



The American Chamber of Commerce in the Slovak Republic



Sponsorship, Advertising, PR & Advocacy Opportunities

Develop your visible footprint in the Slovak business environment!

Sponsorship Advertising PR

AmCham PATRON MEMBERS

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About AmCham Slovakia

AmCham - A VERY Active Chamber!

The American Chamber of Commerce (AmCham) was founded in 1993 in Bratislava as an independent and self-supporting organization, entirely dependent on contributions from its members. Currently, its membership has reached more than 310 international and Slovak companies, including many of the largest and important firms in Slovakia.

Its effort is to “build bridges” among businesses and help them fulfill their goals and missions much easier than on their own. AmCham contributes to the development of healthy business climate to improve conditions not only for its members, but also for other businesses operating in Slovakia. Its prestige, strong positions among other foreign chambers operating in Slovakia and the wide range of activities help all the AmCham members to become a vivid business partner at the Slovak market.

“...very soon after its establishment, the American Chamber of Commerce in SR (ACC) became the most active chamber in Slovakia with an impressive record of important activities. The ACC has been contributing not only to the unprecedented growth of our mutual trade and U.S. investment in Slovakia, but also to fostering a good business environment and a standard corporate culture in our country.”

Ján Kubiš, Minister of Foreign Affairs of the Slovak Republic

“For fourteen years, the American Chamber of Commerce in SR has been an important mediator in the field of trade development between the Slovak Republic and United States. AmCham helps to strengthen bilateral trade relations and contributes to the growth of American investments in Slovakia.”

Lubomír Jahnátek, Minister of Economy of the Slovak Republic

“We value American companies operating in Slovakia, because they significantly contribute to the GDP and employment growth. In addition, most companies that are members of the American Chamber of Commerce in SR have decent social policies.”

Emília Kršíková, State Secretary, Ministry of Labor, Social Affairs and Family of the Slovak Republic

AMCHAM'S THREE PILLARS

Throughout the past year, AmCham Slovakia has frequently shown that it is dedicated to serving its members through the support of its three main pillars: contacts, information and advocacy.

1) Contacts

AmCham members appreciate the access to a great variety of local and foreign business partners, clients, Slovak and American politicians and even other expatriates as well. AmCham organizes numerous regularly scheduled events throughout the year, including monthly Business Cocktails, Business Breakfasts and Roundtable Luncheons. By attending these events, members have an opportunity to obtain important contacts to facilitate their business activities and become more visible in the business environment.

2) Information

One of the most significant pillars of AmCham Slovakia is acting as a valuable, reliable and consistent source of a great variety of information. Our publications, including Connection magazine, the Membership Directory, Membership Benefits and Opportunities, Slovak Brochure, Annual Report, and the web site, are just some of the ways we provide information to our members.

3) Advocacy

The opportunity to be part of a powerful unified and representative voice is one of the advantages of AmCham membership. Through our committees, Task Forces and other advocacy efforts, AmCham members who share common interests, issues and challenges can approach the government or other appropriate authorities as a compelling, effective voice to support continual development of the business environment in Slovakia.



A “Win-Win” Invitation: Profit yourself through investing in others

AmCham provides the ideal marketing vehicle to promote your company’s brand awareness.

Throughout the year, AmCham Slovakia offers a variety of **events** that provide opportunities for member organizations to grow, connect, and get the word out about one another’s offers and services.

AmCham **publications** allow your company to communicate effectively with a readership base of top business executives, diplomats and politicians in Slovakia and abroad.

By providing financial and material support to the AmCham’s **Charity Drive Project**, your company can enhance its role of a responsible corporate citizen and help those in need.

AmCham **policy and advocacy efforts** provide your company with numerous opportunities to highlight your expertise, share best practices with other members, get access to high-level decision-makers, and directly influence legislative issues impacting your business activities.

The main benefits of your involvement in AmCham’s activities

- Gain exposure among the AmCham members
- Gain exposure in the media
- Meet and network with CEOs and decision-makers
- Highlight your company’s expertise
- Show your good corporate citizenship
- Directly inform and get feedback from business leaders in the Slovak community

The following pages provide information regarding the various events, publications, CSR project and advocacy efforts. We kindly request those companies interested in sponsorship, advertising PR and/or advocacy opportunities to contact the AmCham staff.

For information regarding
sponsorship at AmCham Events,
contact:

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For information regarding
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For information regarding the
Directory of Members, other
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IMPACT and POTENTIAL: The ECONOMIC Muscle of AmCham

The American Chamber of Commerce in the Slovak Republic continues its dynamic growth in size, strength and influence. With a base of some 310 member businesses, our representative weight has helped make us a respected partner to the Slovak government and many other political and business entities as we continue serving the business sphere.

Our members comprise many of the most significant players on the Slovak economic stage. They have seen their positive **economic impact** on the Slovak Republic rise exponentially, particularly when taking into consideration the extensive network of suppliers and business partners benefiting from the commercial activities of our members.

With the vigorous support of members representing such significant economic muscle, **AmCham Slovakia's activities** have increased substantially. Each year, we organize over 100 different events that have allowed us to become considerably more active in political, legislative and economic life throughout Slovakia - as evidenced by the recent opening of our office in Košice, the second-largest city in Slovakia.

A major factor in AmCham Slovakia's success is the continued expansion of our highest category of membership - the AmCham Slovakia **Patron Members** - an elite membership group which has leapt from 14 members in 2000 to a present high of 52. These companies have a significant economic position in Slovakia and aggressively support the Chamber's activities.

THE ECONOMIC IMPACT of AMCHAM SLOVAKIA: Beyond the Bottom Line

AmCham Slovakia is proud of its ability to have a positive impact on the economic environment of Slovakia through the dynamic potential of our members. AmCham Slovakia members include the key drivers - both international and domestic - behind the economic development of Slovakia. Our member investments and turnover are vital growth engines for macro-economic expansion in Slovakia, profiting not just business, but communities and individuals as well. This is an achievement far beyond the bottom line. Our success brings success to the nation.

IMPORTANT ECONOMIC FIGURES REGARDING AMCHAM SLOVAKIA

- Total annual turnover represented by AmCham members: 380 billion SK
- Number of employees in AmCham membership: 130,000 people
- Out of a total of 310 AmCham members, approximately:
 - 100 are subsidiaries of US companies
 - 120 are Slovak companies
 - 90 are multinational companies



AmCham's Business Events



Regular Business Breakfasts

Business Breakfasts are held at least once or twice a month. The aim of AmCham Business Breakfasts is to provide members the opportunity to meet and discuss current topics connected to the local business environment with business specialists, government representatives, VIP's, and other special guests. Business Breakfasts usually begin with an address by an invited speaker, and are followed by an opportunity for open discussion and Q&A. AmCham Business Breakfasts are open to both AmCham members and non-members, but AmCham members enjoy a discount.

