

SPONSORSHIP OPPORTUNITIES

FEFCO Technical Seminar 2023



For more information go to:
<https://www.fefco.org/fefco-technical-seminar-2023>

Welcome!

The corrugated industry has recognised the Technical Seminar as a 'must attend' European event of the sector. Over the years, it is recognised as the best gathering place in Europe for the corrugated industry decision-makers and its suppliers. Since 2009 it has experienced a steady increase in interest and participation. It offers participants an excellent opportunity to discuss innovation and inspirational work shared by FEFCO members and their suppliers.

The FEFCO Technical Seminar is going back to France, after 14 years, and for the first time in the city of Lyon. The "Cité Internationale" by architect Renzo Piano, offers state-of-the-art facilities and a pleasant environment next to the Parc de la Tête d'Or, the Lyon Convention Centre can compete with all major international convention centres. The venue proposes a host of on-site services, amenities nearby and hotels within walking distance. It can be reached in 15 minutes by dedicated bus lane from the heart of the city.

FEFCO is confident that the venue can offer a highly professional service to our members, and flexible solutions at cost-effective prices.

The event theme will be **"Shaping our Future through innovation"**. Once again, the FEFCO Operation and innovation Committee is working hard to build a tailor-made programme both appealing and informative, with content that brings practical and valuable insights to participants.

Again, all the lunches and refreshment breaks will be served in the Exhibition Hall, for increased activity and traffic around the stands. The auditorium is very close to the exhibition area, which will facilitate the circulation flows between the conference and the Expo.

FEFCO's bi-annual Technical Seminar is an excellent opportunity for suppliers to gain high visibility through tailor-made sponsorships. There are various options that can be effective to raise sponsor's profile.

Please read the following pages and select the best alternative for your company.

We look forward to counting you among our event sponsors.

We hope to see you in Lyon!

Best Regards,

Nathalie Schneegans
Communications Director

Why sponsor FEFCO Technical Seminar?

FEFCO Sponsorship allows your company to have complete visibility throughout the whole event, build brand awareness and promote your brand and products.

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

Whatever sponsorship you choose, this will be an effective way to reach your current customers and potential new ones.

it is a unique opportunity for new members, to get your company noticed, and present 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
- Positive recall about your company
- Targeted audience
- High visibility before, during and after the event
- Acknowledgement in FEFCO promotional material
- Specific recognition from your customers

Key facts and Figures - 2021 Technical Seminar

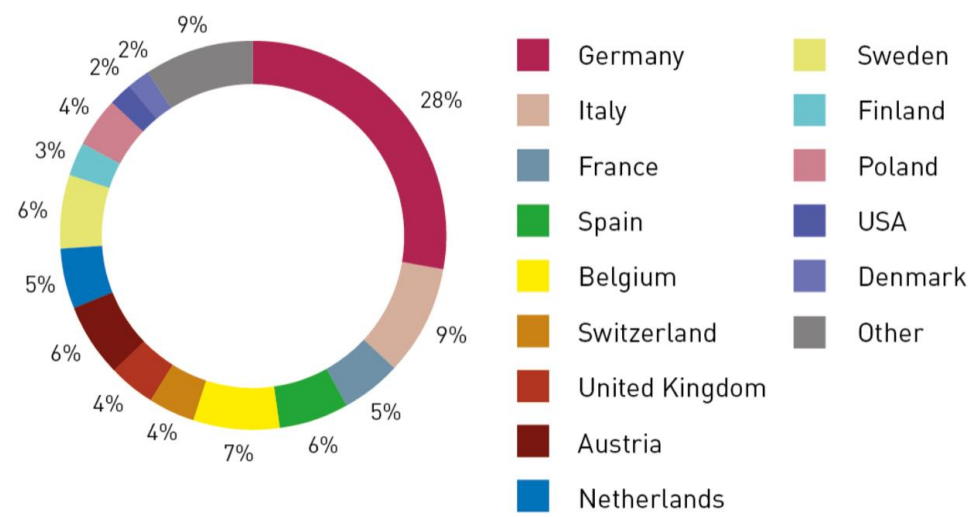
- High attendance event
- 816 Delegates and visitors from 34 countries
- 3000 m² exhibition area
- 117 Stands
- 80 Exhibiting companies
- 61 Spotlight presentations

