

5th Annual European Nutrition & Lifestyle Conference

Taking the next steps towards a healthier Europe



Sponsorship & Exhibition Prospectus

2nd & 3rd March 2011

Le Chatelain All Suite Hotel . Brussels

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www.nutrition-lifestyle.eu

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PLEASE NOTE: The list of packages described in this brochure are by no means exhaustive and are meant only as a guide to the possible sponsorship and brand building opportunities that are available at this event.

If you have any specific requirements that you feel are not covered by the packages available, then please do not hesitate to get in touch. We are always available to help you identify the options that suit your budget while maximising your value and visibility at the conference, and if necessary, our marketing team can work with you to create innovative sponsorship packages tailored to the exact needs of you and your organisation.

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About the 5th Annual European Nutrition & Lifestyle Conference

Now in its fifth year, The European Nutrition & Lifestyle Conference is held annually and is an important event in the Brussels calendar for addressing the complex issue of obesity and lifestyle-related diseases in Europe.

It has become a must attend event for representatives for all stakeholders involved in nutrition and diet, and the promotion of a healthy lifestyle. It brings together top level speakers from industry, regulators, EU institutions and NGOs to engage in a pro-active and progressive debate on the current and future trends relating to obesity and nutrition within Europe.



Sponsorship of the European Nutrition & Lifestyle Conference

Annual events such as this are not simply stand alone, one-off marketing opportunities. Over time, they develop a brand of their own and a reputation for quality which adds value for all organisations that are associated with it. The European Nutrition & Lifestyle Conference offers sponsoring organisations the opportunity to become involved on a regular basis in a high-level industry event.

There are a number of different ways in which you will benefit from taking out a sponsorship package at the 5th Annual European Nutrition and Lifestyle Conference. Simply having your name and brand associated with a high-level event such as this can be extremely valuable and it provides a great opportunity to raise your profile within the industry and with high level policy and decision makers.

There are various sponsorship packages available for the event, designed to offer optimum exposure for the budgets that are available. Details of these can be found on the following pages. For more information on the packages and to discuss your sponsorship requirements, please contact Amanda Strevens on amandas.strevens@forum-europe.com or call +32 (0) 253 411 79.



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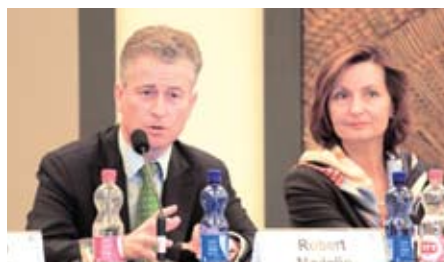
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2010 Audience Breakdown



Based on 158 delegates

- 18% European Institutions
- 54% Corporate Organisations
- 10% National Authorities
- 9% Non-Governmental Organisations (NGO's)
- 5% Other
- 4% Press



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Sample of Previous Participating Organisations

Organisation	Organisation
> Ajinomoto Co Inc	> Freshfel Europe
> American Peanut Council	> German Federation for Food Law and Food Science
> APRIFEL	> GlaxoSmithKline Consumer Healthcare Europe
> Association of Dutch Margarine Manufacturers	> Grayling Belgium
> Barilla	> Grocery Manufacturers Association
> British Heart Foundation Health Promotion Research Group	> GZS - Chamber of Agricultural and Food Enterprises
> Campbell Soup Company	> Hayashibara
> CEEREAL	> Hill & Knowlton International
> Choices International Foundation	> Hogan & Hartson
> CIAA	> ILSI Europe
> CMS Cameron McKenna	> Institute of Food Research
> Coca-Cola Europe	> Interel
> Consumers International	> Karrot
> CPW – Nestlé & General Mills	> Kraft Foods Europe
> Danone	> Kraft International
> Dutch Association for Confectionery & Fine Bakery Wares	> Mars
> Dutch Food & Drink Federation (FNLI)	> McCain Continental Europe
> EAS	> McCain Foods (GB) Ltd
> EFSA	> Ministry of Agriculture and Rural Affairs of Turkey
> European Heart Network (EHN)	> Ministry of Health, China
> EPODE & EEN	> Ministry of Health, Welfare and Sports, Netherlands
> EurActiv	> Nestlé
> European Commission	> Pinar Dairy
> European Economic and Social Committee	> RIVM
> European Food Information Council	> S.A. Coca-Cola Services N.V.
> European Parliament	> Silliker Laboratories
> European Pro Editions	> Soremartec – Ferrero Group
> European Snacks Association	> Strategis Communications
> EuSalt	> Swiss Society for Nutrition
> Fazer Group	> Tate & Lyle
> Federal Ministry of Public Health, Belgium	> The Brewers of Europe
> Federation of Food & Drink Industry Association, Turkey (TGDF)	> The Chia Company
> Ferrero S.p.A	> The Norwegian Food Safety Authority
> FEVIA	> ttz Bremerhaven
> Food Industries Association of Austria (FIAA)	> Ulker – Yildiz Holding
> Food & Consumer Products of Canada	> Unesda
> The Food and Drink Federation, UK	> Unilever
> Food Standards Agency	> Verein der Zuckerindustrie
> Food Standards Australia New Zealand (FSANZ)	> Which?
	> WHO Regional Office for Europe
	> World Federation of Advertisers

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Sponsorship Packages



Platinum Package: €7,500 + VAT

Becoming the Platinum sponsor for the conference will provide your company with optimal exposure on all marketing material and banners, as well as access to a number of additional benefits that are unique to this package.



