

**FEDESSA CONFERENCE
& TRADE SHOW 2022
27 - 29 SEPTEMBER
TIVOLI MARINA - VILAMOURA - PORTUGAL**



**Sponsorship Packages
& Trade Show Stands**

FEDESSA invites you to participate as a Sponsor or Exhibitor at the 2022 Conference & Trade Show 27 - 29 September, Tivoli Marina Vilamoura, Portugal

This is a unique presence and branding opportunity within the growing self storage sector in Europe and we encourage you to consider the sponsorship packages outlined in this document

Why Sponsor?

This is the biggest self storage event outside the USA. Over 800 attended the London event in 2019 and we expect over 500 in 2022.

It is the only opportunity you will have to market to self storage owners, operators and investors from all across Europe, including the UK.

A major highlight of the event is the Trade Show. An extensive range of suppliers will be on hand to showcase their products and services. 90% of attendees state this is an important part of the event and a key reason they attend. Dedicated time in the trade show has been extended to give delegates more time to meet all the suppliers.

This year's event will be even more focused on networking and interaction between delegates. There are numerous networking opportunities where you can mix with potential and existing customers including 2 evening dinners, a drinks function in the trade show and pre-arrival social activities.

Each day starts with breakfast in the trade show followed by the conference sessions throughout the day. However, with dedicated trade show time before lunch each day and all catering held in the trade show area, sponsors or exhibitors will benefit from the maximum exposure to attendees this offers.

This is your opportunity to; source new customers, launch new products, meet with existing clients and learn about the issues facing the industry and how operators will be dealing with them. **Take a sponsorship package or exhibit and establish or build your brand within the industry.**





About the European Self Storage Industry

- Over €1 Billion turnover annually
- Over 900,000 customers using self storage
- Over 10 million square meters of storage space in Europe with around 5,000 self storage stores
- An industry which has shown solid growth through the pandemic and signs are this will continue
- Lots of independent operators with the top 10 operators only having 25% of the stores

Venue

The Tivoli Marina Vilamoura is situated in the Algarve in the south of Portugal, a short drive from Faro airport.

A purpose-built events venue, the conference space and trade show are located on the same floor in adjacent rooms. The hotel is connected through a short walkway with the marina, shops and cafes on one side and the beach on the other.

We have booked the bulk of the hotel bedrooms at the Tivoli Marina, along with overflow bedrooms at the nearby Crowne Plaza. There are also numerous branding opportunities in the hotel [contact us for more details](#).

Event Timings

Set-up for the Trade Show will be on Monday, 26 September and Tuesday, 27 September. There will also be arrival social activities on the 27 September including a Golf Tournament and a Wine and Facility Tour during the afternoon. The conference starts on Wednesday, 28 September and finishes on Thursday, 29 September with dinners each evening. The Trade Show will bump out from late afternoon on the 29 and during 30 September.



Gold Sponsorship

£8,000 + VAT

Each Gold Sponsor receives the following as part of the package but should also choose one additional item from List A and one item from List B.

- Listing on all brochures as a Gold Sponsor
- Verbal acknowledgement by the MC during the event as a Gold Sponsor
- Logo on the Sponsors Slide displayed during all breaks
- Merchandise (supplied by the sponsor) included in the delegate bags
- 4 x Full Conference Passes including all sessions, Trade Show, and the evening social events
- 2 x Conference Only Passes for 2 delegates of the sponsor's choice including access to the trade show and all sessions (Note: excludes any evening social events)
- 1 x 6 square metre Trade Stand presence within the Exhibition & Catering area with a priority location pick before general release



List A

Choose 1 item

Sponsorship of a FEDESSA **Industry Award** of choice including the naming rights for that award

Exclusive Sponsorship of the **Lanyards** for the delegate badges **SOLD**

Exclusive Sponsorship of the **Awards Dinner Drinks Reception**

Exclusive Sponsorship of **Breakfast with the Stars** **SOLD**

Exclusive Sponsor of the **Room Keys** with your logo or message placed on the room keys for delegates in the hotel **SOLD**

Sponsor a **Speaker** of your choice

List B

Choose 1 item

Trade Stand upgrade from 6 square metres to 12 square metres

Host a table at **Breakfast with the Stars** **SOLD**

Full page advertisement in the final **Conference Programme** distributed to all attendees at the conference

5 Minute Address during the main sessions

Chair Drop Sponsor - promotional material placed on each chair in the main conference room on one day of the event. Two available.