Venue: Radisson SAS Carlton Hotel, Crowne Plaza Hotel, Danube Hotel and other.
Frequency: monthly
Duration: Approximately 2 hours
Average of Number of Participants: 50-60
Sponsorship Amount: usually 40,000 SKK

Breakfast usually starts 8:30 a.m. and lasts until 10:00 a.m. There are several ways in which your company can sponsor a Business Breakfast, ranging from full-financial sponsorship, to sponsoring through the provision of a topic or speaker or through a combination of both.



Sponsorship Benefits:

Presentation of your company before the event:

(name of your company goes out on invitations three times prior to the breakfast):

- 1st by regular mail to all AmCham members (10 -14 days before the event)
- Via e-mail as part of AmCham Monthly Calendar
- 2nd via e-mail as a reminder (two days before the event)
- 3rd as part of an announcement of your sponsored event on the AmCham website www.amcham.sk. Also, we offer the opportunity of placing a banner or the logo of your company along with the announcement on the AmCham website

Promotion of your company during the event:

- Through a brief introduction to your company at the start of the event
- Via a speech or presentation given by a representative or representatives of your company
- Via the prominent displaying of your logo at the event site
- Through your opportunity to display promotional materials at event location

Presentation after the event:

- AmCham Slovakia's popular monthly magazine Connection will feature pictures, explanatory text and your company's logo in an article covering your sponsored event. (Connection has a circulation of 1200 issues distributed not only to all of our members, but in the lobbies of hotels such as Radisson SAS Carlton, Crowne Plaza, and the Danube, in popular meeting places in the Bratislava old town, etc.)
- In a follow up report placed on the AmCham website www.amcham.sk

The usual cost of the AmCham Business Breakfast is 40,000 SKK.
 Sponsorship can also be split between two or more sponsors.

There are a two ways of meeting costs, depending on your company's type of sponsorship. They are:

- 1) A company' sponsors with full financial support. With a sponsor so doing, registered AmCham members and other AmCham non-members may attend the event with no entrance fee.
- 2) The sponsoring company can offer a topic and speakers for a business breakfast without sponsoring the event financially. In this case, registered AmCham members and AmCham non-members must pay an entrance fee.

Regular Business Cocktails

Venue: based on agreement with a sponsor company

Frequency: monthly or quarterly

Duration: Approximately 2 hours

Average Number of Participants: 120-150

Sponsorship Amount: usually varies from 120,000 to 140,000 SKK

AmCham Slovakia's Business Cocktails are monthly events for the general membership, business partners, and for other potential member contacts. These rather festive events offer our members an opportunity to enjoy time with their business partners in a relaxed, informal atmosphere. It is an excellent place for meeting new people, socializing, and obtaining new contacts. What's more, each cocktail can reflect the sponsoring company's own individual sense of style as events are held in a variety of locations, allowing for both a unique atmosphere and a varying range of refreshments.

AmCham Business Cocktails are open to both AmCham members and non-members.



Sponsorship Benefits:

Presentation of your company before the event:

(name of your company goes out on invitations three times prior to the breakfast):

- 1st by regular mail to all AmCham members (10 -14 days before the event)
- Via e-mail as part of AmCham Monthly Calendar
- 2nd via e-mail as a reminder (two days before the event)
- 3rd as part of an announcement of your sponsored event on the AmCham website www.amcham.sk. Also, we offer the opportunity of placing a banner or the logo of your company along with the announcement on the AmCham website

Promotion of your company during the event:

- Via a speech or a short presentation given by a representative of your company
- Through the prominent display of your logo
- Through promotional materials you place at the cocktail site

Presentation after the event:

- Through the next issue of Connection magazine featuring event pictures, your company's logo and article text capturing your successful event in summary. (Connection currently has a distribution of 1200 issues delivered to all of our members as well to the lobbies of hotels such as Radisson SAS Carlton, Crowne Plaza, and the Danube, and to popular meeting places throughout the city)
- Via pictures from your cocktail on the AmCham website: www.amcham.sk

The sponsorship cost depends on choice of venue, additional program, content of menu and drinks offered at the event. Estimate cost for regular business cocktail (excluding special requests of sponsor company) varies from 120 000 to 140 000 SKK. Sponsorship can also be split between two or more sponsors.

The AmCham Business Cocktail is a unique opportunity to invite and meet your clients and business partners in an informal atmosphere as well as to present your business to over 300 members of AmCham

AmCham Executive Business Club / For Those Who Lead!

The AmCham Executive Business Club comprises an exclusive group of chief executives of Corporate Patron and Corporate Permanent membership companies. The major purpose of its quarterly meetings is to create a top-level speaking forum for corporate leaders enabling them to discuss key business issues, exchange ideas and share insights in a relaxed and constructive atmosphere. The AmCham Executive Business Club is an added member benefit for the top level of membership, which already have and deserve more benefits, just as in any club with various levels of membership.

Venue: based on the agreement with a sponsor company

Frequency: quarterly

Duration: Approximately two hours

Average Number of Participants: 40-50

Sponsorship Amount: varies from 50,000 to 60,000 SKK

The AmCham Executive Business Clubs are open only to AmCham Patron and Permanent membership companies.



Sponsorship Benefits:

Presentation of your company before the event:

(name of your company goes out on invitations three times prior to the breakfast):

- 1st by regular mail to two selected Corporate Patron representatives and one Corporate Permanent representative (10 -14 days before the event)
- Via e-mail as part of AmCham Monthly Calendar
- 2nd via e-mail as a reminder (two days before the event)
- 3rd as part of an announcement of your sponsored event on the AmCham website www.amcham.sk. Also, we offer the opportunity of placing a banner or the logo of your company along with the announcement on the AmCham website

Promotion of your company during the event:

- Via a speech or a short presentation given by a representative of your company
- Through the prominent display of your logo
- Through promotional materials you place at the Executive Business Club site

Presentation after the event:

- Through the next issue of Connection magazine featuring event pictures, your company's logo and article text capturing your successful event in summary. (Connection currently has a distribution of 1200 issues delivered to all of our members as well to the lobbies of hotels such as Radisson SAS Carlton, Crowne Plaza and the Danube, and to popular meeting places throughout the city)
- Via pictures from your cocktail on the AmCham website: www.amcham.sk

The sponsorship cost depends on choice of venue and usually varies from 50,000 to 60,000 SKK. Sponsorship can also be split between two or more sponsors.

