy Vary, Forbes organizes a popular event – by now a tradition – that supports development in the Karlovy Vary region and beyond. In 2025, this event will be topically linked with Forbes Life as well for the very first time. We can expect discussions with inspiring business personalities, as well as stories from culture, art, architecture, design, fine dining, and fashion. The event’s social splash impact will be manifest both in the discussions’ refreshing format and then in the afterparty.

**AUDITORIUM:**

attendees of the Karlovy Vary International Film Festival, entrepreneurs, company owners, and representatives of the cultural and political communities

**VENUE: KARLOVY VARY**

**AVERAGE ATTENDANCE: 200 PEOPLE**



**PARTNERSHIP PRICE LIST:**

- ▶ **GENERAL PARTNER** 690,000 CZK
- ▶ **MAIN PARTNER** 490,000 CZK
- ▶ **PARTNER** 290,000 CZK
- ▶ **EXCLUSIVITY FEE** 20 %
- ▶ **ROUND TABLE** 250,000 CZK
- ▶ **GUEST-LIST ENTRY**

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# FORBES GOLF & ART

**TIMEFRAME: 28–29 AUGUST 2025**

**FORMAT:** DINNER AND AFTERPARTY,  
GOLF TOURNAMENT, AND SIDE PROGRAM

**TOPIC:**

The exclusive golf and business meeting of the year, at the best golf destinations, in Čeladná and Ostravice in the Beskydy Mountains. This tournament is about new connections, perspectives, and conversations – and art and beauty too. Our guests can expect a unique guided art tour, as well as a program at the local stud farm, an electric-bike ride, a wellness program, mountain hiking, tennis, and more. Both golf-lovers and those who’ve never tried it will find something to love. This event’s partners can look forward to networking opportunities within the informal atmosphere for the program’s individual activities.

**AUDITORIUM:**

golfers picked from among the Forbes selections and rankings (Family Firms, The Richest Czechs, The Most Influential Women, TOP CEOs, 30 Under 30, etc.), investors

**VENUE:** ČELADNÁ, OSTRAVICE

**AVERAGE**

**ATTENDANCE:** 150 PEOPLE



**PARTNERSHIP PRICE LIST:**

- ▶ **GENERAL PARTNER** 690,000 CZK
- ▶ **MAIN PARTNER** 490,000 CZK
- ▶ **PARTNER** 290,000 CZK
- ▶ **EXCLUSIVITY FEE** +50%
- ▶ **ROUND TABLE** 250,000 CZK
- ▶ **GUEST-LIST ENTRY**

**HERE**  
EVENT VIDEO

SCAN ME

# FORBES NEXT BIG THING

**TIMEFRAME: 18 SEPTEMBER 2025**

**FORMAT:**

HALF-DAY CONFERENCE AND AFTERPARTY

**TOPIC:**

Forbes' top-notch festival of tech, focused on today's technological innovations, futuristic visions, startups, and science. The line-up includes Czech and international speakers, panel discussions, practical workshops, and talks on the futures of technologies and the world. The event will also include the popular Next Big Thing Arena – a technology adventure zone that brings visitors a chance to experience the latest gadgets.

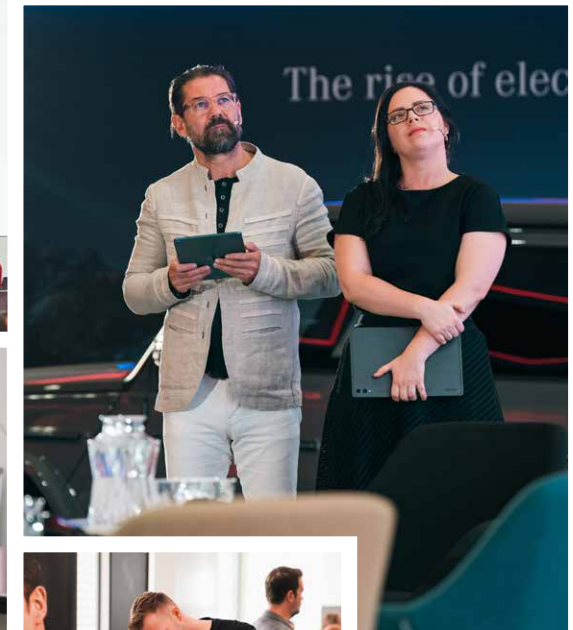
**AUDITORIUM:**

Upper and middle company management from multiple fields, tech experts, startup founders, investors, hi-tech fans, and the expert community

