

AURORA • LIVE

# *Annual Collaboration Packages*

*Effective Annual Collaboration For  
Access To Key Executives Across Europe*



*Our long-term partners value our service for the direct and immediate access to their most valuable potential buyers. There is no waiting, no cold calling, no time wasted on chasing ultimately fruitless leads – as soon as you sign up, you will see meetings with real decision makers in your calendar. Due to this, we are an integral part of their business growth strategy.*

No matter what *your growth objectives* are –  
*we can support you:*



***Branding & Positioning***  
Showcase your expertise to the executives who matter



***Current Account Nurturing***  
Deepen relationships and reach new stakeholders



***Market Expansion***  
Expand your network and boost market visibility



***New Business Leads***  
Generate conversations that feed your pipeline



***Growth Speed & Competitiveness***  
Connect with leaders driving your growth plans



***Sales Resource Shortage***  
Extend your reach without adding headcount



***Product or Service Launch***  
Update your target audience on what's new



***Market Research***  
Test your offering across markets and verticals

# Service Overview

## 12,000+ EXECUTIVES

*Invitation Only* from the *Largest Organizations*



### QUALIFICATION



Key decision-makers or influencers



Willing to share these with their peers, with us and with potential partners



Have identified clear interests and challenges

*Interest areas and research are gathered in personal profiles of the executives*



### Networking

- ◆ Exclusive Dinner Events
- ◆ Large Conference Events
  - ◆ Used for engaging with new and current customers in person



### Meeting

- ◆ 1-to-1 Meetings with Selected Executives
- ◆ 6 to 10 1-to-1 Meetings per Partner representative per month
- ◆ Used for effectively meeting new and current customers



