

# Exhibition & Awards Brochure

# prs

Plastics Recycling Show

# EUROPE

10-11 APRIL 2019  
AMSTERDAM

"I think this is probably the most important show in the European Recycling Industry on the annual calendar."

**Mike Baxter**  
External Affairs Director  
RPC BPI Recycled Products

**PLASTICS  
RECYCLING** 2019  
AWARDS  
EUROPE



@PRS\_Europe

[prseventeurope.com](http://prseventeurope.com)

**CRAIN**

GLOBAL  
POLYMER  
GROUP

PLASTICS RECYCLERS EUROPE

# About PRSE

The Plastics Recycling Show Europe was launched by Crain and the Plastics Recyclers Europe as the first exhibition dedicated to plastics recycling in mainland Europe. The free to attend conference and exhibition has firmly established itself as the focal point of plastics recycling in Europe. The biggest names in recycled materials, machinery and services will be on display, showing the latest innovation from this exciting industry.

The informative and inspiring free conference with key industry figures will address the latest opportunities and challenges that face the plastic recycling industry in Europe.

**96%**  
of visitors would recommend PRSE to others

**80%**  
of exhibitors expect direct sales from PRSE, some in excess of €2,000,000

\*2017 show survey

## PRSE 2018

Footfall: **2421**

Growth in footfall YOY: **27.4%**

Growth in stand space YOY: **64%**

Exhibitors: **111**



## Organisers

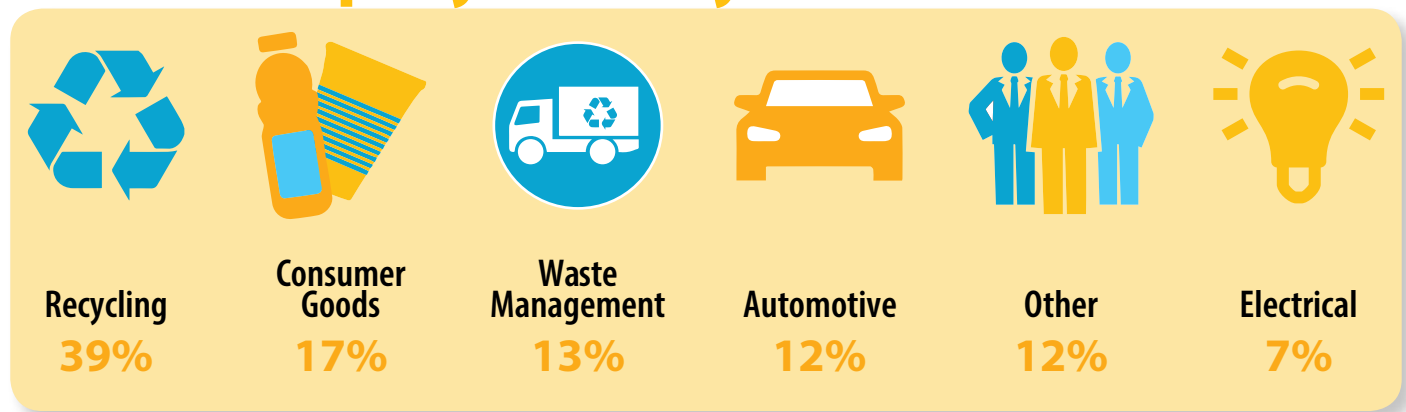
**Plastics Recyclers Europe (PRE)** was created in 1996 to represent plastics recyclers in Europe. When created the association had 7 members. Currently, Plastics Recyclers Europe has more than 120 members from all over the

EU and this number continues to grow. In the first years of creation, PRE recycled 200 000 tonnes of plastic waste. Today, this amount reached 3 million tonnes and will continue to grow.