**VENUE:** BRNO

**AVERAGE**

**ATTENDANCE:** 400 PEOPLE



**PARTNERSHIP PRICE LIST:**

<b>GENERAL PARTNER</b>	690,000 CZK
<b>MAIN PARTNER</b>	490,000 CZK
<b>PARTNER</b>	290,000 CZK
<b>EXCLUSIVITY FEE</b>	+50%
<b>ROUND TABLE</b>	250,000 CZK
<b>TICKET</b>	9,900 CZK*

\* The ticket price shown includes 21% VAT

HERE  
EVENT VIDEO

SCAN ME

# FORBES LEPŠÍ ČESKO

**TIMEFRAME: 15–16 OCTOBER 2025**

**FORMAT:** EXCLUSIVE ROOMS & TALKS, PRE-PARTY, ALL-DAY CONFERENCE, SIDE PROGRAM, AND AFTERPARTY

**TOPIC:**

The biggest event project in the history of Forbes. It's the most jam-packed conference on Czech business and the nation's future, and its aim is to be a long-term, strategically crafted platform for sharing, discussing, and formulating visions, akin to the World Economic Forum in Davos. A thematically broad event that discusses our nation's biggest political, economic, scientific, cultural, and philosophical questions within a wide range of formats.

**AUDITORIUM:**

businesspeople, state representatives, philanthropists, scientists, artists, and celebrities with an interest in the nation's future

**VENUE:**

KARLOVY VARY

**AVERAGE ATTENDANCE:**

700 PEOPLE



**PARTNERSHIP PRICE LIST:**

- ▶ **GENERAL PARTNER** 1,000,000 CZK
- ▶ **MAIN PARTNER** 790,000 CZK
- ▶ **PARTNER** 450,000 CZK
- ▶ **ROUND TABLE** 250,000 CZK
- ▶ **TICKET** 20,000–50,000 CZK\*

\* The ticket price shown includes 21% VAT

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# FORBES TOP CEO

**TIMEFRAME: NOVEMBER 2025**

**FORMAT: GALA DINNER AND COCKTAILS**

**TOPIC:**

The evening where Forbes announces and recognizes the nation's best CEOs. They stand at the helm, steering firms worth billions with thousands of employees, and yet they're often unknown to the world. Forbes has decided to change this, and its special selection and event for the Czech Republic's most inspiring company directors – "TOP CEO" – is now in its fifth year. Working from a careful methodology, it declares a list of the best Czech top managers, who are working to lead Czech and international firms in a variety of fields.

**AUDITORIUM:**

Companies' CEOs and top management, plus inspiring leaders from a variety of sectors

**VENUE: PRAGUE**

**AVERAGE**

**ATTENDANCE: 150 PEOPLE**



**PARTNERSHIP PRICE LIST:**

- ▶ **GENERAL PARTNER** 690,000 CZK
- ▶ **MAIN PARTNER** 490,000 CZK
- ▶ **PARTNER** 290,000 CZK
- ▶ **EXCLUSIVITY FEE** +50%
- ▶ **ROUND TABLE** 250,000 CZK
- ▶ **GUEST-LIST ENTRY**

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EVENT VIDEO



SCAN ME

# FORBES GALA 14

**TIMEFRAME: NOVEMBER 2025**

**FORMAT:**

THE BIGGEST PHILANTHROPY GALA DINNER IN CZECHIA AND AN AFTERPARTY

**TOPIC:**

The biggest Czech philanthropy gala dinner on the occasion of Forbes Czech's 14th birthday. Forbes regularly celebrates its birthdays in a jubilant atmosphere, and it's become a tradition to join these celebrations with the idea of helping people in need. For this reason, selected items/experiences are auctioned off for charity during these dinners. The attendees at these private events include the biggest Czech businessmen, the nation's most interesting personalities, and faces from the covers of Forbes that you won't find elsewhere all in one place.

