

# 13<sup>TH</sup> INTERNATIONAL TRENDS IN BREWING

Ghent, Belgium, April 8<sup>th</sup>-12<sup>th</sup> 2018

KU LEUVEN - TECHNOLOGY CAMPUS GHENT - BELGIUM

**OPPORTUNITIES THROUGH INNOVATIVE  
INGREDIENTS & TECHNOLOGIES**

recipes, better practices and challenges



[www.trendsinbrewing.org](http://www.trendsinbrewing.org)



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**KU LEUVEN**



## Sponsorship 13<sup>th</sup> Trends In Brewing 2018

### **1. Sponsorship with booth at Technical Exhibition**

#### **Sponsor 25°P (sponsorship from 10 000 €)**

- Booth on Technical Exhibition (4mx3m)
- 4 delegates for free with full access to the symposium
- Publicity (website, program book, ....)

#### **Sponsor 20°P (sponsorship from 7 500 €)**

- Booth on Technical Exhibition (3mx3m)
- 3 extra delegates for free with full access to the symposium
- Publicity (website, program book, ....)

#### **Sponsor 15°P (sponsorship from 5 000 €)**

- Booth on Technical Exhibition (3mx3m)
- 2 delegates for free with full access to the symposium
- Publicity (website, program book, ....)

#### **Sponsor 12°P (sponsorship from 2 500 €)**

- Booth on Technical Exhibition (3mx3m)
- 1 delegate for free with full access to the symposium
- Publicity (website, program book, ....)

A floor plan of the technical exhibition will be available on the symposium website [www.trendsinbrewing.org](http://www.trendsinbrewing.org) and is also included in this document. The allocation of exhibition space is on a "first come, first served" base. Reservation can be done by using the reservation document available on the website.

The depth of all stands is 3 m. The stand comprises 2x 2 side panels of 1m x2m high and 3, 4 or 6 m back panels (of 2 m high), spotlights, tables, chairs, energy supply, and wireless network.

Only one additional exhibitor badge per booth is possible and costs € 399, including all social events. More participants should subscribe as a full delegate via the website. Depending on the local situation or stand size, small changes of the floor plan and allocation are possible.

Symposium Secretariat:

Gebroeders De Smetstraat 1, 9000 Gent, Belgium

Tel. +32 (9) 265 87 09

Fax. +32 (9) 265 87 24

E-mail: [secretariat@trendsinbrewing.org](mailto:secretariat@trendsinbrewing.org)

## **2. Sponsorship without booth at Technical Exhibition**

As an alternative of “sponsorship with booth at technical exhibition”, a booth at the Technical Exhibition can be replaced by 2 delegates with full access to the symposium.

## **3. Special package deals**

A Welcome Party is organized at the technical exhibition.

Participants and partners will be invited to this Welcome Party.

Sponsor amount: **EUR 15.000,00**

Estimated number of attendees: 500 persons

**Advertising** : the Sponsor will be announced as **Main Sponsor** in the provisional programme, in the final programme and on the Trends in Brewing website. Booth at technical exhibition on prime location (chosen together with organizing committee).

**Free delegates: 6**

A Farewell Diner is organized in the city centre of Ghent.

Participants and partners will be invited to this Farewell Party.

Sponsor amount: **EUR 20.000,00**

Estimated number of attendees: 350 persons

**Advertising** : the Sponsor will be announced as **Main Sponsor** in the provisional programme, in the final programme and on the Trends in Brewing website.

Booth at technical exhibition on prime location (chosen together with organizing committee).

**Free delegates: 8**

Daily buffet lunches for all delegates will be served in the exhibition areas

Sponsor amount: **EUR 7.500,00 per day (total 3 days available) - EUR 20.000,00 for all 3 days**

Estimated number: 500 delegates/day

**Advertising**: banners (provided by the sponsor) announcing sponsors offering lunches; being included in the list of sponsors in the printed material and on the website. **Free delegates: 3**

If all three lunches are sponsored by the same company, the sponsor will be announced as Main Sponsor in the printed material and on the website. Booth at technical exhibition on prime location (chosen together with organizing committee).

**Free delegates: 8**

A congress name badge is obliged for all delegates and partners at the venue.

Sponsor amount: **EUR 2.500,00 sponsorship fee**

Estimated number: 600 units. The badges will be ordered by the organization.

**Advertising:** the company logo printed on the name badges of all delegates, being included in the list of sponsors, in printed material and on the website.

**Free delegates: 1**

Name badge is attached to a lanyard

Sponsor amount: **production cost+ EUR 1.000,00 sponsorship fee**

Estimated number: 600 units. Stretch length should be between 40-45 cm.

A lanyard with your company's name will be provided to each congress attendee. As people are meeting throughout the congress and looking at each other's name tags, make sure that they see your company's name as well.

A congress bag containing delegate material will be distributed to all delegates upon registration. In addition to the sponsor's company logo, also the Trends in Brewing logo must be printed on the bag.

Choice of bag and practical details must be made together with the organization.

