



Advertising & Sponsorship Rates 2016

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AUGUST 2015

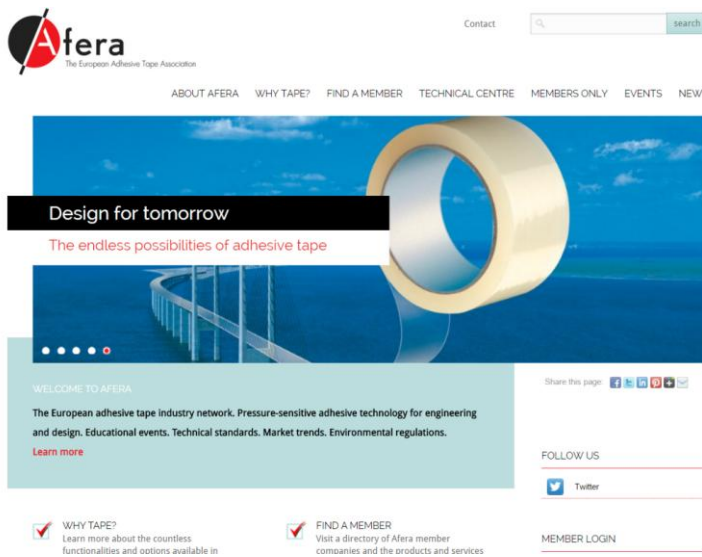
A word from the President



Dear Afera Members,

We are just over five weeks away from Afera's Annual Conference in Marseille, and I encourage you to register if you haven't already done so. I am especially excited about the two automotive presentations we have scheduled: Nathalie Barrois, Adhesive Tapes Project Manager at Renault, will discuss the state-of-the-art and opportunities in using pressure sensitive

Afera News



afera.com



**Tape College
Annual Conference**

Afera News

The English-language bimonthly digital newsletter contains the latest Afera and adhesive tape industry news and information, covering:

- Industry developments
- Member news
- Market trends
- Regulatory affairs
- Sustainability and standardisation topics
- Educational and networking events and meetings
- Publications and links.

Afera offers special ad rates to Member Companies per 2, 4 and 6 editions, plus an added 6-edition option including advertising in all Afera pre-event mailers. 10% discount on rates applied for agencies. All prices excl. VAT.

[Contact Afera's Secretariat](#) for more information.

Online Advertising

2 editions € 200
4 editions € 375
6 editions € 550

6 editions plus all promotional mailers running up to Afera's events € 875

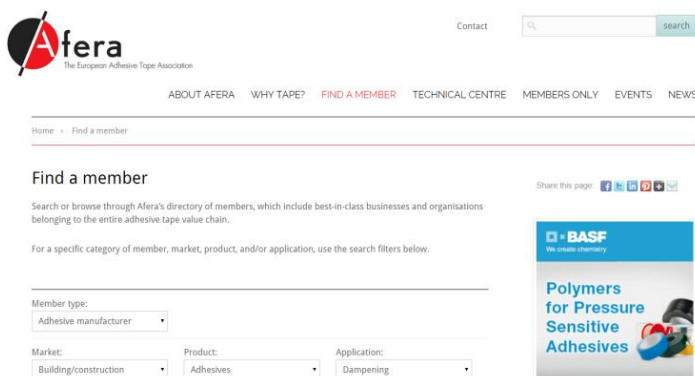
Yours can be here!

*Static Advert - 630 x 150 pixels (wxh)
JPEG, 72 dpi, max. 99 Kb*

Circulation Data

Afera News is distributed every two months in controlled circulation to Members and registered visitors of [afera.com](#). A targeted readership is engaged through the publishing of *Afera News* on [afera.com](#). In 2016, Afera's digital newsletter is scheduled for release in January, March, May, July, September and November.

afera.com



As part of an integrated social media and content marketing initiative, Afera's website is aimed at growing the adhesive tape market by promoting tape over traditional mechanical fasteners and wet glues as the most innovative bonding and fixing solution to designers, engineers, and manufacturers in every conceivable industry. [afera.com](#) also serves as a central information point for European adhesive tape companies and professionals.

