

Union of the European Lubricants Industry
Union Européenne de l'Industrie des Lubrifiants



SPONSORSHIP PACKAGE

ANNUAL CONGRESS 2016

OF THE EUROPEAN LUBRICANTS INDUSTRY

BERLIN, 26-28 OCTOBER 2016

Take advantage of this unique opportunity to
raise the international profile and awareness of your company!

Why sponsor the UEIL Annual Congress 2016?

Attracting over 250 key industry players from Europe and beyond, the **Annual Congress of the European Lubricants Industry** offers sponsors a unique opportunity to reach out and communicate with the decision makers in the lubricants industry. A range of tailor-made sponsorship and exhibition packages have been designed specifically for our sponsors to optimize their company's exposure.

By supporting this event you will:

- **Reinforce your brand and networks!** We will conduct an e-marketing campaign, give you great exposure and networking opportunities with over 250 industry stakeholders from across Europe.
- Create a positive platform for the lubricants industry to **debate major industry and commercial trends**.
- Give members and prospective members of UEIL the opportunity to network, find business opportunities and **exchange knowledge and expertise**.

BACKGROUND

For the last 50 + years, UEIL has held its yearly Annual Congress in October, offering a unique opportunity to players in the European and global lubricants industry to meet and network, strengthen their relationships, and learn more about the latest developments from a technological, economical, marketing and regulatory perspective.

The 250 + delegates, decision-makers in the sector, come from over 20 countries from Europe, the US, Asia and Africa, and represent various sectors within the lubricants industry, and in particular:

- Base oil and lubricants producers
- Additive companies
- Technology services companies
- Lubricants blenders
- Regulators

SPONSORSHIP PACKAGES OVERVIEW

The following list of packages described below are a summary of the brochure, and meant as a general guideline. Please refer to the package description for detailed information.

Please note that sponsors from 2015 have priority to rebook.

	Gala Dinner	Welcome Dinner	Keynote Speaker	Congress mobile APP	Coffee breaks	Lunch breaks	Congress delegate bag	Delegate notepads & pens	Power banks	USB sticks	Lanyards	Vector 3-in-3 charging card	Tablet pouch	Foldable programme	Table tops	Congress delegate bag inserts
<i>Page number</i>	4	5	6	7	8	8	9	9	10	10	11	11	12	12	13	13
Logo on marketing & advertising material	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
Logo on congress web-site	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
Publication on Lube Magazine	Full page	1/2 page	1/4 page	1/4 page	-	-	-	-	-	-	-	-	-	-	-	-
Logo on post-conference article on Lube Magazine	-	-	√	-	-	-	-	-	-	-	-	-	-	-	-	-
Logo on holding slides	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
One piece of material into delegate bags	√	√	√	√			√	√	√	√	√	√				√
Keynote speaker introduction	-	-	√	-	-	-	-	-	-	-	-	-	-	-	-	-
Welcome remarks	√	√	√	-	-	-	-	-	-	-	-	-	-	-	-	-
VIP table to invite clients and guests	√	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Discount on 1 delegate registration	-100%	-100%	-50%	-50%	-	-	-	-	-	-	-	-	-	-	-	-
Prices	€17,000	€9,000	€7,500	€5,000	see offers	see offers	€5,500	€5,000	€5,000	€4,500	€4,000	€4,000	€3,500	€3,300	€3,200	€1,200

GALA DINNER

This sponsorship is a high-profile hospitality package, integrating branding and communication together with reinforced networking opportunities, supported by UEIL's staff presence as hosts at the Gala Dinner – a vital part of the evening and the high-point of the Congress.

Your Company's exposure:

- Company Logo in the Congress delegate information and all marketing and advertising material, including magazines and email alerts
- Logo hyperlink on the dedicated congress webpage – continues online after the event
- Full page advertisement in early publication of Lube Magazine

SOLD

During the event:

- Logo displayed on holding slide in the conference room
- Company Logo prominently displayed on signage during the function and on dinner tables
- Opportunity to insert 1 piece promotional material or corporate merchandise to delegates in the delegate congress bag
- Opportunity to make welcome remarks to delegates
- Reserved VIP table where you can invite your guests
- 1 complimentary congress registration

To ensure exclusivity, only one sponsoring company is accepted.

First option to consider the same sponsorship for next year's congress.

UEIL GALA DINNER: € 17,000 (+ tax when applicable)

WELCOME DINNER

A Welcome Dinner will be organized the evening before the Congress opens, serving as an 'ice-breaker' and an opportunity to re-connect with old colleagues. The Congress delegates and their partners will enjoy an evening of local gourmet dinner and privileged networking opportunities.