Sponsorship Opportunities

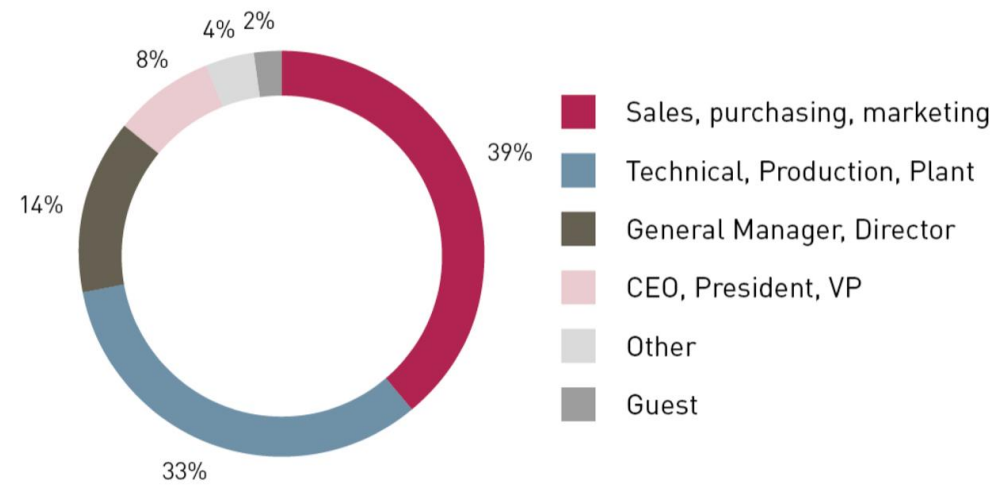
We offer you a selection of sponsorship opportunities, from the main sponsorship to “A la carte” options and or tailor-made possibilities.

FEFCO Technical Seminar attendance 2021

2021 Seminar by country



2021 Seminar by position



Welcome reception – Cocktail on Wednesday 25 October

Host the official gathering and networking activity of the FEFCO Technical Seminar on Wednesday 25 October at The Lyon Convention 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 in front of Exhibition)
- ✓ 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 and on sponsor slides at the start of conference sessions.

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.



Sponsorship of the Exhibition catering space for 3 days Sponsor the lanyard for the badges

Sponsor **all standing Lunches and coffee breaks**, inside the exhibition hall, during the whole event on **Wednesday 25, Thursday 26 and Friday 27 October (morning)**.

Get **extra visibility** thanks to the **lanyards for the badges** with the branding of you company that all the FEFCO delegates will wear. (*Lanyard with the sponsor logo to be provided by the sponsor*)

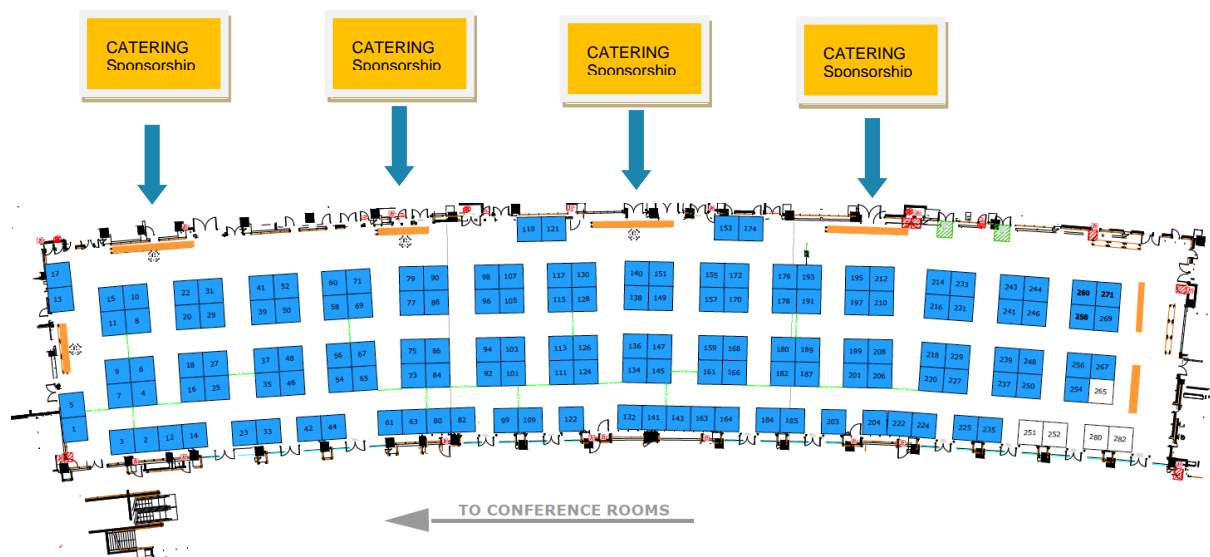
This will give you a high visibility during the entire duration of the Technical Seminar.
One company can claim this option. Exact space and position of the buffets to be confirmed at a later stage.

