



SPONSORSHIP PACKAGE

UEIL Congress 2023
MANCHESTER, UK
30 May – 2 June 2023

**INCREASE YOUR VISIBILITY TO THE TOP EUROPEAN AND GLOBAL
LUBRICANTS INDUSTRY PROFESSIONALS**

Get in touch now!
info@ueilcongress.org



WHY SPONSOR?

Attracting hundreds of 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. During two full days, you will have the opportunity to strengthen your company's profile amongst the industry and distribute your products, marketing brochures and goodies. Sponsoring our Congress is the perfect occasion to boost your company's network and create new business relationships.

By supporting this event you will:

- ✓ Reinforce your brand and networks! We will conduct an e-marketing campaign, give you great exposure and networking opportunities with approximately 200 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 network, find business opportunities and exchange knowledge and expertise.

A range of tailor-made sponsorship and exhibition packages have been designed specifically for our sponsors to optimize their company's exposure. Take advantage of this unique opportunity to raise the international profile and awareness of your company.

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, economical, marketing, and regulatory perspective.

The hundreds of delegates, decision-makers in the sector, come from over 20 countries from Europe, the US, Asia and Africa, and represent various sectors within the lubricants industry, and in particular:

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



"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.

	Gala Dinner	Welcome Dinner	Congress Delegate Bags	Lunch breaks	Coffee breaks	Lanyards	Delegate notepads & pens	USB sticks	Power banks	Tablet pouch	Tabletops	Congress delegate bag inserts
Logo on marketing & advertising material	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo on congress website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Publication in Lube Magazine	Full page	1/2 page	-	-	-	-	-	-	-	-	-	-
Logo on post-conference article in Lube Magazine	✓	✓	-	-	-	-	-	-	-	-	-	-
Logo on holding slides	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
One piece of material in delegate bags	✓	✓	-	-	✓	✓	✓	✓	✓	-	-	✓
Welcome remarks	✓	✓	-	-	-	-	-	-	-	-	-	-
1 Complimentary congress registration	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Prices	€17,500	€9,000	€5,000	€4,500	€3,500	€4,000	€3,500	€3,500	€3,500	€3,300	€3,000	€2,500

Gala Dinner - Diamond sponsor

This sponsorship is a high-profile hospitality package, integrating branding and communication together with reinforced networking opportunities, supported by UEIL's staff presence as hosts at the Gala Dinner –a vital part of the evening and the high-point of the Congress.

YOUR COMPANY'S EXPOSURE:

- 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
- Full page advertisement in early publication of Lube Magazine
- Ensure your company logo's presence in the post-conference article published in the Lube magazine

DURING THE EVENT:

- Logo displayed on holding slide in the conference room
- Company Logo prominently displayed on signage during the function and on dinner tables
- Opportunity to insert one promotional material or corporate merchandise to delegates in the delegate congress bag
- Opportunity to make welcome remarks to delegates
- 2 complimentary congress registrations

AS A DIAMOND SPONSOR, YOUR COMPANY WILL RECEIVE THE HIGHEST VISIBILITY IN OUR MARKETING MATERIALS BEFORE AND DURING THE CONGRESS.

TO ENSURE EXCLUSIVITY, ONLY ONE SPONSORING COMPANY (OR ONE CONSORTIUM/PARTNERSHIP OF COMPANIES) IS ACCEPTED.

UEIL Gala Dinner: €17,500

(+ tax when applicable)

Welcome Dinner – Gold Sponsor

A Welcome Dinner will be organized the evening before the Congress opens, serving as an 'ice-breaker' and an opportunity to re-connect with old colleagues. The Congress delegates and their partners will enjoy an evening of local gourmet dinner and privileged networking opportunities.

YOUR COMPANY'S EXPOSURE:

- 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
- Half page advertisement in early publication of Lube Magazine
- Ensure your company logo's presence in the post-conference article published in the Lube magazine

DURING THE EVENT:

- Logo displayed on holding slide in the conference room
- Company Logo prominently displayed on signage during the function
- Opportunity to insert 1-piece promotional material or corporate merchandise to delegates in the delegate congress bag
- Opportunity to make welcome remarks to delegates
- 1 complimentary congress registration

AS A GOLD SPONSOR, YOUR COMPANY WILL RECEIVE VERY HIGH VISIBILITY IN OUR MARKETING MATERIALS BEFORE AND DURING THE CONGRESS.

TO ENSURE EXCLUSIVITY, ONLY ONE SPONSORING COMPANY (OR ONE CONSORTIUM/PARTNERSHIP OF COMPANIES) IS ACCEPTED.

