



Sponsoring dossier BAM Students Congress : UGC De Brouckère - Brussels

The 37th edition of this year's BAM Students Congress will take place on March 13, 2025 at the UGC De Brouckère, in Brussels city Center.

Since a few years, the BAM Students Congress has had a new concept, "MarketHappening". A great success for both teachers and students.

What is the concept?

The BAM Students Congress revolves around a city : the last years, almost 1800 students, in marketing and communication from all over the country, participated in the congress in Antwerp, Leuven, Brussels... The day is always divided into 2 parts to provide a balance between theory and practice.

In the morning, students attend presentations by top marketers. They share their experiences and skills with the audience. In the afternoon, they have the choice between visit local companies, workshops or follow more keynotes.

BAM, the Belgian Association of Marketing, which organizes this congress, is the pre-eminent reference in the field of marketing. So it is no coincidence that we have been organizing Belgium's biggest marketing congress for more than 30 years.

Why sponsor the BAM Students Congress 2025 ?

To directly address more than 1 700 students, the marketers of tomorrow.

Benefit from high visibility thanks to our various formulas.

Activate this target group by creating interaction with them through a stand, sampling, an advertising spot, visibility, etc.

- The participants are the marketers of tomorrow. They currently have one foot in the classroom and the other in practice. They are also looking for interesting companies for their professional future.
- We guarantee high visibility thanks to our unique sponsorship formulas.
- The team behind the congress works with a real passion for the profession and an interest in your company.

More information ? Contact Nathalie Prieto - nathalie.prieto@marketing.be



There are several ways to sponsor Europe's largest student marketing congress

Discover the formula best suited to your company:

#1 - Premium Sponsor

You will enjoy :

- Space to install your stand in the central area, at the intersection between the different halls
- Possibility to promote your product/service or hand out samples
- Possibility to play a video spot in the morning & in the afternoon in the 3 rooms. This means 6 broadcasts in total
- Your logo on the entire communication, addressed to teachers and students
- Visibility on the website dedicated to the Students Congress
- Keynote slot of 30 min in a 500 Students room or organize a workshop in the afternoon with 25 students
- Possibility to send an e-mail to the students (all opt-ins) after Congress
- Possibility to have personal connection with the teachers during the lunch
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Cost : € 8 000 excl. VAT

#2 - Keynote Sponsor

Speaking slot of 30 minutes in a room suitable for 300 students

Cost : € 4 000 excluding VAT

#3 - Booth Sponsor

Space to install your booth in the central area, at the intersection between the different halls

Thanks to this booth, you can draw attention to your company very quickly. You can organize a competition, collect data and hand out promotional material.

Cost: € 3 000 excluding VAT

#4 - " A la carte ", Sampling or video spot

Sampling : Distribution of promotional material or Video spot in the 3 rooms (once a day, 45 sec max)

Cost : € 2 000 excluding VAT

*Promoboy or hostess at own cost.

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#5 - Optins participants list

Cost : € 4 500 excl. VAT

#6 – Tailor made solutions

We will work out with you a tailor-made formula that meets your expectations.