



BUSINESS-TO-BUSINESS MARKETING OPPORTUNITIES

**AFERA 8th TAPE COLLEGE
BRUSSELS MARRIOTT HOTEL, BELGIUM
10 - 12 April 2017**



The Hague, December 2016

Held in Europe's capital every two years since 2004, Afera's well-established technical learning event is unique to the European adhesive tape industry. It is a popular, two-day educational seminar designed to provide anyone connected with the tape business with the chance to learn or brush up on the fundamentals and technical essentials of adhesive tape.

Tuned to suit a growing audience of first-time participants, the Tape College is open to all adhesive-tape-related industry professionals—Afera Members and non-members alike. The TC attracts over 100 attendees from all segments of the European adhesive tape industry. An updated, tailor-made programme hosted and presented by experts is particularly designed for providing R&D, customer/technical service, sales, marketing, engineering, production, processing, and quality assurance personnel, as well as general management, with a solid overview of the technologies of the tape business.

Afera expects a positive turnout as many potential attendees were reluctant to register for the 2016 event following the terrorist attacks.

B2B Marketing

All sponsors will be published in the TC materials distributed to participants upon arrival and will be listed in all future communications related to the TC. Registration as a company sponsor for this event closes on 23rd **January 2017**

Sponsorship

- **GOLD SPONSOR €2,500**
 - ❖ Listing as Gold Sponsor in all official Afera Tape College documentation
 - ❖ Full-page b/w ad in programme booklet (10 x 20.5 cm, w x h)
 - ❖ Logo published on afera.com on TC page
 - ❖ Company banner rotating on afera.com from 10th January – 17th April 2017
 - ❖ Logo as Gold Sponsor rotating on overhead screen during TC
 - ❖ Logo on display board listing official sponsors in conference room
 - ❖ Logo printed on menu of joint dinner on Tuesday evening
 - ❖ Logo published in Afera's digital newsletters between January and April 2017.
 - ❖ Free Tape College entry for 1st delegate

 - **SPONSOR €1,200**
 - ❖ Listing as Sponsor in all official Afera Tape College documentation
 - ❖ Company logo published on college page within Afera Website
 - ❖ Your company logo rotating during the college on the big screen
 - ❖ Company logo on display board listing the Co-Sponsors in conference room
 - ❖ Company logo printed on the menu of the joint dinner on Tuesday evening
 - ❖ Company logo published in Afera's digital newsletters between May and October 2017

 - **SPONSOR BRANDED PROMOTIONAL MATERIALS**
 - USB sticks w/company logo (Secretariat requires these in advance to be used for distributing TC proceedings to participants) **€ 1,000**
 - Lanyards (supply branded lanyards to be distributed to participants) **€ 850**
 - Pens (supply branded pens to be used by participants) **€ 750**
 - Notepads (supply branded conference notepads to participants) **€ 750**
- *Above options available on a first-come, first-served basis.

AFERA TAPE COLLEGE 2017 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 8th Afera Tape College in Brussels, 10-12 April 2017:

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Signature / Date:

Please return before 23rd **January 2017** 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