Previous Topics:

Upcoming Transition from the Slovak Crown to the Euro
Removing barriers in the Slovak capital market
Building Confidence in Europe

Digital Literacy in Slovakia
Current Trends in IT, Media and Telecom Market
Foreign Direct Investments in Slovakia



Seminars/ Conferences/Business Luncheons/Round Table Discussions

Venue: Radisson SAS Carlton Hotel, Crowne Plaza Hotel, Hotel Danube and others

Duration: Approximately 1 to 2 hours

Sponsorship Amount: approximately 30,000 SKK, depending on such variables as technical equipment used, number of people involved, and offered refreshments.

Seminars and Conferences are focused on specific issues and topics for a particular target audience. Featured speakers are usually international visitors, politicians, businesspersons, government representatives, diplomats, etc. Seminars and Conferences are organized on an irregular basis according to the schedule of the visiting guest or the requests of the sponsor or co-organizer. These events typically take place in the afternoon. The sponsoring organization or company can suggest a topic, help organize the seminar, arrange speakers, or share or cover the seminar costs.

AmCham Business Seminars/Conferences are open to both AmCham members and non-members, but AmCham members enjoy a discount.



Sponsorship Benefits:

Presentation of your company before the event:

(name of your company goes out on invitations three times prior to the breakfast):

- 1st by regular mail to all AmCham members (10 -14 days before the event)
- Via e-mail as part of AmCham Monthly Calendar
- 2nd via e-mail as a reminder (two days before the event)
- 3rd as part of an announcement of your sponsored event on the AmCham website www.amcham.sk. Also, we offer the opportunity of placing a banner or the logo of your company along with the announcement on the AmCham website

Promotion of your company during the event:

- Via a speech or a short presentation given by a representative of your company
- Through the prominent display of your logo
- Through promotional materials you place at the event site

Presentation after the event:

- Through the next issue of Connection magazine featuring event pictures, your company's logo and article text capturing your successful event in summary. (Connection currently has a distribution of 1200 issues delivered to all of our members as well to the lobbies of hotels such as Radisson SAS Carlton, Crowne Plaza and the Danube, and to popular meeting places throughout the city)
- Via pictures from your cocktail on the AmCham website: www.amcham.sk

An approximate cost for a single seminar of two hours is around 30,000 SKK, depending on such variables as technical equipment used, number of people involved, and offered refreshments. Sponsorship can also be split between two or more sponsors.

AmCham Human Resources Conference

The AmCham Human Resources Conference is held annually in October and takes place in Bratislava. The conference gives the attendees an excellent opportunity to learn about new trends in the world of Human Resources. AmCham Human Resources Conference hosts not only HR professionals from Slovakia, but also international professionals, giving the conference a certain regional approach.

Venue: Radisson SAS Carlton Hotel or other hotel
Frequency: Annually in October
Duration: from 8:30 a.m. to 5 p.m.
Average of Number of Participants: 100
Sponsorship Amount: approximately 140,000 SKK

AmCham Human Resources Conferences are open to both AmCham members and non-members, but AmCham members enjoy a discount.



Sponsorship Benefits:

Presentation of your company before the event:

(your logo on invitations goes out three times):

- 1st by regular mail to all AmCham members and non-members (10 -14 days before the event)
- Simultaneously via e-mail (10 - 14 days before the event)
- 2nd via e-mail as a reminder (three days before the event)
- 3rd as part of an announcement of your sponsored event on the AmCham website www.amcham.sk. Also, we offer the opportunity of placing a banner or the logo of your company along with the announcement on the AmCham website for one week before the event

Promotion of your company during the event:

- Via a speech or a short presentation given by a representative of your company
- Through the prominent display of your logo
- Through promotional materials you place at the Human Resources Conference site
- Placing company logo on the invitations and other promotional materials that are distributed to all participants of the conference

Presentation after the event:

- Through the next issue of Connection magazine featuring event pictures, your company's logo and article text capturing your successful event in summary. (Connection currently has a distribution of 1200 issues delivered to all of our members as well to the lobbies of hotels such as Radisson SAS Carlton, Crowne Plaza, and the Danube, and to popular meeting places throughout the city)
- Via pictures from your event on the AmCham website: www.amcham.sk

The sponsorship cost is approximately 140 000 SKK.
 Sponsorship can also be split between two or more sponsors.



AmCham Job & Internship Fair

Venue: Large conference center or other venue in Bratislava and Košice
Frequency: Annually (in the spring)
Duration: from 9 a.m. to 5 p.m.
Average of Number of Participants: 900-1000

The AmCham Internship and Job Fairs in Bratislava and Košice opens doors for recruiting efforts across Slovakia. For recruiting companies looking to fill their needs, AmCham brings in the talent, providing access to qualified applicants looking for work. For professional job seekers, AmCham brings together many of the top international and local companies in one location, providing convenient access to some of the most desirable places to work. In addition to full-time additions to the team, companies can also

seek interns - a temporary position within a company to provide training and exposure to a potential job candidate. The companies get to "test-drive" applicants, their abilities, skills and competence to help ensure the perfect fit. The students get to utilize their acquired skills, develop interviewing and job seeking experience and use their education in the business world.



Sponsorship Benefits:

Companies can benefit from the Job and Internship Fair by:

- Professional exposure and promotion in the business community and across Slovakia
- Recruiting soon-to-be and recent graduates from Universities across Slovakia
- Securing of innovative and dynamic minds of Slovakia's latest crop of future professional leaders
- Familiarizing future employees with company standards, needs, offerings and expertise

LEVELS OF PARTICIPATION: (for participation either in Bratislava or Košice)

* For participation in both Job Fairs in Bratislava and Košice.

