

MECC, Maastricht, NL  
14-16 September  
**2021**

# EXHIBIT STAND SALES AND SPONSORSHIPS



THE **LEADING** INTERNATIONAL  
EXHIBITION AND CONFERENCE FOR THE  
**GLOBAL POLYURETHANES** INDUSTRY

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[WWW.UTECHEUROPE.EU](http://WWW.UTECHEUROPE.EU)

ORGANISED BY:



IN ASSOCIATION WITH:



ASSOCIATED EVENTS:



# HUNTSMAN

Enriching lives through innovation

# UTECH

## Europe

MECC, Maastricht, NL

14-16 September

# 2021

## STAND PACKAGES AND COSTS

### SPACE ONLY

With space only you are entirely responsible for the construction of your stand.

**Standard Rate:**

Raw Space € 327 m<sup>2</sup>

### PREMIUM STAND / SHELL OPTION

The shell scheme package includes walls, carpet, fascia with company name, lockable cupboard, 1 spotlight per 7m<sup>2</sup> and a daily stand cleaning.

**Standard Rate:**

Shell Scheme € 410 m<sup>2</sup>

All stand bookings will be charged a compulsory  
€180 online media fee

### TWO STORY STANDS

Double-decker stands are allowed but an application must be sent to the organisers at least six months prior to the exhibition open days. Detailed structural plans must be submitted for approval by the organisers no later than three months prior to the show opening. The second story cannot be any larger than 50% of the total footprint of the 'space only' area on the floor.

### OPTIONAL FURNITURE PACKAGE

For additional furniture, you can also book a furniture package making exhibiting at UTECH Europe so much simpler.

- 1 x black table
- 2 x chairs
- 1 x waste bin
- 1 x literature rack
- 2 x 500 W sockets

Cost: €750m<sup>2</sup>

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**BOOK YOUR STAND TODAY!**

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# UTECH EUROPE EXHIBITION SPONSORSHIP PACKAGES

2018 sponsors have First Right of Refusal

## NEW RECEPTION SPONSORSHIP

### €25,000 EXCLUSIVE

Sponsor logo will appear throughout the reception, in the show guide and in all pre-event promotion (print ads, website and email marketing). UTECH will be co-branded as the Exhibition Organiser and co-host of this party to be held on Tuesday 14 September 2021, the first evening of the show. Also included is a full-page ad in the show guide and 50 passes to the party.

## AISLE BANNER SPONSORSHIP

### €22,000 EXCLUSIVE

Sponsor logo will appear on both sides of all aisle banners (approx. 35) throughout the exhibit hall on all 3 days of the show. Banners will be approx. 4ft. x 8 ft. including the Sponsor logo and UTECH logo.



## REGISTRATION DESK

### €12,000

Be the first exhibitor that the visitors see when they enter the show. This highly visible sponsorship offers immediate visibility and presence at the show. Your logo will appear in a prominent position above the registration desk, on the form filling booths and on the forms.

## SHOW CARRIER BAGS

### €11,000 EXCLUSIVE SPONSOR €6,000 IF PRODUCED BY SPONSOR

Distributed from the registration desk to every visitor as they enter, branding on the show bags will promote your company across the whole show floor for the duration of the event. These lightweight, non-woven show bags have extended branding life as many make their way back to visitors' offices post show. UTECH branding will also appear on the bag.

## LANYARDS

### €10,500 €5,500 IF PRODUCED BY SPONSOR

Distributed with the badges to each visitor at UTECH Europe 2021, lanyards are the perfect way to extend your brand throughout the entire event. They are also often taken away by the visitors who re-use them throughout the year.

## BADGES



### €6,000

Distributed to every visitor at UTECH Europe 2021, and worn for all 3 days of the event.

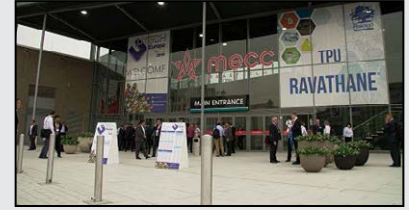
SOLD

# UTECH EUROPE EXHIBITION SPONSORSHIP PACKAGES

WINDOW  
STICKERS  
ABOVE MAIN  
ENTRANCE

**€11,500 FOR 6 LARGE STICKERS**  
(12,30 x 6,20 m)

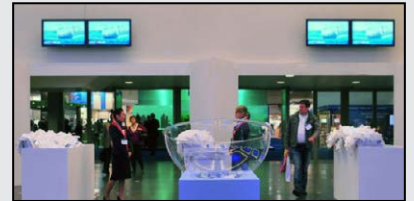
This photo shows 6 large stickers.



LCD  
MONITORS

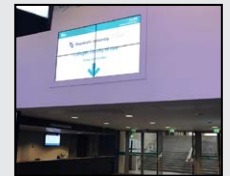
**€11,500 FOR 4 SCREENS IN ONE LOCATION**  
(€6,000 in rotation)

Located in Main Entrance as seen in the registration area entering the hall. Sponsor graphics can be exclusive throughout the show or in rotation with other sponsor graphics.



