

## BUSINESS-TO-BUSINESS MARKETING OPPORTUNITIES



Dear Potential Sponsor,

We are delighted to extend this exclusive invitation to your best-in-class company to become a sponsor of Afera's 2024 Annual Conference, taking place from **25 to 27 September** at the **Hyatt Regency in Thessaloniki**. This premier event promises to be a pivotal gathering for leading professionals in the adhesive tapes industry, offering unparalleled business-to-business meeting, information and activities, as well as marketing opportunities.

### Why sponsor Afera's 2024 Annual Conference?

#### 1. Powerful networking:

Connect with Industry leaders, decision-makers and key stakeholders from across the adhesive tapes sector. Our Conference attendees represent the entire value chain, providing an exceptional platform to foster valuable business relationships. The event itself offers the opportunity to meet people and gauge how the industry is doing by spending quality time with tape business professionals both in and outside the board and conference rooms.

#### 2. Unprecedented exposure:

As a sponsor, your company will enjoy extensive visibility, appealing to an organisational base rooted in tape manufacturing but representing the entire adhesive tapes value chain. Your brand name and logo will be prominently featured in all official Conference materials distributed to attendees. Additionally, your business will be recognised in future communications related to the event through our newsletter, *Afera News*, a global list of media outlets and our Afera LinkedIn Page, maximising your exposure to an ever-wider, targeted audience.

#### 3. Enhanced brand visibility:

Elevate your brand presence through our sponsorship packages tailored to suit your marketing objectives. Whether you opt for our Gold Sponsorship package or Branded Promotional Materials, your company will gain significant exposure to and recognition by a few thousand key players within the adhesive tapes industry *before* (in advertising and an exclusive article), *during* (in literature and signage) and *after* (in post-event online Afera and media coverage) the Annual Conference. Afera can even offer you website and mailer metrics, as well as Member and event participant contact lists.

#### 4. Quality programme enhancement:

**Your sponsorship directly contributes to the enrichment of our Conference programme.** By supporting our event, you play a vital role in ensuring the delivery of high-quality sessions, including exclusive market data, OEM and end-user interactive lectures aimed at addressing the latest Industry trends, opportunities and challenges. Becoming a sponsor means becoming an industry player, i.e. profiling your company's backing of the tapes business and the extent to which it values involvement in its activities and having a seat at the table.

**Secure your sponsorship today:**

Don't miss this exclusive opportunity to showcase your brand, network with Industry leaders and contribute to the success of Afera's 2024 Annual Conference. Secure your sponsorship now and position your company at the forefront of the adhesive tapes industry.

Warm regards,  
Astrid Lejeune  
Afera Secretary General

**SPONSORSHIP PACKAGES**

**GOLD SPONSOR** **€4,750**

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- Listing as **Gold Sponsor** in all official Afera Conference documentation
- Full-page, full-colour advert in programme booklet (10 x 20.5 cm, w x h)
- Logo published on the dedicated Annual Conference website
- Company banner rotating on afera.com from 1 June – 31 December 2024
- Logo on sponsor slide displayed on the screen throughout the Conference
- Logo on display board listing Gold Sponsors in the Conference area
- Company logo published in Afera's digital newsletters between May and the end of October 2024
- Exclusive company article drafted and featured in *Afera News* prior to the event
- Free Conference entry for 1st delegate.

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

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|--|----------------|
| ○ Lanyards (supply us with your company-branded lanyards for distribution to participants) | <b>€ 2.500</b> |
| ○ Pens*  | <b>€ 1.200</b> |
| ○ Conference sweets (supply us with your branded sweets)                                   | <b>€ 1.200</b> |
| ○ Notepads*  | <b>€ 1.200</b> |
| ○ Other item (to be agreed upon)   | <b>€ 1.200</b> |

\*Supply branded notepads and/or pens for use by attendees

**SPONSORSHIP APPLICATION for AFERA 2024 ANNUAL CONFERENCE**

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Company : .....

Address : .....  
.....

Telephone / Fax : ..... .....

Email-address : ..... VAT Nr.....

Contact Person : .....

Please indicate your choice of the following business-to-business marketing opportunities :

**GOLD SPONSOR EURO 4,750**

- ❖ Listing as Gold Sponsor in all official Afera Conference documentation
- ❖ Full-page, full-colour advert in programme booklet (10 x 20.5 cm, w x h)
- ❖ Logo published on the dedicated Annual Conference website
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- Lanyards (supply your branded lanyards) **€ 2.500**
- Conference sweets (supply branded sweets) **€ 1.200**
- Pens **€ 1.200**
- Notepads **€ 1.200**
- Other item (to be agreed upon) **€ 1.200**

\*Supply branded notepads and/or pens for use by participants

Signature / Date : .....

Please return **ASAP** to:

**Afera, The European Adhesive Tape Association**  
**mail@afera.com**