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INTRODUCTION

It is our pleasure to present you the “ELF 2020”, to be held from 3-5 June in Rome, Italy



The 2020 ELF comes at a time of growing global economic uncertainty and increasing awareness about the need for circularity in the face of climate change and pollution of our oceans. Against this background, more and more the purpose of business is to offer a ‘business for purpose’ environment to our workforce. ‘Business’, ‘Sustainability’ and ‘Culture’ have therefore been chosen as the keywords for this year’s edition in the Ancient City.

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

- 1 converter-only roundtable
- 3 keynote speeches
- 4 label market presentations
- 1 panel discussion
- 3 parallel business learning streams, with a total of 6 sessions
- 7 Business-to-Business & Members-to-Members networking breaks and events
- 3 (post-event) tours of Rome and Vatican City for partners and delegates

FINAT is proud to announce the 3 keynote speakers:

Oscar Farinetti, President and founder of Eataly (I), will recount the success story behind the largest Italian food marketplace in the world. Through an extraordinary journey, starting from an idea sketched on a piece of paper by Oscar in 2002, and the opening of the first multifunctional marketplace dedicated to Italian products in Turin in 2007, Eataly has now expanded to 35 locations throughout Italy and in the world. Eataly comprises a variety of restaurants, food and beverage counters, bakeries, retail items, and a cooking school.

Markus Wörner, Marketing Unicorn, head of PR at einhorn (D) will present sustainability with a twist. He tells the story of the ‘vegan condom’: how his company reinvented the pleasure contraceptive and turned it into a vehicle of fair trade and environmental sustainability. The company’s aim is to reduce plastic packaging to a minimum and make biological diversity in the fields buzz and sprout. In a broader context, Markus shows how to do business differently in a challenging and changing world.

Pellegrino Riccardi (I) is a cross cultural (Mediterranean, Nordic and Anglo-Saxon) expert, motivator and world-touring rock musician with a special talent for connecting to people. He helps people interact more effectively with one another, especially those who work in a multicultural environment. He will explain how to capture and harvest the often-untapped potential energy and value that is out there in organisations and create vibrant work environments. Business leaders will get the tools to align the mindset of their people and create a culture of change.

The three parallel business learning streams will focus on: Business, Sustainability & Culture. 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!).

A more interactive setting is offered in the panel discussion on the Friday and the second edition of the converter-only roundtable on the Wednesday, where guided exclusive peer discussions on pending topics with colleagues from all over Europe will take place.

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 **Shilling Ostia**, a beach club where we will indulge ourselves in the good life (or Dolce Vita as it is called in Italian). Delegates who wish to extend their stay in Rome have the opportunity to sign up for the optional tour on Friday afternoon to Vatican City, with encompasses a visit of the museums, the Sistine Chappel and many other sightseeings.

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 2020 forum!

The Hague, March 2020, 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 2020**. 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

- o Listing as **Gold Sponsor** in all official FINAT ELF documentation as of mid-April 2020
- o Full page f/c advert in programme book (*supply as PDF 10 x 20.5 cm, w x h*)
- o Company logo on banner at stage (*supply as EPS or high resolution JPEG*)
- o Company logo published on ELF website (*supply as JPEG 72 dpi 200 x 200 pix*)
- o Company banner rotating on FINAT website (1 May - 1 October)
 - o (*supply in 2 formats:*)
 - 728 x 90 w x h [animated] GIF
 - 300 x 250 w x h [animated] GIF
- o Company banner on ELF website (*supply as: 320 x 460 pix w x h in [animated] GIF*)
- o Company description on ELF website & event app (*supply company description*)
- o Logo mentioned in app welcome screen (*supply logo in PNG or JPEG 600 x 600 pix up to 2 MB*)
- o Highlighted listing in event app
- o Listing sponsor screen (customizable page per sponsor) in event app (*supply URL*)
- o 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*)
- o Free table top booth & poster panel (optional) for the entire duration of the forum
- o Free entry to the forum for the 1st delegate
- o Two VIP tickets for your customer (converter and non FINAT member only)
- o **NEW** Free 30-seconds' video promotion of your company or product on screens during the B2B breaks.

II. 'SILVER SPONSOR'

€ 3,500

- o Listing as **Silver Sponsor** in all official FINAT ELF documentation as of mid-April 2020
- o Half page f/c advert in programme book (*supply as PDF 10 x 11 cm, w x h*)
- o Company logo on banner at stage (*supply as EPS or high resolution JPEG*)
- o Company logo published on ELF website (*supply as JPEG 72 dpi 200 x 200 pix*)
- o Company description on ELF website & event app (*supply company description*)
- o Logo mentioned in event app welcome screen (*supply logo in PNG or JPEG 600x600 pix up to 2 MB*)
- o Listing sponsor screen (customizable page per sponsor) in event app
- o Free table top booth & poster panel (optional) for the entire duration of the forum
- o 50% discount on participation fee 1st delegate
- o Two VIP tickets for your customer (converter and non FINAT member only)
- o **NEW** 50% discount on a 30-seconds' video promotion of your company or product on screens during the B2B breaks.

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:** 30-seconds' video promotion of your company and/or products on screens during the B2B breaks. € 500

NEW: 30-seconds' video promotion of your company and/or product



Put your company in the limelight and spark interest in what your company does. Present the latest products, trends and developments or introduce other innovations in a 30-seconds' commercial video during the B2B breaks. Flatscreens will be placed in and around the exhibition area. All videos will continue to run throughout all B2B breaks.

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 2020.

HOW TO APPLY FOR SPONSORSHIP

Booking for one of the Business-to-Business Marketing Opportunities for the FINAT ELF, 3-5 June 2020, Copenhagen, Denmark is possible by filling in the online Sponsor Application form:

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

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&prbalD=1502&proID=002020&subID=3

Please complete the **Sponsor Application Form** *before 19 April 2020*. Thank you.

GENERAL INFORMATION TABLETOP



TIMING TABLETOP

The traditional FINAT Supplier Tabletop Exhibition commences on Wednesday, 3 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, 3 June from 12.00 - 17.00

Dismantling time: Friday, 5 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

As the majority of our exhibitors already have their own pop-up panels or roll-up banners, hardboard poster boards (approx. usable size **144 x 124 cm [w x h].**) will not be supplied automatically. If you do require a poster board, please inform the secretariat. **In view of the limited space, we recommend not to use banners which are wider than 2,5m.**

STORAGE & TRANSPORTATION

Costs of transportation and/or storage will be for the account of the exhibitor. When shipping parcels to the Sheraton Roma, 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

Sheraton Roma Hotel & Conference Centre
Attn. Iolanda Civitelli
Viale del Pattinaggio, 100
IT-00144 Roma RM
ITALY

EVENT & CONFERENCE SHIPMENT DOCUMENT

DELIVERY ADDRESS

	Sheraton Roma Hotel & Conference Centre Viale del Pattinaggio, 100 IT-00144 Roma RM ITALY
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EVENT & CONFERENCE DETAILS

Name of Event	FINAT EUROPEAN LABEL FORUM 2020
Date of Event	3-5 June 2020
Hotel contact person	Iolanda Civitelli
Tel no. hotel contact person	+39-06-54537535
Function space	La Piazzetta
Your own contact person staying at the Sheraton during the time of the ELF	

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

Telephone: +31-70-3123910

E-mail: info@finat.com or jvhaeringen@lejeune.nl

FINAT

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The Netherlands

URL FINAT: www.finat.com

URL ELF: www.europeanlabelforum.com