- Level One PARTICIPANTS:** **20,000,-Sk** ***35,000,-Sk**
 - A b/w profile page in the official booklet for the event
 - Posters with company name placed at all campuses and dormitories
 - Press releases to all major media
 - A booth (2 x 2 m) with a table for company representatives and information
 - Lunch for two company representatives
- Level Two PARTICIPANTS:** **30,000,-Sk** ***50,000,-Sk**
 - Two b/w profile pages in the booklet
 - Company name in all promotional materials and ads
 - Choice of booth location at the event
 - Internet link to your company web site from the developed website promoting the event
 - Mention in article in AmCham's Connection Magazine
 - Lunch for four company representatives
- Level Three PARTICIPANTS:** **45,000,-Sk** ***75,000,-Sk** (limited to 8 companies)
 - Includes all of the above plus:
 - Opportunity to give a company presentation
 - First choice of booth at the event
 - Cover page logo on booklets and all advertisements, plus...
 - One half page of color or full page in B/W advertisement

AmCham Member Trips & Tours

From time to time, AmCham organizes Business Trips & Tours for its members to offer the AmCham community an opportunity to learn more about the important industrial parks and other industrial sites around Slovakia. Tours are planned as a day long trips accompanied with lunch. Financial sponsorship depends on the destination and number of people attending the event. Sponsors are usually asked to cover the transportation expenses and the costs for luncheons or business cocktails. In addition to the Member Tours, which take place in the Slovak Republic, AmCham Slovakia also provides its members with the opportunity to sponsor international trips and tours.

The estimated cost ranges from 30,000 to 40,000 SKK.



Sponsorship Benefits:

Presentation of your company before the event:

(your logo on invitations goes out three times):

- 1st by regular mail to all AmCham members (10 -14 days before the event)
- Simultaneously via e-mail (10 - 14 days before the event)
- 2nd via e-mail as a reminder (on the day of the event)
- 3rd as part of an announcement of your sponsored event on the AmCham website www.amcham.sk together with a brief profile of your company

Presentation after the event:

- Through the next issue of Connection magazine featuring event pictures, your company's logo and article text capturing your successful event in summary. (Connection currently has a distribution of 1200 issues delivered to all of our members as well to the lobbies of hotels such as Radisson SAS Carlton, Crowne Plaza and the Danube, and to popular meeting places throughout the city)

The estimated cost ranges from 30,000 to 40,000 SKK.

AmCham Regional Door Knock Trip to Washington, D.C.

In November 2005, a strongly representative delegation of AmCham members from Hungary, Romania and Slovakia had a unique opportunity experience Washington, D.C., up close and personal, when they called on representatives of a host U.S. and foreign government and business related institutions in the first jointly organized **AmCham Regional Door Knock Trip to Washington, D.C.** This Door Knock Trip was aimed at strengthening business relationships between the U.S. and Central and Eastern Europe and promoting bi-lateral trade and mutual understanding. As a result of the regional nature of the trip, participants were able to meet political and business leaders from all the countries represented on the lobbying mission.

AmCham Member Tour to Brussels

In 2005 and 2006, the AmCham office provided its members with the opportunity to experience the atmosphere of the second largest lobbying center in the world, by organizing an **AmCham Member Tour to Brussels**. In 2006, we joined forces with the American Chamber of Commerce in Hungary, and managed to pull together a full, two-day program, which included meetings with the Slovak Permanent Representation to the EU, the American Chamber of Commerce to the EU (AmCham EU), EU Commissioners and their cabinets, representatives of the Directorate General (DG) for Regional Policy as well as DG Competition and a strong line-up of the Slovak Members of the European Parliament. AmCham hopes that the program was interesting and relevant for all participants.



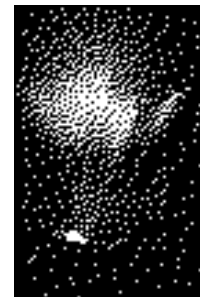
AmCham's Social Events



4th of July / Independence Day Celebration

Since 1994, AmCham Slovakia has set the pace for celebrating the Spirit of Independence with the annual U.S. Independence Day Celebration. With an attendance typically escalating over 800 people, the atmosphere is charged with crowds of friends, down-home music, the smells and taste sensations of the best of American grill and picnic fare, dancing, games and competitions for the kids, a traditional American parade and, of course, the explosive riot of noise and color of the traditional fireworks display. Held in the spacious grounds of Bratislava Castle and featuring a mock-up of an Old West town, the AmCham Independence Day celebration is a unique blend of the best of the old and new worlds as Americans come together with their international friends in Slovakia to celebrate the gift of freedom.

Venue: Bratislava Castle Ground
Frequency: Annually, end of June or beginning of July
Duration: From 5 p.m. to 1 a.m.
Average of Number of Participants: 800



Sponsorship Benefits:

MAIN SPONSOR: Contribution of 500,000 SKK

or

FOUR BIG WILD WEST SPONSORS: Contribution of 150,000 SKK

- 60 complimentary tickets to the Independence Day Celebration
- Acknowledgement of your sponsorship on stage at the event
- Placing logo on the invitations, tickets and media
- Presentation of the company's logo in the parade
- Possibility to participate as a company in the traditional parade
- Acknowledgement of your sponsorship in the "AmCham Times" that will be distributed during the event
- Announcement of your sponsorship in the AmCham magazine "Connection"
- Announcement of your sponsorship on our Web site
- Announcement of your sponsorship on the display board at the celebration site

WILD WEST SPONSOR: Contribution of 60,000 SKK

- 20 complimentary tickets to the Independence Day Celebration
- Acknowledgement of your sponsorship on stage at the event
- Presentation of the company's logo in the parade
- Possibility to participate as a company in the traditional parade
- Acknowledgement of your sponsorship in the "AmCham Times" that will be distributed during the event
- Announcement of your sponsorship in the AmCham magazine "Connection"
- Announcement of your sponsorship on our Web site
- Announcement of your sponsorship on the display board at the celebration site

GENERAL SPONSOR: Contribution of 30,000 SKK

- 10 complimentary tickets to the Independence Day Celebration
- Acknowledgement of your sponsorship in the "AmCham Times" that will be distributed during the event
- Announcement of your sponsorship in the AmCham magazine "Connection"
- Announcement of your sponsorship on our Web site
- Announcement of your sponsorship on the display board at the celebration site



Thanksgiving Gala Charity Dinner

Venue: Congress venue or hotel premises
Frequency: Annually fourth weekend of November
Duration: From 6 p.m. to 2 a.m.
Average of Number of Participants: 400

Since 1993, AmCham Slovakia hosted the Thanksgiving Gala Charity Dinner. The event has become an eagerly anticipated tradition among the international community in Bratislava. This festive event brings together local and international business leaders, a variety of AmCham members, representatives of the Slovak Government, special guests from abroad and locals just looking for fantastic food, premier entertainment and an all-

around good time. The Gala Thanksgiving dinner is the annual reunion of good friends, the meeting of new ones and, in all ways, simply a great evening out.