Awards Dinner Wine Sponsorship - sponsor logo or message on hand made wine sleeves for all wine initially placed on the tables **SOLD**

Sponsorship of the **Awards Dinner Entertainment**

Sponsorship of the **Conference Catering** for one day. Two available.

Use of **Sponsors Corner** for a 15-minute presentation during one of the refreshments breaks

Optional Sponsorship & Advertising Opportunities

Golf Tournament

Sponsor the eagerly awaited FEDESSA Golf Tournament to be held at the 18-hole Millennium Golf Course located within the Vilamoura Resort area. It is the most popular course in the Algarve and is certain to be a hit activity with many of our members.

£1,500

Wine Tasting

SOLD

Sponsor the wine tasting as part of the facility tour on the 27 September. Guests will sample a selection of local wines and produce.

£1,300

Conference Comfort Bags

SOLD

An additional item to the usual Conference Bags, these bags will be full of essential items to ensure the comfort of conference attendees and will include items such as sunscreen, lip balm, wet-wipes, moisturiser and tissues.

All items will be branded and encased in a handy sponsor branded bag.

£5,000 or less depending on items selected

Conference Bag Inserts

Include a leaflet or an item of merchandise in each of the conference bags given to all attendees. Items to be pre-approved by the SSA UK.

£500

Conference App

SOLD

The App at this year's event will be integrated into the programme with many new features including name tag scanning and polling. Your business will be featured on the opening splash screen as well as the home page on the App and all promotional material encouraging delegates to download the App. Great coverage by the host during the event as well.

£3,000

Pads and Pens

50 page A5 pad with full colour print on front, single colour on each page and branded pen provided to every delegate – cost includes all items and printing. Artwork to be supplied by the sponsor.

£2,200

Networking Dinner Entertainment

SOLD

We have some special entertainment planned for the Networking Dinner which has some unique sponsorship opportunities. It's a surprise so we don't want to give too much away, but if you are interested in sponsorship with a difference, then contact us for more information

£1,800

Speaker Sponsorship

A great branding opportunity to place your company logo alongside the name of one of our illustrious conference speakers in all brochures, on the FEDESSA Conference website and on the main conference set when the speaker is presenting. Contact us for details on other speaker sponsorship.

Isabel Agulira - £2,000

David Measday - £800

John Hulsman - £1,800

Andrew Dastin - £500

Environmental Initiatives panel - £1,200



Awards Dinner Wine

Place your logo or message on hand made wine sleeves for all wine initially placed on the table

£800



Awards Dinner Entertainment

Your banner or other signage as agreed on stage during the entertainment, recognition in the final programme, mention by the host during the dinner, listing on sponsors slides during dinner and opportunity to address the audience briefly when introducing the act.

£1,000



Advertising

Full Page Advert in the second Conference Brochure

The second Conference Brochure sets the scene for the 2022 Conference and is distributed to over 2,100 owners and operators across Europe and the UK.

£900

Half Page Advert in the second Conference Brochure

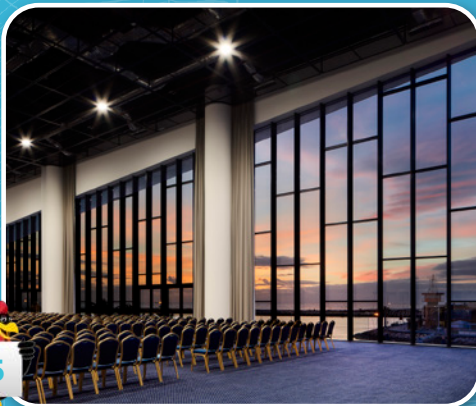
The second Conference Brochure sets the scene for the 2022 Conference and is distributed to over 2,100 owners and operators across Europe and the UK.

£550

Full Page Advert in the final Conference Programme

The final Conference Programme is distributed to all attendees on site and is a valuable resource during the two days.

£700



Trade Show Stand Details

The standard trade stand size is 3m x 2m. The minimum ceiling height is 9m. There is scope for larger or open stands. Contact the SSA UK for more details about a bespoke trade stand solution for your business.

The Trade Show is in a dedicated secured room. All meals during the day will be served in the Trade Show area. A drinks reception prior to dinner on the Wednesday night will also be held in the trade area. The Trade Show will open on each morning at least 30 minutes before the main session room opens. It will remain open for the duration of the event, closing after the drink's Reception on the Wednesday evening and at approximately 3:00pm on the Thursday. All daily meal breaks will be served in the Trade Show area each day. Breakfast will also be served in the Trade Show on Wednesday morning.

