



Sponsorship

57th Annual Meeting

26-28 September 2023

Vienna, Austria

#EPCA57

Last update February 2023 and approved by EPCA's Board of Directors (23-Feb-2023)

Content:

What's the EPCA Annual Meeting all about?	2
Why sponsor the Annual Meeting?	3
PACKAGE OVERVIEW	4
F&B	5
Important! 🏆 🏅 🏆 ALL SPONSORS Content and visuals for any Annual Meeting material or activity require approval	5
Contact and contract	5
Sponsorship Packages further details	6

What's the EPCA Annual Meeting all about?

A networking and knowledge hub for dialogue and innovation shaping industry and the world.



EPCA is a place to share ideas, gain knowledge and explore cooperation possibilities, or learn from global challenges faced by key industry players.

Our Annual Meeting attendance list is the most sought after who is-who in the petrochemical sector!

A showcase for corporate leadership and excellence.



EPCA brings together some of the world's most important companies, from every day household names to emerging new players. It's a place for those redefining the global petrochemical industry, always looking for the next big thing!

An ideas factory for innovative breakthroughs.



EPCA engages the world's leading experts, innovators, business executives and thought leaders to generate and explore ideas that inspire and empower our industry to serve the needs of the world in a smarter, more sustainable and inclusive way!

Why sponsor the Annual Meeting?

Opportunities:

Brand Awareness & Thought Leadership

You have the expertise, you lead the game, you make a positive impact on the world – let people know. Place your company under the industry spotlight at the EPCA Annual Meeting. Be recognised as an EPCA sponsor! EPCA sponsorship helps achieve your specified goals, so that you're not just a part of the conversation, you are leading it.

Networking & Lead Generation

Our delegates are leaders and experts in their industry segments and are looking for innovative ideas and inspirational solutions to major industry challenges.

Make a lasting impression from the start. Gain direct understanding of industry reality and the latest industry developments and issues.

Whether you want to attract future clients, recruit top talent, meet industry thought leaders or learn the very latest market trends, EPCA gives you the tools – wherever you are in the world.

Top 3 reasons to come on board as a sponsor!

- EPCA is Europe's primary business network for the global petrochemical community. It brings together over 550 companies from over 45 countries, promoting sustainability throughout the entire value chain!
- Throughout the editions over 80% of the attendees said EPCA's annual meeting is THE BEST WAY to understand petrochemicals and learn about INNOVATIVE SOLUTIONS!
- CONNECT AND ENGAGE with the most influential leaders in the petrochemical industry and play a leading role in mobilising the petrochemical communities to INSPIRE CHANGE!

Important! All packages are sold on a first-come first served basis!

Former Sponsor Testimonials

“Partnering with EPCA and the exchange with chemical leaders in the context of the Annual Meeting and beyond is a great opportunity for addressing topics which are essential to the industry's future success. EPCA provides a strong platform for open collaboration which brings together different perspectives and room for meaningful debate.”

Boston Consulting Group | Matthias Bäumlner, Managing Director and Partner

“EPCA is the ideal platform to meet all the different stakeholders from the Petrochemical industry to connect, transfer learning and exchange ideas.

The EPCA Annual Meeting offers the enormous luxury of bringing ALL the players along the supply chain together to network and share their experiences on key industry challenges.”

Ovinto | Frederick Ronse, Founder and Chief Evangelist

“As the European chemical and energy hub, Port of Antwerp is aware of the many challenges ahead. To tackle these challenges, we rely on various partners in and outside the port to build strong partnerships.

Being present at EPCA's annual meeting and by using sponsoring opportunities we keep in close contact with our customers and stakeholders to build strong relationships and solid future proof partnerships.”

Port of Antwerp-Bruges | An Damen, Marketing Advisor CM/MA

PACKAGE OVERVIEW

Sponsors can only welcome officially registered (paid) EPCA57 AM attendees at sessions etc.

All sponsors are to adhere to the rules and policies as outlined in this document including EPCA Competition Compliance Policy (Dos and Don'ts)

	GOLD EUR 39,500 (EXCLUSIVE)	SILVER EUR 19,500 (ENGAGEMENT)	BRONZE EUR 9,500 (VISIBILITY)
Sponsorship Package includes	One gold sponsor per day Total: 3	Maximum 5	Maximum 15
COMPLEMENTARY ACCESS			
Complimentary in-person tickets (non-transferable)	6 tickets	4 tickets	2 tickets
SEMINAR, BUSINESS INCUBATOR POD etc.			
Sponsored business incubator pod area (see details)	✓	✓	X
Sponsored seminar (see details)	✓ 60-90 minutes seminar	✓ 30-45 minutes seminar	X
EPCA Website (until end calendar year)			
Logo placement on event page	✓	✓	✓
Premium logo placement on EPCA homepage	✓	X	X
EVENT Website (until end calendar year)			
Placement in sponsor's roster	✓	✓	✓
Placement on event landing page	✓	✓	X
Prominent placement on event landing page	✓	X	X
Placement in programme	✓	X	X
SOCIAL MEDIA (June – November)			
LinkedIn posts (see details)	6	3	1
EMAILS (June – November)			
Logo positioning in EPCA Quarterly Newsletter	✓ PRIME position	✓	✓
Logo placement in AM event email campaigns	✓ PRIME position	✓	✓
One (1) E-mail to all registered attendees by November 2023 (not within two weeks before the event)	✓	X	X
EVENT MATERIAL (June – November)			
Placement in sponsor's roster	✓	✓	✓
Use of the official EPCA AM seal	✓	✓	✓
Branded Merchandise (see details)	Add EUR 2,000 + item cost	Add EUR 3,000 + item cost	Add EUR 5,000 + item cost
EVENT SHOUTOUT			
Recognition during Business Sessions (on roster slide)	✓	✓	✓
Dedicated day (opening)	✓	X	X

