University of Belgrade,
Technical faculty in Bor
Engineering Management Department

XXI INTERNATIONAL MAY CONFERENCE ON STRATEGIC MANAGEMENT - IMCSM 25 -

Official website: www.mksm.tfbor.bg.ac.rs

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ABOUT CONFERENCE

Since 2002, Technical Faculty in Bor, University of Belgrade (Engineering Management Department) has been organizing a scientific and professional symposium called the **International May Conference on Strategic Management (IMCSM)**. Year after year, the organizers of the Conference register an increasing number of domestic and especially foreign authors from the strategic management and related scientific fields (human resource management, project management, environmental management, information technology, economics, quality management, marketing, entrepreneurship...). At the conference held in 2024, a record number of submitted papers and participants was recorded. In the thematic sessions, papers were presented not only by authors from Serbia, but also by authors from 33 foreign countries; 135 papers from over 120 institutions, by over 350 authors, were submitted.

This year's **21th Conference** will be held on May 30, 2025 at the "Jezero" hotel on Bor Lake. The official opening of the Conference will begin with a welcome speech by the organizers, donors and local government representatives, awarding of plaques and thank-you notes to the friends of the Conference, and continue with plenary lectures by guests from the country and abroad.

We would be grateful if you would support the IMKSM'25 conference with tax-deductible donations.

DONOR LEVELS:

Platinum Donor (donations over 1500 €)

Gold Donor (donations from 1000 to 1500 €)

Silver Donor (donations under 1000 €)

Exhibition donations (300 €)

The official opening ceremony donations and welcome reception (400 €)

Advertising in the Conference Proceedings (50–100 €)

PLATINUM DONOR (donations over 1500 €)

Our most exclusive and comprehensive donor opportunity is the Platinum Donor level. This high-profile donor level provides maximum exposure of your brand to the target audience of qualified buyers before, during and after the IMCSM'25 Conference. Our standard platinum donor opportunities include the following:

- Donor Listing - Acknowledgement as a Platinum Donor with your logo in the IMCSM'25 publications (the Conference Proceedings);
- Homepage Link - Logo with the link to your website visible on our homepage: www.mksm.tfbor.bg.ac.rs;
- Web Banner - Banner Ad on the website: www.mksm.tfbor.bg.ac.rs;
- Featured Speaker Session - up to 20 minutes of promotion at the Conference;
- Conference Passes - three complimentary Conference fees;
- Conference Bag Insert - IMCSM'25 - approved literature/promotional items;
- Displaying the logo and trademark of a Platinum Donor on the donor panel in a prominent position in the plenary hall;
- Displaying the logo and trademark of a Platinum Donor in the Platinum Donor Column of the Conference Programme;
- Possibility of handing out brochures, catalogues or other promotional materials to the participants of the Conference;
- Exhibition booth at the Conference and all the other Exhibitor benefits;
- Acknowledgement of donorship to be presented at the opening ceremony of the Conference.

GOLD DONOR (donations over 1000 €)

This high-profile donor level provides maximum exposure of your brand to the target audience of qualified buyers before, during and after the IMCSM'25 Conference. Our standard Gold donor opportunities include the following:

- Donor Listing - Acknowledgement as a Gold Donor with your logo in the IMCSM'25 publications (the Conference Proceedings), full page;
- Homepage Link - Logo with the link to your website visible on our homepage: www.mksm.tfbor.bg.ac.rs;
- Web Banner - Banner Ad on the website: www.mksm.tfbor.bg.ac.rs
- Featured Speaker Session - up to 15 minutes of promotion at the Conference;
- Conference Passes - two complimentary Conference fees;
- Conference Bag Insert - IMKSM'25 (promotional items);
- Displaying the logo and trademark of a Gold Donor on the donor panel in a prominent position in the plenary hall;
- Displaying the logo and trademark of a Gold Donor in the Gold Donor Column of the Conference Programme;
- Possibility of handing out brochures, catalogues or other promotional materials to the participants of the Conference;
- Exhibition booth at the Conference and all the other Exhibitor benefits;
- Acknowledgement of donorship to be presented at the opening ceremony of the Conference.

SILVER DONOR (donations under 1000 €)

This high-profile donor level provides maximum exposure of your brand to the target audience of qualified buyers before, during and after the IMCSM'25 Conference. Our standard Silver donor opportunities include the following:

- Donor Listing - Acknowledgement as a Silver Donor with your logo in the IMCSM'25 publications (the Conference Proceedings);
- Homepage Link - Logo with the link to your website visible on our homepage: www.mksm.tfbor.bg.ac.rs;
- Web Banner - Banner Ad on the website: www.mksm.tfbor.bg.ac.rs;
- Featured Speaker Session - up to 10 minutes of promotion at the Conference;
- Conference Passes - one complimentary Conference fee;
- Conference Bag Insert - IMCSM'25 (promotional items);
- Displaying the logo and trademark of a Silver Donor in a prominent position in the plenary hall, on the donor panel;
- Displaying the logo and trademark of a Silver Donor in the Silver Donor Column of the Conference Programme;
- Possibility of handing out brochures, catalogues or other promotional materials to the participants of the Conference;

- Exhibition booth at the Conference;
- Acknowledgement of donorship to be presented at the opening ceremony of the Conference.

EXHIBITION (300 €)

An exhibition will be held during the Conference, which will be a good opportunity for companies in the fields related to the Conference topics to introduce their products and services to a wider audience. Details will be sent to the companies interested in participation. The exhibition fee of 300€ per delegate includes:

- Acknowledgement of the participation in the IMCSM'25 publications (the Conference Proceedings);
- Exhibition booth;
- Possibility of handing out brochures, catalogues or other promotional materials to the participants;
- The Conference Proceedings;
- Welcome cocktail;
- The Conference lunch and refreshments during the Conference.

The additional fee for other participants is 100 € per person.

OFFICIAL OPENING CEREMONY DONATION AND WELCOME COCKTAIL (400 €)

The Donors of the official opening and welcome cocktail are entitled to the following:

- Displaying the logo and trademark of the official opening day donation on the panel in the hall where the opening ceremony of the Conference will be held;
- Having the logo and trademark displayed in the Final Programme of the Conference;
- The right to welcome the participants at the official opening ceremony of the Conference and invite them to a cocktail hosted by a donor;
- Acknowledgement of donation for the official opening and welcome cocktail, which will be presented at the closing ceremony of the Conference;
- Conference passes—one complimentary Conference fee.

ADVERTISING

Advertising in the IMCSM'25 Proceedings:

- 1 page - black and white advertisement 100 €;
- ½ page - black and white advertisement 75 €;
- ¼ page - black and white advertisement 50 €.

CONTACT AND INFORMATION

Contact person	Contact
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