- Speaking position for company representative
- Full page colour advert in conference programme
- 3 complimentary delegate places
- Priority branding on main stage
- Prime location allocated for exhibition space
- Inclusion of company materials in delegate bags
- Recognition as Platinum sponsor in conference CD-Rom (600 copies distributed) with exclusive ability to submit a conference report for inclusion
- Recognition as Platinum sponsor in marketing materials and press releases
- Corporate identity on conference website with link to company website
- Recognition as Platinum sponsor in Forum Europe newsletters



Gold Package: €5,000 + VAT

- Half page colour advert in conference programme
- 2 complimentary delegate places
- Branding on main stage
- Exhibition space in semi-prime location
- Inclusion of company materials in delegate bags
- Recognition as Gold sponsor in conference CD-Rom (200 copies distributed)
- Recognition as Gold sponsor in marketing materials and press releases
- Corporate identity on conference website with link to company website
- Recognition as Gold sponsor in Forum Europe newsletters



Silver Package: €3,000 + VAT

- Quarter page colour advert in conference programme
- 1 complimentary delegate place
- Some branding on main stage
- Exhibition space
- Inclusion of company materials in delegate bags
- Recognition as Silver sponsor in conference CD-Rom (600 copies distributed)
- Recognition as Silver sponsor in marketing materials and press releases
- Company logo on conference website with link to company website
- Recognition as Silver sponsor in Forum Europe newsletters

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Sponsored Catering Packages



Exclusive Sponsorship of Lunch: €2,000 + VAT

- Corporate identity displayed in dining area during lunch
- Corporate identity included on menu cards
- Opportunity to give luncheon address (though not compulsory)
- Full page colour advert in programme
- 1 complimentary delegate place



Exclusive Sponsorship of Gala Dinner €5,000 + VAT

- Opportunity to introduce and lead interactive dinner debate
- 3 course sit down dinner for delegates and speakers
- Corporate identity displayed in dining area during dinner
- Corporate identity included on menu cards
- Full page colour advert in programme
- 3 complimentary delegate places



Exclusive Sponsorship of Refreshments (both days): €1,750 + VAT

- Corporate identity displayed in the refreshment area during coffee breaks
- Opportunity to include branded items such as napkins, chocolates or biscuits for instance (to be provided by sponsor and subject to venue terms and conditions)
- Full page colour advert in programme
- 1 complimentary delegate place

In addition to the above benefits, all catering sponsors will also be included in the sponsor section of the event programme, website and CD-ROM.

We are always available to help you identify the options that suit your budget while maximising your value and visibility at the conference. We have Product Opportunities that can be combined with any of the sponsorship packages or taken individually.

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Product Opportunities

As well as the main Sponsorship Packages, there are also a range of product based branding opportunities available with Forum Europe. These have been chosen specifically for their ease of production and value beyond the event itself. The list below is by no means exhaustive and our marketing team will be happy to work with you to create innovative sponsorship packages tailored to the needs of you and your company.



Sponsored Lanyards

€750 + VAT + cost of production

Lanyards are distributed to all delegates on arrival at the conference, ensuring high visibility of your brand throughout the event.



Data Sticks

€1000 + VAT + cost of production

In addition to providing a high value branded product to delegates beyond the event, conference proceedings can be loaded onto the sticks prior to the event and distributed to delegates on arrival.



Conference Pens and Pads

€750 + VAT + cost of production

Distributed to all attendees upon arrival, branded pens and pads again offer visibility to you and value to the delegate both during and beyond the event.



Insert in Delegate Packs

€400 + VAT

Product or promotional materials can be included within the delegate packs distributed to each participant upon arrival. A high value option providing detailed company information to all delegates.

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Product Opportunities



Conference Badges

€750 + VAT

All delegates are required to wear their personalised conference badge (attached to the lanyard) on arrival at the venue. Have your company logo on all delegate badges (position as design allows) and remind delegates of your company's input into the conference.



Conference Proceedings

€1500 + VAT

All delegates receive the conference proceedings on high quality CDs, printed with your company's logo and a short advert (either text/PDF or moving image, in which case size must be agreed beforehand).

These are made available, if possible, before the event. However it is best practice to deliver them after the event to all delegates to ensure all the presentations that are available are loaded to the CDs.

These CDs, in addition to being distributed to all delegates as part of the conference package, will also be made available for purchase to non-attendees post event.

This high value option reaches all delegates and is the most valued information and reference point beyond the event itself, this option is only available to selected organisations and it is recommended that you contact James Wilmott to discuss this high value, high exposure option.

> The options contained within are negotiable and are listed only as a guide. We look to cater for your individual requirements on a per event basis.