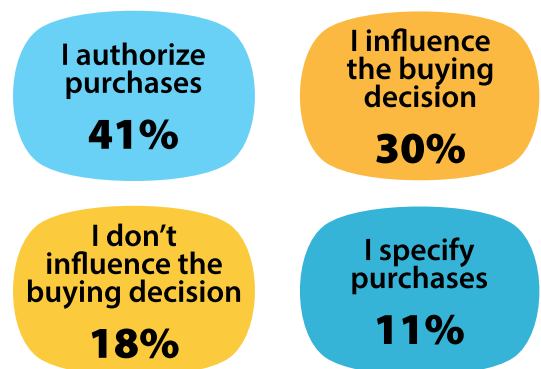
**Crain Communications** delivers news to more than 6 million global business leaders with 54 leading industry brands in 11 global locations. Within Crain is the Polymer Group which is one of the largest publishing and media houses in the plastics industry. The team behind the leading pan-European title Plastics News Europe organise PRSE and the Plastics Recycling Awards Europe (PRAE).



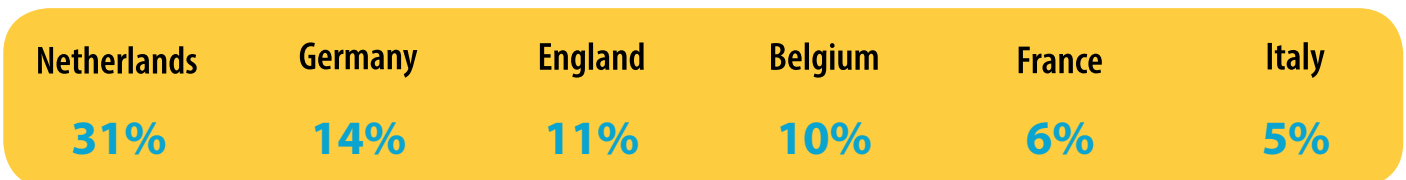
## Visitor company industry served



## Level of purchasing authority

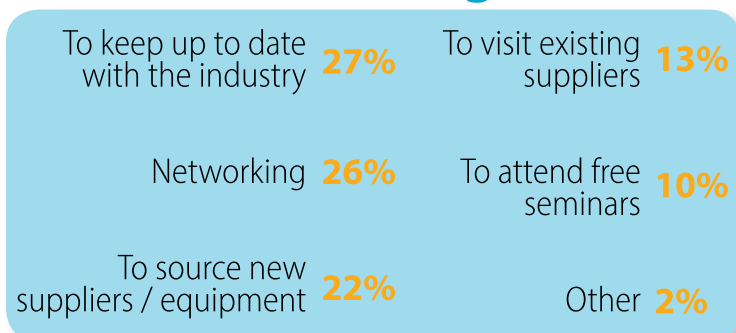


## Top 6 countries amongst 63 in attendance



**Additional countries present at PRSE include:** Austria, Egypt, Hungary, Republic of Ireland, Morocco, Norway, Poland, Portugal, South Africa, Spain, Switzerland, Turkey, USA, Wales

## Reasons for visiting the show



# Exhibiting at PRSE



## Benefits of exhibiting at PRSE:

Increase customer retention and meet with existing customers ●

Generate fresh leads and new business by being in front of the who's who of the industry ●

Demonstrate products and services via face to face meetings with potential customers in one location ●

Keep abreast of competitive activity ●

## Stand Costs

### Shell Scheme

€330 p/m<sup>2</sup>

Includes exhibition floor space, walls, carpets, fascia, security and cleaning

### Space Only

€310 p/m<sup>2</sup>

Exhibitors will need to build walls and carpet their stands

### Stand Package

€520

1 x round table, 2 x chairs, 1 x literature rack 2 x spotlights and 1 x electricity socket

\* All stand bookings are subject to a €180 online media fee.  
Additional companies listed on a stand will be subject to €180 fee

**10% discount** provided on meterage rates for full members of the Plastics Recyclers Europe Association



# PLASTICS RECYCLING AWARDS EUROPE 2019

Crain and Plastics Recyclers Europe launched the very successful Plastics Recycling Awards Europe (PRAE) in 2018. The biggest names in the industry embraced the inaugural awards providing quality and a high quantity of entries.

The PRAE were launched to recognise and celebrate achievement throughout the scope of the European plastics recycling industry. The awards offer an insight into current developments in recycled material usage, product design and innovative manufacturing.