Your Company's exposure:

- Company Logo in the Congress delegate information and all marketing and advertising material, including magazines and email alerts
- Logo hyperlink on the dedicated congress webpage – continues online after the event
- Half page advertisement in early publication of Lube Magazine

SOLD

During the event:

- Logo displayed on holding slide in the conference room
- Company Logo prominently displayed on signage during the function
- Opportunity to insert 1 piece promotional material or corporate merchandise to delegates in the delegate congress bag
- Opportunity to make welcome remarks to delegates
- 1 complimentary congress registration

To ensure exclusivity, only one sponsoring company is accepted.

First option to consider the same sponsorship for next year's congress.

UEIL WELCOME DINNER: € 9,000 (+ tax when applicable)

KEYNOTE SPEAKER

Sponsoring the Keynote Speaker is an effective way of reaching out to all participants. Besides ensuring your company's logo is present on a mailing focused on announcing the Keynote Speaker, this is a great opportunity for a representative from your company to introduce a high-level professional to the UEIL Annual Congress audience, offering your company visibility exclusive to this sponsorship item.

Your Company's exposure:

- Opportunity to introduce the Keynote Speaker to the UEIL Annual Congress audience
- Company Logo in the Congress delegate information and all marketing and advertising material including magazines and email alerts
- Logo hyperlink on the dedicated congress webpage – continues online after the event
- Ensure your company logo's presence in the Keynote Speaker announcement mailing to the UEIL database of contacts
- Quarter page advertisement in early publication of Lube Magazine
- Ensure your company logo's presence in the post-conference article published in the LUBE magazine

During the event:

- Logo displayed on holding slide in the conference room
- Opportunity to set up 1 promotional roll up banner in the plenary room
- Opportunity to insert 1 piece promotional material or corporate merchandise to delegates in the delegate congress bag
- Opportunity to provide short opening remarks at the beginning of the UEIL Annual Congress
- 50% discount on 1 congress registration

To ensure exclusivity, only one sponsoring company is accepted.

First option to consider the same sponsorship for next year's congress.

UEIL KEYNOTE SPEAKER: € 7,500 (+ tax when applicable)

CONGRESS MOBILE APP

This item ensures that your organisation's logo will be seen repeatedly by every delegate. Your logo would be displayed prominently and would therefore get the highest visibility possible. The app would include features such as up-to-date programme, personalised agenda, speaker, presentations and more. This app will also maximize the networking opportunities and will enable delegates, and speakers to connect and communicate directly, share interests and finally make speakers accessible for additional questions if needed. Leave no attendee behind: with an offline-capable solution, every attendee will have access to your company's profile.

Your Company's exposure:

- Logo banner and company advertisement on Congress App
- Company Logo in the Congress delegate information and all marketing and advertising material, including magazines and email alerts
- Logo hyperlink on the dedicated congress webpage – continues on line after the event
- Quarter page advertisement in early publication of Lube Magazine.

During the event:

- Logo displayed on holding slide in the conference room
- Opportunity to insert 1 piece promotional material or corporate merchandise to delegates in the delegate congress bag
- 50% discount on 1 congress registration

To ensure exclusivity, only one sponsoring company is accepted.

First option to consider the same sponsorship for next year's congress.

UEIL CONGRESS MOBILE APP: € 5,000 (+ tax when applicable)

COFFEE & LUNCH BREAKS

COFFEE BREAKS (3)

Another way of reaching UEIL Annual Congress 2016 delegates is to ensure your company's visibility around the coffee break area. In addition to the exposure gained by pre-event promotion and on-the-day branding, your details will remain posted on the event website after the event.

€ 1,500 per coffee break OR
 € 2,500 for 2 coffee breaks OR
 € 4,000 for 3 coffee breaks
 (+ tax when applicable)

Coffee Break Thursday 27/10 am: SOLD
 Coffee Break Thursday 27/10 pm: SOLD
 Coffee Break Friday 28/10: SOLD

Your company's exposure:

- Company Logo in the Congress delegate information and all marketing and advertising material, including magazines and email alerts
- Logo displayed on holding slide in the conference room
- Logo hyperlink on the dedicated congress webpage – continues online after the event
- Company Logo prominently displayed on signage during the function
- Opportunity to distribute 1 piece of company promotional material during sponsored coffee break

First option to consider the same sponsorship for next year's congress.

LUNCH BREAKS (2)

€ 2,500 for 1 lunch break OR
 € 4,500 for 2 lunch breaks
 (+ tax when applicable)

The ideal way of targeting a captive audience all in one place at the same time during the UEIL Annual Congress 2016, with your company's visual ID and material placed around the lunch area in front of all the delegates. In addition to the exposure gained by pre-event promotion and on-the-day branding, your details will remain posted on the event website after the event.