### Positioning

Keynote Speaker ◆ Round Table Expert ◆ Logo Visibility

# Who Is In Our Network?

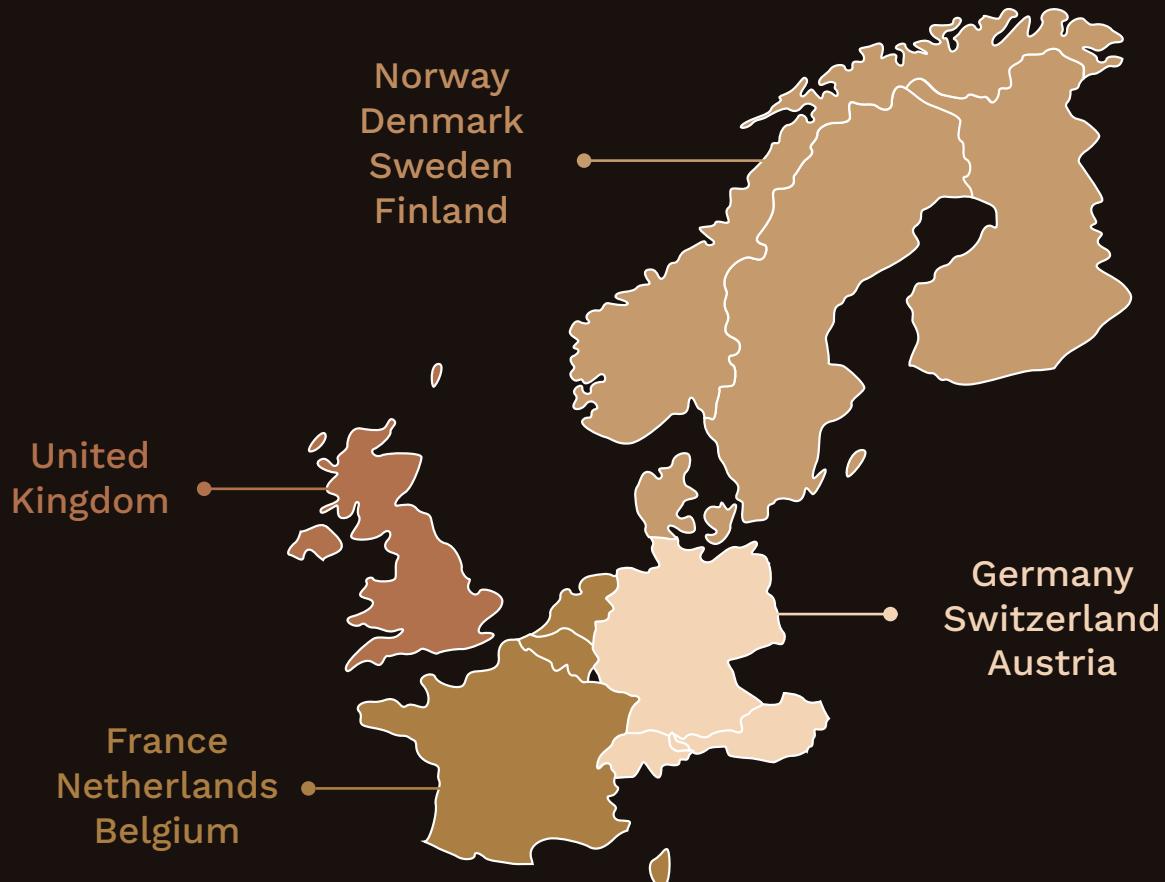
## EXECUTIVES IN

IT ◆ Digital ◆ Cyber Security  
Finance ◆ Supply Chain & Production

## *From INDUSTRIES like*

Food & Beverage ◆ Banking & Insurance ◆ Energy & Utilities  
Retail ◆ Manufacturing

## Where Can We Support Your Business?



# *Key Features Of Our Service Explained*

## *Guaranteed Virtual 1-to-1 Meetings*

The 1-to-1 meeting packages are based on how many targeted and pre-qualified, high level decision makers you would like to meet. Meetings are with members already in our Network, meaning – depending on availability – you can start meeting your target group within the same month of signing up. Members are also engaged in the meetings as they use them to efficiently scan the market, stay updated on industry trends, and discover solutions that address their specific needs.

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## *Event Participation & Access*

Exclusive access to a privileged networking event opens the door to an exhilarating mix of global business leaders, thoughtprovoking presentations and informal networking. Chose an event relevant to you from our selection of highly targeted industry events to large scale executive conferences.

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## *Logo Visibility & Branding*

Get maximum visibility that reaches several thousand potential target customers across Europe. Your logo including link will be displayed on the Aurora Live Network Platform in the Expert provider category. During the Live Flagship Get Together and corporate event days, the Partner logo will be displayed on several screens at the venue and on the mainstage.

# Prime Collaboration Vs. Basic Collaboration

Each collaboration package is defined by the key features listed below.

Reach out to our team to find the right level i.e. right number of meetings, with event participation level – to support your business goals.

There are different levels of Prime and Basic packages – the table below shows a high-level comparison.

	PRIME	BASIC
 Number of Guaranteed 1-to-1 Meetings with Selected Executives	200-800	400-800
 Number of Representatives taking meetings	2-16	6-16
 Number of Meetings per Representative	4-8	4-8
 Number of Event Participation Spots	8-20	2-6
 Maximum Delivery Timeline in Months	12	12
 Priority access to executives when sending meeting requests		

# Service Agreement

To get the most out of the cooperation and to secure the successful delivery of 1-to-1 meetings, the *Solution Provider* is required to follow this agreement.



- 01** All **Representatives** need to be **Onboarded** by the **Customer Success Manager** to set the expectations and secure successful cooperation.
- 02** **Meeting Requests** are sent monthly with agreed minimum volume and timing (1.5 x guaranteed meetings). For the **Guarantee** to be valid, the amount of **Meeting Requests** need to match the agreed amount.
- 03** **1-to-1 Meetings** are delivered on pre-set **Meeting Days** and **1-to-1 Meeting Invites** are sent to the **Representatives** calendar two weeks before. For the **Guarantee** to be valid, all **Representatives** need to be available during the pre-set meeting days and times to ensure meetings can be delivered within the contract timeframe.
- 04** Some **1-to-1 Meetings** might be **rescheduled or cancelled** due to unforeseen circumstances from the **Executives**. If a scheduled **1-to-1 Meeting** does not take place due to cancellation or no-show by the **Solution Provider**, it will be considered as delivered.
- 05** **Representatives** are expected to **rate all 1-to-1 Meetings**.
- 06** **Solution Provider** may not use contact information from the portal for direct marketing without the executive's prior written consent. Copying, sharing, or using any data from the platform in any way is prohibited.

For the 1-to-1 Meeting Guarantee to be valid, the amount of meeting requests needs to match the agreed amount. If a booked 1-to-1 Meeting is cancelled by, or does not take place due to Solution Provider it will be considered delivered and will not be replaced or rescheduled.