



# Sponsorship and Exhibition Opportunities

THE CONFERENCE

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.

TOPICS INCLUDE

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

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

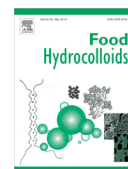
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[www.internationalwheyconference.com](http://www.internationalwheyconference.com)



# 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 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

€ 20,000

- 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

## SILVER SPONSOR

€ 11,000

- 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

## MARKET PLACE 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 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>PLENARY ROOM SPONSOR</b> Exclusive € 15,000</p> <p>Sponsor the main plenary room</p> <ul style="list-style-type: none"> <li>■ Delegate bag insert</li> <li>■ Complimentary registration for 2 delegates</li> </ul>  | <ul style="list-style-type: none"> <li>■ 1,000 units</li> <li>■ 650ml single walled sports bottle with twist-on lid</li> <li>■ Available in a range of colours</li> <li>■ BPA free Tritan</li> <li>■ With the conference name / your logo printed on them</li> </ul>  | <p><b>ORGANISER/STUDENT HELPER T SHIRTS</b> € 4,250 Exclusive</p> <ul style="list-style-type: none"> <li>■ T shirts worn by all helpers during course of the meeting</li> <li>■ Your logo printed on the T shirts ensuring it is very visible</li> <li>■ Available in a range of colours for you to choose</li> </ul>   |
|                             | <p><b>FOLDING UMBRELLA</b> Exclusive € 15,000</p> <p>To fend off any rain that falls during the conference, these umbrellas will be very visible during the meeting. They can also be taken home by the delegates.</p> <ul style="list-style-type: none"> <li>■ 1,000 units</li> <li>■ 3 section umbrella, 21.5" metal frame, metal ribs and plastic handle</li> <li>■ With polyester canopy and supplied with a pouch</li> <li>■ Collapsible, and included in to the delegates bags</li> <li>■ In Black with the conference name / your logo printed in 1 colour</li> </ul>  | <p><b>VINYL TABLE TOPS</b> Exclusive € 11,000</p> <p>Branding of 25 circular 'high top' tables with a matt wipeable laminate.</p> <ul style="list-style-type: none"> <li>■ Scattered throughout the market place</li> <li>■ Very visible and placed for the entire meeting</li> <li>■ Artwork to be supplied by sponsor</li> </ul>  | <p><b>INSTAGRAM STAND</b> Exclusive € 3,250</p> <ul style="list-style-type: none"> <li>■ Instagram style pop up stand for delegate photo opportunities</li> <li>■ Located in the Market Place, the board will feature your company name, logo, your choice of hashtag keywords and URL</li> <li>■ 2000mmx1220 cut out with a base</li> </ul>  |
|                             | <p><b>WATER BOTTLES</b> Exclusive € 14,000</p> <p>Refillable and branded water bottle for use during and after the meeting</p>  | <p><b>ROVING MICROPHONE SIGNS</b> € 6,000</p> <p>Two spaces available</p> <ul style="list-style-type: none"> <li>■ Your company logo on the sign that is held by each person manning the roving microphones used in all sessions.</li> <li>■ Complimentary registration for 2 delegates.</li> </ul>   | <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>OUTDOOR CONFERENCE FLAG SIGNAGE</b> € 4,000 / FLAG</p> <p>Five spaces available</p> <ul style="list-style-type: none"> <li>■ Your company logo on the conference flags which will be positioned outside the entrance to Whey 2020.</li> </ul>   |   |   |
| NETWORKING OPPORTUNITIES    | <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> <ul style="list-style-type: none"> <li>■ Your company logo on available paraphernalia (eg napkins, doilies etc.)</li> <li>■ A tabletop exhibition display</li> <li>■ Your company logo on A1 sized foam-backed posters where the dinner will be taking place.</li> <li>■ One set of promotional materials to be handed out at registration</li> <li>■ Opportunity to give a short address at the beginning of the dinner</li> <li>■ Complimentary registration for 2 delegates</li> </ul>  | <ul style="list-style-type: none"> <li>■ Your company logo on available paraphernalia (eg napkins, doilies etc)</li> <li>■ Your company logo on A1 sized foam-backed posters positioned around the reception area</li> <li>■ One set of promotional materials to be handed out at registration</li> <li>■ Complimentary registration for two delegates</li> </ul>   | <p><b>COFFEE BREAK</b> Two spaces per break € 4,500</p> <ul style="list-style-type: none"> <li>■ Sponsorship of one of the Conference Coffee</li> <li>■ Your company logo on available paraphernalia (eg. napkins, doilies etc)</li> <li>■ Your company logo on A1 sized foam-backed posters where the breaks will be taking place</li> <li>■ Complimentary registration for 1 delegate</li> </ul>  |
|                             | <p><b>CHEESE &amp; WINE</b> Two spaces available € 11,000</p> <p>Open to all registered delegates, the Cheese &amp; wine reception held on Monday 7 September in the MarketPlace, will offer networking opportunities whilst enjoying a selection of cheese and wine.</p> <ul style="list-style-type: none"> <li>■ Opportunity to give a short address at the beginning of the reception</li> </ul>   | <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> <ul style="list-style-type: none"> <li>■ Complimentary registration for 2 delegates</li> </ul> |   |
|                             |   |   |   |
| SPONSORED WEBINAR           | <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>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> |   |   |



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## 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

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**

Head of Conference Sales

Elsevier, Radarweg 29, 1043NX, Amsterdam, The Netherlands

Tel: +31 20 485 2175

E-mail: [t.faulkner@elsevier.com](mailto:t.faulkner@elsevier.com)



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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 alternations 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