



BUSINESS-TO-BUSINESS MARKETING OPPORTUNITIES

**AFERA ANNUAL CONFERENCE
STARHOTEL MAJESTIC, TURIN
4 - 6 October 2017**



The Hague, February 2017

Introduction

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 line-up 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 2017**.

The Hague, February 2017

Astrid Lejeune
Afera Secretary General

Business-to-Business Marketing Opportunities

For the **Afera Annual Conference 2017**, Afera members are once again offered Business-to-Business Marketing Opportunities. This is a unique platform to reach your customers directly. All sponsors will be published in the conference details handed out to participants upon arrival, and will be listed in all future communications in relation to the conference. Afera has developed the following sponsoring opportunities:

SPONSORSHIP PACKAGES

'GOLD SPONSOR'	€4,250
<ul style="list-style-type: none"> * Listing as Gold Sponsor in all official Afera Conference documentation * Full page b/w advert in programme book (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 – 6 October 2017 * Logo on sponsor slide displayed on overhead screen during Conference * Logo on display board listing Gold Sponsors in conference room * Company logo published in Afera's digital newsletters between May and October 2017 * Free Conference entry for 1st delegate 	
'SPONSOR'	€3.000
<ul style="list-style-type: none"> * Listing as Sponsor in all official Afera Conference documentation * Logo published on afera.com on Conference page * Logo on sponsor slide displayed on overhead screen during Conference * Logo on display board listing the Sponsors in conference room * Company logo published in Afera's digital newsletters between May and October 2017 	
'SPONSOR BRANDED PROMOTIONAL MATERIAL (on a first-come, first-serve basis)	
* 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.	

SPONSORSHIP APPLICATION FORM AFERA ANNUAL CONFERENCE 2017

Company :

Address :

Telephone / Fax :

E-mail-address : VATNr.....

Contact Person :

Please indicate your choice of the following business-to-business marketing opportunities for the Afera Annual Conference 2017 in Turin, Italy, 4-6 October 2017:

'GOLD' SPONSOR **EURO 4,250**

- * Listing as **Gold Sponsor** in all official Afera Conference documentation
- * Full page b/w advert in programme book (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 – 6 October 2017
- * Logo on sponsor slide displayed on overhead screen during Conference
- * Logo on display board listing Gold Sponsors in conference room
- * Company logo published in Afera's digital newsletters between May and October 2017
- * Free Conference entry for 1st delegate

'SILVER' SPONSOR **EURO 3,000**

- * Listing as **Sponsor** in all official Afera Conference documentation
- * Logo published on afera.com on Conference page
- * Logo on sponsor slide displayed on overhead screen during Conference
- * Logo on display board listing the Sponsors in conference room
- * Company logo published in Afera's digital newsletters between May and October 2017

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

- 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**

Signature / Date :

Please return before **1st May 2017** 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