The AmCham Thanksgiving Gala Charity Dinner is open to both AmCham members and non-members, but AmCham members enjoy a discount.



Sponsorship Benefits:

DIAMOND SPONSOR: CONTRIBUTION OF 200 000 SK

(Limited to an exclusive number of companies; this level of sponsorship is open for bids)

- Two tables, each for 10 people, with your corporate logo/name in the VIP area indicating your role as a Diamond Sponsor
- 20 complimentary tickets to the event
- Your logo on all materials related to the event (invitations, ads in newspaper, posters etc.)
- Your logo on the tables
- Your logo on the display screen on the stage during the event
- Acknowledgement of your sponsorship on stage at the event
- An announcement of your sponsorship in the AmCham newsletter "Connection"
- An announcement of your sponsorship on our Web-site

GOLDEN SPONSOR: CONTRIBUTION OF 70,000 SK

- A table for 10 with your corporate logo/name indicating your role as a Golden Sponsor
- Ten (10) complimentary tickets to the event
- Mention in all media promotions
- Mention as a sponsor in the AmCham Connection magazine after the event
- Mention as a sponsor on the AmCham web page
- Display of company logo as a Golden Sponsor on the display screen

SILVER SPONSOR: CONTRIBUTION OF 35,000 SK

- Four (4) complimentary tickets to the event
- Mention in the AmCham Connection magazine after the event
- Mention as a sponsor on the AmCham web page
- Display of company logo as a Silver Sponsor on the display screen

BRONZE SPONSOR: CONTRIBUTION OF 15,000 SK

- Two (2) complimentary tickets to the event
- Mention in the AmCham Connection magazine after the event
- Mention as a sponsor on the AmCham web page
- Display of company logo as a Bronze Sponsor on the display screen



The American Chamber of Commerce in the Slovak Republic

Founded in 1993, the American Chamber of Commerce (AmCham) in Bratislava is an independent and self-supported organization, relying entirely on contributions from its member companies. Fourteen years after, this membership has grown to more than 310 international and Slovak companies, including a majority of the largest and most important firms in Slovakia.

- Total annual turnover represented by AmCham members: 380 billion SK
- Percentage of Slovakia's GDP represented by AmCham: approx. 20%
- Number of employees in AmCham membership: 130,000 people
- Out of a total of 310 AmCham members, approximately:
 - 100 are subsidiaries of US companies
 - 120 are Slovak companies
 - 90 are multinational companies

The reason AmCham exists is to help member companies achieve their business goals through the building of a network of bridges among and between its members, the local and international business communities and the leading local and international political bodies. In forming such a web of contacts, AmCham contributes not only to the development of a healthy business climate and improved business for its members, but also for the many other businesses operating in Slovakia as well.

Throughout the past year, AmCham Slovakia has frequently shown that it is dedicated to serving its members through the support of its three main pillars: contacts, information and advocacy.

■ Contacts

AmCham members appreciate the access to a great variety of local and foreign business partners, clients, Slovak and American politicians and even other expatriates as well. AmCham organizes numerous regularly scheduled events throughout the year, including monthly Business Cocktails, Business Breakfasts and Roundtable Luncheons. By attending these events, members have an opportunity to obtain important contacts to facilitate their business activities and become more visible in the business environment.

■ Information

One of the most significant pillars of AmCham Slovakia is acting as a valuable, reliable and consistent source of a great variety of information. Our publications, including Connection magazine, the Membership Directory, Membership Benefits and Opportunities, Slovakia Brochure, Annual Report, and the web site, are just some of the ways we provide information to our members.

■ Advocacy

The opportunity to be part of a powerful unified and representative voice is one of the advantages of AmCham membership. Through our committees, Task Forces and other advocacy efforts, AmCham members who share common interests, issues and challenges can approach the government or other appropriate authorities as a compelling, effective voice to support continual development of the business environment in Slovakia.

American Chamber of Commerce in SR
Crowne Plaza Bratislava
Hodžovo námestie 2
816 25 Bratislava
Slovak Republic

Tel.: (421-2) 5484 0634
Fax: (421-2) 5484 0535
E-mail: amcham@amcham.sk
Web: www.amcham.sk

Come join us! We're making things happen!



AmCham's CSR Project



AmCham Thanksgiving Charity Drive

In the spirit of “giving thanks” and with a desire to show support for the community in which we live, AmCham has held the Annual Thanksgiving Fund-Raising Drive since 1994.

In order to help make our Fund-Raising Drive a success and to achieve the highest possible good, we look to our members for their financial and material support.

The suggested **contribution** for corporate members is 30,000 SKK and for individual members 5,000 SKK. Of course, all contributions of any size are greatly appreciated.

Frequency: Annually in November



Sponsorship Benefits:

- All donors are recognized in AmCham’s Connection magazine
- All donors are announced at the Annual Thanksgiving Gala Charity Dinner featuring the Charity Drive
- All donors are mentioned in press releases sent out to Slovak media
- All donors are identified at an event organized by AmCham to announce the results of the Charity Drive

The non-profit organizations that received funds in 2007 for their projects include:

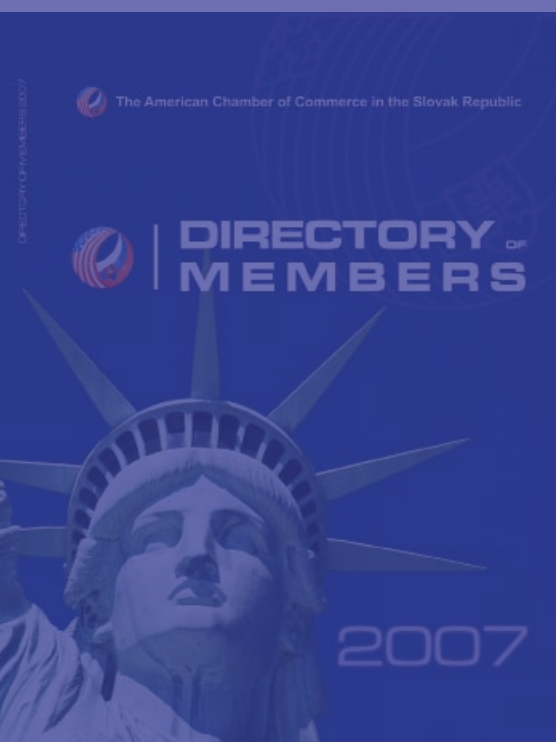
“Cardo” Civil Association, Bratislava	28 500,-
Children’s Hospital in Košice	200 000,-
“Dživipen Život” Association, Banská Bystrica	150 000,-
“Dúha” Crisis Center, Bratislava	100 000,-
J. Murgaš Foundation, Bratislava	150 000,-
Krista Veľkňaza Institute, Žakovce	100 000,-
Medzi nami” Civil association, Bratislava	100 000,-
Memory Foundation, Bratislava	40 000,-
“Slatinka” House of Social Services, Lučenec	130 000,-
“Svetluška” House of Social Services, Senica	100 000,-
Mother Theresa Missionaries of Charity, Bratislava	20 000,-

