

# Sponsorship and Exhibition Opportunities

## THE CONFERENCE

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. IWC2020, the 9th event in the series so far, will consider these advances within the framework of global developments. These include factors affecting the sustainability of the supply chain, innovation underpinning added value whey ingredient generation, and the increasing use of evidence-based research to support nutri-marketing claims. Consideration will be given to the challenges posed by competing protein sources.

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.

## TOPICS INCLUDE

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

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

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# IWC2020 DUBLIN

9th International Whey Conference  
**A Better Whey of Life**  
6-9 September 2020 - RDS Dublin, Ireland

## INFORMATION

### 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 colloids 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:

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Head of Conference Sales

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PLATINUM SPONSOR	€ 30,000		GOLD SPONSOR	€ 20,000
	<ul style="list-style-type: none"><li>▪ Company acknowledgement on all official conference support signs, program, conference website and on all marketing collateral</li><li>▪ Special recognition on the conference website</li><li>▪ Complimentary registration for 5 delegates</li><li>▪ Complimentary 6x2m shell scheme booth</li><li>▪ One set of promotional materials to be handed out at registration</li><li>▪ A complimentary meeting room</li><li>▪ Your logo on all delegate badges</li><li>▪ A complimentary full page advertisement in the program</li><li>▪ Option to brand specific portions of the meeting, including 3 of the following:<ul style="list-style-type: none"><li>• Welcome reception • Coffee break</li><li>• Lunch break • Congress bags • Satellite symposia</li><li>• Poster board • Late talks • Conference app</li></ul></li></ul>			<ul style="list-style-type: none"><li>▪ Company acknowledgement on all official conference support signs, program and on all marketing collateral</li><li>▪ Special recognition on the conference website</li><li>▪ Complimentary registration for 4 delegates</li><li>▪ Complimentary 3x2m shell scheme booth</li><li>▪ One set of promotional materials to be handed out at registration</li><li>▪ A complimentary full page advertisement in the program</li><li>▪ Option to brand specific portions of the meeting, including 2 of the following:<ul style="list-style-type: none"><li>• Welcome reception • Coffee break • Lunch break</li><li>• Congress bags • Satellite symposia • Poster board</li><li>• Conference app</li></ul></li></ul>
SILVER SPONSOR	€ 11,000		MARKET PLACE EXHIBITION	
	<ul style="list-style-type: none"><li>▪ Company acknowledgement on all official conference support signs, program and on all marketing collateral</li><li>▪ Special recognition on the conference website</li><li>▪ Complimentary registration for 3 delegates</li><li>▪ Complimentary 3x2m shell scheme booth</li><li>▪ One set of promotional materials to be handed out at registration</li><li>▪ Option to brand specific portions of the meeting, including 1 of the following:<ul style="list-style-type: none"><li>• Coffee break • Lunch break</li><li>• Satellite symposia • Poster board • Conference app</li></ul></li></ul>			<p>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.</p> <p>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.</p> <p>The following options are available:</p> <p>Table top (2m table top exhibition stand, including complimentary exhibition pass for 1 person) € 3,500</p> <p>Shell scheme booth 3x2m € 7,000 (Including complimentary registration for 1 delegate)</p> <p>Shell scheme booth 6x2m € 11,000 (Including complimentary registration for 2 delegate)</p>



## ADDITIONAL SPONSORSHIP OPPORTUNITIES

Promotion exposure for our sponsors includes: ■ Listing 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