Target audience

[afera.com](#)'s structure and content is primarily geared toward the clients and end users of Afera Members.

These include companies and organisations along the entire adhesive tape industry value chain:

- Designers, engineers, and manufacturers, including OEMs and other customers and end users
- Tape manufacturers (including SMEs)
- Raw materials, machine, and packaging suppliers

- Converters
- European national tape associations and groups
- Institutions and universities.

Afera also aims to service its members and attract new members through its website.

Advertising Rate 2016

	12 Months (Calendar Year)
Banner Afera Website	€ 1,000

Technical details

Artwork must be submitted as .JPG or GIF files (size of 230 x 230 pixels), including hyperlink, to mail@afera.com.

7th Tape College

Afera Tape College 18 - 20 April 2016 Brussels Marriott Hotel



Held in Europe's capital every two years since 2004, Afera's well-established technical learning event is unique to the European adhesive tape industry. It is a popular, two-day educational seminar designed to provide anyone connected with the tape business with the chance to learn or brush up on the fundamentals and technical essentials of adhesive tape.

Tuned to suit a growing audience of first-time participants, the Tape College is open to all adhesive-tape-related industry professionals—Afera Members and non-members alike. The TC attracts over 100 attendees from all segments of the European adhesive tape industry. An updated, tailor-made programme hosted and presented by experts is particularly designed for providing R&D, customer/technical service, sales, marketing, engineering, production, processing, and quality assurance personnel, as well as general management, with a solid overview of the technologies of the tape business.

B2B Marketing

All sponsors will be published in the TC materials distributed to participants upon arrival and will be listed in all future communications related to the TC. Registration as a company sponsor for this event closes on **18th December 2015**.

Sponsorship

- **GOLD €1,800**
 - ❖ Listing as Gold Sponsor in all official Afera Tape College documentation
 - ❖ Full-page b/w ad in programme booklet (10 x 20.5 cm, w x h)
 - ❖ Logo published on afera.com on TC page
 - ❖ Company banner rotating on afera.com from 1st January – 26th April 2016
 - ❖ Logo as Gold Sponsor rotating on overhead screen during TC
 - ❖ Logo on display board listing official sponsors in conference room
 - ❖ Logo printed on menu of joint dinner on Tuesday evening
 - ❖ Logo published in Afera's digital newsletters between January and April 2016.
- **SPONSOR BRANDED PROMOTIONAL MATERIALS**
 - ❖ USB sticks w/company logo (Secretariat requires these in advance to be used for distributing TC proceedings to participants) **€ 1,000**
 - ❖ Lanyards (supply branded lanyards to be distributed to participants) **€ 850**
 - ❖ Pens (supply branded pens to be used by participants) **€ 750**
 - ❖ Notepads (supply branded conference notepads to participants) **€ 750**

*Above options available on a first-come, first-served basis.

Afera Annual Conference 5 - 8 October 2016 SIDE Hotel Hamburg



Organised in a different European city each year, Afera's Annual Conference is the premier European adhesive tape industry event. Open to members and, on a limited basis, non-members, Afera's Conference is attended by more than 100 company delegates representing businesses along the adhesive tape industry value chain: manufacturers; raw materials, machine, and packaging suppliers; converters; research institutions; national tape organisations; and other international counterparts.

Every year Afera's committees, with the support of the Secretary General, formulate a completely new working programme which, according to valuable member feedback, delivers useful, cutting-edge industry information and many opportunities to spend time with your adhesive tape contemporaries. In addition to Afera's committee meetings and General Assembly, the Conference lineup features presentations on economic trends, market data and segments, innovation, product development, raw materials, regulatory issues, content marketing, and company management. By popular demand, strategic moderation and focussed experts panel discussions have been organised during the last few events.

B2B Marketing

All sponsors will be published in the Annual Conference materials distributed to participants upon arrival and will be listed in all future communications related to the event. Registration as a company sponsor closes on **1st May 2016**.

