Sponsorship and Exhibition Opportunities

Due to increased commercial interest in the meeting, this second version of the commercial sales pack introduces new options for branding and thought leadership as well as highlighting the ability to directly engage with the delegates in attendance via the ‘market place’ exhibition. Centrally located with the refreshments, this provides the perfect place to network. Branding an item ensures that you are seen as one of the thought leaders in the field.

International Whey Conferences (IWCs) built their reputations as meeting opportunities for the industry to receive and share updates on the latest advances in the science and technology of whey transformation into valuable functional ingredients.

The IWC2020 programme will emphasise the exchange of knowledge and experiences between the whey business community and scientists from around the globe with ample opportunity for networking and interaction.

A balance between technical and commercial contributions will aim, on the one hand, to present the latest scientific findings and processing technologies and, on the other, to inform scientists of the needs of whey processors and end users in order to exploit the potential of open innovation to address emerging challenges for the industry.

The thematic areas for the 9th International Whey Conference (IWC2020) conference are:

- Nutrition
- Ingredients
- Markets
- Technology
- Sustainability & Environment
- Applications
- Regulations & Policy
- Communications

www.internationalwheyconference.com
RAISE YOUR PROFILE
An extensive network of scientists in academia, business and government is being targeted to generate a highly qualified global audience.

The **International Whey Conference 2020** will bring together leaders from industry and academia to exchange and share their experiences, present research results, explore collaborations and to spark new ideas, with the aim of developing new projects and exploiting new technology.

USE YOUR PRESENCE AT IWC2020 TO:
- launch new products and highlight existing ones
- increase brand awareness and elevate your company profile in the whey community
- network with specialists, seek international partners and form new alliances
- increase visibility in focused markets
- communicate your message to a highly qualified scientific and expert community
- build relationships for the future
- attract new talent and strengthen partnerships
- generate sales leads and educate the market

For further information on sponsorship and exhibition opportunities please contact:

**Tom Faulkner**
Head of Conference Sales
Elsevier, Radarweg 29, 1043NX, Amsterdam, The Netherlands
Tel: +31 20 485 2175 | E-mail: t.faulkner@elsevier.com

**GOLD SPONSOR**
- Company acknowledgement on all official conference support signs, program and on all marketing collateral
- Special recognition on the conference website
- Complimentary registration for 4 delegates
- Complimentary 3x2m shell scheme booth
- One set of promotional materials to be handed out at registration
- A complimentary full page advertisement in the program
- Option to brand specific portions of the meeting, including 2 of the following:
  - Coffee break
  - Outdoor Conference Flag
  - Roving Microphone Signs
- € 20,000

**SILVER SPONSOR**
- Company acknowledgement on all official conference support signs, program and on all marketing collateral
- Special recognition on the conference website
- Complimentary registration for 3 delegates
- Complimentary 3x2m shell scheme booth
- One set of promotional materials to be handed out at registration
- Option to brand specific portions of the meeting, including 1 of the following:
  - Coffee break
  - Outdoor Conference Flag
  - Roving Microphone Signs
- € 11,000

**MARKETPLACE EXHIBITION**
The marketplace will house an interactive exhibition running alongside the conference providing you with the opportunity to network with the delegates, demonstrate your products, generate new sales leads and raise your profile within the scientific community.

All conference catering and poster boards will also be housed in the Marketplace providing ample exposure for exhibitors.

The exhibition package includes the listing of your logo and company name, short description and link on the conference website and program booklet.

The following options are available:
- Table top (2m table top exhibition stand, including complimentary exhibition pass for 1 person) **€ 3,500**
- Shell scheme booth 3x2m (Including complimentary registration for 1 delegate) **€ 7,000**
- Shell scheme booth 6x2m (Including complimentary registration for 2 delegate) **€ 11,000**
ADDITIONAL SPONSORSHIP OPPORTUNITIES

Promotion of your company name and logo in the program booklet

- Listing of your logo and company name, short description and link through to your company website on the conference website