If you wish to discuss any of the information found in this document, please do not hesitate to contact Amanda Strevens.

We look forward to discussing the positive and high value promotion of your organisation.

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Sponsorship Reservation Form

I am interested in becoming the (please tick box):

Platinum Sponsor Gold Sponsor Silver Sponsor

I am interested in the following Catering opportunities (please tick box):

Lunch Sponsor Gala Dinner Sponsor Refreshments Sponsor

I am interested in the following Product Opportunities (please tick box):

Sponsored Lanyards Data Sticks Conference Pens & Pads

Insert in Delegate Packs Conference Badges Conference Proceedings

2nd & 3rd March 2011 . Le Chatelain All Suite Hotel . Brussels

Company:

Address:

Name of contact:

Contact Tel. Number: Contact Email:

Signature: Date:

Please Faxback to +44 (0) 2920 668 992

Please contact Amanda Strevens to discuss all opportunities listed in this brochure.

Amanda Strevens

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Exhibit at Nutrition & Lifestyle 2011

Size: 1.6m x 1.8m

Cost: € 995 + VAT per stand

Be recognised as an important sector leader with an exclusive exhibition space during this year's Nutrition & Lifestyle Conference.

This 2 day seminar will offer exhibiting organisations the opportunity to:

- Showcase, promote, and introduce products, technology and services to industry, legislators and media
- Increase industry exposure
- Discover new business opportunities
- Attract new clients and touch base with existing clients
- Form strategic alliances with other companies

Stands are prominently situated in the foyer area outside the conference room. All delegates will pass through this area on approach to the conference room. This area is also used to serve teas, coffee and refreshments. This ensures that delegates will be directly exposed to your company and will have the opportunity to explore your exhibitor display whilst enjoying drinks and snacks during the three separate refreshment breaks scheduled for the day.

As part of the exhibitor's package, you will receive:

- A unique exhibition space of 1.6m x 1.8m, including a display table
- Admittance to the exhibition area for one representative to act as a host/hostess on the stand
- A 25% discount off the standard conference fees for any organisation representatives who wish to attend the main event
- Listing of your company details in the Exhibitors Directory that is given to all delegates at the event, including a 50 word description of your organisation and the products and services that you offer
- Listing of your company details on the event website (www.nutrition-lifestyle.eu) along with contact details and a link to your homepage
- A special discounted rate of €250 for a full page colour advert in the main conference delegate handout

In addition, you will also receive a copy of the main conference handout, including a delegate list and details of the presentations made at the conference.

Exhibition details:

All stand areas are sized at 1.6m x 1.8m. The exhibition will be of a table top nature, not enclosed by a shell scheme.

Exhibitors may bring their own display stands but these must not extend beyond the area that has been reserved. All spaces have a display table sized approximately 1.8m x 1.0m included in the price.

Exhibitors are invited to prepare their stand the day before the conference, exact times will be given closer to the event date.

To reserve your exhibition space at the event, please complete the form on page 12 and fax it back to us on **+44 (0) 2920 668 992**.

Please note: Exhibition space will be allocated strictly on a first-come, first-served basis so please book early to avoid disappointment.



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Please faxback to +44 (0) 2920 668 992 - we will contact you to confirm your reservation

Exhibition Space Reservation Form

Organisation Name:

Contact Person:

Address:

Postcode: City:

Country:

Tel: Fax: Email:

Description of organisation for Exhibitors Directory, alternatively you can email this on a separate document if necessary:

(max 50 words):

Please select the number and size of stand space below.

If you have any queries over this, please contact Amanda Strevens on +32 (0) 253 411 79.

I would like to reserve (please indicate number) exhibition spaces (1.6m x 1.8m) @ €995 each (+ 21% Belgian VAT)

Please tick here if you would also like to take advantage of the special exhibitors discounted rate of €250 (+ 21% Belgian VAT) for a full page advert in the main conference brochure.

By taking out an exhibition space, one organisation representative will be admitted into the venue to act as a host/hostess on your stand. Should any representatives of your organisation wish to attend the conference they will be entitled to a special 25% discount off the standard conference fees.

I would like to reserve (please indicate number) delegate passes for the main conference and claim a 25% discount off the usual delegate rate for each pass. A member of Forum Europe will contact you shortly to take the details of delegates.

Payment schedule – 50% deposit at the time of reservation (an invoice will be issued upon receipt of this form) with the balance due on or before the event date. For bookings made within two weeks prior to the event, the full amount is due at the time of reservation.

Exhibition space reservations are not confirmed until full payment is received by Forum Europe. The organisers reserve the right to reallocate exhibition space if deposit / full payment is not received by the due date. Cancellation policy – Cancellations must be made in writing. If received before or on 18th January, a full refund will be given, subject to a €150 administration charge. No refund for cancellations received after the 18th January. No shows will be charged the full amount.

The undersigned, representing the above mentioned company, hereby agrees to exhibit at The 5th Annual European Nutrition & Lifestyle Conference, 2nd & 3rd March 2011, Le Chatelain All Suite Hotel Brussels and accepts the terms and conditions stated above.

Signature

Date / /

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