



**GLOBAL
TAPE
FORUM**



BUSINESS-TO-BUSINESS MARKETING OPPORTUNITIES

THE GLOBAL ADHESIVE TAPE SUMMIT 2018

Sheraton Munich Arabellapark Hotel

Munich - Germany

11 - 15 June 2018



The Hague, October 2017

The Global Tape Forum (GTF) holds its meetings biennially at the annual or technical conference of one of its 5 members. This also includes the **Global Test Methods Committee (GTMC)**, the worldwide adhesive tape technical body, which usually meets at the same event at which the GTF meeting takes place. Afera's turn in the rotation falls in 2018, when we will host the Association's **1st Global Adhesive Tape Summit on 11-15 June** at the **Sheraton Munich Arbellapark Hotel** in Munich, Germany.

Afera's Global Adhesive Tape Summit will feature an international technical seminar programme highlighted by the GTF and GTMC meetings on Day 2. Days 3 and 4 will focus on **"Relationships and drivers in the tape business: creating and leveraging technology, markets, processes, value and opportunities,"** including approximately 20 25-minute presentations. At least 3 presentations are planned from each global region represented in the GTF. English-Chinese interpreting will be provided. A **company visit** of **Neenah Gessner GmbH** in Bruckmühl is scheduled for Day 5. The social programme includes coffee breaks, cocktails, lunches and dinners.

The unique European event will draw over 100 attendees from Europe, North America, Asia and the Middle East. Afera expects a positive turnout as our Asian counterparts alone have indicated potential participants interest to range in the hundreds. We will market the Global Tape Summit through Afera's various communication channels, including mention of sponsor logos in the digital proceedings available after the event. Regional counterparts (**CATIA, PSTC, JATMA** and **TAAT**) will also promote the event in their own markets.

All sponsors will be published in the global adhesive tape summit materials distributed to participants upon arrival and will be listed in all future communications related to the summit. You can register for sponsoring until the start of the event but enjoy exposure to its maximum **please register as soon as possible**.



Astrid Lejeune
Afera Secretary General

Evert Smit
*TC Chair &
Summit WG*

Ian Grace
*TC Vice Chair &
Summit WG*

Danny Beekman
*TC Member &
Summit WG*

Ralf Roenisch
*TC Member &
Summit WG*

B2B Marketing

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Sponsorship

- **PLATINUM SPONSOR €10,000**
 - ❖ Exclusive sponsor (available for one company, first-come, first-served basis)
 - ❖ Same benefits as Gold Sponsor
 - ❖ Exposure as Platinum Sponsor at the Wednesday dinner at 'Spatenhaus an der Oper'), logo on menu, roll-up banner incl. logo: 'dinner offered by' at the dinner venue.

