



# FINAT 2018

The European Label Forum

[www.europeanlabelforum.com](http://www.europeanlabelforum.com)



Statistics



Technology



Networking



Marketing



Innovation



Workshops



Awards



Management

Supplier B2B  
Marketing Opportunities 2018  
6 - 8 June 2018 - Citywest Hotel  
Dublin - Ireland



Organized by:

**FINAT**

Linking the Label Community

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# INTRODUCTION

**It is our pleasure to present you the “ELF 2018”, to be held from 6-8 June, at the Citywest Hotel in Dublin, Ireland.**

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. the following topics:**

- *The European label industry after Brexit;*
- *Diversification of the labels and narrow web industry into short run packaging;*
- *Intelligent labels and packaging;*
- *Recruitment and retention of talent;*
- *The state of affairs in digital label printing (based on FINAT commissioned research);*
- *The total cost of ownership (TCO) of different label printing technologies;*
- *The latest innovations in brand protection;*
- *Branding your company via online marketing;*
- *Managing food compliance regulations;*
- *Preparing for upcoming legislation on serialization and tamper evidence.*

Additionally, FINAT is proud to announce 3 keynote speakers who will put our industry-specific topics in the wider context of the politics, economics and society. TV commentator and spokesman of former British PM Tony Blair **Alastair Campbell** will address the proverbial ‘elephant in the room’, as the Brexit negotiations are approaching the final deadline of March 2019. Founder of XYZ University, author and expert on intergenerational issues in companies **Sarah Sladek**, addresses one of the top 3 concerns in the industry: the incoming generation of new talent. Finally, Professor **Noreena Hertz**, author, visionary economist and author with an impressive track record in predicting global trends, will offer guidance on how to make the right decisions in an increasingly complex business environment.

To underline the role of the European Label Forum as catalyst of discussion, debate and mutual learning, it will again feature two panel debates one each day, as well as two parallel streams featuring a variety of 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 (revamped) FINAT Label Awards Ceremony. And a visit of Dublin will not be complete without an evening at the iconic **Guinness Storehouse**, where FINAT will celebrate its **60<sup>th</sup> anniversary**.

## **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 2018 forum!

*The Hague, March 2018, 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 2018**. 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 2018
- o Full page f/c advert in programme book (10 x 20.5 cm, w x h)
- o Company logo on banner at stage (30 x 15 cm, w x h – approx. 450 cm<sup>2</sup>)
- o Company logo published on congress page of FINAT website (200 x 200 pix)
- o Company banner rotating on FINAT Website (728x90 and 300x250 w x h [animated] gif and ELF website (320 x 460 pix w x h in jpg only) (1 May - 1 October)
- o Free table top booth & poster panel (optional) for the entire duration of the congress
- o Free entry to the congress for the 1st delegate

### II. 'SILVER SPONSOR'

€ 3,500

- o Listing as **Silver Sponsor** in all official FINAT ELF documentation as of mid-April 2018
- o Half page f/c advert in programme book (10 x 11 cm, w x h)
- o Company logo on banner at stage (30 x 10 cm, w x h – approx. 300 cm<sup>2</sup>)
- o Company logo published on congress page of FINAT website (200 x 200 pix)
- o Free table top booth & poster panel (optional) for the entire duration of the congress
- o 50% discount on participation fee 1<sup>st</sup> delegate

### 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

#### 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 sponsorship, and*

*2. a full page advertisement in the FINAT Yearbook.*

*For more special packages consult the FINAT media rates 2018.*

# GENERAL INFORMATION TABLETOP

## TIMING TABLETOP:

The traditional FINAT Supplier Tabletop Exhibition commences on Wednesday, 6 June, 19.00 hrs and will run during the breaks of the congress till Friday 8 June, after lunch.

## BUILD-UP & DISMANTLING:

**Build-up time:** Wednesday, 6 June from 12.00 - 17.00 hrs.

**Dismantling time:** Friday, 8 June from 14.30 - 17.00 hrs.

## EQUIPMENT:

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

## POSTER PANELS:

Usable area 205x140cm [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 CityWest, 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

Citywest Hotel  
FAO Alan Ritchie,  
Saggart, Co Dublin  
IRELAND

# HOW TO APPLY FOR SPONSORSHIP

Booking for one of the Business-to-Business Marketing Opportunities for the FINAT ELF, 6-8 June 2018, Dublin, Ireland is possible by filling in the online Sponsor Application form:

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

Please note that this **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=002018&subID=3](https://lejeune.allsolutions.nl/default.aspx?qvActie=AlSsa_mcuron&prbalD=1502&proID=002018&subID=3)

Please complete the **Sponsor Application Form** *before 18 April 2018*

# EVENT & CONFERENCE SHIPMENT DOCUMENT

## DELIVERY ADDRESS

	Citywest Hotel Saggart, Co Dublin IRELAND
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## EVENT & CONFERENCE DETAILS

Name of Event	FINAT EUROPEAN LABEL FORUM 2018
Date of Event	6-8 June 2018
Name contact person of the event in the hotel	JAKOVINA VAN HAERINGEN
Hotel contact person	Alan Ritchie
Function space	Tabletop area Lakes Suite

## 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	<b>Additional Comments:</b>     

# CONTACT

For any questions about the tabletop you can contact:

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URL ELF: [www.europeanlabelforum.com](http://www.europeanlabelforum.com)