BRANDING AND VISIBILITY	<p><b>DELEGATE BAG</b> Two spaces available € 12,000</p> <p>Have your company logo on the highly valued delegate bag. Use long after the event to ensure long lasting visibility for your company.</p> <p>■ Complimentary registration for 2 delegate</p> <p><b>LANYARDS</b> Three spaces available € 10,000</p> <p>Your company logo on the woven conference lanyard given to each delegate throughout the conference.</p> <p>■ Complimentary registration for 2 delegate</p> <p><b>REGISTRATION DESK</b> Exclusive € 6,600</p> <p>■ Your company logo on poster and signage at the registration desk</p> <p>■ Your company logo on the A1 sized foam-backed posters where the registration desk will be taking place</p> <p>■ Complimentary registration for 2 delegate</p> <p><b>OUTDOOR CONFERENCE FLAG SIGNAGE</b> Five spaces available € 4,000 / FLAG</p> <p>■ Your company logo on the conference flags which will be positioned outside the entrance to Whey 2020.</p>	<p><b>CHARGING STATION</b> Exclusive € 4,000</p> <p>Located in a booth within the exhibit hall, the popular table top Charging Station will provide attendees with the facility to charge their cell phones, tablets or lap tops during the day. This packages offers sponsors signage on three sides of the table, plus the opportunity to add your own 'pull up banners to the space provided.</p> <p>(attendees use the facility at their own risk).</p> <p>■ Complimentary registration for 1 delegate</p> <p><b>DELEGATE BAG INSERT</b> € 1,200</p> <p>Your promotional material can be inserted into each delegate bag given to participants on site.</p> <p>This applies to light weight materials only – books etc. will not be inserted into delegate bags, but are more appropriate for literature displays. Materials should be sent to the Project Lead in time for insertion - specific dates and quantities will be provided on application.</p> <p><b>ROVING MICROPHONE SIGNS</b> € 6,000 Two spaces available</p> <p>■ Your company logo on the sign that is held by each person manning the roving microphones used in all sessions.</p> <p>■ Complimentary registration for 2 delegates.</p>	<p><b>CONFERENCE APP</b> Exclusive <b>CONTACT US</b></p> <p>Sponsor Elsevier's conference App, available on all Android and iOS devices. Your company logo will be displayed prominently on the app.</p> <p>Details of the program and speakers Abstracts of all presentations Presentation and poster information</p> <p>■ Conference floor plans</p> <p>■ Allows participants to plan what presentations to attend, add notes to the program, make lists via the To Do feature and add custom tags to presentations and exhibitors.</p> <p><b>PLENARY ROOM SPONSOR</b> Exclusive € 15,000</p> <p>Sponsor the main plenary room</p> <p>■ Delegate bag insert</p> <p>■ Complimentary registration for 2 delegates</p>
	<p><b>WELCOME DRINKS RECEPTION</b> € 11,000 Two spaces available</p> <p>■ Opportunity to give a short address at the beginning of the reception</p> <p>■ Your company logo on available paraphernalia (eg napkins, doilies etc.)</p> <p>■ Your company logo on the A1 sized foam-backed posters positioned around the reception area</p> <p>■ One set of promotional materials to be handed out at registration</p> <p>■ Complimentary registration for 2 delegates</p> <p><b>COFFEE BREAK</b> Two spaces per break € 4,500</p> <p>■ Sponsorship of one of the Conference Coffee</p> <p>■ Your company logo on available paraphernalia (eg. napkins, doilies etc)</p> <p>■ Your company logo on A1 sized foam-backed posters where the breaks will be taking place</p> <p>■ Complimentary registration for 1 delegate</p>	<p><b>POSTER AWARD</b> Exclusive € 4,500</p> <p>An opportunity to be awarded for best poster</p> <p>■ Complimentary registration for 1 delegate</p> <p><b>LUNCH SESSION</b> Two spaces per lunch € 6,500</p> <p>■ Sponsorship of one of the Conference Lunches</p> <p>■ Opportunity to give a short address at the beginning of the lunch</p> <p>■ Your company logo on available paraphernalia (eg. napkins, doilies etc.)</p> <p>■ Your company logo on A1 sized foam-backed posters where the lunch will be taking place</p> <p>■ One set of promotional materials to be handed out at registration</p> <p>■ Complimentary registration for 2 delegates</p> <p><b>SATELLITE SYMPOSIA</b> <b>CONTACT US</b></p> <p>Give a scheduled 10 minutes client-based case study (normally planned as a lunch session) to conference delegates.</p> <p>■ Complimentary registration for 1 delegate</p>	<p><b>GALA DINNER</b> Two spaces available € 15,000</p> <p>An unrivalled opportunity to have high profile branding at the main social event of the conference.</p> <p>■ Your company logo on available paraphernalia (eg napkins, doilies etc.)</p> <p>■ A tabletop exhibition display</p> <p>■ Your company logo on A1 sized foam-backed posters where the dinner will be taking place.</p> <p>■ One set of promotional materials to be handed out at registration</p> <p>■ Opportunity to give a short address at the beginning of the dinner</p> <p>■ Complimentary registration for 2 delegates</p> <p><b>WORKSHOP</b> € 10,000</p> <p>Showcase your products and services to the conference delegates at a dedicated workshop on Sunday between 0900-1200hrs or 1300-1600hrs. These sessions can be used for product demonstrations or education surrounding your portfolio of offerings to the Whey industry. Full AV support is included.</p> <p>■ Complimentary registration for 2 delegates</p>
SPONSORED WEBINAR	<p><b>CONTACT US</b></p> <p>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 free access to a 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:</p> <ul style="list-style-type: none"> <li>■ Create your own custom environment and exclusive audience participation</li> <li>■ Target registered delegates and many other professionals aligned with your business</li> <li>■ Create complimentary coverage of a key topic that fits with your product or market objectives</li> <li>■ Create maximum impact and increase your profile immediately before or after the event.</li> </ul> <p>The webinar would be hosted on the conference website and would remain there until the end of meeting for anyone to download. The package includes marketing, traffic and campaign management as well as a complimentary registration for 1 delegate.</p>		
SPONSORED ONLINE CONFERENCE	<p><b>CONTACT US</b></p> <p>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.</p> <p>Sponsor an online counterpart to the physical event and enjoy unique benefits:</p> <ul style="list-style-type: none"> <li>■ Achieve significant brand exposure. Your logo is included in all event promotions.</li> <li>■ Extend your audience reach and broadcast your message to an unprecedented number of researchers worldwide.</li> <li>■ Capture qualified leads and gain important insights about the targeted audience.</li> <li>■ Demonstrate thought leadership and expertise.</li> <li>■ Archive conference material and make your conference stand out for months after the physical event.</li> <li>■ Online conference will also be communicated to the participants of the physical conference, increasing your exposure and branding.</li> </ul> <p>The package includes marketing, traffic and campaign management as well as a complimentary registration for 1 delegate.</p>		