**€10,000 FOR 4-IN-1 LARGE SCREEN IN ONE LOCATION**  
(€6,000 in rotation)

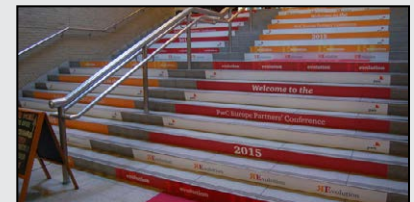
Located in Main Entrance as seen in the registration area entering the hall. Sponsor graphics can be exclusive throughout the show or in rotation with other sponsor graphics.



STAIR STICKERS

**€7,000 EXCLUSIVE**

Graphics on the risers of the stairs in the area heading up to the 2nd floor restaurant, MECC@Table and the MECC entrance leading to the NH Hotel.



**NEW**  
STANDING PHONE  
CHARGERS

**€6,000 PER STATION**

These charging stations are positioned in the registration foyer outside of the exhibit hall and in the catering stand inside the hall. These will be branded on all sides with sponsor's logo and visible throughout all 3 days of the show. Sponsor one or several. They have locked cabinets with charging cords for phones, tablets and laptops.



FOOT STEPS

**€6,000 FOR 10 - 1MX1M STICKERS**

Exhibitors can provide artwork for UTECH to produce and install these graphics on floor or carpet in strategic spots throughout foyer, registration and conference areas. This provides repeated visibility of sponsor's logo and products and reminders to come to sponsor's stand. Various sizes, shapes and quantities are available upon request, and will be priced accordingly.





# UTECH EUROPE EXHIBITION SPONSORSHIP PACKAGES

## HANGING BANNER

### €6,000 PER BANNER

Banners #1, #3, and #4 are available and seen as visitors enter the Main Entrance of the MECC either through the front doors or from the carpark. UTECH will produce and hang these banners with creative provided by Sponsor. These banners will remain in place throughout the entire 3-day show.



## UTECH 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.

- Full Page 4 colour **€2,850**
- Half page 4 colour **€1,900**
- Quarter page 4 colour **€1,450**
- Logo on show guide listing **€295**

## INSERTS IN BAGS

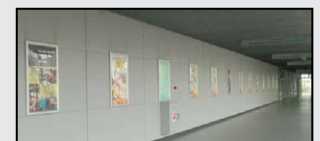
### €900 PER INSERT (one document)

UTECH staff will insert one piece of corporate/product literature into the show bag at registration. Supply us with the A4 pieces and we will insert them on your behalf. A simple, and easy way to promote your brand. Every visitor will receive your information as they enter the exhibition. Sponsor is responsible for production of insert and shipping it to show organisers.

## A0 POSTERS

### €650 PER POSTER

There are 18 posters visible to attendees in the Maastricht Passage leading to the P5 car park. Sponsors can purchase one or as many as desired up to 18. UTECH Organisers will produce and hang these posters with creative provided by Sponsor. They will remain in place throughout the entire 3-day show.



## OUTDOOR SIGNAGE FLAGS

### €1500 PER FLAG

Sponsor's logo will appear on both sides of each flag outside the MECC building at the Main Entrance. Size is 200 x 300 cm. UTECH will produce the flags and have them hung on the poles where they will be displayed throughout the entire 3-day show.



# UTECH EUROPE CONFERENCE SPONSORSHIP PACKAGES

## HEADLINE CONFERENCE SPONSOR



### €11,000 EXCLUSIVE

- 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 UTECH Europe website
- Banner or logo button on the conference website, with a link to sponsor website
- Prominent corporate logo on specially created signage in the conference rooms
- 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
- Four complimentary delegate places

## PADFOLIO & PEN SPONSOR

### €9,500 EXCLUSIVE

- Sponsor logo on printed padfolios and pens handed out to each delegate at the UTECH Europe conference; UTECH produces padfolio and pen with approval from sponsor
- Sponsor has option of providing one 8.5x11 document to be inserted into padfolio
- 50-word company description in the conference programme
- Corporate logo on pre-event promotional material for the conference
- Corporate logo on promotional signage onsite at the conference
- Two complimentary delegate places

## FOOTSTEP SPONSOR

### €8,500 EXCLUSIVE

- Sponsor logo on printed floor graphics in exhibition space leading to conference room. Up to 10 - 1mx1m footsteps to be printed by UTECH, with creative and final approval from sponsor. These graphics will be interspersed with directional stickers to conference
- 50-word company description in the conference programme
- Corporate logo on pre-event promotional material for the conference
- Corporate logo on promotional signage onsite at the conference
- Two complimentary delegate places

## EVENT COMMERCIAL SPONSOR

### €8,000 FOR ALL 3 DAYS

- Sponsor can provide a 30-second video commercial to be played at the start of each day (3 days) of the conference
- Sponsor logo will appear on all pre-event promotion and onsite promotion
- 50-word company description in the conference programme
- Two complimentary delegate places

## COFFEE BREAK SPONSOR

### €2,900 FOR ALL THREE DAYS, EXCLUSIVE

- Sponsor logo and branding displayed in the coffee break area during the conference
- One complimentary delegate place

For more information or to take advantage of these sponsorship opportunities —

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