F&B

FOOD AND BEVERAGE SPONSORSHIP

Important! Strictly one F&B option available per sponsor

Official opening walking dinner 25th September 2023 EUR 50,000

Includes the possibility for a 10min high-level non-promotional speaking slot.

Breakfast & Coffee breaks per day

The breakfast and coffee breaks are taking place in front of, next to EPCA's main conference session room.

- Tuesday 26 September:
Opening Session breakfast (07:00-08:00) and AM Coffee break (±09:30-10:00) EUR 29,900
- Wednesday 27 September 2023:
Session breakfast (07:00-08:00) and AM Coffee break (±09:30-10:00) EUR 22,900
- Thursday 28 September 2023:
Session breakfast (07:00-08:00) and AM Coffee break (±09:30-10:00) EUR 22,900

Closing day Lunch

Sponsored Closing Day (Thu, 28 Sept. 2023 ±12:30-14:00) standing lunch EUR 29,900

Important! 🏆 🏆 🏆 ALL SPONSORS Content and visuals for any Annual Meeting material or activity require approval

To be provided by sponsors and approved by EPCA as outlined and never later than fifteen (15) working days before being published or produced.

Policy:

- EPCA's Dos and Don'ts and sponsor's competition law compliance guidelines/programs must be respected at all times and are applicable to all content and visuals presented and discussed in relation to and during the Annual Meeting.
- Sponsors should take all reasonable measures to ensure that no commercially sensitive information is disclosed or discussed in the context of the AM activities. As a rule of thumb, disclosure of (member) company-specific information must be historic or already in the public domain.
- All equipment must be ordered through or approved by the EPCA official supplier and furniture placed must respect venue restrictions.

Contact and contract


EPCA is open to discussing sponsorship collaboration in more detail to understand your specific objectives.


Reach out to sponsors@epca.eu and we will tailor a proposal and contract aligned to your ambitions and resources!

The contract is an online form available [HERE](#).

Sponsorship Packages further details

GOLD & SILVER PACKAGE EXCLUSIVITIES

 GOLD The highest level of sponsorship; includes the maximum visibility, allowing the sponsor to deliver their key messages on the topics impacting our industry today (sustainability, circularity, the European Green Deal, war of talents etc.) There is no better way to establish your organisation's status as a true industry leader!

 GOLD sponsors get to choose their preferred timing on the day they sponsor for the seminar and can choose to host it up to 90 minutes.

 SILVER sponsors can choose after the Gold sponsors, their preferred time slot for a 30-45 minutes seminar.

What's a Sponsored Seminar?

The sponsored seminar is your unique annual opportunity to create and add your own content and speakers to a bespoke scheduled slot.

Engage meaningfully and build on the daily Annual Meeting themes, with the assembled global EPCA community.

Logistics:

- The sponsor will create and moderate the session. The sponsor chooses the speakers and moderators.
- Proposed session format:
 - o introduction
 - o presentation
 - o interactive Q&A with the audience, facilitated by the sponsor

Sponsored Seminar Policy:

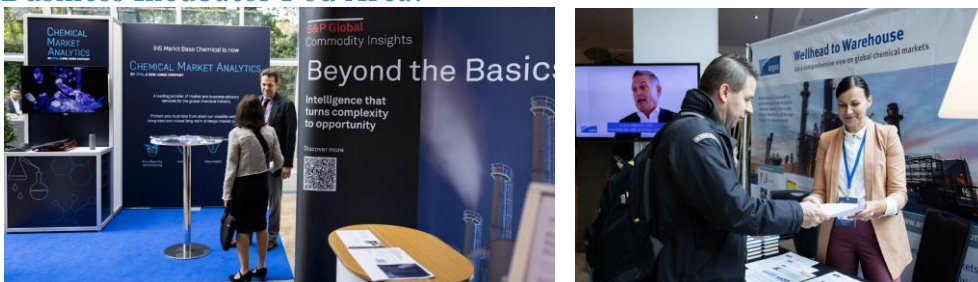
- EPCA's and the sponsor's competition law compliance guidelines/programs (including Dos and Don'ts) govern the sponsored seminar. This includes and is not limited to, all presentations and speeches, including the Q&A session. In particular, the sponsor commits to take all reasonable measures to ensure compliance with competition rules and in particular to prevent the unlawful exchange of information between competitors, both during the seminar and in the margins of the entire event.
- At the beginning of the session, the sponsor must remind participants about the importance of competition law compliance and take all reasonable precautions to ensure compliance during the session.
- Access to the sponsored seminar is for registered delegates only.
- Seminar will be simultaneously broadcast live.
- Seminar will be recorded like all other AM sessions. Registered delegates will be able to watch it afterward.