Finalist product feature area



## Awards Sponsor

Align your brand with innovation and excellence in plastics recycling and support the industry - sponsor the prestigious Plastics Recycling Awards Europe!

As a sponsor of the PRAE there are many opportunities to harness the publicity potential and resulting awareness connected with your awards association. With a little planning you can raise your companies profile, gain maximum exposure and receive full value from your investment.

- Finalists' entries will be displayed in the finalist product feature area at the show for all visitors to see
- The 2019 winners will be announced at a gala dinner being held on the 10th of April, the first night of the show
- Winners will be presented with unique hand-crafted trophies made from 100% recycled plastic

# Awards Sponsor

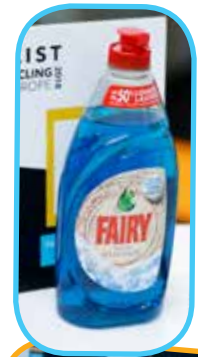
Sponsors will be provided with an official awards logo for use on all marketing materials. Plastics News Europe will cover the awards announcing the finalists and winners – individually and collectively as well as with advertisements, via the show website

and across social media. The winners and finalists of the award category you sponsor, and details of your involvement as a sponsor, provides valuable material for PR resulting in potential coverage in business and local press.

## Platinum Package:

€15,000

- 2 x superior tables of 10 at the gala dinner
- Platinum branding on the finalist's product feature area at the PRSE exhibition
- Sponsor chooses award category (subject to availability)
- Sponsor representative to present the winner's trophy at the gala dinner
- Promotional material will display the sponsors logo
- Branding on the PRSE website
- Use of a Platinum sponsor award logo for one year



## Gold Package:

€10,000

- 1 x standard table of 10 at the gala dinner
- Gold branding on the finalist's product feature area at the PRSE exhibition
- Sponsor chooses award category (subject to availability)
- Sponsor representative to present the winner's trophy at the gala dinner
- Promotional material will display the sponsors logo
- Branding on the PRSE website
- Use of a Gold sponsor award logo for one year



## Bronze Package:

€6,500

- 1 x standard table of 10 at the gala dinner
- Sponsor chooses award category (subject to availability)
- Sponsor representative to present the winner's trophy at the gala dinner
- Promotional material will display the sponsors logo
- Branding on the PRSE website
- Use of a Bronze sponsor award logo for one year



# Branding and Sponsorship Opportunities

## PRSE SHOW WEBSITE

Our marketing is designed to bring potential visitors via the website to view the exhibitors, conference streams and ultimately to register for the event.

**Sole Sponsor - Large banner advert on rotation**

**€3,000**

## EMAIL BULLETINS

We keep our registered, and potential visitors up to date with the latest show information through regular e-bulletins to over 20,000 key industry contacts.

**Branding on a Show E-bulletin**

**€500**

## MAGAZINE NEWS EMAILS

Plastics News Europe (16,000 contacts) sends weekly emails to their subscribers. These emails are a great way to get your message to a large volume of plastics industry professionals across Europe.

**300 x 250 banner (max\_file size 22kb)**

**€1,590**

**300 x 50 banner (mobile site)**

**Four weeks (four insertions)**

## PLASTICS NEWS EUROPE PRSE SHOW PREVIEW

The preview is produced in the March issue before the exhibition and outlines the key details including: exhibitors, the complete conference programme and any breaking news. This sponsorship will raise awareness of your company and its products prior to PRSE to a wide proportion of the industry. PRSE exhibitors will receive a **30% discount** on advertising on PNE print advertising.

## DISCOUNTED RATES:

**Full Page €4,570**

**Junior Page €3,756**

**Half Page €3,012**

**Third Page €2,554**

**Quarter Page €2,083**



## REGISTRATION DESK

Be the first exhibitor that visitors see when they enter the show. This highly visible package greatly enhances visibility and compliments your brand.

**Registration Desk**

**€6,000**

## VISITOR BADGES

Extend your brand beyond the registration area by placing your logo on all visitor badges giving your brand visibility across the entire show floor.

**Visitor Badges**

**€2,400**

## LANYARDS

Distributed with the badges to every attendee. This will provide brand coverage throughout the show.

