



FEFCO

Technical Seminar

20-22 October 2021 · Bella Center, Copenhagen

Sponsorship Opportunities

FEFCO Technical Seminar 2021



For more information go to:
<https://www.fefco.org/fefco-technical-seminar-2021>

Welcome!

Since 2009, FEFCO has experienced a steady increase in interest and participation in the Technical Seminar. The corrugated industry has recognised it as a 'must attend' European event for the corrugated industry. Over the years, it has become a key event and unique platform in Europe to gather key corrugated industry decision makers and their suppliers. It offers participants an excellent opportunity to discuss cutting-edge issues and inspirational innovations.

This year, despite the uncertainties brought on by the Covid situation, FEFCO made the decision to proceed with the Seminar, which will take place physically at Bella Centre in Copenhagen (20-22 October 2021).

The venue is strategically chosen to satisfy your needs and requests. moreover, everything is located under one roof, making it convenient for all participants. Furthermore, all activities will be planned according to rigorous health & safety measures in accordance with the authorities' recommendations. We are also confident that Bella Center's suppliers and highly professional team will offer top level in-house services and flexible solutions to the exhibitors' and delegates' requirements at reasonable prices.

The event theme will be "**Towards intelligent manufacturing – the digitalisation of the corrugated industry**". Once again, the FEFCO Production Committee is putting together a programme especially designed to bring value to participants so that they could gain knowledge, expertise, and feedback from corrugated professionals.

Following the example of the last Technical Seminar in Geneva, all the lunches and refreshment breaks will be served in the Exhibition Hall, therefore increasing traffic around stands. This, alongside the proximity of the exhibition and the auditorium, makes the event all the more attractive.

FEFCO's bi-annual Technical Seminar is a good opportunity for suppliers to gain high visibility through tailor-made sponsorships. From large banners to event activities and materials, Sponsors have the possibility to raise awareness for their company profile and their products over the course of three days.

We look forward to counting you among our event Sponsors and to seeing you in Copenhagen!

Best Regards,

Nathalie Schneegans
Communications Director

Why sponsor FEFCO Technical Seminar?

FEFCO Sponsorship offers your company the opportunity to have exclusive visibility throughout the whole event, to build brand awareness and to promote your company and products.

FEFCO offers a large selection of promotional activities, exclusive packages, signage, social activities, and dissemination of promotional materials.

Whatever the sponsorship you choose, it will be a very effective way to reach your current customers or potential new ones.

For new members, it is a unique great opportunity to be visible and introduce your company, your team, products and services.

Sponsorship Benefits

- Support the FEFCO event and get Industry visibility
- Effective dissemination of your messages to a targeted audience
- Direct reach of industry decision makers
- Brand awareness
- FEFCO members will remember your company
- Differentiation from competition
- High visibility before, during and after the event
- Acknowledgement in FEFCO promotional material
- Specific recognition from your customers

Key facts and Figures - 2019 Technical Seminar

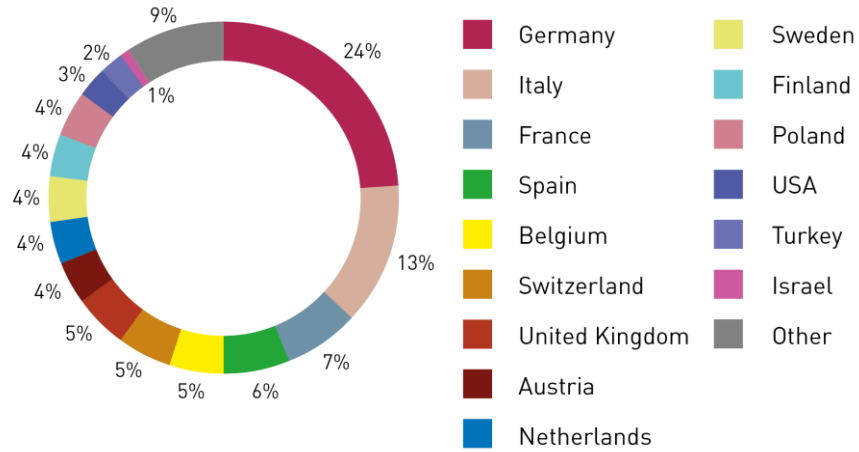
- High attendance event
- 1006 visitors and delegates from 38 countries
- 3000 m² exhibition area
- 153 stands
- 97 exhibiting companies
- 60 spotlight presentations

