



FINAT 2019

The European Label Forum

www.europeanlabelforum.com



Statistics



Technology



Networking



Marketing



Innovation



Workshops



Awards



Management

**Supplier B2B
Marketing Opportunities 2019**

**5 - 7 June 2019 - Scandic Copenhagen
Denmark**



Organized by:

FINAT

Linking the Label Community



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INTRODUCTION

It is our pleasure to present you the “ELF 2019”, to be held from 5-7 June in Copenhagen, Denmark



The European Label Forum provides the platform for owners, CEOs, sales and marketing managers, future leaders, vendor partners, knowledge providers and media editors, where they can:

- *Address business challenges of today and tomorrow;*
- *Be inspired by success stories;*
- *Learn from experts in different areas of expertise;*
- *Share views and opinions and enter into dialogues that will shape the future;*
- *Gain experience through exercise and engagement;*
- *Network with peers across national borders.*

This year's “ELF” agenda includes a.o.:

- *3 keynote speeches*
- *4 label market presentations*
- *2 debates*
- *3 parallel business learning sessions, with a total of 6 individual presentations*
- *3 Business-to-Business & Members-to-Members break for networking*

FINAT is proud to announce the 3 keynote speakers: **Hamish Taylor** who is a renowned expert on leadership, innovation and branding. He will explain that if we want a breakthrough at how we look at our internal or external customers, we need to look outside our current environment. **Fredrik Härén**, author and keynote speaker on Business, Creativity, Change and Global. Building upon the opening speaker's perspective of the internal and external B2B customer, he will entertain and inspire us how to turn the knowledge and information gained at the ELF2019 into concrete new business value. **Wijnand Jongen**, CEO Thuiswinkel.org and Chairman ECommerce Europe, will talk about the end of online shopping and labels and packaging as enablers in the changing retail landscape.

To underline the role of the European Label Forum as catalyst of discussion, debate and mutual learning, it will again feature **the Industry Debate**, plus a new feature this year: the **converter-only roundtables**. Guided dialogues with peer leaders from FINAT's volunteer workforce about strategic topics relevant to the future of the European labels and narrow web packaging industry. The discussion will be based on an online member survey to be launched before the event.

The **three parallel business learning streams** will focus on:

1. The smart future of labels
2. The sustainability of filmic innovations
3. Connecting with our target audience

Each stream will feature two topics to choose from (participants are recommended to bring along a second in command not to miss out on any of the topics!).

Of course, the ELF programme will also feature the **FINAT Awards Ceremony**, the **Supplier Tabletop Exhibition**, various excursions for partners and a memorable evening at **Børsen**, the oldest (17th-century) stock exchange building worldwide, located in the centre of Copenhagen.

B2B Marketing Opportunities

Supplier members are once again kindly invited to become a sponsor and register for the alternative Business-to-Business Marketing Opportunities described in detail in this brochure.

I look forward to welcoming your company as a Gold, Silver or Bronze sponsor of our 2019 forum!

The Hague, February 2019, Jules Lejeune, Managing Director

A BUSINESS-TO-BUSINESS MARKETING OPPORTUNITY



FINAT supplier members can make use of the Business-to-Business Marketing Opportunities during the **FINAT European Label Forum 2019**. The Supplier Tabletop exhibition is a unique way to increase your company's visibility and to reach your customers directly. All sponsors will be mentioned in the programme booklet to be handed out to participants upon arrival, and will be listed in all future communication in relation to the forum.

SPONSORSHIP PACKAGES

I. 'GOLD SPONSOR'

€ 6,000

- Listing as **Gold Sponsor** in all official FINAT ELF documentation as of mid-April 2019
- Full page f/c advert in programme book (*supply as PDF 10 x 20.5 cm, w x h*)
- Company logo on banner at stage (*supply as EPS or high resolution JPEG*)
- Company logo published on ELF website (*supply as JPEG 72 dpi 200 x 200 pix*)
- Company banner rotating on FINAT website (1 May - 1 October)
 - (*supply in 2 formats:*
 - 728 x 90 w x h [*animated*] GIF
 - 300 x 250 w x h [*animated*] GIF
- Company banner on ELF website (*supply as: 320 x 460 pix w x h in [*animated*] GIF*)
- Company description on ELF website & event app (*supply company description*)
- Logo mentioned in app welcome screen (*supply logo in PNG or JPEG 600 x 600 pix up to 2 MB*)
- Highlighted listing in event app
- Listing sponsor screen (customizable page per sponsor) in event app (*supply URL*)
- Background banner for sponsor screen in event app (*supply image in PNG or JPEG 1200 x 600 pix w x h up to 2 MB*)
- Free table top booth & poster panel (optional) for the entire duration of the forum
- Free entry to the forum for the 1st delegate
- Two VIP tickets for your customer (converter and non FINAT member only)
- **NEW** Free elevator pitch of 5 minutes (*subject to separate pre-booking and as long as slots are available*)

