



2021

VIRTUAL CONGRESS

20 & 21 OCTOBER 2022 | 1.30PM ▶ 5PM CET

SPONSORSHIP PACKAGES

INCREASE YOUR VISIBILITY
TO 250+ EUROPEAN AND GLOBAL
LUBRICANTS INDUSTRY PROFESSIONALS

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WHY SPONSORING?

Attracting over 250 key industry players from Europe and beyond, the **Annual Congress of the European Lubricants Industry** offers sponsors a unique opportunity to reach out and communicate with the decision makers in the lubricants industry. Sponsoring our Congress is the perfect occasion to boost your company's network and create new business relationships... virtually this year!

By supporting the congress, you will:

- **Reinforce your brand and networks!** We will conduct an e-marketing campaign, give you great exposure and networking opportunities with over 250 industry stakeholders from across Europe.
- Create a positive platform for the lubricants industry to **debate major industry and commercial trends**.
- Give members and prospective members of UEIL the opportunity to do some online networking, find business opportunities and **exchange knowledge and expertise**.

A range of tailor-made sponsorship packages were designed specifically for our sponsors to optimize their company's online exposure.

Take advantage of this unique opportunity to raise the international profile and awareness of your company, and feel free to contact us if you would like to design tailor made sponsorship opportunities or content, possibly.

BACKGROUND

For the last 50 + years, UEIL has held its yearly Annual Congress in October, offering a unique opportunity to players in the European and global lubricants industry to meet and network, strengthen their relationships, and learn more about the latest developments from a technological, economic, marketing and regulatory perspective.

For the first time this year, the event will take place online. The 250 + delegates, decision-makers in the sector, come from over 20 countries from Europe, the US, Asia and Africa. They represent regulators and various sectors within the lubricants industry, and in particular:

- Base oil and lubricants producers
- Additive companies
- Technology services companies
- Lubricants blenders
- Regulators

The congress is run on the virtual event platform which offers the markets best branding and speaking opportunities for sponsors. The innovative online platform provides a virtual exhibition space, instant messaging and video for networking, pop up announcements, integrated live streams and recorded videos, Q&As, live polling, private rooms, and of course virtual networking.

"Chevron has been attending UEIL since we started supplying Europe with Group II base oil twelve years ago. We have found the annual congress to be an excellent forum for talking with independent lubricant companies about how changing specifications and market conditions are affecting their business."

"KEMAT is very pleased with the exposure we received at the UEIL Congress for two years in a row. It is the perfect place to boost our company's visibility and build new business relationships"

"Insightful presentations, excellent networking and THE pan-European lubricants-dedicated must attend industry event"
– UEIL 2019 participant

"UEIL Congress has become a premier venue for education and networking for the European lubricants industry" – UEIL 2019 participant

SPONSORSHIP PACKAGES OVERVIEW

The following list of packages described below are a summary of the brochure, and meant as a general guideline. Please refer to the package description for detailed information.

Please note that sponsorship options will be attributed on a first-come first-served basis.

	PLATINUM	GOLD	SILVER
Page number	4	5	6
Special items			
Opportunity to provide recorded on-demand presentation to participants – 15mn	√		
Break sponsorship, possibility to showcase corporate message or corporate video to guests – 5mn		√	
Opportunity to sponsor a virtual meeting room – open for the two days			√
Early access to participants data	√	√	√
Logos			
Logo on marketing & advertising material	√	√	√
Logo on congress website	√	√	√
Logo on virtual conference platform	√	√	√
Logo on holding slides	√	√	√
Logo on post-conference article in Lube Magazine	√		
Publication in Lube Magazine			
Full page	√		
½ page		√	
¼ page			√
Discounts for 2022			
1 complimentary congress registration for the 2022 edition (Athens, Greece – in-person)	√		
Discount on 2022 sponsorship packages	15%		10%
Discount on 2022 congress registrations		10%	10%
Prices	2 500 €	1 500 €	1 000 €

PLATINUM SPONSORSHIP

15 MIN ON-DEMAND VIDEO MESSAGE

As a platinum sponsor, you have the opportunity to show a pre-recorded video of up to 15 minutes. The video may be a communication from your CEO, a corporate announcement or an industry update, and may be supported by powerpoint slides. It will be uploaded on the virtual event platform and available on-demand by participants, for the full duration of the event.