## SPONSORSHIP AND EXHIBITION ORDER FORM

### 1. YOUR DETAILS

Company contact name for correspondence

Title (Prof. Dr. Mr. Ms.)	First Name
<hr/>	
Surname	
<hr/>	
Job Title	
<hr/>	
Organization	
<hr/>	
Address	
<hr/>	
State/Country	
<hr/>	
Post/Zip Code	
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Tel	Fax
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Email	
<hr/>	

### 2. ORDER DETAILS

<input type="checkbox"/> PLATINUM SPONSOR	€ 30,000
<input type="checkbox"/> GOLD SPONSOR	€ 20,000
<input type="checkbox"/> SILVER SPONSOR	€ 11,000

### EXHIBITOR OPPORTUNITIES

<input type="checkbox"/> Table top	€ 3,500
<input type="checkbox"/> Shell scheme booth 3x2m	€ 7,000
<input type="checkbox"/> Shell scheme booth 6x2m	€ 11,000

### ADDITIONAL SPONSORSHIP OPPORTUNITIES

#### BRANDING AND VISIBILITY

<input type="checkbox"/> Delegate bag	€ 1,000
<input type="checkbox"/> lanyard	€ 1,000
<input type="checkbox"/> Reception desk	€ 1,000
<input type="checkbox"/> Charging station	€ 4,000
<input type="checkbox"/> Delegate bag insert	€ 1,200
<input type="checkbox"/> Conference app	€ 1,000
<input type="checkbox"/> Outdoor conference flag signage	€ 4,000
<input type="checkbox"/> Roving microphone signs	€ 6,000
<input type="checkbox"/> Plenary room sponsor	€ 15,000

### NETWORKING OPPORTUNITIES

<input type="checkbox"/> Welcome reception	€ 1,000
<input type="checkbox"/> Coffee break	€ 4,500
<input type="checkbox"/> Poster session	€ 1,000
<input type="checkbox"/> Lunch session	€ 1,000
<input type="checkbox"/> Gala dinner	€ 15,000
<input type="checkbox"/> Late afternoon social	€ 1,000
<input type="checkbox"/> Workshop	€ 10,000
<input type="checkbox"/> Sponsored webinar	Contact Us
<input type="checkbox"/> Sponsored online conference	Contact Us

### 3. HOW TO PAY

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

Total amount payable €

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

### 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**

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#### 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