UEIL Welcome Dinner: €9,000

(+ tax when applicable)

Coffee breaks – Silver Sponsor

Another way of reaching UEIL Annual Congress delegates is to ensure your company's visibility around the coffee break area. 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.

YOUR COMPANY'S EXPOSURE:

- Company Logo in the Congress delegate information and all marketing and advertising material, and email alerts
- Logo displayed on holding slide in the conference room
- Logo hyperlink on the dedicated congress webpage – continues online after the event
- Company Logo prominently displayed on signage during the function
- Opportunity to distribute 1 piece of company promotional material during sponsored coffee break

DURING THE EVENT:

- 1 complimentary congress registration

AS A SILVER SPONSOR, YOUR COMPANY WILL RECEIVE HIGH VISIBILITY IN OUR MARKETING MATERIALS BEFORE AND DURING THE CONGRESS.

For additional information: info@ueilcongress.org

UEIL Coffee breaks: €3,500 per coffee break

(+ tax when applicable)

Lunch breaks – Silver Sponsor

The ideal way of targeting a captive audience all in one place at the same time during the UEIL Annual Congress, with your company's visual ID and material placed around the lunch area in front of all the delegates. 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.

YOUR COMPANY'S EXPOSURE:

- Company logo in the congress delegate information and all marketing and advertising material, and email alerts
- Logo displayed on holding slide in the conference room
- Logo hyperlink on the dedicated congress webpage – continues online after the event
- Company logo prominently displayed on signage during the function
- Opportunity to distribute 1 piece of company promotional material during sponsored lunch break

DURING THE EVENT:

- 1 complimentary congress registration

For additional information: info@ueilcongress.org

UEIL Lunch break: € €4,500

(+ tax when applicable)

Branded material – Silver Sponsors

The production and production cost for the below items - with the exception of table tops & foldable programme - is excluded from the prices indicated below.

It is the sponsor's responsibility to cover for the production and production cost of the branded material, as well as for the timely delivery to the congress location.

OPTION 1: DELEGATE BAG

This package ensures that your organization's logo is seen by every delegate, during and after the event! The congress bag is given at registration and contains all documentation related to the congress activities.

YOUR COMPANY'S EXPOSURE:

- Company Logo in the Congress delegate information and all marketing and advertising material and email alerts
- Logo displayed on holding slide in the conference room
- Logo hyperlink on the dedicated congress webpage – continues online after the event
- Sponsor and UEIL logo on the congress delegate bag
- Opportunity to insert 1 piece of promotional material or corporate merchandise to delegates in the congress delegate bag

DURING THE EVENT:

- 1 complimentary congress registration

AS A SILVER SPONSOR, YOUR COMPANY WILL RECEIVE HIGH VISIBILITY IN OUR MARKETING MATERIALS BEFORE AND DURING THE CONGRESS.

TO ENSURE EXCLUSIVITY, ONLY ONE SPONSORING COMPANY (OR ONE CONSORTIUM/PARTNERSHIP OF COMPANIES) IS ACCEPTED.

UEIL delegate bags: € €5,000*

(+ tax when applicable)

****This price excludes the production cost of the branded material, which is the sponsor's responsibility***

****The production responsibility falls upon the sponsor***

OPTION 2: DELEGATE NOTEPADS & PENS

Every delegate taking part in the congress will be given a notepad and pen set printed with your company's logo. These materials may be provided by you or arranged for by UEIL. A practical gift for the delegates and a long-lasting way of advertising for your company.

YOUR COMPANY'S EXPOSURE:

- Company logo in the congress delegate information and all marketing and advertising material and email alerts
- Logo displayed on holding slide in the conference room
- Logo hyperlink on the dedicated congress webpage – continues online after the event
- Notepad and pen with your company logo displayed on every delegate's conference table and also distributed at the welcome desk
- Opportunity to insert 1 piece of promotional material or corporate merchandise to delegates in the congress delegate bag

DURING THE EVENT:

- 1 complimentary congress registration

TO ENSURE EXCLUSIVITY, ONLY ONE SPONSORING COMPANY (OR ONE CONSORTIUM/PARTNERSHIP OF COMPANIES) IS ACCEPTED.

UEIL delegate notepads & pens: € €3,500*

(+ tax when applicable)

****This price excludes the production cost of the branded material, which is the sponsor's responsibility***

****The production responsibility falls upon the sponsor***

OPTION 3: POWER BANKS

Every delegate taking part in the congress will be given a Power bank charger printed with your company logo. These materials may be provided by you or arranged for by UEIL. A practical gift for the delegates and a long-lasting way of advertising for your company.

