



Sponsorship

56th Annual Meeting

4-6 October 2022 | Berlin (DE)

#EPCA56

Last update February 2022

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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 540 companies from over 45 countries, promoting sustainability throughout the entire value chain!
- 95% of the 2019 participants and >85% of the 2021 virtual 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 | An Damen, Marketing Advisor CM/MA

PACKAGE OVERVIEW

Sponsors can only welcome officially registered EPCA56 AM attendees due to sanitary protocol
Further information [here](#).

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

	GOLD EUR 35,000 (EXCLUSIVE)	SILVER EUR 17,500 (ENGAGEMENT)	BRONZE EUR 9,500 (VISIBILITY)
Sponsorship Package includes	One gold sponsor per day Total: 3	Maximum 5	Maximum 15
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	✓	✓	✓
Sponsored webpage (details here)	✓	✓	X
Placement on event landing page	✓	✓	X
Prominent placement on event landing page	✓	X	X
Prominent placement in dedicated day 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	✓	✓	✓
One (1) E-mail to all registered attendees by September 2022	✓	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
SEMINAR, BUSINESS INCUBATOR POD etc.			
Sponsored business incubator pod (see details)	✓	✓	X
Sponsored pre-AM session on a sustainability topic (see details)	In lieu of sponsored seminar	✓	X
Sponsored seminar (see details)	✓	X	X
Speaking Slot (see details)	✓	X	X
COMPLEMENTARY ACCESS			
Complimentary in-person tickets (non-transferable)	5 tickets	3 tickets	2 tickets
Complimentary virtual tickets (non-transferable)	20 tickets	15 tickets	10 tickets

Lounges & F&B

Each option is unique, once it's gone, it's gone!

SPONSORED LOUNGES

Important! Strictly one lounge option available per sponsor. **Please contact Jamie Nuttall to check availability and reserve today.**

47m ²	EUR 20,000
57m ²	EUR 25,000
67m ²	EUR 30,000

FOOD AND BEVERAGE SPONSORSHIP

Important! Strictly one F&B option available per sponsor

Pre AM 'day 0' walking registration cocktail	EUR 25,000
Welcome 'day 1' walking dinner	EUR 40,000
Sponsored coffee breaks & standing breakfasts for all 3 days	EUR 35,000 (for the 3 days)
Sponsored standing lunches for the day 1 & day 2	EUR 25,000 (for the 2 days)
Closing day 3 standing lunch	EUR 15,000

Important! 🏆 🏆 🏆 ALL SPONSORS

Content and visuals for any Annual Meeting material or activity requires approval

To be provided by sponsors and approved by EPCA at least two weeks before being published or produced.

Policy:

- EPCA's Dos and Don'ts and sponsor's competition law compliance guidelines/programmes 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 (see page 9 for EPCA official supplier contact information).

Contact and contract

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



Speak to Jamie Nuttall +32 2 741 86 66 or email sales@epca.eu and we will tailor a proposal and contract aligned to your ambitions and resources!

Sponsorship Packages further details

GOLD PACKAGE EXCLUSIVITIES

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 etc.) There is no better way to establish your organisation's status as a true industry leader!

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 60-minute scheduled slot on your sponsored day.

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

Logistics:

- This session is scheduled for 60 minutes. The sponsor will create and moderate the session. The sponsor chooses the speakers and moderators.
- Proposed session format:
 - o 10-minute introduction
 - o 30-minute presentation
 - o 20-minute interactive Q&A with the audience, facilitated by the sponsor

Sponsored Seminar Policy:

- EPCA's and the sponsor's competition law compliance guidelines/programmes (including Dos and Don'ts) govern the sponsored seminar. This includes and is not limited to, all presentations and speeches given, 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 using the Bizzabo platform, allowing virtual delegates to participate.
- Seminar will be recorded like all other AM sessions. Registered delegates will be able to watch it afterwards.