Amount distributed in Charity Drive (in Sk):

1998	1999	2000	2001	2002
350 000	360 000	505 000	577 500	680 000
2003	2004	2005	2006	2007
835 000	757 000	725 000	1 025 000	1 118 500

Criteria for Recipient Selection:

- AmCham actively seeks applications by asking its members for recommendations; Needy charity organizations can apply themselves as well.
- Throughout the year, AmCham collects the applications, which are filed for Consideration.
- Each application needs contain a specifically identified project with projected financial support requested.
- AmCham accepts only those applications that will help people in real need, or which will dramatically increase their standard of living.
- AmCham consults with other NGOs who work with charities and similar projects – the International Women’s Club and Emília Kováčová Foundation.
- AmCham carefully seeks and considers references
- AmCham focuses on distributing the money throughout Slovakia, not only in Bratislava.
- A proposal is made for the AmCham Board of Directors meeting.



AmCham's Publications

AmCham CONNECTION magazine

The AmCham "Connection" Magazine is the official monthly publication of the American Chamber of Commerce in the Slovak Republic. According to the AmCham Membership Survey, "Connection" is one of the most appreciated services that AmCham members regularly use.



General information and readership:

Connection is distributed to over 310 AmCham members, political and diplomatic authorities, foreign companies, Bratislava's largest hotels, international organizations and embassies in Slovakia, sister chambers of commerce in Europe and the headquarters of the American Chamber of Commerce in Washington D.C. Other recipients include attendees of all AmCham events. The total print run of *Connection* is 1,200 copies.

Content:

This full color, business-oriented publication in English, with its professional layout, was first published in 1996. It has gradually become a respected and highly regarded source of information for managers, decision-makers, and economic, political and diplomatic elites, due to its focus on topics that are of crucial interest to this community.

Every issue focuses on one basic topic/cover story. Topics covered in the last year include SMEs, Slovakia's Competitiveness, Education, Intellectual Property Rights, Finance and Banking, Travel and Tourism, Information and Telecommunications Technologies, Human Resources, Corporate Governance and Corporate Social Responsibility. Articles on international and domestic economic topics are prepared by specialists on economic, political, legislative, and social issues, providing deep insight and respectful views and opinions.

The editorial content also includes many other sections and special interest columns – Letter to Members, up-to-date Member News, list of current AmCham members and profiles of new members, legislative and policy updates, and interviews with business representatives, decision-makers and experts. The magazine also includes reports from events organized by the AmCham office in Bratislava and the AmCham office in Košice.



Promote your company through AmCham “Connection” magazine

Expert Article:

Article written by a company expert on a particular topic; companies should not explicitly promote their activities, products or services

- app. 800 words – 1 page or 1600 words – 2 pages, including figures, schemes, pictures; free of charge

PR Article:

Article promoting a particular company, its activities, products or services

- 800 or 1600 words, including pictures; price: SKK 10.000,- per page

PR Interview:

Interview with company CEO, new partner, or other relevant company representative

- 800 or 1600 words, 4 to 7 questions, including photography and pictures; price: SKK 10.000,- per page

Member News:

Short press release with company news

- 150-200 words; AmCham members only - free of charge

Advertisements:

Different forms, such as one page full color advertisement, flyer inserted in the magazine, band wrapped around the magazine. For prices see below.

Connection Advertising for AmCham Members

(Non-Members add 25%)

SKK	4-color single	4-color 5 issues	4-color 10 issues	black&white single	black&white 5 issues	black&white 10 issues
back cover	35 000	160 000	300 000	17 000	80 000	150 000
inside cover	30 000	140 000	260 000	15 000	70 000	130 000
centrefold	60 000	275 000	520 000	30 000	140 000	260 000
full page	20 000	95 000	180 000	10 000	45 000	85 000
1/2 page	10 000	45 000	85 000	5 000	24 000	45 000
1/4 page	8 000	36 000	70 000	4 000	19 000	35 000

We offer various opportunities for an insert:

Band – advertisement in the form of a band wrapped around the magazine

Postcard – inserted advertisement in the form of a postcard, which can be a “tear-out” and used for mailing

Sticker – advertisement in the form of a sticker inserted into the magazine.

We also include your **one page flyer** in the mailing of AmCham *Connection* magazine for 10,000 Sk.

Clients are responsible for design of advertisements, and materials must be submitted in electronic form according to these specifications: PDF file in press quality. Please enclose proof of the ad.

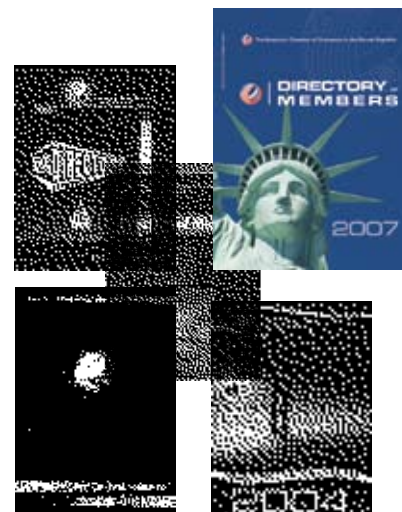
To reserve your space, call AmCham at 02/54 64 05 34, e-mail: connection@amcham.sk

AmCham DIRECTORY OF MEMBERS

In 2003, AmCham began the initiative of publishing the annual "Directory of Members". The publication is a valuable information source for all the AmCham members as well as for other business entities operating both in Slovakia and abroad. One of the purposes of publishing the "Directory of Members" is to further increase membership benefits through providing our members more comprehensive and detailed information about one another and other important professional business connections. This will hopefully enhance networking opportunities within AmCham membership as well as improving image building of individual members within general membership as well.