Lunch Break Thursday 27/10: SOLD
 Lunch Break Friday 28/10: Available

Your company's exposure:

- Company logo in the congress delegate information and all marketing and advertising material, including magazines and email alerts
- Logo displayed on holding slide in the conference room
- Logo hyperlink on the dedicated congress webpage – continues online after the event
- Company logo prominently displayed on signage during the function
- Opportunity to distribute 1 piece of company promotional material during sponsored lunch break

First option to consider the same sponsorship for next year's congress.

BRANDED MATERIAL OPPORTUNITIES



CONGRESS DELEGATE BAG



DELEGATE NOTEPADS & PENS



POWER BANKS



USB STICKS



LANYARDS



VECTOR 3-IN1 CHARGING CARD



TABLET POUCH



TABLE TOPS



FOLDABLE PROGRAMME



CONGRESS DELEGATE BAG INSERTS

BRANDED MATERIAL OPPORTUNITIES (continued)

CONGRESS DELEGATE BAG

€ 5,500 (+ tax when applicable)

This package ensures that your organization's logo is seen by every delegate, during and after the event! The congress bag is given at registration and contains all documentation related to the congress activities.

Your Company's exposure:

SOLD

- Company Logo in the Congress delegate information and all marketing and advertising material including magazines and email alerts
- Logo displayed on holding slide in the conference room
- Logo hyperlink on the dedicated congress webpage – continues online after the event
- Sponsor and UEIL logo on the congress delegate bag
- Opportunity to insert 1 piece of promotional material or corporate merchandise to delegates in the congress delegate bag

To maximize exposure, this option is limited to only one sponsor.

First option to consider the same sponsorship for next year's congress.

DELEGATE NOTEPADS & PENS

€ 5,000 (+ tax when applicable)

Every delegate taking part in the congress will be given a notepad and pen set printed with your company's logo. These materials may be provided by you or arranged for by UEIL. A practical gift for the delegates and a long-lasting way of advertising for your company.

Your Company's exposure:

- Company logo in the congress delegate information and all marketing and advertising material including magazines and email alerts
- Logo displayed on holding slide in the conference room
- Logo hyperlink on the dedicated congress webpage – continues online after the event
- Notepad and pen with your company logo displayed on every delegate's conference table and also distributed at the welcome desk
- Opportunity to insert 1 piece of promotional material or corporate merchandise to delegates in the congress delegate bag

To maximize exposure, this option is limited to only one sponsor.

First option to consider the same sponsorship for next year's congress.

BRANDED MATERIAL OPPORTUNITIES (continued)

POWER BANKS

€ 5,000 (+ tax when applicable)

Every delegate taking part in the congress will be given a Powerbank charger printed with your company logo. These materials may be provided by you or arranged for by UEIL. A practical gift for the delegates and a long lasting way of advertising for your company.

Your Company's exposure:

- Company Logo in the Congress delegate information and all marketing and advertising material, including magazines and email alerts
- Logo displayed on holding slide in the conference room
- Logo hyperlink on the dedicated congress webpage – continues online after the event
- Branded Powerbank charger
- Opportunity to insert 1 piece of promotional material or corporate merchandise to delegates in the congress delegate bag

To maximize exposure, this option is limited to only one sponsor.

First option to consider the same sponsorship for next year's congress.

USB STICKS

€ 4,500 (+ tax when applicable)

All delegates receive a branded USB stick which contains all speakers' presentations and/or a presentation of the sponsoring company. Choose this sponsorship opportunity if you want to be sure that your brand is outstandingly exposed during and after the UEIL Congress 2016!

Your Company's exposure:

- Company Logo in the Congress delegate information and all marketing and advertising material including magazines and email alerts
- Logo displayed on holding slide in the conference room
- Logo hyperlink on the dedicated congress webpage – continues online after the event
- Branded USB stick given to all delegates at the end of the Congress
- Possibility to include your company's presentation on the USB stick.
- Opportunity to insert 1 piece of promotional material or corporate merchandise to delegates in the congress delegate bag

To maximize exposure, this option is limited to only one sponsor.

First option to consider the same sponsorship for next year's congress.

BRANDED MATERIAL OPPORTUNITIES (continued)

LANYARDS

SOLD

€ 4,000 (+ tax when applicable)

Every participant including delegates, conference speakers, press, sponsors and exhibitors will be presented with a lanyard upon registration. The sponsor's name and logo will be printed on the lanyards, and the UEIL team will guarantee their continuous display to enhance awareness of your brand to all UEIL Annual Congress 2016 attendees!

