



14TH INTERNATIONAL TRENDS IN BREWING

BEER & SOCIETY

LEUVEN, BELGIUM • 5-8 APRIL 2020

SPONSORSHIP PACKAGES

Contact information

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1. Sponsorship with booth at technical exhibition

General guidelines

- A floor plan of the technical exhibition is included at the end of this document.
- The allocation of exhibition space is on a “first come, first served” base.
- All booths are 3m by 3m.
- The booth comprises side and back panels, tables, chairs, energy supply, and wireless network.
- Per booth, you can only purchase 1 additional exhibitor badge at €400. This badge includes all social events. More participants should register as a full delegate through the website.
- Depending on the local situation or booth size, small changes of the floor plan and allocations are possible.

Sponsorship packages

Sponsor 25°P (sponsorship from €10.000, excl. VAT)

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

Sponsor 20°P (sponsorship from €7.500, excl. VAT)

- 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, excl. VAT)

- 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, excl. VAT)

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

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 1 delegate with full access to the symposium.



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3. Special package deals

Sponsor the Welcome Party (sponsorship from €15.000, excl. VAT)

- The welcome party will take place on Sunday April 5th.
- Participants and partners will be invited to this Welcome Party.
- Estimated number of attendees: 400 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.
- Free delegates: 4

Sponsor the Farewell Dinner (sponsorship from €20.000, excl. VAT)

- The Farewell Dinner will be organized on Tuesday April 7th.
- Participants and partners will be invited to this Farewell Party.
- 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.
- Free delegates: 5

Sponsor of Daily Lunches (sponsorship from €7.500 excl. VAT for 1 day, €12.000 excl. VAT for 2 days)

- Daily buffet lunches for all delegates will be served in the exhibition areas.
- Estimated number: 400-500 delegates/day
- Advertising: banners/signs (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: 2
- If the two lunches are sponsored by the same company, the sponsor will be announced as Main Sponsor in the printed material and on the website. The sponsor can then bring 4 free delegates.

Sponsor the Name Badge (sponsorship from €2.000, excl. VAT + production cost)

- Each conference name badge will be attached to a lanyard
- 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.
- Estimated number: 600 units. Stretch length should be between 40-45 cm.

Sponsor the Congress Bag (sponsorship from €3.500, excl. VAT)

- 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.
- 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



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4. Map of the technical exhibition

The technical exhibition will take place in the Jubilee Hall of the KU Leuven University Hall. The University Hall is the heart of KU Leuven University, and is centrally located in Leuven.