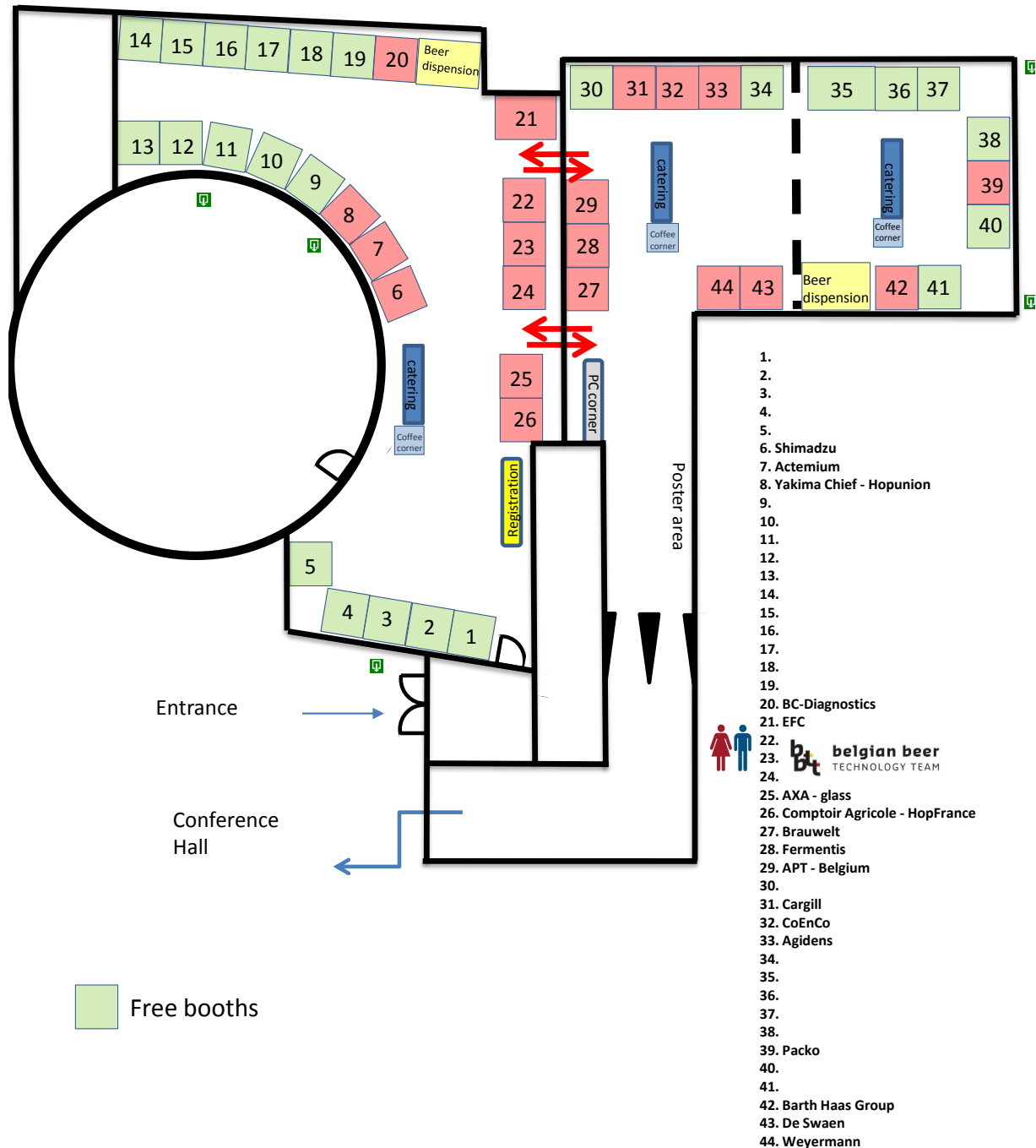
Total amount: **EUR 8.500,00 sponsorship fee**

Estimated number : 600 bags

**Advertising:** company logo on the bag, being included in the list of sponsors, in the printed material and on the website. Booth at technical exhibition (3mx3m). **Free delegates: 3**

**More info:** [sponsors@trendsinsinbrewing.org](mailto:sponsors@trendsinsinbrewing.org)

Floor Plan Technical and Poster Exhibition, 13<sup>th</sup> Trends in Brewing, April 08-13, 2018  
 UPDATE 20/09/2017



## Sponsor contract

Company..... will sponsor 13<sup>th</sup> Trends In Brewing 2018. The sponsorship is.....€ (.....°P) or Special package deal.....

A booth at the technical exhibition (if needed) can be reserved with the stand reservation form.

Invoice details:

**Company name:** .....

**Contact person:** .....

**Street** ..... **Nr:** .....

**Zip-code** ..... **City:**..... **Country:** .....

**VAT nr :**.....

**Purchase nr :**.....

**Phone:** ..... **Fax:** .....

**E-mail:** .....

**Signature:**.....

**Date**.....

**City**.....

To your information: this signed document is a binding agreement. An invoice, covering 50% of the sponsoring fee will be send after receiving this reservation.

More info: please don't hesitate to contact us for more information.

Gert De Rouck

Trends in Brewing

Gebroeders De Smetstraat 1, B-9000 Gent phone:

+32 (0) 331 66 50; [sponsors@trendsinbrewing.org](mailto:sponsors@trendsinbrewing.org)

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## Technical Exhibition – Stand reservation

Please reserve a booth at “Trends in Brewing” 8- 12 April 2018

Stand nr. (check floor plan): First choice: ....., Second choice: ..... Length  
of stand (min. 3 m):..... m

Please send all information of the exhibition (plans, guidelines, info,...) to the following address (if different than previous):

**Company name:** .....

**Company name for print media:** .....

**Contact person** regarding the technical exhibition: .....

**Street** ..... **Nr:** .....

**Zip-code** ..... **City:**..... **Country:** .....

Signature:.....

Date.....

City.....

To your information: this signed document is a binding agreement (depending on exhibition space and availability). An invoice, covering 50% of the rental/sponsoring fee will be send after receiving this reservation. The final allocation will be done after payment on our bank account. The allocation of the stand is on a first in, first serve base.

More info: please don't hesitate to contact us for more information.

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