**AUDITORIUM:**

Personalities from the covers of Forbes, people from Forbes' "The Richest Czechs" ranking, and important businesspeople and philanthropists

**VENUE:** PRAGUE

**AVERAGE ATTENDANCE:**

200 PEOPLE

**PARTNERSHIP PRICE LIST:**

- ▶ **GENERAL PARTNER** 690,000 CZK
- ▶ **MAIN PARTNER** 490,000 CZK
- ▶ **PARTNER** 290,000 CZK
- ▶ **EXCLUSIVITY FEE** +50%
- ▶ **GUEST-LIST ENTRY**



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EVENT VIDEO

SCAN ME

# BENEFITS: GENERAL PARTNER

- ▶ **ONE OF YOUR COMPANY'S REPRESENTATIVES AS A TOPIC SPEAKER ON THE PODIUM – KEYNOTE SPEECH (5 MIN)**
- ▶ **COMPANY REPRESENTATIVE AS A SPEAKER WITHIN THE EVENT**  
THE FORMAT AND PLACEMENT ARE BASED ON THE SPECIFIC EVENT'S SCENARIO – STAGE / ROUND TABLE / CREATIVE FORM OF INVOLVEMENT
- ▶ **THE OPTION TO INVITE YOUR COMPANY'S REPRESENTATIVES TO THE EVENT – 7 (INCLUDING SPEAKER)**
- ▶ **A MENTION OF THE GENERAL PARTNER IN A FORBES.CZ ARTICLE FROM OUR CONTENT TEAM (AFTER THE EVENT)**
- ▶ **A MENTION OF THE GENERAL PARTNER BY OUR CONTENT TEAM IN PHOTO OUTPUTS FROM THE EVENT ON FORBES.CZ (AFTER THE EVENT)**
- ▶ **A MENTION OF THE GENERAL PARTNER BY THE FORBES.CZ CONTENT TEAM IN PHOTO OUTPUTS FROM THE EVENT IN THE FORBES PRINT EDITION (AFTER THE EVENT)**
- ▶ **OUTPUTS FROM THE EVENT ON SOCIAL MEDIA – A PROMO FOR THE GENERAL PARTNER (DURING / AFTER THE EVENT)**
- ▶ **PUSH NOTIFICATIONS IN THE EVENT APP FOR ALL LOGGED-IN EVENT PARTICIPANTS – 2**
- ▶ **VIDEO OUTPUTS FROM THE EVENT ON THE FORBES CZECH REPUBLIC YOUTUBE CHANNEL – GENERAL PARTNER'S PROMO (AFTER THE EVENT)**
- ▶ **INVOLVEMENT IN SHAPING THE SEATING ORDER – FOR GALA DINNERS**
- ▶ **1/1 AD PAGE IN FORBES PRINT EDITION**
- ▶ **PUBLISHING OF A LOGO AND THE PARTNERSHIP STATUS WITHIN EACH PARTNER'S LOGO BANNER:**
  - THE START AND END OF THE EVENT
  - THE FORBES.CZ EVENT PAGE
  - OUR CONTENT TEAM'S PHOTO OUTPUTS FROM THE EVENT ON FORBES.CZ
  - IN THE PHOTO OUTPUTS FROM THE EVENT IN THE FORBES PRINT EDITION
  - THE INVITATION PROCESS (WITH THE EXCEPTION OF SAVE-THE-DATE COMMUNICATION)
- ▶ **THE OPTION OF PRESENTING PRODUCTS AT THE VENUE (DEPENDING ON THE VENUE'S POSSIBILITIES AND IN PROPORTION TO THE PARTNERSHIP TYPES – 8M<sup>2</sup>)**
- ▶ **THE OPTION OF SUPPLYING MATERIALS FOR THE EVENT'S ADVERTISING BAGS**