Sponsored Seminar Procedure:

- As soon as possible and no later than 4th July 2023 a draft agenda, speaker's names and titles, session moderators, sponsor's staff names, along with a detailed executive summary of the session content must be sent to EPCA for the EPCA Executive Committee to evaluate and approve.
- At least six (6) weeks before the event, a draft presentation must be shared by the sponsor with EPCA for review (by 15th August 2023).
- Materials prepared by the sponsor linked to the session can be uploaded by EPCA on the event website. The above policy and procedure apply to these materials (excluding ExCom validation).

🏆 GOLD and 🏆 SILVER PACKAGE PERKS

What's a Business Incubator Pod Area?



Gold and Silver Sponsors can get a Business Incubator Pod space. It's the perfect opportunity to catch delegate's attention, bring them to you and engage them in meaningful dialogue, focussing on the key Annual Meeting themes.

The Business Incubator is a sponsored, dedicated small space in which you can place interactive display screens, all your latest publications and promotional literature and more importantly, sit down with delegates. It is always open to all delegates, allowing you to be visible as a valued sponsor. You are free to issue personal invitations to meet delegates and maximize the opportunity.

You can furnish the small space as you see fit, in a way that is eye-catching, fun and promotes your company and cause. You are encouraged to think outside of the box!

🏆 GOLD sponsors get prime locations to set up their booth ±12-15m² (if wished).

🏆 SILVER sponsors get the opportunity to exhibit on a ±7.5-9m² space (if wished).

Policy:

- EPCA's and sponsor's competition law compliance guidelines/programs (including Dos and -Don'ts) govern the Business Incubator Pod space. This includes and is not limited to, all content presented and discussed in the context of the Pod.
- The sponsor commits to take all reasonable measures to ensure compliance with competition rules and in particular to ensure that no commercially sensitive information is disclosed or discussed at or in the margin of the Business Incubator Pod space. As a rule of thumb, disclosure of (member) company-specific information must be historic or already in the public domain.
- All equipment must be ordered through or approved by the official supplier and furniture placed must respect venue restrictions.
- Sponsors must confirm their Business Incubator Pod space with EPCA no later than 15th August 2023.

🏆 🏆 🏆 ALL SPONSORS

How do LinkedIn posts work?

Each sponsorship package includes LinkedIn posts. Posts will be made using the official EPCA LinkedIn account and include the sponsors text and one small visual element.

Post content can include statements linked to the AM topics, a daily AM theme, a sponsored session announcement, a sponsored booth or lounge announcement, an invitation by a sponsor to the EPCA community to join the AM, or quotes from the previous AM.




Each LinkedIn post needs to be prepared by the sponsor in StoryChief (EPCA's social media tool).

You will be invited as a guest writer and can insert all details for the LinkedIn Post in line with EPCA's Dos and Don'ts <https://epca.eu/dos-donts> that you would like to propose for the #EPCA57. This will then be reviewed by EPCA's compliance team (external lawyer) and once approved, it will be published. You can share your publication week preference in the comments section.

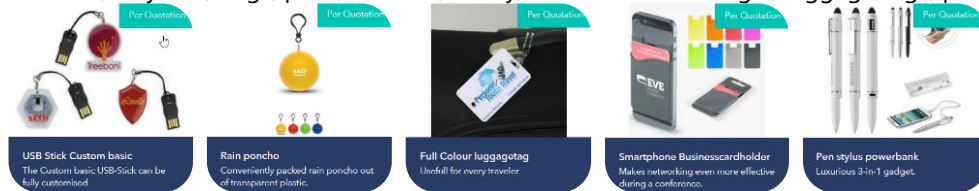
StoryChief is very intuitive, if you have any questions the chat function on the bottom right and/or StoryChief's HelpCenter <https://help.storychief.io/en/collections/340913-user-workspace-management> / <https://help.storychief.io/en/articles/4858952-guest-writers> will guide you.

What is Branded Merchandise?

Key benefits: By leveraging a wide choice of your promo material where your logo will have the highest visibility you will not only gain exposure but also drive brand awareness.

-  GOLD Sponsor per item add EUR 2,000 + item cost
-  SILVER Sponsor per item add EUR 3,000 + item cost
-  BRONZE Sponsor per item add EUR 5,000 + item cost

e.g. mobile headsets, lanyards, bags, pens, markers, candy, antibacterial hand gel, luggage tags, power bank...



Looking for inspiration?

EPCA official supplier

Check out the [online ordering tool](#) of Creator Meeting Support or contact Steffen Kalverboer by email steffen@creatormeetingsupport.com or phone +31 (0)10-2763113 mention EPCA57 Annual Meeting.