



BUSINESS-TO-BUSINESS MARKETING OPPORTUNITIES

**AFERA 10TH TAPE COLLEGE
BRUSSELS MARRIOTT HOTEL, BELGIUM
4 – 6 April 2022**



The Hague, November 2021

A unique educational event for the European tape industry

Held in Europe's capital, the Tape College is a well-established technical learning event providing 100+ European tape business professionals with the fundamentals and current technical essentials of adhesive tape technology.

An 18-lecture programme designed and presented by experts

The themes Why Tape?, Tapes Deconstructed, Tape Production, Tape Use & Testing make up 4 clusters of 18 in-depth lectures. There will also be time for debate with presenters and many opportunities for networking.

Our attendees, both Afera and non-members

The Tape College is geared toward those new to the world of adhesive tape technology and is open to all industry professionals, both Afera and non-members alike. Our attendees include those affiliated with adhesive tape manufacturers, suppliers (raw materials, machine and packaging), distributors, converters, end users, research institutions, universities and national tape organisations.

Those working in R&D, customer and technical service, sales, marketing, engineering, production, processing and quality assurance—even general management—will benefit from receiving a solid overview of the current technologies of the tape business. What's more, we routinely see a number of returning participants who either want to brush up on their field knowledge or to network.

Afera's premier educational event is formulated and hosted by our working group of experts:



*Reinhard Storbeck
TC & College WG Chair
tesa*



*Ralf Roenisch
TC & College WG
Coroplast*



*Gert-Jan van Ruler
TC & College WG
DRT*



*Michel Sabo
TC & College WG
Nitto*



*Ian Grace
TC & College WG
Loparex*



*Martijn Verhagen
TC & College WG
Lohmann*



*Astrid Lejeune
Afera Secretary General*

B2B Marketing

All sponsors will be published in the Afera Tape College materials distributed to participants upon arrival and will be listed in all future communications related to the College. You can register for sponsorship until the start of the event, but, in order to enjoy maximum exposure, please do so as soon as possible.

Sponsorship

- **GOLD SPONSOR €4,250**
 - ❖ Listing as Gold Sponsor in all official Tape College documentation
 - ❖ Full-page advert in programme booklet (10 x 20.5 cm, w x h)
 - ❖ Logo published on afera.com on College page as well as on College website
 - ❖ Company banner rotating on Afera website from 1 December 2021 – 15 June 2022
 - ❖ Logo on digital display board listing Gold Sponsors in conference room
 - ❖ Company logo published in Afera's college promo mailers between January and April 2022
 - ❖ Free College entry for 1st delegate.

 - **SPONSOR €3,000**
 - ❖ Listing as Sponsor in all official College documentation
 - ❖ Half-page advert in programme booklet (10 x 11 cm, w x h)
 - ❖ Logo published on afera.com on College page as well as on College website
 - ❖ Logo on digital display board listing sponsors in conference room
 - ❖ Company logo published in Afera's college promo mailers between January and April 2022.

 - **SPONSOR-BRANDED PROMOTIONAL MATERIALS**
 - Lanyards (supplying branded lanyards to be distributed to participants) **€ 2,000**
 - Pens (supplying branded pens to be used by participants) **€ 1,000**
 - Any sponsor-branded article (to discuss with Secretariat upfront) **€ 1,000**
 - Notepads (supplying branded conference notepads to participants) **€ 1,000**
- *Above options available on a first-come, first-served basis.

AFERA TAPE COLLEGE 2022 SPONSORSHIP APPLICATION FORM

Company:

Address:

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Telephone / Fax:

Email:

Contact Person:

Please indicate your choice of the following business-to-business marketing opportunities for the Afera Tape College in Brussels, 4-6 April 2022:

GOLD SPONSOR €4,250

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SPONSOR-BRANDED PROMOTIONAL MATERIALS

- | | |
|--|----------------|
| <input type="radio"/> Lanyards (supply branded lanyards to be distributed to participants) | € 2,000 |
| <input type="radio"/> Pens (supply branded pens to be used by participants) | € 1,000 |
| <input type="radio"/> Any sponsor-branded article (to discuss with Secretariat upfront) | € 1,000 |
| <input type="radio"/> Notepads (supply branded conference notepads to participants) | € 1,000 |

*Above options available on a first-come, first-served basis.

Signature / Date:

Please return as soon as possible to
Afera, The European Adhesive Tape Association, The Hague, The Netherlands
Tel. +31 70 312 39 16 mail@afera.com