See below for additional specific benefits and exposure

<table>
<thead>
<tr>
<th>SPONSORSHIP OPPORTUNITY</th>
<th>EXCLUSIVE</th>
<th>PRICE</th>
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<tbody>
<tr>
<td>PLENARY ROOM SPONSOR</td>
<td>Exclusive</td>
<td>€ 15,000</td>
</tr>
<tr>
<td>FOLDING UMBRELLA</td>
<td>Exclusive</td>
<td>€ 15,000</td>
</tr>
<tr>
<td>WATER BOTTLES</td>
<td>Exclusive</td>
<td>€ 14,000</td>
</tr>
<tr>
<td>GALA DINNER</td>
<td>Two spaces available</td>
<td>€ 15,000</td>
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<tr>
<td>CHEESE &amp; WINE</td>
<td>Two spaces available</td>
<td>€ 11,000</td>
</tr>
<tr>
<td>WORKSHOP</td>
<td>Two spaces per break</td>
<td>€ 4,500</td>
</tr>
<tr>
<td>ORGANISER/STUDENT HELPER T SHIRTS</td>
<td>Exclusive</td>
<td>€ 4,250 /FLAG</td>
</tr>
<tr>
<td>INSTAGRAM STAND</td>
<td>Exclusive</td>
<td>€ 3,250</td>
</tr>
</tbody>
</table>

**NETWORKING OPPORTUNITIES**

- **Co-located Workshops**
  - Showcase your products and services to the conference delegates at a dedicated workshop on Tuesday 8 September in the Market Place, offering networking opportunities whilst enjoying a selection of cheese and wine.

- **Sponsorship of one of the Conference Workshops**
  - € 11,000

- **Sponsorship of one of the Conference Coffee Breaks**
  - € 10,000

- **Sponsorship of one of the Conference Gala Dinners**
  - € 10,000

- **Sponsorship of one of the Conference Chees & Wine Receptions**
  - € 8,000

- **Sponsorship of one of the Conference Student/Delegate Help T Shirts**
  - € 5,000

- **Sponsorship of one of the Conference Instagram STands**
  - € 3,000

- **Sponsorship of one of the Conference Coffee**
  - € 2,000

- **Sponsorship of one of the Conference Website**
  - € 1,500

- **Sponsorship of one of the Conference Branding**
  - € 1,000

- **Sponsorship of one of the Conference Social Media**
  - € 500

- **Sponsorship of one of the Conference Marketing**
  - € 250

- **Sponsorship of one of the Conference Management**
  - € 100

**SPOONSORED WEBINAR**

Webinars are live multimedia presentations that allow a presenter to truly engage and interact with a large scientific audience online. This an excellent opportunity to sponsor a free-to-access live or recorded webinar on a topic directly related to the meeting and benefit from marketing exposure before and during the event. This sponsorship will give you the possibility to:

- Create your own custom environment and exclusive audience participation
- Target registered delegates and many other professionals aligned with your business
- Create complimentary coverage of a key topic that fits with your product or market objectives
- Create maximum impact and increase your profile immediately before or after the event.

The webinar would be hosted on the conference website and would remain there until the end of the meeting for anyone to download. The package includes marketing, traffic and campaign management as well as a complimentary registration for 1 delegate.

**SPOONSORED ONLINE CONFERENCE**

IWC2020 has developed an online conference offering, allowing delegates from all over the world to access free of charge presentations online. The online conference allows an extended audience to hear the latest research developments from top international speakers, extending your marketing reach beyond the physical delegate base.

Sponsor an online counterpart to the physical event and enjoy unique benefits:

- Achieve significant brand exposure. Your logo is included in all event promotions.
- Extend your audience reach and broadcast your message to an unprecedented number of researchers worldwide.
- Capture qualified leads and gain important insights about the targeted audience.
- Demonstrate thought leadership and expertise.
- Archive conference material and make your conference stand out for months after the physical event.

Online conference will also be communicated to the participants of the physical conference, increasing your exposure and branding. The package includes marketing, traffic and campaign management as well as a complimentary registration for 1 delegate.