The "Directory of Members" contains detailed descriptions of the primary business activities of all member organizations and individuals. All members have an opportunity to write a 100 word description of their core business activities together with contact information. In addition, the company profile may contain an overview of the company, the industry strength, objectives and future plans. The presentation space of every member company will include the present address, telephone and fax number, email and name(s) of the contact person or persons.

One extra benefit of the publication concerns the AmCham Patron Members in particular. Other than their company profile, Patron logos will be published on a special page. Moreover, the "Directory of Members" contains information on AmCham Slovakia, its services, activities and contact information. The directory also contains information about other AmChams within Europe, statistical data on Slovakia and lists of representatives of Slovakia in the United States and of the United States in Slovakia.



The Annual Directory of Members:

- Comprehensive listing of AmCham Members
- Contact information, contact persons, business description of activities of member companies
- Information on AmCham Slovakia
- Contact information for AmChams throughout Europe
- General Information, basic economic and statistic data on Slovakia
- Listing of representation of Slovakia in the USA and of USA in Slovakia
- Free to all members of AmCham Slovakia

Advertising Opportunities:

	4 Colors	Black & White
1/4 page (90 x 130mm)	11 000	7 000
1/2 page (185 x 130mm)	20 000	11 000
Full page (210 x 297mm)	30 000	20 000
Inside Cover	40 000	-
Back Cover - inside	40 000	-

* all listed prices do not include VAT

For any questions concerning content or space for advertisements, please send e-mail inquiry to Patrik Tomeš (patrik@amcham.sk).

Official Website of AmCham Slovakia

AmCham SR launched a new website in early 2007 as an improved service for all AmCham members. The website serves as an effective tool of communication for the AmCham office with its member companies, and other entities, as it



contains updates on news and activities of the Chamber and developments in Slovakia in general. We hope that all information and contacts are easily accessible to the business community.

Take advantage of a great opportunity to increase your company awareness in the business community through advertising on **www.amcham.sk**. By the advertising on **www.amcham.sk**, AmCham offers an effective way - at very favorable costs - to reach an influential target audience and potential clientele or business partner.

Connection Magazine

- Monthly update of major articles from the most recently published issue
- Link to general information from Connection, plus an Archive with articles from past issues

Upcoming Events

- Ad hoc updates of the AmCham Calendar with upcoming events
- Information on all planned events and event registration
- Link to Gallery of Past Events with pictures and speakers' presentations

Membership Information

- Includes profiles of new AmCham members and a list of all current AmCham member companies
- Monthly updates of the Member News section

Policy Updates

- Overview of current or recent AmCham policy activities with AmCham Legislative and Policy Updates (bi-weekly e-mail news), various Committee and Task Force updates, recently released policy briefs and position papers, and other documents for downloading

AmCham News

- Ad hoc information on significant AmCham activities

News Slovakia

- Daily update of news related to economic and political happenings, foreign direct investments, and conditions of doing business in Slovakia – this service is provided in cooperation with the SITA online service

Membership Area

- All AmCham members have a login name and password for the "Members Only Area". The password allows any of AmCham member to access information regarding AmCham member companies, complete committee reports, etc.

Advertising Opportunities:

	7 days	14 days	1 month
CENTRAL BANNER 468x60px	5 000	10 000	20 000
LEFT BANNER 130x50px	2 500	5 000	10 000

* all listed prices do not include VAT



amcham exclusive service providers

AmCham is truly grateful for its Exclusive Service Providers, which support AmCham in various ways. All of the Exclusive Service Providers offer certain services at no cost to AmCham.



Entrans provides AmCham with translation services



PricewaterhouseCoopers provides auditing



Wiktor Leo Burnett



Gratex International maintains the official AmCham web site

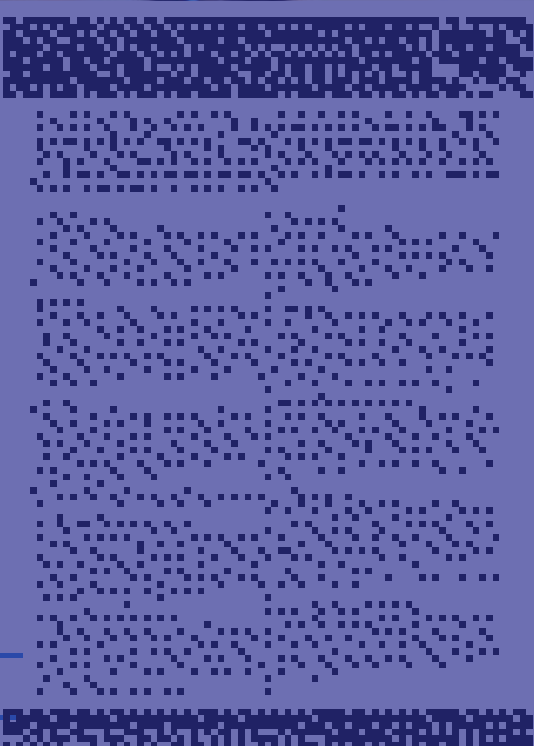


Xerox assists with printing AmCham invitations

Wiktor Leo Burnett provides AmCham with graphic design of Connection cover page



AmCham Advocacy Efforts



AmCham Advocacy Efforts

- Are any current legislative issues impacting your business activities?
- *Do you feel you can enhance your lobbying efforts by more intensively cooperating with other companies?*
- Do you want to share expertise and learn from other members' best practices?
- *Would you like to meet high-level officials or experts from the public sector, and make your voice heard by relevant decision-makers?*

Come and join the activities of AmCham's committees and task forces! Help initiate new advocacy efforts! Make an impact on the Slovak business environment!

Increase your impact and visibility through AmCham's advocacy efforts!

How can you participate on the AmCham advocacy activities?

Pro-active approach: As soon as you identify a regulatory /policy/ legislative issue which has an impact on your business activities, contact the AmCham Policy Team (policy@amcham.sk) and initiate a new advocacy effort.

Active approach: Monitor the Policy Updates section at the AmCham website and/or AmCham e-mail updates (including the Bi-weekly Policy and Legislative Update) and join the ongoing AmCham Committees, Task Forces and ad hoc initiatives. For more information contact the AmCham Policy Team at policy@amcham.sk.