FEFCO will provide **a prominent and eye-catching signage package** (details to be confirmed).

Preliminary spaces of the **hanging banners** are shown on the floor plan below.

Other catering branding possibilities

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



Type of signage (size to be confirmed)



A la carte Sponsorship

OPTION A

Selection of signages in the most appropriate spaces at the venue.

Maximum 2 companies can share the signage.

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:

- Outdoor & indoors signage in various locations
- Selection of banners / signs, branding at the entrance, registration area, foyer area, along the way to the auditorium and to the exhibition
- Adhesive stickers (floor and some windows)
- Stairs, escalator

FEFCO and sponsor will design together the most suitable signage package by mixing options.

A la carte Sponsorship

OPTION B

Give-away for distribution (maximum 1 company)

1.500,00 € excl. VAT

Give-aways must 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.

A la carte Sponsorship

OPTION C

Wi-Fi sponsor the login page

1 500,00 Exc. VAT

Login page with logo and message from Sponsor

A la carte Sponsorship

OPTION D

Seminar e-newsletter (2 issues)

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 2021 e-newsletter



Dear FEFCO Member,

I am pleased to update you on the upcoming Technical Seminar, which will take place physically at Bella Center in Copenhagen.

The FEFCO Secretariat and the organising Operations & Innovation Committee (OIC) would like to thank all exhibitors, conference participants and sponsors for placing their trust in FEFCO.

Safety considerations

We are confident that the latest pandemic developments in Europe, and particularly in Denmark, will allow for the event to take place safely. We assure you that all Technical Seminar activities comply with Danish government COVID guidelines.

Visitors can enter Denmark with a valid EU Digital Covid Certificate (vaccination, recovery, or negative test) and there are no countries on the Danish red list (Denmark has its own colour code). Please check your own country travel rules also for the return. FEFCO will send a formal invitation letter to all participants in case it is requested at some point.

FEFCO trusts and thanks participants for respecting the local rules and acting responsibly.

Impressive attendance and insightful programme

The organising committee members have put all their energy into preparing a tailor-made programme focusing on industry needs. This year, the title of the Seminar is "Intelligent manufacturing - the digitalization of the corrugated industry", given that the European Green Deal, which aims for the decarbonization of the economy by 2050, considers the digital transformation as an essential driver for change.

This programme highlights the key industry challenges and introduces new tools and systems to help the corrugated plants become smarter and more efficient in future. In addition, FEFCO members will be able to listen to the 62 spotlight presentations made by industry suppliers, who will update the audience on the latest technical developments.

We are delighted to see that so many participants registered and that the numbers have exceeded our expectations; we foresee an attendance of over 750 participants and 80 exhibitors who booked 117 stands, a good proportion of which are corrugated



Technical Seminar Sponsor

The Domino Digital Printing Solutions division provides high speed digital printing presses for labels and corrugated packaging, as well as inkjet printing equipment for the variable data printing of codes, addresses and personalisation for multiple different printing industry applications.

Domino's single pass X830i aqueous digital inkjet press with unique intelligent Technology features is designed for everyday corrugated box production.

Click for [More](#)

Newsletter Sponsors



Absolute is a global leader in print circuit systems for OEM equipment and as a retrofit to your existing post-print units. We specialise in Carbon Fibre inking systems, the

InkSave range of print unit washup and ink optimisation systems, and SONO - our on press ultrasonic anilox roll system. Join Absolute on booth 23 to discover our latest R+D projects and innovations.

More: <https://absolute-eng.com/>



Celmacch, with over 40 years' experience, is specialised in the production of high graphics printing machines and servo driven rotary die cutters. Celmacch is strongly committed to Innovation, simplicity, robustness, and great understanding of customer needs. Paying attention to build trusting and long-term relationship with its client, today Celmacch technology is highly appreciated by the major players in the market.

More: <https://www.celmacchgroup.com/>

A la carte Sponsorship

OPTION E

Tailor-made option

Please submit your ideas to FEFCO for evaluation of the feasibility and cost

Sponsorship 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 Lyon Convention Centre, the installation and supervision of his banners, displays and or roll-ups
- Lyon Convention Centre will charge the Sponsor directly for all the production costs of the sponsorship materials.
- The sponsor must supply the material to Lyon Convention Centre in due time, clear e deadlines will be communicated.

Contact

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

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