Sponsorship Opportunities

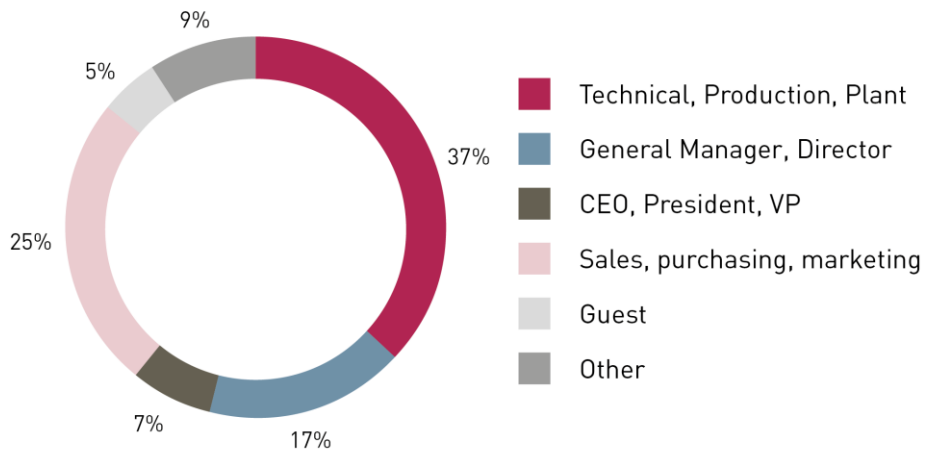
We offer you a selection of sponsorship opportunities, from the main sponsorship to “A la carte” options and or tailor-made possibilities.

FEFCO Technical Seminar attendance 2019

2019 Seminar by country



2019 Seminar by position



Main Sponsorship

1 company

10.000,00 €

Welcome reception – Cocktail on Wednesday 20 October – Bella Center

Host the official gathering and networking activity of the FEFCO Technical Seminar on Wednesday 20 October at Bella Center. Delegates and Exhibitors are invited to attend this reception. This will give you the opportunity to present your company, display promotional material, and also hand out gifts to the attendees or display flyers.

1. This package includes:

- ✓ One free registration for the full seminar and two registrations for the exhibition
- ✓ Verbal acknowledgement in various speeches during the Technical Seminar
- ✓ Possible brief welcome address at the opening of the cocktail
- ✓ Prominent signage in the event space (Foyer Balcony)
- ✓ Prominent signage in the cocktail area
- ✓ One advert in the FEFCOLINK special issue distributed at the event, 1 full page
- ✓ Up to 3 documents in the delegates' bag
- ✓ Reference to your sponsorship in FEFCOLINK before and after the event (also inserted in International Paper Board Industry - IPBI magazine)
- ✓ Acknowledgment in the conference programme (web, print and mobile application)
- ✓ Posting of your logo on the home page of the Technical Seminar website.

2. Event Mobile Application

- ✓ Your Banners as main event Sponsor
- ✓ Extra information in the exhibitors list (logo + link to a website)
- ✓ Possibility to distribute your message via the Mob App (scheduled push notifications)

Only one company can claim this package which gives a high visibility during the entire FEFCO Technical Seminar event.



Signage for the catering area for 3 days

5.000,00 € excl. VAT

Sponsor **all standing Lunches and coffee breaks**, inside the exhibition hall, during the whole event on **Wednesday 20, Thursday 21 and Friday 22 October (morning)**.

This will give you a high visibility during the entire duration of the Technical Seminar. Up to 4 companies can claim this option. Exact space and position to be confirmed by Bella Center at a later stage.

FEFCO will provide a **basic signage package** (exact possibilities to be confirmed once the catering space is finalised). See preliminary spaces of the **hanging banners** on the floor plan below.

Other catering branding possibilities

Tabletop and table branding, napkins, stickers for bags, water cups, coffee bars



Selection of Signages throughout the venue, maximum 2 companies, outside entrances, foyer where the registration area is located and other pathways with high flow of delegates

Starting from 1.500,00 € (excl. VAT) - Subject to space and set-up possibilities

Texts, design, and logo to be provided upon request from FEFCO.

Production costs, hanging, rigging or installation at the charge of the sponsors.

See examples below:

- Large selection of banners in the foyer and other high traffic spaces
- Outdoor & indoors signage – various location and size
- Adhesive floor stickers
- Adhesive stickers on columns,
- Direction signage

A la carte Sponsorship

OPTION C

Branding of sanitizer dispensers (maximum 1 company)

1.200,00 € excl. VAT

Production costs of the stickers at the charge of the sponsor.



A la carte Sponsorship

OPTION D

Lanyards (maximum 1 company)

1.500,00 € excl. VAT

(with double trigger clips) - Example available at FEFCO

Production costs at the charge of the sponsor.

A la carte Sponsorship

OPTION E

Give-away for distribution (maximum 1 company)

1.500,00 € excl. VAT

Give-aways have to be approved by FEFCO. Promotional material must be handed-out or displayed by the Sponsor in the conference room or on the exhibition floor.

Production costs at the charge of the sponsor.

Seminar e-newsletter - 2 issues will be sent to FEFCO members

400,00 excl. VAT

Subject to the participation of a minimum of 3 companies

Your company logo and text describing your company activities to be provided upon request from FEFCO.

Examples of Technical Seminar 2019 e-newsletter



Dear FEFCO Member,

Before the summer holidays begin when we all head off for a well-earned break, there's just time to send you an update on the forthcoming FEFCO Technical Seminar, which will take place in Geneva 9-11 October 2019. If you haven't registered yet, you can do it now! Here are a few reasons why this biennial event is already fixed in most corrugated manufacturers' calendars.