YOUR COMPANY'S EXPOSURE:

- Company Logo in the Congress delegate information and all marketing and advertising material, and email alerts
- Logo displayed on holding slide in the conference room
- Logo hyperlink on the dedicated congress webpage – continues online after the event
- Branded Power bank charger
- Opportunity to insert 1 piece of promotional material or corporate merchandise to delegates in the congress delegate bag

DURING THE EVENT:

- 1 complimentary congress registration

TO MAXIMISE VISIBILITY, ONLY ONE SPONSORING COMPANY (OR ONE CONSORTIUM/PARTNERSHIP OF COMPANIES) IS ACCEPTED.

UEIL power banks: € €3,500*

(+ tax when applicable)

****This price excludes the production cost of the branded material, which is the sponsor's responsibility***

****The production responsibility falls upon the sponsor***

OPTION 4: USB STICKS

All delegates receive a branded USB stick which contains all speakers' presentations and/or a presentation of the sponsoring company. Choose this sponsorship opportunity if you want to be sure that your brand is outstandingly exposed during and after the UEIL Congress 2023!

YOUR COMPANY'S EXPOSURE:

- Company Logo in the Congress delegate information and all marketing and advertising material and email alerts
- Logo displayed on holding slide in the conference room
- Logo hyperlink on the dedicated congress webpage – continues online after the event
- Branded USB stick given to all delegates at the end of the Congress
- Possibility to include your company's presentation on the USB stick.
- Opportunity to insert 1 piece of promotional material or corporate merchandise to delegates in the congress delegate bag

DURING THE EVENT:

- 1 complimentary congress registration

TO MAXIMISE VISIBILITY, ONLY ONE SPONSORING COMPANY WILL BE GIVEN THIS SLOT.

UEIL USB sticks: € €4,300*

(+ tax when applicable)

****This price excludes the production cost of the branded material, which is the sponsor's responsibility***

****The production responsibility falls upon the sponsor***

OPTION 5: TABLET POUCH

Every delegate taking part in the congress will be given a Tablet pouch with your company logo. A practical gift for the delegates and a long lasting way of advertising for your company.

YOUR COMPANY'S EXPOSURE:

- Company logo in the congress delegate information and all marketing and advertising material, and email alerts
- Logo displayed on holding slide in the conference room
- Logo hyperlink on the dedicated congress webpage – continues online after the event
- Branded Tablet Pouch in soft foam

DURING THE EVENT:

- 1 complimentary congress registration

TO MAXIMIZE EXPOSURE, THIS OPTION IS LIMITED TO ONLY ONE SPONSOR.

UEIL Tablet pouch: € €4,300*

(+ tax when applicable)

****This price excludes the production cost of the branded material, which is the sponsor's responsibility***

****The production responsibility falls upon the sponsor***

OPTION 6: TABLETOPS

Exhibit your brochures, publications, photos and promotional material at the exhibition displayed in the congress area. All delegates will have the chance to find out more about your company. An excellent marketing opportunity ensuring direct contact with delegates!

YOUR COMPANY'S EXPOSURE:

- Company Logo in the Congress delegate information and all marketing and advertising material and email alerts
- Logo displayed on holding slide in the conference room
- Logo hyperlink on the dedicated congress webpage – continues online after the event
- Single table for giving full exposure to your

DURING THE EVENT:

- 1 complimentary congress registration

TAKE ADVANTAGE OF THIS UNIQUE OPPORTUNITY TO RAISE THE INTERNATIONAL PROFILE AND AWARENESS OF YOUR COMPANY!

UEIL Tablet pouch: € €3,300*

(+ tax when applicable)

OPTION 7: CONGRESS DELEGATE BAG INSERTS

This package ensures that your organization's marketing material is seen by every delegate. The congress bag with inserts is given at the registration desk to participants. Only a limited number of items will be accepted— make sure you are in!

Congress delegate bags inserts can be printed materials or goodies, with the exceptions of powerbanks, USB sticks, lanyards, and tablet pouches, which are all offered as individual sponsorship options.

YOUR COMPANY'S EXPOSURE:

- Company Logo in the Congress delegate information and all marketing and advertising material, and email alerts
- Logo displayed on holding slide in the conference room
- Logo hyperlink on the dedicated congress webpage – continues online after the event
- 1 piece of printed material or promotional material/corporate merchandise to delegates in the congress delegate bag

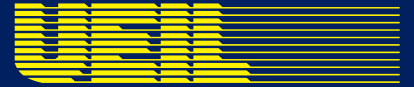
DURING THE EVENT:

- 1 complimentary congress registration

UEIL Congress delegate bag inserts: €2,500*

(+ tax when applicable)

Would you like to confirm
your sponsorship to the congress?



CONTACT US:

UEIL Secretariat - Congress team
info@ueilcongress.org
www.ueil.org

Thank you for supporting UEIL!
We look forward to seeing you in Manchester!