Bump in for the Trade stands will be on Monday 26 and Tuesday 27 September. It will be a staged bump in with the shell scheme and standalone constructions setting up in the morning of the 26th and remaining exhibitors after this. There will be a limited bump out during the afternoon of the September with the remainder on the 30th. The Trade Show is on the first floor but there is an oversized goods lift as well as the ability to forklift items onto the balcony outside the room.

Trade Stand Specifications

Each stand is 3m x 2m in size and includes:

- Walls 2.4m high matt anodised aluminium frame with white laminated infills
- Fascia matt anodised aluminium frame 24cm high with white laminate infill
- 1 x sign computer cut vinyl lettering on white laminate infill per booth
- Lighting - two spotlights per booth mounted on light track inside fascia
- Power – one 2 amp socket per booth
- List of delegates (excluding those who have chosen not to be listed) provided prior to conference
- Listing on Trade Show page on website and in the final programme
- 2 Full delegate tickets including all dinners and events - additional tickets can be purchased at a discounted trade price



Stands



Budget Trade Stands - £2,700 (£3,700 for non-members)

A basic trade stand for you to add your own branding and banners. Carpet and furniture can be purchased at an additional cost.



Branded Trade Stand- £3,100 (£4,200 for non-members)

Make your business stand out in the trade show with a fully branded backing to your stand. Price includes all production costs of the background based on artwork provided. Assistance in producing artwork can also be provided where required.



Branded and Backlit Trade Stand- £3,550 (£4,800 for non-members)

A deluxe branded trade stand that will draw the eye of all delegates with a 3mx2m semi-transparent branded backing with backlights to make it really stand out.

Oversized trade stand (Price on application)

Oversized stands are available pending space considerations. This includes double width stands, or extra deep stands. Contact the Association for more details.

Trade stand positions will be discussed with exhibitors but final positioning remains at the discretion of the Association



Application Process

All applications for Gold Sponsorship must be received by no later than Friday, 11 February 2022.

Priority will be given to those sponsors that secured sponsorship for the cancelled 2020 event.

Should we receive more than one application for a sponsorship package, each applicant will be contacted and asked to submit a second revised proposal. These proposals will then be assessed, and a successful bidder announced shortly afterwards.

Applications will be considered on:

- Price paid for sponsorship
- Previous sponsorship of the event
- Ability for the sponsor to further promote the event
- Ability for the sponsor to add additional value to the event

A sponsor that is unsuccessful in their bid will be offered first option on the next level of sponsorship down.

Trade stand positions will be allocated by the Association after discussion with the exhibitors. Exhibitors will be contacted in order based on the time the application was received. For example, the first application received will get first option to choose their stand placement.

Applications must be sent using the completed form only via email to admin@ssauk.com

Alternatively, by post to:

SSA UK, Priestley House, The Gullet, Nantwich, Cheshire, CW5 5SZ UK

Verbal applications or messages via email without the completed form will not be accepted.

Once sponsorship packages have been allocated, the £2,000 non-refundable deposit must be paid within 14 days to secure. **Final invoices will be issued in May**

All sponsorships and stands must be fully paid within 30 days of invoice or they will be released.



Sponsorship & Trade Show Booking Form

FEDESSA Conference & Trade Show 2022
27 - 29 September - Algarve, Portugal

FEDERATION OF EUROPEAN
FEDESSA
SELF STORAGE ASSOCIATIONS

Gold sponsorship applications must be received by Friday, 11 February

Gold Sponsorship £8,000 + Option from List A

Option from List B

Additional Sponsorship Options:

Conference Comfort Bags **£5000**

Networking Dinner Entertainment **£1,800**

Speaker Sponsorship (Name of speaker)

Full Page Advert in the second Conference Brochure **£900**

Full Page Advert in the final Conference Programme **£700**

Budget Trade Stand

Backlit Trade stand

Golf Tournament **£1500**

Conference App **£3000**

Awards Dinner Wine **£800**

Branded Trade Stand

Oversized Trade Stand

Wine Tasting **£1300**

Conference Bag Inserts **£500**

Awards Dinner Entertainment **£1000**

Pads and Pens **£2,200**

Half Page Advert in the second Conference Brochure **£550**

Company Name

Company VAT number

Contact

Telephone

Email

Invoice Address

A £2000 + VAT non-refundable deposit is required to confirm any of the sponsorship packages or trade stands. Deposits will not be taken until sponsorship packages are finalised. The remaining amount will be invoiced in May 2022.

Please send completed forms to admin@ssauk.com
All prices listed are excluding VAT