Diverse and high-level programme

At the heart of every seminar the FEFCO Production Committee, which consists of very experienced industry professionals, puts the question – how can we serve our members and our customers best? As a result, they devise an inspiring conference programme tailor-made for managers working in production, maintenance, logistics, R&D and marketing. Just check out the presentations and speakers to see how we will tackle technical and operational issues presenting challenges for our plants today and be energised by a vision for the future.

Manufacturers and suppliers under one roof

The only conference that offers the opportunity to meet your fellow manufacturers, customers and suppliers in one venue, in a relaxed but professional environment. Digital communication has transformed our lives, but nothing can ever replace the personal contact. That's when things really happen! 90 suppliers to the corrugated industry have already booked their stands in the Exhibition. Proof that they know this is the place to be!

Latest industry innovations

The spotlight sessions are short presentations by industry suppliers on their latest technological innovations. Inspiring and exciting, you're sure to see something that you could take back home to improve your business.

The FEFCO technical seminar has been steadily growing in the past 10 years. The secret of our success? It's focused, inspiring and targeted. Our ambition is to hear once again, "Wow! That was the best FEFCO technical seminar ever!"

FEFCO has brought together, on one platform, the most inspiring suppliers, customers and industry members to share with your ideas and information that could bring your operations to a higher professional level.

Do not miss this unique opportunity!

See you in Geneva!

Marc Van Damme

Marc Van Damme,
Chairman, FEFCO Production Committee

Production Committee Members: Mihnea, Baldea (Rondo Ganahl) - Semih, Çelebi (International Paper) - Hervé, Dehaynin (SAICA) - Edoardo, Finotti (Model AG) - Astrid, Glasenapp-Odeberg (RISE) - Klaus, Lüke (Klinge) - Łukasz, Necki (VPK AQUILA) - Julian, Pachniewski (VDW) - Steve, Parr (Smurfit Kappa) - Antoine, Renner (DS Smith Packaging)
FEFCO: Krassimira Kazashka

Technical Seminar Sponsor

Metsä Board is a leading European producer of premium paperboards including white kraftliners, folding boxboards and food service boards. Our lightweight paperboards are developed to provide more sustainable solutions for consumer goods as well as retail-ready and food service applications. We work together with our customers to innovate solutions for better consumer experiences with less environmental impact. The pure fibres Metsä Board uses are a renewable resource, traceable to origin in sustainably managed northern forests. More information [here](#)

Sponsored programme

Join HP for an information-filled seminar at FEFCO Technical Seminar HP will showcase the new technical developments in digital corrugated packaging, discuss market trends and review real case studies. HP technical experts will also be available throughout the event in the HP Room and in the exhibition hall to answer your questions. The presentations will be short, engaging and will not conflict with FEFCO's official program. If you are interested in attending these seminars, you can find additional information [here](#)

Apex International is the global leader of anilox, glue set, and metering products and print & maintenance solutions. With 5 production facilities on 4 continents, a strong portfolio of clients in over 80 countries and a high-performance continuous improvement culture, Apex's value proposition is founded on developing solutions to satisfy the complex challenges our customers face every day.

More information at www.apex-groupofcompanies.com

Loading supplier of Digital Cutting Systems, Software and Integrated Automation Solutions, engineered to meet finishing requirements of short to medium-sized production runs 24/7, and all prototyping. From compact cutting systems to the fully automatic Kombo TAV (automatic loading, cutting & creasing and unloading), Eitron's systems cut through cardboard and corrugated for perfect finishing time after time. Integrated solutions for automatic pallet logistics management and sheet turning, with a new, innovative, automatic system to be launched at Drupa 2020.

More information at www.eitron.com

The corrugated industry is evolving; personalisation, shorter production runs, environmental awareness and the need for attractive packaging is creating huge opportunity. The Efi™ Corrugated Packaging Suite optimises the entire manufacturing process. Efi Escada offers innovative Comagator control solutions and digital printing with the Efi Nozomi C18000 improves customer experience and builds brand awareness through colorful images and engaging personalised content.

More information at <http://ec.pwww.efi.com/industries/corrugated/>

Engico is not just a supplier of converting and digital machinery for corrugated but a trusted solution partner with almost 30 years' experience. In the last few years Engico was able to change paradigms in corrugated thanks to its innovative "Dual Size" technology (patented).

Visit us at booth O14 to learn more about Dual Size. Once again Innovators not Imitators.

More information at www.engico.com

Tailor-made options

to be discussed with FEFCO

Conditions

- The Sponsor must be a member of FEFCO
- The Sponsor is responsible for providing the promotional items and for the distribution, display, installation and dismantling of his Sponsorship material
- The Sponsor is responsible for the production with Bella Center, the installation and supervision of his banners, displays and or roll-ups
- Bella Centre will charge the Sponsor directly for all the production costs of the sponsorship materials.
- The sponsor must supply the material to Bella Centre in due time, there are some deadlines to respect.

Contact

To discuss Sponsorship opportunities please contact Nathalie Schneegans - FEFCO Communications Director:

Tel: +32 473 48 49 08 - Email: nschneegans@fefco.org