**Lanyards provided by sponsor**

**€2,400**

**Lanyards provided by organiser**

**€5,000**

## SHOW CARRIER BAGS

Distributed from the registration desk to every visitor as they enter the show. This is an opportunity to familiarise visitors with your brand. Your brand and stand number will be featured on the bag and there is an opportunity to insert company literature in the bag.

**\*\*The bags must be made from 100% recycled plastic.**

**Bags provided by sponsor**

**€2,000**

**Bags provided by organiser**

**€4,000**

**Piece of literature inserted into bag**

**€400**

## FOOTSTEPS — 1m x 1m STICKERS

Strategically placed around the show or leading visitors to your stand, this is an effective and quirky way to catch people's attention.

**Footsteps**

**€400**

## STANDING PHONE CHARGERS

These charging stations can be positioned around the exhibition hall and catering area. They will be branded on all sides with sponsor's logo and visible throughout the two days of the show. They have locked cabinets with charging cords for phones, tablets and laptops.

**Standing Phone Charger**

**€3,000**



## PRSE SHOW GUIDE

The ultimate guide to the show, distributed and used by every visitor, the A5 show guide has high value both during and after the show. Raising your companies profile in the show guide puts you one step ahead of your competitors.

<b>Full Page</b>	<b>€1,500</b>
<b>Half Page</b>	<b>€800</b>
<b>Quarter Page</b>	<b>€500</b>

## CONFERENCE SPONSORSHIP PACKAGES

### BRANDED A5 DOCUMENT CASE & PEN

Sponsor logo printed alongside the PRSE logo on padfolios and pens handed out to the first 500 visitors attending the conference on each day.

**Branded A5 document case & pen** **€10,000**

### HEADLINE CONFERENCE SPONSOR

- Sponsor can provide a 30-second video commercial to be played at the start of each day of the conference
- Headline sponsor acknowledgement and corporate logo on the front of the conference programme
- Headline sponsor logo prominently displayed on all print and email promotions for the conference
- 50-word company description in the conference programme
- Corporate logo on the conference page of the PRSE website
- Prominent logo on holding slide shown during breaks and Q&A sessions
- Sales literature (produced by sponsor) displayed in the conference area
- Full page advertisement in the conference delegate guide and the exhibition show guide