Participation in AmCham Slovakia's advocacy efforts provides a unique and exciting opportunity to be part of a powerful, unified and representative voice. It is one of the true advantages of AmCham membership. Through our Committees, Task Forces and other advocacy efforts, AmCham members who share common interests, issues and challenges can approach the government or other appropriate authorities as a compelling, effective voice to support the continual development of the business environment in Slovakia. AmCham advocacy activities include:

1. Monitoring and Issue Identification
2. Providing Information
3. Providing Access to Decision-Makers
4. Sharing Ideas, Best Practices and Commenting on Legislation
5. Advocating Business Interests Vocally

Main Benefits

Increased visibility in the Slovak business community:

- a) CEOs and company experts participating in AmCham advocacy efforts are frequently invited to be main speakers or panel speakers at AmCham events or recommended as speakers or guests of other events
- b) quotes, articles, interviews and special features on AmCham's advocacy efforts are regularly published in the AmCham Connection magazine
- c) pictures and quotes of Committees' Chairs and Vice-Chairs/leaders of AmCham's advocacy efforts are published in the AmCham Directory of Members and Annual Report
- d) leaders of successful advocacy efforts are acknowledged at the AmCham General Assembly

Access to relevant decision-makers:

While building of relationships remains an important element of all professional public affairs activities, many companies are well aware of the fact that it is rather difficult for an individual company to get personal access to high-level policy-makers and regulators. Using the advantage of AmCham's economic strength and representative character, our Chamber is able to provide its member companies with a number of meetings with Slovak Government representatives, members of the Slovak Parliament, heads of state agencies, European Commission representatives, Members of the European Parliament, and a vast number of well-known experts and legislators.





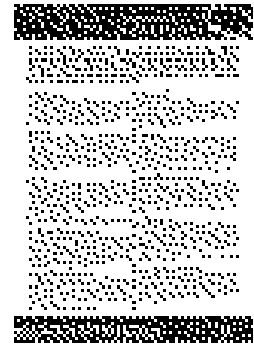
Sharing of information, expertise and best practices:

- Through its Committees and Task Forces, AmCham strives to provide a unique platform for sharing best practices and supplying its member companies with useful information and advice in a particular area. In order to share ideas and strategies for dealing with common business-related concerns, some committees actively cooperate with other AmChams in the region, various business associations in Slovakia and individual experts. At times, the Committees and Task Forces cooperate directly with the Slovak government on drafting new legislation.



Direct impact on the legislative process in Slovakia:

- AmCham comments and position statements on various issues are often considered by the decision-makers and incorporated in the legislation – for example, see the AmCham lobbying success story below:



AmCham Lobbying in Practice: Our Involvement in the Labor Code Revision

August 2006	• Government Program: Labor Code Revision is one of the main priorities
September 2006	• AmCham forms the Labor Law Task Force , and holds a series of meetings with relevant experts, think tanks, other business associations (coordination of AmCham efforts with the National Union of Employers - RUZ)
September 2006 - February 2007	• The Ministry of Labor, Social Affairs and Family of SR prepares draft of the revised Labor Code
October 2006	• AmCham Connection magazine conducts inter-view with Labor Minister Viera Tomanova
December 2006	• Minister Tomanova attends the AmCham Charity Drive Breakfast and accepts invitation for a meeting with AmCham representatives
February 2007	• AmCham top representatives discuss the draft Labor Code proposal with Minister Tomanova at a round-table meeting hosted by the US Ambassador in SR
February - April 2007	• Labor Code Proposal of the Ministry of Labor is submitted to the interdepartmental review
March 2007	• AmCham submits 38 comments on the Labor Ministry proposal
	• The Ministry of Labor holds negotiations with Tripartite partners and other stakeholders
	• State Secretary Krsikova requests a meeting with AmCham in order to discuss Am-Cham comments
April 2007	• AmCham meets Prime Minister's Economic Advisor. PM's Advisor subsequently provides AmCham with a macroeconomic analysis on the impact of the proposed Labor Code
	• AmCham formulates a more general version of its Position Statement and launches a joint initiative of eight foreign chambers of commerce in Slovakia, joint press conference is held in time before the relevant government session
May - June 2007	• The Slovak Government adopts the draft of the revised Labor Code, approximately 30 per cent of AmCham comments are partly or fully incorporated in the new version of the draft law
	• AmCham conducts individual meetings with twelve key members of the Slovak Parliament (leader of the strongest parliamentary political party, chair of the sponsoring committee, experts, rapporteur)
	• The government proposal is discussed in the Slovak Parliament
June - July 2007	• Parliament adopts the revised version of the Labor Code , legislation is subsequently signed by the President
September 2007	• The new Labor Code enters into force

Media exposure:

- AmCham members, who actively participate on or lead the AmCham policy and advocacy initiatives can enjoy increased media exposure through quotes, articles and interviews in the major print and electronic media in Slovakia; at times, they are asked to represent AmCham at policy-related Press Conferences

Costs: No financial support required – AmCham policy and advocacy efforts are based on voluntary involvement of interested AmCham members.



The American Chamber of Commerce in the Slovak Republic

The American Chamber of Commerce in the Slovak Republic was established in 1993 in Bratislava, capital of the Slovak Republic. AmCham Slovakia is currently one of the largest and most active foreign Chambers of Commerce in the Slovak Republic.

The American Chamber of Commerce in the Slovak Republic continues its dynamic growth in size, strength and influence. With a base of some 310 member businesses, our representative weight has helped make us a respected partner to the Slovak government and many other political and business entities as we continue serving the business sphere.

THE ECONOMIC IMPACT of AMCHAM SLOVAKIA: Beyond the Bottom Line

AmCham Slovakia is proud of its ability to have a positive impact on the economic environment of Slovakia through the dynamic potential of our members. AmCham Slovakia members include the key drivers - both international and domestic - behind the economic development of Slovakia. Our member investments and turnover are vital growth engines for macro-economic expansion in Slovakia, profiting not just business, but communities and individuals as well. This is an achievement far beyond the bottom line. Our success brings success to the nation.

IMPORTANT ECONOMIC FIGURES REGARDING AMCHAM SLOVAKIA

- Total annual turnover represented by AmCham members: **380 billion SK**
- Number of employees in AmCham membership: **130,000 people**
- Out of a total of **310 AmCham members**, approximately:
 - 100 are subsidiaries of US companies
 - 120 are Slovak companies
 - 90 are multinational companies

AmCham is dedicated to serving all of its members - large or small whatever their line of business.

So why not join AmCham?

**Crowne Plaza
Hodžovo námestie 2
816 25 Bratislava
Slovak Republic**

**Tel: (4212) 5464 0534
Fax: (4212) 5464 0535
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