

7th Annual European Nutrition & Lifestyle Conference

26th - 27th June 2013 / Central Brussels



Sponsorship & Exhibition Prospectus



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www.forum-europe.com

www.nutrition-lifestyle.eu

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Contents

- P 3** About the event
- P 4** Previous Nutrition & Lifestyle Conferences
- P 5** Sponsorship Packages
- P 6** Sponsored Catering packages
- P 7** Product Opportunities
- P 8** Sponsorship Reservation Form
- P 9** Exhibit at Nutrition & Lifestyle 2013
- P 10** Exhibition Space Reservation Form

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 event

Now in its seventh 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 the promotion of healthier diets and lifestyles 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 7th 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 Kirstie Fagan at kirstie.fagan@forum-europe.com or call **+44 (0) 2920 783026**.

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◀ [Back to Contents page](#)

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26th - 27th June 2013 / Central Brussels

Previous Nutrition & Lifestyle Conferences



More than **150** delegates attended in 2012

- **23%** European Institutions
- **44%** Corporate Organisations
- **12%** National Authorities
- **13%** Non-Governmental Organisations (NGO's)
- **5%** Other
- **4%** Press

Previous delegates have included representatives of the following organisations

Barilla
BEUC
Bunge
Campbell Soup Company
CEEREAL
CEFC
Choices International Foundation
Coca-Cola Europe
EFSA
European Heart Network
EPODE & EEN

Euro Co-op
European Commission
European Food Information Council
European Health & Fitness Association
European Parliament
EU Food Policy
EuSalt
FEVIA
FoodDrinkEurope
Food & Consumer Products of Canada
The Food & Drink Federation, UK

Food Standards Australia New Zealand
Freshfel Europe
Grayling Belgium
Grocery Manufacturers Association
IDACE
ILSI Europe
IMACE
Kraft Foods Europe
Mars
Ministry of Health, China
Nestlé

PepsiCo
Soremartec - Ferrero Group
Tate & Lyle
The Brewers of Europe
UEAPME
Unesda
UNICEF
Unilever
Which?
WHO Regional Office for Europe
World Federation of Advertisers

Previous speakers have included

Industry



Mella Frewen
Director General, FoodDrinkEurope



Pamela Bailey
President & CEO, Grocery Manufacturers Association



Kristen Anderson
Director of Nutrition, Barilla



Marta Baffigo
Director Global Public & Regulatory Affairs, Kellogg Company

Non - Profit Organisations



Monique Goyens
Director General, BEUC



Susanne Logstrup
Director, European Heart Network



Dr Mike Rayner
Director, British Heart Foundation



Monika Kosinska
Secretary General, EPHA



Dr Josephine Wills
Director General, European Food Information Council



Margherita Caroli
President, European Childhood Obesity Group

Policymakers



Paola Testori Coggi
Director General for Health & Consumer Protection, European Commission



Despina Spanou
Principal Advisor, DG SANCO



Mette Gjerkskov
Minister for Food, Agriculture & Fisheries, Denmark



Philippe Roux
Deputy Head of Unit, Health Determinants, European Commission



Jo Leinen MEP
Chair of Committee on Environment, Health & Food Safety, European Parliament



João Breda
Programme Manager, WHO regional office for Europe



Basil Mathioudakis
Head of Unit, Food composition & information, European Commission



Julie Girling MEP
Member, ENVI Committee

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Sponsorship Packages

Exclusive Platinum Package: €9,000

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.

- Exclusive speaking position for company representative
- Full page advert in conference programme
- 5 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 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: €6,000

- Half page advert in conference programme
- 3 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 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: €4,000

- Quarter page 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 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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◀ [Back to Contents page](#)

7th Annual European Nutrition & Lifestyle Conference



26th - 27th June 2013 / **Central Brussels**

Catering Packages



Exclusive Sponsorship of Lunch: €2,500

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

Exclusive Sponsorship of Pre-Conference Dinner €5,000

- Opportunity to introduce and lead dinner-debate
- Three-course dinner for speakers and high-level invited guests
- Three seats at dinner reserved for your representatives or guests
- Corporate identity displayed in dining area during dinner
- Corporate identity included on menu cards
- Half page advert in the conference programme
- 3 complimentary delegate places

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

- 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)
- Half page advert in the conference programme
- 1 complimentary delegate place

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◀ [Back to Contents page](#)

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7th Annual European Nutrition & Lifestyle Conference



26th - 27th June 2013 / **Central Brussels**

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

€1250 + cost of production

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



Conference Badges

€1200

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

Sponsorship of both the lanyards and conference badges can be offered at a combined price of €2000 + cost of production



Data Sticks

€1250 + 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

€1250 + 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

€500

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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◀ [Back to Contents page](#)

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7th Annual European Nutrition & Lifestyle Conference



26th - 27th June 2013 / **Central Brussels**

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 Packages (please tick box):

Lunch Pre-Conference Dinner Refreshments (Both Days)

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

Sponsored Lanyards Conference Badges Lanyard & Badge Package

Data Sticks Conference Pens & Pads Insert in Delegate Packs

26th - 27th June 2013 . Central Brussels

Company:

Address:

Name of contact:

Contact Tel. Number: Contact Email:

Signature: Date:

Please Faxback to +44 (0) 2920 020 432

Please contact Kirstie Fagan to discuss all opportunities listed in this brochure.

Tel: +44 (0) 2920 783 026 . Fax: +44 (0) 2920 020 432 . Email: kirstie.fagan@forum-europe.com

Forum Europe, 2 - 4 Second Floor, High Street Arcade Chambers, Cardiff, CF10 1BE. UK

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◀ [Back to Contents page](#)

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26th - 27th June 2013 / **Central Brussels**

Exhibit at Nutrition & Lifestyle 2013

Stand Size: 2.5m x 3m / Cost: €1500 + VAT per stand



Be recognised as an important sector leader with an exclusive exhibition space during this years Nutrition & lifestyle Conference 2013.

This 2 day conference 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 2.5m x 3m, 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 **2.5m x 3m** and the ceiling height in the room is **3.5m**. 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 1m** included in the price.

Exhibitors are invited to prepare their stand between **14.00** and **17.00** the day before the conference.

To reserve your exhibition space at the event, please complete the form on page 10 and fax it back to us on **+44 (0) 2920 668 992**.

You will then be contacted to confirm your reservation.

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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◀ [Back to Contents page](#)

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Exhibition Space Reservation Form

Please faxback to +44 (0) 2920 020 432 - we will contact you to confirm your reservation

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 Kirstie Fagan on +44 (0) 2920 783 026.

I would like to reserve (please indicate number) large exhibition spaces (2.5m x 3.0m) @ €1500 each

Please tick here if you would also like to take advantage of the special exhibitors discounted rate of €250 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. Forum Europe will contact you shortly to take the details of delegates.

Payment schedule

An invoice for the full amount will be issued upon receipt of this booking form.

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 a cancellation is received 6 weeks before the event start date, a full refund will be given, subject to a €150 administration charge. However, there will be no refund for cancellations received after this date. No shows will be charged the full amount.

The undersigned, representing the above mentioned company, hereby agrees to exhibit at The 7th Annual European Nutrition & Lifestyle Conference, 26th - 27th June 2013, Central Brussels and accepts the terms and conditions stated above.

Signature

Date

/ /

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◀ [Back to Contents page](#)