**Headline conference sponsor** **€10,000**



FOOTSTEPS – 1 m x 1 m STICKERS



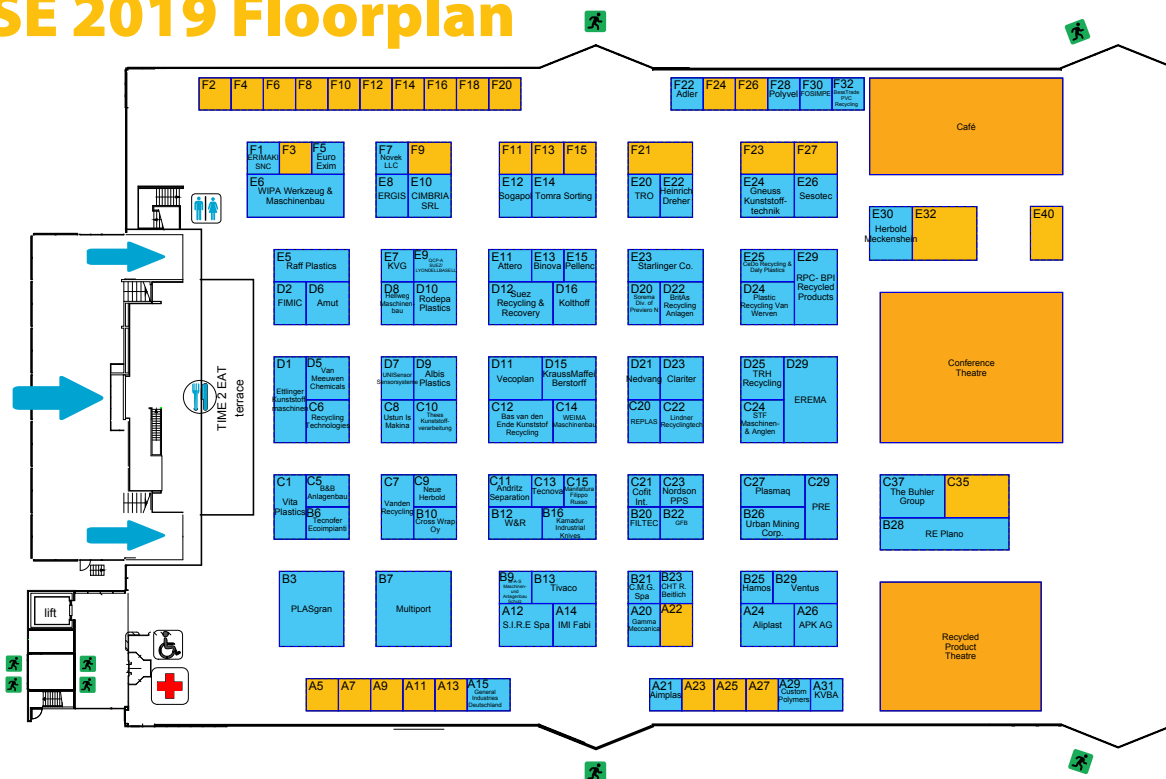
STANDING PHONE CHARGER



BRANDED A5 DOCUMENT CASE & PEN



# PRSE 2019 Floorplan



## Exhibition & Sponsorship Sales

### Matt Barber

Sales & Events Director, Crain Communications  
[mabarber@crain.com](mailto:mabarber@crain.com)  
 +44 (0)1622 370570  
 +44 (0)7739 302081

### Randolf Krings

EuroMediaConnect, Ltd.  
 Germany, Austria, Switzerland, Central & Eastern Europe  
[epn@emcmedia.de](mailto:epn@emcmedia.de)  
 +49 611 532 4416

### Roberto Gallino

MediaPoint  
 Italy  
[roberto.gallino@mediapointsrl.it](mailto:roberto.gallino@mediapointsrl.it)  
 +39 010 570 4948

### Arthur Schavemaker & Jeanet Draaijer

Kenter & Co.  
 Benelux, France & Scandinavia  
[Jeanet@kenter.nl](mailto:Jeanet@kenter.nl)  
[arthur@kenter.nl](mailto:arthur@kenter.nl)  
 +31 547 27 50 05

### Lago Poah Yang

Bridge Media  
 Asia  
[lagopoah.yang@bridgemediasia.com](mailto:lagopoah.yang@bridgemediasia.com)  
 +86 21 6027 6715

## PRSE Operations

### Lucy McDonald

Operations Manager  
[lucy@eventshaper.uk](mailto:lucy@eventshaper.uk)  
 +44 (0)1444 811411

## Marketing & Public Relations

### Elizabeth Raetz

Marketing Manager, Crain Communications  
[eraetz@crain.com](mailto:eraetz@crain.com)  
 +1 313 446 1652

### Doug Bental & Anna Dunbar

PR & Marketing Communications  
[doug@ionacommunications.com](mailto:doug@ionacommunications.com)  
[anna@ionacommunications.com](mailto:anna@ionacommunications.com)  
 +44 (0)1892 800164  
 +44 (0)1892 512481

## PRSE Conference

### Emilia Tarlowska

Plastic Recyclers Europe  
 Communications Manager  
[emilia.tarlowska@eupr.org](mailto:emilia.tarlowska@eupr.org)  
 +32 (0)2739 6376

### Donna Bushell

Conference Director, Crain Communications  
[dbushell@crain.com](mailto:dbushell@crain.com)  
 +44 (0)7966 881989

## Plastic Recycling Awards Europe

### Jackie Hughes

Event Organiser  
[jackiehughes@live.co.uk](mailto:jackiehughes@live.co.uk)  
 +44 (0)7736 030316

### Nina Knezic

Plastic Recyclers Europe  
 Communications & Events  
[nina.knezic@eupr.org](mailto:nina.knezic@eupr.org)  
 +32 (0)2741 8289