**CONTACT US**

www.internationalwheyconference.com
SPONSORSHIP AND EXHIBITION ORDER FORM

1. YOUR DETAILS

Company contact name for correspondence
Title (Prof. Dr. Mr. Ms.)  First Name
Surname
Job Title
Organization
Address
State/Country
Post/Zip Code
Tel  Fax
Email

2. ORDER DETAILS

☐ GOLD SPONSOR  € 20,000
☐ SILVER SPONSOR  € 11,000

EXHIBITOR OPPORTUNITIES

☐ Table top  € 3,500
☐ Shell scheme booth 3x2m  € 7,000
☐ Shell scheme booth 6x2m  € 11,000

ADDITIONAL SPONSORSHIP OPPORTUNITIES

BRANDING AND VISIBILITY

☐ Plenary room sponsor  € 15,000
☐ Folding Umbrella  € 15,000
☐ Water bottles  € 14,000
☐ Vinyl table tops  € 11,000
☐ Roving microphone signs  € 6,000
☐ Organiser/Student helper T-shirts  € 4,250
☐ Outdoor conference flag signage  € 4,000
☐ Instagram stand  € 3,250
☐ Delegate bag insert  € 1,200

NETWORKING OPPORTUNITIES

☐ Gala dinner  € 15,000
☐ Cheese & Wine reception  € 11,500
☐ Workshop  € 10,000
☐ Coffee break  € 4,500
☐ Sponsored webinar  Contact Us
☐ Sponsored online conference  Contact Us

3. HOW TO PAY

Please note that all figures are subject to VAT at the prevailing rate

☐ I will arrange a bank transfer to Elsevier Ltd, please send me the payment details

Total amount payable  €

4. SIGN AND DATE THE FORM

I have read and agree to abide by the payment and cancellation terms as outlined below, and I understand that this form confirms my booking. I accept that from now on charges will be imposed for cancelled bookings, and that up to the full fee will be payable:

Signature  Today’s Date

5. RETURN TO

Tom Faulkner
Head of Conference Sales
Elsevier, Radarweg 29, 1043NX, Amsterdam, The Netherlands
Tel: +31 20 485 2175
E-mail: t.faulkner@elsevier.com

TERMS AND CONDITIONS OF BOOKING:

• Acceptance of applications for table-top exhibits or sponsorship is at the discretion of the organisers.
• Cancellations: If you find it necessary to cancel your exhibition or sponsorship package, please notify in writing the contact person in 5. by recorded delivery letter service. Cancellation more than 91 days prior to the first open day of the conference – 50% of the total charge as a cancellation penalty provided that written notice is received. Cancellation 91 days or less prior to the first open day of the conference – 100% of the total charge as a cancellation penalty.
• Payment must be made in advance of the conference and is non-refundable according to the above cancellation terms.
• You will be provided with confirmation of your booking, along with full details of shipping co-ordinates and relevant shipping deadlines.
• A reduction in Stand space shall be treated as a pro rata cancellation. A signed order of a Stand implies participation by the Exhibitor for the whole of the time when the hall is open to the Visitors. In the event of cancellation by the Exhibitor or failure to exhibit the Stand charges shall be paid in full to the Organiser. Cancellation charges will be applied as indicated above and the parties hereby agree that these constitute a genuine and reasonable estimate of the loss which the Organiser would incur on cancellation of the order by the Exhibitor.
• The exhibition stand contract constitutes a license to exhibit and not a tenancy. The Organiser reserves the right at any time and from time to time to make such alterations in the ground plan of the Exhibition as may in their opinion be necessary in the best interests of the Exhibition and to alter the shape, size or position allocated to the Exhibitor. No alterations to the space allotted will be made in such a way as to impose on the Exhibitor any greater liability for rental than that undertaken in the exhibition stand contract.
• The Exhibitor or Sponsor shall not be entitled to withhold payment of any amounts payable to the Organiser in relation to the exhibition or sponsorship package by reason of any dispute or claim by the Exhibitor or Sponsor in connection with the exhibition sponsorship package or otherwise nor shall the Exhibitor or Sponsor be entitled to set off any amount which it is alleged is payable or due from the Organiser against any amount payable to the Organiser in relation to the exhibition or sponsorship package.
• Exhibitors are responsible for their own insurance for the event. A copy of your public liability insurance certificate (providing cover of US$ 3,000,000) is required prior to the event.
• Price for up to 2 colour printing within logos