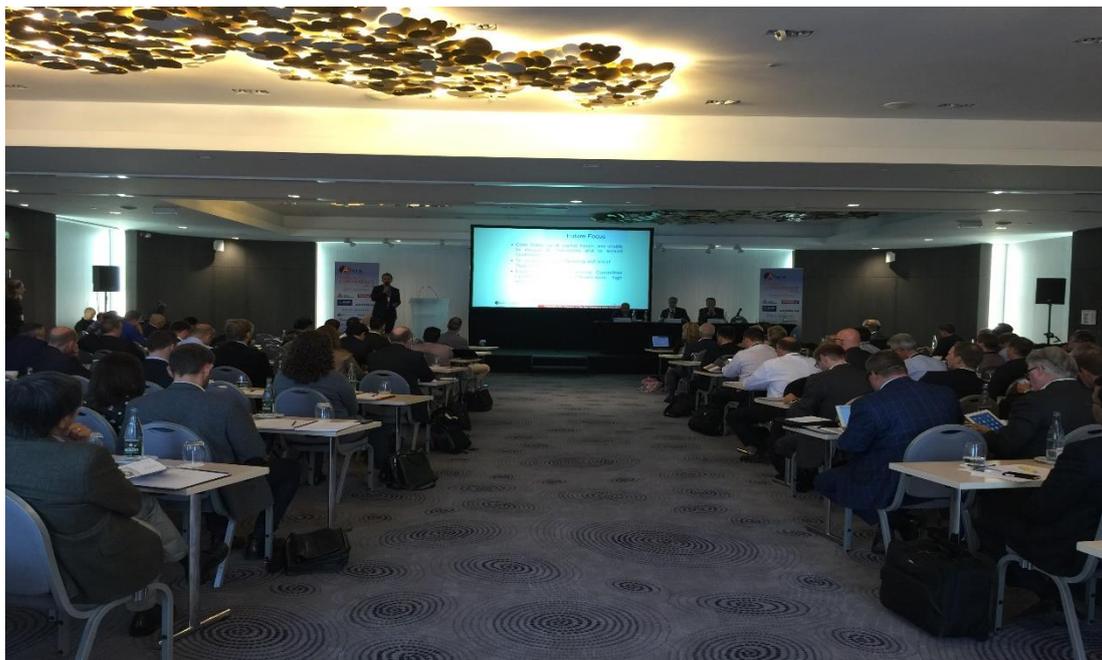
- **GOLD SPONSOR €5,000**
 - ❖ Listing as Gold Sponsor in all official Global Summit documentation
 - ❖ Full-page advert in programme booklet (10 x 20.5 cm, w x h)
 - ❖ Logo published on afera.com on Summit page as well as on the Summit website
 - ❖ Company banner rotating on Summit website from 1 December – 15 June 2018
 - ❖ Logo on sponsor slide displayed on overhead screen during Summit
 - ❖ Logo on display board listing Gold Sponsors in conference room
 - ❖ Company logo published in Afera's digital newsletters between January and June 2018
 - ❖ Free Summit entry for 1st delegate.

- **SPONSOR €3,500**
 - ❖ Listing as sponsor in all official Summit documentation
 - ❖ Half-page advert in programme booklet (10 x 11 cm, w x h)
 - ❖ Logo published on afera.com on Summit page as well as on the Summit website
 - ❖ Logo on sponsor slide displayed on overhead screen during Summit
 - ❖ Logo on display board listing the sponsors in conference room
 - ❖ Company logo published in Afera's digital newsletters between January and June 2018.

- **SPONSOR-BRANDED PROMOTIONAL MATERIALS**
 - Lanyards (supply branded lanyards to be distributed to participants) **€ 1,000**
 - Pens (supply branded pens to be used by participants) **€ 1,000**
 - Any sponsor-branded gimmick (to discuss with Secretariat up-front) **€ 1,000**
 - Notepads (supply branded conference notepads to participants) **€ 1,000**

*Above options available on a first-come, first-served basis.

Type of Sponsor	Platinum	Gold	Sponsor	Promotional Materials
Cost	€10,000	€5,000	€3,500	€1,000/article
Exclusive to one company	X			Per article
Sponsor 'Spatenhaus an der Oper' Dinner	X			
Rotating banner on Global Adhesive Tape Summit website 1 December – 15 June 2018	X	X		
Free entry to Summit for one delegate	X	X		
Logo on all event documentation	X	X	X	
Advertisement in programme booklet	Full-page	Full-page	Half-page	
Logo on Afera event webpage	X	X	X	
Logo on Summit website	X	X	X	
Logo on overhead screen during the Summit	X	X	X	
Logo on display board in conference room	X	X	X	
Logo in Afera's digital newsletters January – June 2018	X	X	X	



THE GLOBAL ADHESIVE TAPE SUMMIT SPONSORSHIP APPLICATION FORM

Company:

Address:

.....

Telephone / Fax:

E-mail:

Contact Person:

Please indicate your choice of the following business-to-business marketing opportunities for the Global Adhesive Tape Summit in Munich, 11-15 June 2018:

- PLATINUM SPONSOR €10,000**
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 - ❖ Same benefits as Gold Sponsor
 - ❖ Exposure as Platinum Sponsor at the Wednesday dinner at 'Spatenhaus an der Oper', logo on menu, roll-up banner incl. logo: 'dinner offered by' at the dinner venue.
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Signature / Date:

Please return as soon as possible and no later than 6 weeks before the start of the Summit to
Afera, The European Adhesive Tape Association P.O. Box 85612, 2508 CH The Hague, The Netherlands
Tel. +31 70 312 39 16, Fax +31 70 363 63 48, mail@afera.com