



# FUTURE TIRE CONFERENCE



11-12 June  
**2019**  
Köln, Germany

## SPONSORSHIPS

The **Future Tire Conference 2019**, organised by the European Rubber Journal, will be held at the Leonardo Royal Hotel Köln - Am Stadtwald on 11-12 June, 2019.

Attending Future Tire Conference 2019 will provide delegates with the opportunity to access the latest information on the tire industry and unlock key networking opportunities.

### BENEFITS OF ATTENDING:

- Gain an overview of sustainability in the tire industry
- Examine how the global tire industry can lead the world in the use of natural resources, carbon footprint, and recycling
- Discuss the benefits of sustainability for the tire industry and most importantly, human well-being
- Explore the future of the tire industry, looking at alternative ingredients and competition facing natural rubber
- Meet relevant industry professionals in a setting that will facilitate networking
- Learn whether the tire industry can set the agenda for global sustainability

### AUDIENCE: VPS, HEADS, DIRECTORS AND MANAGERS

- Research and Development
- Product Development
- Technical Innovation
- Quality
- Safety
- Tire Development
- Purchase Tire
- Marketing
- Business Development
- Technology
- Fleet Management
- Supply Chain

ORGANISED BY:



MEDIA PARTNERS:

Rubber & Plastics News

TIRE BUSINESS

To learn how you can get involved with a conference sponsorship, contact Pete McNeil at [pmcneil@crain.com](mailto:pmcneil@crain.com)

[www.tire-conferences.com](http://www.tire-conferences.com)



## SUSTAINABILITY

### Can the tire industry set the agenda for global sustainability?

Though broad and multi-faceted, the term Sustainability represents the single most important issue facing the tire manufacturers, suppliers and recyclers today.

As an industry, the goal must be to set – rather than follow – the agenda in areas ranging from recycling and use of natural-resources to carbon footprint and, most importantly, human well-being.

Achieving this will require common approaches and strategies based on openness and transparency that generate new levels of trust among consumers, regulators and the general public.

At the Future Tire Conference 2019, tire industry leaders will examine the way forward, as well as the potential for wrong-turns, on the road to a leadership position in sustainability.

## SPONSORSHIP

### Why sponsor the Future Tire Conference?

With the persuasive endorsement of an authoritative industry event behind you, conference sponsorship is a proven method of strategically positioning your business and brands alongside the very latest industry thinkers and innovators. By linking your company name with a targeted advertising campaign for Future Tire and harnessing the trusted relationship we have with our audiences, you will elevate your brand's values ahead of the competition, achieving increased recognition plus enhanced credibility with your customer base.

### As conference sponsor you will:

- Have access to an international network of partners and prospects
- Increase your brand exposure through off and online media
- Create immediate and targeted lead generation and sales opportunities

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There are a number of extremely effective promotional opportunities alongside the **Future Tire Conference**, which will help you enhance your company's visibility and put you ahead of your competitors in the lead up to the event.

We can provide various options and levels of sponsorship to suit each need:  
View the packages and other opportunities on the following pages or get in touch to find the best solution for you.

**To learn how you can get involved with a conference sponsorship,  
contact Pete McNeil at [pmcneil@crain.com](mailto:pmcneil@crain.com)**





## SPONSORSHIP PACKAGES

### **PLATINUM PACKAGE** €7,495

- Platinum status acknowledgment and company logo on conference promotions
- Company logo and up to 200 words profile on conference website
- Four complimentary delegate registrations plus 50% reduction on all extra bookings
- Full page advertisement and full page editorial in the conference programme
- Welcome letter in the conference programme
- Company logo on conference signage
- Company logo on holding slide show during breaks and Q&A sessions
- Sales literature displayed at conference
- Exhibition display in the main networking/refreshment area
- Copy of the conference attendee list with names, job titles and the company name
- Two targeted emails sent to the conference delegates post event

### **GOLD PACKAGE** €6,450

- Gold status acknowledgment and company logo on conference promotions
- Company logo and up to 100 words profile on conference website
- Two complimentary delegate registrations plus 50% reduction on all extra bookings
- Company logo on conference signage
- Company logo on holding slide show during breaks and Q&A sessions
- Sales literature displayed at conference
- Exhibition display in the main networking/refreshment area
- Copy of the conference attendee list with names, job titles and the company name
- One targeted email sent to conference delegates post event

### **SILVER PACKAGE** €4,495

- Silver status acknowledgment and company logo on conference promotions
- Company logo on event website with link to your website
- Two complimentary delegate registrations plus 50% reduction on all extra bookings
- Company logo on conference signage
- Company logo on holding slide show during breaks and Q&A sessions
- Sales literature displayed at the event
- Exhibition display in the main networking/refreshment area
- Copy of the conference attendee list with names, job titles and the company names

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## OTHER SPONSORSHIP OPPORTUNITIES

### EXHIBITION DISPLAY SPONSORSHIP .....€2,495

- Exhibition display set up in the main networking/refreshment area
- Two complimentary delegate registrations plus 20% reduction on all extra bookings
- Company logo on conference promotions, including event website
- Company logo on conference signage
- Copy of the conference attendee list with names, job titles and the company name

### CONFERENCE PROGRAMME SPONSORSHIP .....€1,495

- Sponsor of the conference programme given to each attendee at registration
- One Full page advertisement and one full page editorial in the conference programme
- Sponsor's logo appears on front cover of conference show guide
- Company logo on conference promotions, including event website
- One complimentary delegate registration plus 20% reduction on all extra bookings

### LANYARD SPONSOR .....€1,495

- Exclusive Sponsorship
- Logo will be imprinted on all lanyards and distributed when delegates pick up their registration materials. One-color logo will be printed (single-sided) on lanyard loop.
- Company logo on conference promotions, including event website
- One complimentary delegate registration plus 20% reduction on all extra bookings

### CHARGING STATION SPONSORSHIP .....€995

- Exclusive sponsor of the complimentary charging station access at tables in the networking breaks area
- Logo included on cards located next to each charging station
- Company logo on conference promotions, including event website
- One complimentary delegate registration plus 20% reduction on all extra bookings

### EVENT COMMERCIAL SPONSORSHIP .....€995

- Exclusive sponsor of the commercial to be played each morning at the start of the conference
- Commercial (up to 60 seconds) is to be created by sponsor.
- Company logo on conference promotions, including event website
- One complimentary delegate registration plus 20% reduction on all extra bookings

### WI FI SPONSOR .....€995

- Exclusive Sponsorship
- Wi Fi connection in the conference and exhibit area will be available to all delegates.
- Company logo on conference promotions, including event website
- One complimentary delegate registration plus 20% reduction on all extra bookings

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24-25th May 2016

CONFERENCE

