

SPONSORSHIP & EXHIBITION INFORMATION

The Cool Logistics difference

Before the event itself, we give our sponsors ample opportunity to gain significant global publicity via our extensive email, website, social media and traditional media campaigns.

We offer all sponsors the opportunity to have a 100 word company profile on our website and in our onsite e-guide. In addition, all sponsors have the opportunity to post hyperlinked media releases, newsletters and case studies to the Cool Logistics Global newsroom on our website, plus our Twitter feed and discussion group on LinkedIn. At the event itself, sponsors have the opportunity to put a printed news release on the Media Desk.

We are active on Twitter, Facebook and LinkedIn and will share relevant tweets and posts of which you notify us.

We partner with key industry media for whom we produce adverts including the logos of all sponsors confirmed by production date.

We visit other key industry events throughout the calendar year for which we produce print literature including the logos of all sponsors confirmed by production date.

Every sponsorship package listed below comes with 1 full event place unless otherwise stated and the opportunity to book unlimited additional delegates with a 10% discount off the full rate.

After the event, your logo and profile will remain on our website for 1 month. The pdf programme for the event, including your logo, will remain on our website indefinitely.



Contact us to discuss your sponsorship and/or exhibition requirements



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Sponsor packages

Platinum

- 7 full event passes
- 4 full event passes at 50% discount
- Promotional message to Cool Logistics database, at least 1 month prior to event
- 3m x 2m display area
- Interactive banner advert in e-guide
- Platinum-listed prominent logo on website homepage, sponsor page, marketing messages, pdf programme, onsite e-guide, signage and holding slides
- 2 pieces of corporate literature in delegate bag

Gold

- 4 full event passes
- 2 full event passes at 50% discount
- 3m x 2m display
- Interactive banner advert in e-guide
- Gold-listed prominent logo on website homepage, sponsor page, marketing messages, pdf programme, onsite e-guide, signage and holding slides
- 1 piece of corporate literature in delegate bag

Silver

- 2 full event passes
- 1 full event pass at 50% discount
- 2m x 2m display area
- Interactive banner advert in e-guide
- Silver-listed prominent logo on website homepage, sponsor page, marketing messages, pdf programme, onsite e-guide, signage and holding slides
- 1 piece of corporate literature in delegate bag

Bronze

- 2 full event passes
- 1 full event pass at 50% discount
- Interactive banner advert in e-guide
- Bronze-listed prominent logo on website homepage, sponsor page, marketing messages, pdf programme, onsite e-guide, signage and holding slides

Icebreaker reception

- 3 full event passes
- 6 VIP Customer reception passes
- Pre conference email inviting attendees to reception
- Conference organisers to acknowledge sponsor on the opening morning
- Opportunity to display a roller banner during reception (provided by sponsor)
- Opportunity for welcome words during reception
- Prominent logo alongside icebreaker reception on website, in pdf programme and in onsite e-guide as well as included in marketing messages, signage and holding slides

Registration

- Pre-event message to all participants
- "Sponsored by" branding at registration desk
- Prominent logo on registration site, on website, in pdf programme and in onsite e-guide as well as included in marketing messages, signage and holding slides

Lunch

- "Sponsored by" branding in lunch area
- Opportunity to distribute corporate gift to attendees
- Conference moderator to acknowledge sponsor before and/or after lunch
- Seat drop of corporate literature in conference room
- Prominent logo alongside lunch break on website, in pdf programme and in onsite e-guide as well as included in marketing messages, signage and holding slides

Refreshments

3 opportunities per day

- "Sponsored by" branding in refreshment area
- Opportunity to distribute corporate gift to attendees
- Conference moderator to acknowledge sponsor before and/or after break
- Seat drop of corporate literature in conference room
- Prominent logo alongside refreshment break on website, in pdf programme and in onsite e-guide as well as included in marketing messages, signage and holding slides

Delegate badges

- Prominent logo on delegate badges, on website homepage, sponsor page, marketing messages, pdf programme, onsite e-guide, signage and holding slides

Delegate lanyards

- Prominent logo on delegate lanyards, on website homepage, sponsor page, marketing messages, pdf programme, onsite e-guide, signage and holding slides

Delegate E-Guide

- Prominent logo on splash screen of the app (the first screen a user sees when opening the app and while the app is loading)
- Electronic download of your brochure available to users on your profile
- 'Push' message of your chosen words to all users

Per Session sponsorship

- Prominent logo alongside session on website, in pdf programme and in onsite e-guide as well as included in marketing messages, signage and holding slides
- Acknowledgement of sponsorship at start of session by moderator
- Guaranteed speaking / panel slot (content to be agreed with conference producer)

Bespoke package

- Charger packs
- USB memory sticks
- Pens

Exhibit your product before key decision-makers

Before the event itself, we give our exhibitors ample opportunity to gain significant global publicity via our extensive email, website, social media and traditional media campaigns.

We offer all exhibitors the opportunity to have a 100 word company profile on our website and in our onsite e-guide. In addition, all exhibitors have the opportunity to post hyperlinked media releases, newsletters and case studies to the Cool Logistics Global newsroom on our website, plus our Twitter feed and discussion group on LinkedIn. At the event itself, exhibitors have the opportunity to put a printed news release on the Media Desk.

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We visit other key industry events throughout the calendar year for which we produce print literature including a list of all exhibitors confirmed by production date.

Every exhibition package listed below comes with the opportunity to book unlimited additional delegates with a 10% discount off the full rate.

After the event, your profile will remain on our website for 1 month. The pdf programme for the event, including your listing, will remain on our website indefinitely.

Exhibition packages*

Exhibition package

- 3m x 2m space only (shell scheme not provided)
- Table & 2 chairs
- Access to power
- 1 free delegate pass for Stand Personnel
- 1 free delegate pass

Outside Exhibit

A limited number of spaces in front of the hotel function rooms are available to exhibit trucks / reefer boxes / mobile coldstores

- 1 free delegate pass for Stand Personnel
- 1 free delegate pass

*Sub-letting of exhibition space is not allowed without prior consent from the organisers

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