# BENEFITS: MAIN PARTNER

- ▶ **COMPANY REPRESENTATIVE AS A SPEAKER WITHIN THE EVENT**  
THE FORMAT AND PLACEMENT ARE BASED ON THE SPECIFIC EVENT SCENARIO – STAGE / ROUND TABLE / CREATIVE FORM OF INVOLVEMENT
- ▶ **THE OPPORTUNITY TO HAVE OF YOUR REPRESENTATIVES INVITED TO THE EVENT – 5 (INCLUDING THE SPEAKER)**
- ▶ **A MENTION OF THE MAIN PARTNER IN A FORBES.CZ ARTICLE FROM OUR CONTENT TEAM (AFTER THE EVENT)**
- ▶ **A MENTION OF THE MAIN PARTNER BY OUR CONTENT TEAM IN PHOTO OUTPUTS FROM THE EVENT ON FORBES.CZ (AFTER THE EVENT)**
- ▶ **A MENTION OF THE MAIN PARTNER BY OUR CONTENT TEAM IN THE EVENT’S PHOTO OUTPUT IN THE FORBES PRINT EDITION (AFTER THE EVENT)**
- ▶ **OUTPUTS FROM THE EVENT ON SOCIAL MEDIA – A PROMO FOR THE MAIN PARTNER (DURING / AFTER THE EVENT)**
- ▶ **PUSH NOTIFICATIONS IN THE EVENT APP FOR ALL LOGGED-IN EVENT PARTICIPANTS – 1**
- ▶ **VIDEO OUTPUTS FROM THE EVENT ON THE FORBES CZECH REPUBLIC YOUTUBE CHANNEL – MAIN PARTNER’S PROMO (AFTER THE EVENT)**
- ▶ **PUBLISHING OF A LOGO AND THE PARTNERSHIP STATUS WITHIN EACH PARTNER’S LOGO BANNER:**
  - THE START AND END OF THE EVENT
  - THE FORBES.CZ EVENT PAGE
  - OUR CONTENT TEAM’S PHOTO OUTPUTS FROM THE EVENT ON FORBES.CZ
  - IN THE PHOTO OUTPUTS FROM THE EVENT IN THE FORBES PRINT EDITION
  - THE INVITATION PROCESS (WITH THE EXCEPTION OF SAVE-THE-DATE COMMUNICATION)
- ▶ **THE OPTION OF PRESENTING PRODUCTS AT THE VENUE (DEPENDING ON THE VENUE’S POSSIBILITIES AND IN PROPORTION TO THE PARTNERSHIP TYPES – 5M<sup>2</sup>)**
- ▶ **THE OPTION OF SUPPLYING MATERIALS FOR THE EVENT’S ADVERTISING BAGS**

# BENEFITS: PARTNER

- ▶ **THE OPTION TO HAVE YOUR REPRESENTATIVES AT THE EVENT – 2 PERSONS**
- ▶ **A MENTION OF THE PARTNER BY OUR CONTENT TEAM IN PHOTO OUTPUTS FROM THE EVENT ON FORBES.CZ (AFTER THE EVENT)**
- ▶ **A MENTION OF THE PARTNER IN THE PHOTO OUTPUTS FROM THE EVENT IN THE FORBES PRINT EDITION (AFTER THE EVENT)**
- ▶ **OUTPUTS FROM THE EVENT ON SOCIAL MEDIA – PARTNER’S PROMO (DURING / AFTER THE EVENT)**
- ▶ **VIDEO OUTPUTS FROM THE EVENT ON THE FORBES CZECH REPUBLIC YOUTUBE CHANNEL – PARTNER’S PROMO (AFTER THE EVENT)**
- ▶ **PUBLISHING OF A LOGO AND THE PARTNERSHIP STATUS WITHIN EACH PARTNER’S LOGO BANNER:**
  - **THE START AND END OF THE EVENT**
  - **THE FORBES.CZ EVENT PAGE**
  - **OUR CONTENT TEAM’S PHOTO OUTPUTS FROM THE EVENT ON FORBES.CZ**
  - **IN THE PHOTO OUTPUTS FROM THE EVENT IN THE FORBES PRINT EDITION**
  - **THE INVITATION PROCESS (WITH THE EXCEPTION OF SAVE-THE-DATE COMMUNICATION)**
- ▶ **THE OPTION FOR PRESENTING PRODUCTS AT THE VENUE (DEPENDING ON THE VENUE’S POSSIBILITIES AND IN PROPORTION TO THE PARTNERSHIP TYPES – 2M<sup>2</sup>)**
- ▶ **THE OPTION OF SUPPLYING MATERIALS FOR THE EVENT’S ADVERTISING BAGS**