II. 'SILVER SPONSOR'

€ 3,500

- Listing as **Silver Sponsor** in all official FINAT ELF documentation as of mid-April 2019
- Half page f/c advert in programme book (*supply as PDF 10 x 11 cm, w x h*)
- Company logo on banner at stage (*supply as EPS or high resolution JPEG*)
- Company logo published on ELF website (*supply as JPEG 72 dpi 200 x 200 pix*)
- Company description on ELF website & event app (*supply company description*)
- Logo mentioned in event app welcome screen (*supply logo in PNG or JPEG 600x600 pix up to 2 MB*)
- Listing sponsor screen (customizable page per sponsor) in event app
- Free table top booth & poster panel (optional) for the entire duration of the forum
- 50% discount on participation fee 1st delegate
- One VIP ticket for your customer (converter and non FINAT member only)
- **NEW** 50% discount on elevator pitch (*subject to separate pre-booking and as long as slots are available*)

III. 'BRONZE SPONSOR of specific conference materials' (on a first-come, first-serve basis)

- Lanyards (Supply branded lanyards to be distributed to the participants) € 1,750
- Pens (Supply the pens to be used by the participants) € 1,250
- Notepads (Supply branded conference notepads to the participants) € 1,250
- Exhibiting your products is possible at an extra price € 1,750
- **NEW:** Elevator pitches (*during the network coffee breaks - max 5 per break*) € 500

NEW: Elevator pitches in the exhibition area

(On a first-come, first-serve basis)



Put your company in the limelight and spark interest in what your company does. Present the latest products, trends and developments or introduce innovations to be shown at Labelexpo Europe 2019 in a commercial presentation of 5 minutes during the B2B breaks. There will be a special speaker's corner at a central place in the exhibition area. As the number of slots is limited, applications are handled on a first-come, first-served basis.

NEW: Tabletop quiz

To ensure that everyone takes the time to visit all the exhibitors, we will be introducing the Tabletop Quiz this year. Visitors can answer questions via the FINAT App and win a prize. Make sure to provide a question related to your tabletop in the sponsor application form.

SPECIAL PACKAGE DEAL IN COMBINATION WITH ADVERTISING

Make use of the following offer and get 15% discount on the total price:

- 1. An ELF Gold or Silver sponsorship, and*
- 2. A full page advertisement in the FINAT Yearbook.*

For more special packages consult the FINAT media rates 2019.

HOW TO APPLY FOR SPONSORSHIP

Booking for one of the Business-to-Business Marketing Opportunities for the FINAT ELF, 5-7 June 2019, Copenhagen, Denmark is possible by filling in the online Sponsor Application form:

<https://lejeune131.typeform.com/to/rY3lhm>

Please note that this form **DOES NOT automatically include delegate registration**.

Please also fill in the online Participants Registration form:

https://lejeune.allsolutions.nl/default.aspx?qvActie=AlSsa_mcuron&prbaID=1502&proID=02019&subID=1

Please complete the **Sponsor Application Form** *before 19 April 2019*. Thank you.



GENERAL INFORMATION TABLETOP

TIMING TABLETOP

The traditional FINAT Supplier Tabletop Exhibition commences on Wednesday, 5 June, 19.00 hrs and will run during the breaks of the congress till Friday 7 June, after lunch.

BUILD-UP & DISMANTLING

Build-up time: Wednesday, 5 June from 12.00 - 17.00

Dismantling time: Friday, 7 June from 14.30 - 17.00

EQUIPMENT

Tabletop stands include a table (approx. 70x180 cm) and 2 chairs (optional). Electricity is available on demand.

POSTER PANELS

Usable area **144 x 124 cm [w x h]**. Panels are available on demand only. You can also bring your own pop-up panels. Please advise the FINAT secretariat of its size (width), so that we may allocate a suitable place for your booth.

STORAGE & TRANSPORTATION

Costs of transportation and/or storage will be for the account of the exhibitor. When shipping parcels to the Scandic Copenhagen, please also fill in the special '**Event & conference shipment document**' for each parcel (see page 7 of this brochure). The hotel will accept parcels up to 3 days prior to the event. Parcels arriving earlier will be stored if possible or returned to the sender. The exhibitor is also responsible for the return of the parcel(s) to his company after the event. Parcels that are left at the hotel will be disposed of after 2 weeks.

SHIPPING ADDRESS

Scandic Copenhagen

Vester Søgade 6

1601 Copenhagen V

DENMARK

Att: Laura Hanes

Conference FINAT

EVENT & CONFERENCE SHIPMENT DOCUMENT

DELIVERY ADDRESS

	Scandic Copenhagen Vester Søgade 6 1601 Copenhagen V DENMARK
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EVENT & CONFERENCE DETAILS

Name of Event	FINAT EUROPEAN LABEL FORUM 2019
Date of Event	5-7 June 2019
Hotel contact person	Laura Hanes
Function space	Tabletop area in Banquet Foyer

SENDER DETAILS

Name	
Address	
Postal code & city	
Country	
Telephone number	
E-mail address	

Please attach this sheet on each cover of the box or envelope!

Content	
<input type="checkbox"/> Handout <input type="checkbox"/> Documents <input type="checkbox"/> Room Drop <input type="checkbox"/> Give-aways <input type="checkbox"/> Stationary <input type="checkbox"/> Decoration <input type="checkbox"/> Other	Additional Comments:

CONTACT

For any questions about the tabletop you can contact:

Jakovina van Haeringen at the FINAT secretariat

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E-mail: info@finat.com



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