Sponsorship

➤ **GOLD €4,250**

- ❖ Listing as Gold Sponsor in all official Afera Conference documentation
- ❖ Full page b/w ad in programme booklet (10 x 20.5 cm, w x h)
- ❖ Logo published on afera.com on Conference page
- ❖ Company banner rotating on afera.com from 1 May – 5 October 2016
- ❖ Logo on sponsor slide displayed on overhead screen during Conference
- ❖ Logo on display board listing cosponsors in conference room
- ❖ Company logo published in Afera's digital newsletters between May and October 2016
- ❖ Free Conference entry for 1st delegate.

➤ **SPONSOR BRANDED PROMOTIONAL MATERIALS**

- | | |
|--|----------------|
| ❖ USB sticks w/company logo (Secretariat requires these in advance to be used for distributing Conference proceedings to participants) | € 2,000 |
| ❖ Lanyards (supply branded lanyards to be distributed to participants) | € 1,500 |
| ❖ Pens (supply branded pens to be used by participants) | € 1,200 |
| ❖ Notepads (supply branded conference notepads to participants) | € 1,200 |

*Above options available on a first-come, first-served basis.

ADVERTISING/SPONSORSHIP REGISTRATION FORM

COMPANY DETAILS

Company:

Address:

Code/City:

Country:

Contact:

Telephone:

Fax:

E-mail:

ORDER

We would like to:

→ Advertise in

Afera News bimonthly digital newsletter 2 editions 4 editions
 6 editions 6 editions plus all pre-event mailers

→ Have a banner 12 months

→ Express our interest in:

taking advantage of sponsorship opportunities offered for Afera's Tape College 2016 and will use the separate sponsor application form below.

taking advantage of sponsorship opportunities offered for Afera's Annual Conference 2016 and will use the separate sponsor application form below.

Date:

Signature:

PLEASE RETURN TO

Afera

mail@afera.com or fax +31 70 3636348

AFERA TAPE COLLEGE 2016 SPONSORSHIP APPLICATION FORM

Company:

Address:

.....

Telephone / Fax:

E-mail:

Contact Person:

Please indicate your choice of the following business-to-business marketing opportunities for the 7th Afera Tape College in Brussels, 18-20 April 2016:

GOLD €1,800

- * Listing as Gold Sponsor in all official Afera Tape College documentation
- * Full-page b/w ad in programme booklet (10 x 20.5 cm, w x h)
- * Logo published on afera.com on TC page
- * Company banner rotating on afera.com from 1st January – 26th April 2016
- * Logo as Gold Sponsor rotating on overhead screen during TC
- * Logo on display board listing official sponsors in conference room
- * Company logo printed on menu of joint dinner on Tuesday evening
- * Logo published in Afera's digital newsletters between January and April 2016.

SPONSOR BRANDED PROMOTIONAL MATERIALS (on a first-come, first-serve basis)

- USB sticks w/company logo (Secretariat requires these in advance to be used for distributing TC proceedings to participants) **€ 1.000**
- Lanyards (supply branded lanyards to be distributed to participants) **€ 850**
- Pens (supply branded pens to be used by participants) **€ 750**
- Notepads (supply branded conference notepads to participants) **€ 750**

Signature / Date:

Please return before **18th December 2015** to:

Afera, The European Adhesive Tape Association
P.O. Box 85612, 2508 CH The Hague, The Netherlands
Tel. +31 70 312 39 16, Fax +31 70 363 63 48, mail@afera.com

AFERA ANNUAL COFERENCE 2016 SPONSORSHIP APPLICATION FORM

Company:

Address:

.....

Telephone / Fax:

E-mail:

Contact Person:

Please indicate your choice of the following business-to-business marketing opportunities for the Afera Annual Conference 2016 in Hamburg, Germany, 5-8 October 2016:

GOLD €4,250

- * Listing as Gold Sponsor in all official Afera Conference documentation
- * Full page b/w ad in programme booklet (10 x 20.5 cm, w x h)
- * Logo published on afera.com on Conference page
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Signature / Date:

Please return before **1st May 2016** to:

Afera, The European Adhesive Tape Association
P.O. Box 85612, 2508 CH The Hague, The Netherlands
Tel. +31 (70) 312 39 16, Fax +31 (70) 363 63 48, mail@afera.com