Your company's exposure:

- Company logo in the congress delegate information and all marketing and advertising material including magazines and email alerts
- Logo displayed on holding slide in the conference room
- Logo hyperlink on the dedicated congress webpage – continues online after the event
- Branded lanyard worn by every delegate for the duration of the Congress
- Opportunity to insert 1 piece of promotional material or corporate merchandise to delegates in the congress delegate bag

To maximize exposure, this option is limited to only one sponsor.

First option to consider the same sponsorship for next year's congress.

VECTOR 3-IN-1 CHARGING CARD

€ 4,000 (+ tax when applicable)

Every delegate taking part in the congress will be given a Vector Charging Card printed with your company logo. This device is a Compact USB card with built-in cables to charge and transfer data. It offers three connectors that lock into place; includes 30-pin and 8-pin lightning connectors for Apple products as well as a micro USB connector. A practical gift for the delegates and a long-lasting way of advertising your company.

Your Company's exposure:

- Company logo in the congress delegate information and all marketing and advertising material, including magazines and email alerts
- Logo displayed on holding slide in the conference room
- Logo hyperlink on the dedicated congress webpage – continues online after the event
- Branded charging card
- Opportunity to insert 1 piece of promotional material or corporate merchandise to delegates in the congress delegate bag

To maximize exposure, this option is limited to only one sponsor.

First option to consider the same sponsorship for next year's congress.

BRANDED MATERIAL OPPORTUNITIES (continued)

TABLET POUCH FOR TABLETS OF MAX 10 INCH

€ 3,500 (+ tax when applicable)

Every delegate taking part in the congress will be given a Tablet pouch with your company logo. A practical gift for the delegates and a long lasting way of advertising for your company.

Your Company's exposure:

- Company logo in the congress delegate information and all marketing and advertising material, including magazines and email alerts
- Logo displayed on holding slide in the conference room
- Logo hyperlink on the dedicated congress webpage – continues online after the event
- Branded Tablet Pouch in soft foam

To maximize exposure, this option is limited to only one sponsor.

First option to consider the same sponsorship for next year's congress.

FOLDABLE PROGRAMME

€ 3,300 (+ tax when applicable)

Every delegate will be presented with a foldable programme upon registration. The sponsor's logo will be printed on this practical congress agenda: delegates can easily fold it and carry it with them in the badge holder throughout the event. A unique opportunity to be always in the spotlight!

Your Company's exposure:

- Company Logo in the Congress delegate information and all marketing and advertising material, including magazines and email alerts
- Logo displayed on holding slide in the conference room
- Logo hyperlink on the dedicated congress webpage – continues online after the event
- Branded foldable programme given to every delegate upon registration

To maximize exposure, this option is limited to only one sponsor.

First option to consider the same sponsorship for next year's congress.

BRANDED MATERIAL OPPORTUNITIES (continued)

TABLE TOPS

€ 3,200 (+ tax when applicable)

Exhibit your brochures, publications, photos and promotional material at the exhibition displayed in the congress area. All delegates will have the chance to find out more about your company. An excellent marketing opportunity ensuring direct contact with delegates!

Your Company's exposure:

- Company Logo in the Congress delegate information and all marketing and advertising material including magazines and email alerts
- Logo displayed on holding slide in the conference room
- Logo hyperlink on the dedicated congress webpage – continues online after the event
- Single table for giving full exposure to your promotional material

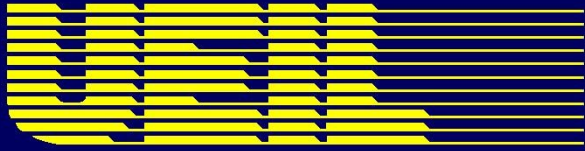
CONGRESS DELEGATE BAG INSERTS

€ 1,200 (+ tax when applicable)

This package ensures that your organization's marketing material is seen by every delegate. The congress bag with inserts is given at the registration desk to participants. Only a limited number of items will be accepted— make sure you are in!

Your Company's exposure:

- Company Logo in the Congress delegate information and all marketing and advertising material, including magazines and email alerts
- Logo displayed on holding slide in the conference room
- Logo hyperlink on the dedicated congress webpage – continues online after the event
- 1 piece of promotional material or corporate merchandise to delegates in the congress delegate bag



Would you like to confirm your sponsorship
to the congress?

Fill in this [online commitment form](#),
or contact us:

Arabelle Fourgo & Nuno Loureiro

UEIL Secretariat

Tel: +32 2 761 66 85

Fax: +32 2 213 13 63

info@ueil.org

www.ueil.org

We look forward to seeing you in Berlin!