Sponsored Seminar Procedure:

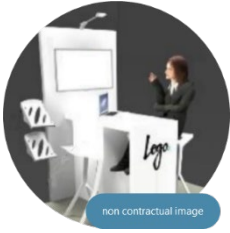
- Draft agenda, speaker's names and titles, session moderators, sponsor's staff names, along with a detailed executive summary of the session content must be sent to EPCA as soon as possible for the EPCA Executive Committee to evaluate and approve.
- At least 4 weeks before the event, a draft presentation must be shared by the sponsor with EPCA for review (week 36).
- Materials prepared by the sponsor linked to the session can be uploaded by EPCA on the event platform website and distributed to the registered delegates in advance (session pre reading). The above policy and procedure apply to these materials (excluding ExCom validation).

How does the Speaking Slot work?

The speaking slot is a short, sharp maximum 5 minutes opportunity for a c-suite representative to address the assembled global EPCA delegate community. The speaking slot is included in the Gold Sponsorship packages. The exact speaking slot timing, the speaker and the speech content, are all to be agreed and approved by EPCA in advance.

GOLD and SILVER PACKAGE PERKS

What's a Business Incubator Pod?



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 1-1 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 maximise the opportunity.

You can furnish the small Business Incubator Station 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!

Policy:

- EPCA's and sponsor's competition law compliance guidelines/programmes (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 with EPCA no later than 12th August 22.

What's a pre-AM sponsored session (online or in-person)?

This is a possibility for our silver sponsor or in lieu of a sponsored seminar for our Gold Sponsors to organise your in-person seminar on Monday 3rd October (not in the main venue) or an online session. Exact timing and format to be agreed upon advance.

Create and add your own content and speakers to a bespoke 60-minute scheduled.

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

Logistics:

- This session is scheduled for 60 minutes. The sponsor will create and moderate the session. The sponsor chooses the speakers and moderators.
- Proposed session format:
 - o 10-minute introduction
 - o 30-minute presentation(s)
 - o 20-minute interactive Q&A with the audience, facilitated by the sponsor

Sponsored Seminar Policy:

- EPCA's and the sponsor's competition law compliance guidelines/programmes (including Do's and Don'ts) govern the sponsored seminar. This includes and is not limited to, all presentations and speeches given, 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.

Sponsored Seminar Procedure:

- 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 as soon as possible for the EPCA Executive Committee to evaluate and approve.
- At least 4 weeks before the event, a draft presentation must be shared by the sponsor with EPCA for review (week 36).

- Materials prepared by the sponsor linked to the session can be uploaded by EPCA on the event platform website and distributed to the registered delegates in advance (session pre reading).
The above policy and procedure apply to these materials (excluding ExCom validation).

How do Sponsored Webpages Work?

Showcase and promote your company best practice, recent achievements in any areas related to the AM daily theme, or overall programme theme. Use the EPCA event website to elevate your company's visibility and profile! On the sponsored webpage, you can present publications including news and updates on energy sources such as renewables, sustainability, circularity, hydrogen, etc. Publications about feedstocks or innovative supply chains, for example, illustrating how sustainable industrial transformation is underway, are another idea. The sponsor can add videos, reports as well as links to their own webpage.

Practicalities:

- The sponsor gets a sponsored webpage on the event website.
- Sponsored webpage access is for registered delegates only!
- The sponsor provides all materials, including videos and presentations along with anything else to be uploaded.
- Technical assistance will be provided by the platform support staff & an EPCA team member.

Policy:

- EPCA's and sponsor's competition law compliance guidelines/programmes (including Dos and Don'ts) are applicable to all content to be placed on the sponsored webpage. In particular, the sponsor commits to take all reasonable measures to ensure that no commercially sensitive information is disclosed or discussed through the use of the EPCA event website.
- Only content already in the public domain can be presented.
- As soon as possible, a detailed executive summary of the topics to be presented on the sponsored webpage are to be sent to EPCA for evaluation and approval by the Executive Committee.
- 6-4 weeks before the event, actual materials to be presented the sponsored webpage will be sent by the sponsor to EPCA for approval.

🏆 🥈 🥉 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.

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, 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 EPCA56 Annual Meeting.