In addition to the exposure gained by pre-event promotion and on-the-day branding, your details will remain posted on the event website after the event.

Prior to the event:

- Company Logo on all marketing and advertising material, and email alerts
- Logo hyperlink on the dedicated congress webpage – continues online after the event
- Logo & short company's description in email campaign "About our Sponsors" – September 2021
- Publication in Lube Magazine: Full page

During the event:

- Pre-recorded video message – length up to 15 minutes, available on-demand
- Company Logo on the virtual event platform
- Company Logo on holding slide of the virtual conference room, visible between sessions
- Early access (as of 1st September 2021) to participants data: Name, job title, company and email of registered participants , in line with UEIL privacy policy

After the event:

- Logo on post-conference article in Lube Magazine
- 1 complimentary congress registration for the 2022 edition (Athens, Greece – in-person event)
- 15% on sponsorship packages for the 2022 edition (Athens, Greece – in-person event)

FOR ADDITIONAL INFORMATION: INFO@UEILCONGRESS.ORG



PLATINUM SPONSORSHIP
2,500 €

GOLD SPONSORSHIP

5MN VIDEO MESSAGE DURING A COFFEE BREAK - 3 PACKAGES AVAILABLE

Opportunity to showcase a 5-minutes pre-recorded corporate video message to guests during one of the event's coffee breaks. The video may be a communication from your CEO, a corporate announcement or an industry update, and may be supported by powerpoint slides. It will be shown to participants once, at the start of one of the three scheduled coffee breaks.

In addition to the exposure gained by pre-event promotion and on-the-day branding, your details will remain posted on the event website after the event.

Prior to the event:

- Company Logo in the Congress delegate information and all marketing and advertising material, and email alerts
- Logo hyperlink on the dedicated congress webpage – continues online after the event
- Logo & short company's description in email campaign "About our Sponsors" – September 2021
- Publication in Lube Magazine: 1/4 page

During the event:

- Possibility to showcase a 5 minute corporate announcement or video to guests during one of the 3 scheduled breaks
- Company Logo on the virtual event platform
- Company Logo on holding slide of the virtual conference room, visible between sessions
- Early access (as of 1st September 2021) to participants data: Name, job title, company and email of registered participants, in line with UEIL privacy policy

After the event:

- Logo on post-conference article in Lube Magazine
- 10% on sponsorship packages for the 2022 edition (Athens, Greece)
- 10% on congress registrations for the 2022 edition (Athens, Greece)

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GOLD SPONSORSHIP
1,500 €

SILVER SPONSORSHIP

PRIVATE NETWORKING SPACE

Enjoy your own private virtual meeting room and networking facility for the two days of the congress. This comes in addition to the other virtual networking opportunities and to the exposure gained by pre-event promotion and on-the-day branding. Your details will remain posted on the event website after the event.

Prior to the event:

- Company Logo in the Congress delegate information and all marketing and advertising material, and email alerts
- Logo hyperlink on the dedicated congress webpage – continues online after the event
- Logo & short company's description in email campaign "About our Sponsors" – September 2021

During the event:

- Enjoy your own private virtual meeting room and networking facility for the two days of the congress. Your space is branded
- Company Logo on the virtual event platform
- Company Logo on holding slide of the virtual conference room, visible between sessions
- Early access (as of 1st September 2021) to participants data: Name, job title, company and email of registered participants, in line with UEIL privacy policy

After the event:

- Logo on post-conference article in Lube Magazine
- 10% on sponsorship packages for the 2022 edition (Athens, Greece)
- 10% on congress registrations for the 2022 edition (Athens, Greece)

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SILVER SPONSORSHIP
1,000 €

TO CONFIRM YOUR PARTICIPATION TO THE VIRTUAL CONGRESS

CONTACT US:

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**WE LOOK
FORWARD**
TO SEEING YOU
ONLINE **SOON**



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