



# 25th European Cold Chain Conference Sponsorship Opportunities

The 25th European Cold Chain Conference is a supplier's best venue for reaching temperature-controlled warehousing and logistics' executives. Increase your companies' brand and your visibility during the event, through the sponsorship program. Each opportunity has been customized to spotlight your company throughout the entire event.

## Sponsorship Benefits:

- Each sponsorship receives custom benefits tailored to each opportunity (outlined below)
- Recognition of sponsorship on conference website, conference marketing emails and event signage
- Recognition of sponsorship during the Opening Plenary Session (logo on screen and verbal recognition)
- Bespoke branding at sponsored function
- Listed in select pre-event marketing
- All sponsors in attendance will receive distinctive "Sponsor Ribbons" to wear throughout the event
- Right of first refusal for sponsorship of same event, if offered, in 2023
- List of attendees with contact information (subject to attendee approval in compliance with GDPRP)

## Sponsor Levels and Opportunities

### DIAMOND LEVEL

Sponsorship packages of **€10,000** or more from the sponsorship and exhibiting opportunities listed below.

### PLATINUM LEVEL

#### **Industry Perspective Tech Talk (2 opportunities) - €7,725 each**

Industry Perspective Tech Talks are an opportunity for GCCA members to present a high-level industry perspective on how their solutions, tools and/or technology can help support their customers businesses and how they see the industry evolving. Each "Tech Talk" sponsor will receive 7 minutes to present to the audience. (This is not a commercial — must be a high-level industry overview).

#### **Opening Night Reception Co-Sponsor (2 opportunities) - €7,525 each**

The opening night reception offers a perfect environment to re-connect with old friends. This reception, featuring cocktails and hors d'oeuvres is held on the first evening. Sponsor will receive bold signage and branded napkins at event.

#### **Keynote Sponsor Thursday Morning - €7,525**

The Keynote Sponsorship elevates your company's visibility to the highest level at the event. The sponsorship includes the opportunity to introduce the keynote speaker and feature a promotional video in front of the entire convention audience as well as a head table to host your delegates and guests. The sponsorship also includes the opportunity for one promotional flyer (supplied by you, maximum 8.5"x11") to be distributed at the session.

## Contact Information

Contact James Rogers at [jrogers@gcca.org](mailto:jrogers@gcca.org) or +1 703-373-4303 or Julie Hanson at [jhanson@gcca.org](mailto:jhanson@gcca.org) or +32 496-065-865 to learn more or reserve your opportunity today.



### **Cold Chain Reception – Thursday (2 opportunities) - €7,525 each**

The second night reception offers another fantastic opportunity to re-connect with old friends and build new relationships. This reception, featuring cocktails and hors d'oeuvres is held on the first evening. Sponsor will receive bold signage and branded napkins at event.

### **Cold Chain Dinner – Thursday (2 opportunities) - €7,525 each**

The Cold Chain Dinner provides an opportunity to interact with conference attendees and showcase your company over an intimate dinner. Sponsor will receive bold signage and branded napkins at event.

### **Keynote Sponsor Friday Morning - €6,525**

The Keynote Sponsorship elevates your company's visibility to the highest level at the event. The sponsorship includes the opportunity to introduce the keynote speaker and feature a promotional video in front of the entire convention audience as well as a head table to host your delegates and guests. The sponsorship also includes the opportunity for one promotional flyer (supplied by you, maximum 8.5"x11") to be distributed at the session.

## **GOLD LEVEL**

### **Thought Leadership Education Track - Warehouse Operations - €5,725 each**

Education at the event is divided into three overarching tracks focused on timely topics in the cold chain industry. Sponsoring an Education Track provides companies with an exclusive opportunity to provide thought leadership and link their brand to key focus areas of the industry and association. Sponsors of tracks provide an introduction, get their company logo on introduction slides, and marketing flyer distribution in the room.

### **Health & Wellness Sponsor – Branded Masks - €4,725**

Each attendee will receive a branded mask and with your logo on it. You will be top of mind for attendees and associated with keeping everyone safe and healthy at the event.

### **Branded Badge Lanyards - €5,725**

Showcase your brand on the neck of every attendee at the event.

### **Registration - €4,725**

Showcase your brand at the check-in and information hub of the event.

### **Pocket Programme - €4,725**

Showcase your company logo on back of the event pocket agenda.

### **Cold Chain Café - €4,725**

Sponsors receive recognition at the Cold Chain Café, a forum for exchanging ideas and stimulating facilitated discussion on critical industry issues. Sponsors welcome attendees and receive branding on program handouts.

### **Automated Facility Tour & Dinner (2 opportunities) - €4,725 each**

Sponsors will receive exclusive access to the warehouse-only tour and receive recognition throughout the program.

### **Facility Tour on Friday Afternoon (2 opportunities) - €3,725**

Sponsors will receive exclusive access to the warehouse-only tour and receive recognition throughout the program.

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## **SILVER LEVEL**

### **Lunch in the Expo – Thursday - €3,725**

Host a lunch in the Expo between the day's activities. Sponsorship includes branded signage throughout networking foyer.

### **Lunch in the Expo – Friday - €3,725**

Host a lunch in the Expo between the day's activities. Sponsorship includes branded signage throughout networking foyer.

### **Networking Break in the Expo – Thursday Morning - €3,725**

Host a networking break in the expo before the day's activities. Sponsorship includes branded signage throughout networking foyer.

### **Networking Break in the Expo – Thursday Afternoon - €3,725**

Host a networking break in the expo as the day winds down. Sponsorship includes branded signage throughout networking foyer.

### **Networking Break in the Expo – Friday Morning - €3,725**

Host a networking break in the expo as the day winds down. Sponsorship includes branded signage throughout networking foyer.

### **Health & Wellness - Hand Sanitizer - €3,725**

Each attendee will receive a branded sanitizer with your logo on it. You will be top of mind for attendees and associated with keeping everyone safe and healthy at the event.

### **European Warehouse Forum – Wednesday Afternoon (2 opportunities) - €3,725 each**

Receive recognition at the exclusive venue for cold chain operator members to learn about the latest market developments at country level across Europe. Participants will get unique insights from industry peers and can exchange views on current challenges and the future of the sector.

## **EXHIBITING OPPORTUNITIES**

The European Cold Chain Conference provide exhibitors with ample opportunities to connect with decision makers of cold store and refrigerated transportation operators, building contractors and other equipment suppliers.

### **Exhibiting Features & Benefits:**

- Company name and logo on conference website and in event-related marketing emails
- Company profile page on conference website
- Recognition during Opening Plenary Session and throughout the event
- Company name and contact information in Pocket Programme
- One (1) attendee registration for the European Conference included in exhibit fee
- 2 meter draped table and chairs

**Member rate: €3,250**

**Non-Member rate: €4,750**

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