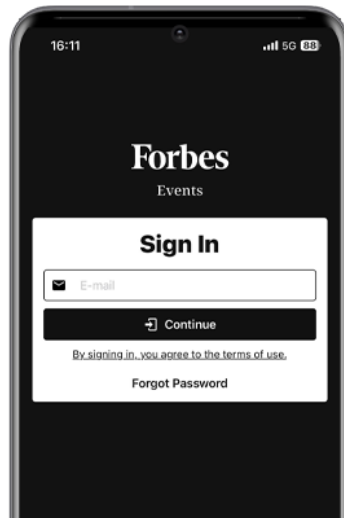
# BENEFITS:

## PARTNER ZONES

(FOR SELECTED EVENTS ONLY)

- ▶ **THE OPTION TO HAVE YOUR REPRESENTATIVES AT THE EVENT – 2 PERSONS**  
A MENTION OF THE PARTNER BY THE FORBES.CZ CONTENT TEAM
- ▶ **IN THE PHOTO OUTPUTS FROM THE EVENT ON FORBES.CZ**  
(AFTER THE EVENT)
- ▶ **OUTPUTS FROM THE EVENT ON SOCIAL MEDIA – PARTNER’S PROMO**  
(DURING / AFTER THE EVENT)
- ▶ **VIDEO OUTPUTS FROM THE EVENT ON THE FORBES CZECH REPUBLIC YOUTUBE CHANNEL – PARTNER’S PROMO**  
(AFTER THE EVENT)
- ▶ **THE OPTION OF PRESENTING PRODUCTS AT THE VENUE**  
(DEP. ON VENUE’S OPTIONS AND PROPORTIONATE TO PARTNERSHIP TYPES – 2 M<sup>2</sup>)

# FORBES EVENT APP



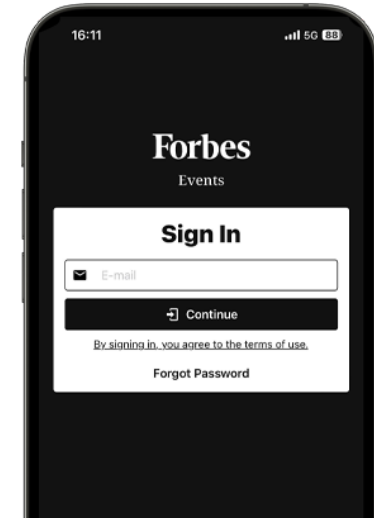
GOOGLE PLAY

We have our very own event application. In this app – which is also available over a web interface – guests can log in and see all the important information on the event and its speakers, program, and side program. Using this app, guests can jump into a discussion and ask speakers questions. They can also connect with each other. Guests who attend Forbes events regularly can find all our events here in one spot.

- partners' logo banners
- visibility for all the event's logged-in participants
- option for communication among event's logged-in participants
- option for communication with event's speakers (via Slido)
- program – speaker, topic, and moderator visibility
- exclusively: push notifications for all logged-in event participants:
  - General partner: 2 notifications per day
  - Main partner: 1 notification per day

Web version of the app:

[HTTPS://USER.HAPPENEE.COM](https://user.happenee.com)



APP STORE

# EVENT MODERATORS



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KRSTANOV**  
Forbes  
Editor-in-Chief



**IRENA  
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**KRISTÝNA  
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