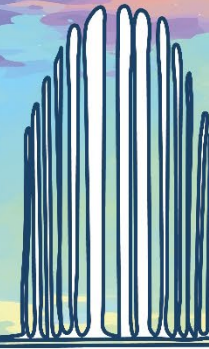




Trade Show and Sponsorship

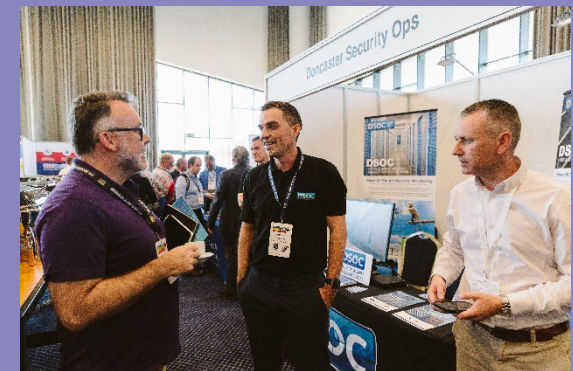
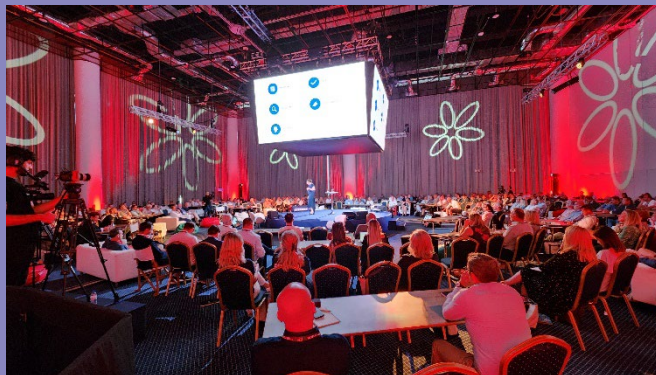
Rotterdam



24
25
26
OCTOBER

FEDERATION OF EUROPEAN
FEDESSA
SELF STORAGE ASSOCIATIONS

FEDESSA Conference & Trade Show 2023



FEDESSA invites you to participate as a Sponsor or Exhibitor at the **FEDESSA Conference & Trade Show 2023**
24 -26 October, Postillion Conference Centre, Rotterdam, Netherlands

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 600 attended the Portugal event in 2022 and we expect similar numbers in 2023.

It is the only opportunity you will have to market to self storage owners, operators, and investors from 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 to attend. Dedicated time in the Trade Show has been extended to provide more time for delegates to meet 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 two evening dinners, a drinks reception in the Trade Show and a pre-arrival facility tour.

Each day starts with breakfast in the Trade Show followed by conference sessions throughout the day. With dedicated Trade Show time before lunch each day and all catering held in the Trade Show, sponsors will benefit from the maximum exposure to delegates this offers.

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



About the European Self Storage Industry

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

Venue

The Postillion Hotel and Convention Centre is situated in downtown Rotterdam, only a short walk from the main rail station.

The event space has been completely upgraded and offers an even larger Trade Show area. The plenary hall is located within the same area too ensuring ease of travel for attendees during the event. FEDESSA have booked the entire conference floor, including a number of smaller meeting rooms, which will be available for hire for client meetings or presentations.

Accommodation for the event will be split between on-site bedrooms at the Postillion and a range of other hotels just across the road. There is a good selection of shops, cafes and restaurants surrounding the venue.

Event Timings

Set-up for the Trade Show will commence on Monday, 23 October and will continue on 24 October. The conference starts on Wednesday, 25 October and finishes on the 26, with dinners each evening. The Trade Show will bump out from late afternoon on 26 and during 27 October.

Gold Sponsorship £8,800 + VAT

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

- Listing on all brochures as a Gold Sponsor
- Verbal acknowledgment 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 Trade Show with a priority location pick before general release

ALL SOLD

List A – choose 1 item	List B – choose 1 item
Sponsorship of a FEDESSA European Industry Award of choice including the naming rights for that award	Play a promotional video of up to 3 minutes duration during the conference
Upgrade your stand to 6m X 2m	Host a table at the new Knowledge Hubs held on Day One
Exclusive Sponsorship of the Awards Dinner Entertainment	Full page advertisement in the final Conference Guide distributed to all attendees at the conference
Exclusive Sponsorship of the European Industry Awards Pre-Dinner Drinks Reception	Chair Drop Sponsor - promotional material placed on each chair in the main conference room on one day of the event.
Speaker Sponsor a speaker of your choice	Sponsorship of the Conference Catering for one day. Two available.
Pad & Pens Sponsorship (items supplied by the Sponsor and placed on chairs on one day of the conference)	Sponsorship of drinks at the bar during the Networking Dinner including placing promotional material on the bar

Optional Sponsorship & Advertising Opportunities

Sponsorship	Details	Cost
Conference Comfort Bags	An additional item to the usual delegates' 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.	Approx £6,000 depending on items selected
Conference App	An opportunity to sponsor the new FEDESSA Conference App. Plenty of sponsor branding and advertising opportunities are included within the App and exclusive to one sponsor. Great coverage by the host during the event too.	£4,000
Delegate Bag Inserts	Include a leaflet or an item of merchandise in each of the delegate bags given to all attendees. Items to be pre-approved by FEDESSA/SSA UK.	£650
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 during the speaker's presentation.	£2,500 - £3,500
Exclusive Sponsorship of the Awards Dinner Entertainment	Be part of the industry gala event. Listing on programme and promotional material as sponsor and recognition by host before and after entertainment.	£1,500
Exclusive Sponsorship of the Awards Dinner Drinks Reception	Kick off the awards dinner with your branding. Listing on programme and promotional material as sponsor. Ability to place promotional banners and other materials throughout room during drinks reception.	£1,750
Pad & Pens	Get your brand in the hand of all the delegates. You supply the pads and pens and we place them on chairs on one day of the conference. We can also produce the pads and pens for you, please contact us for pricing based on the style of materials.	£750
Advertising	Details	Cost
Full Page Advert in the second Conference Brochure	The second Conference Brochure sets the scene for the 2023 Conference and is distributed to over 2,000 owners and operators across Europe and the UK.	£990
Half Page Advert in the second Conference Brochure	The second Conference Brochure sets the scene for the 2023 Conference and is distributed to over 2,000 owners and operators across Europe and the UK.	£750
Full Page Advert in the final Conference Guide	The final Conference Guide is distributed to all attendees on-site and is a valuable resource during the two days.	£800
Half Page Advert in the final Conference Guide	The final Conference Guide is distributed to all attendees on-site and is a valuable resource during the two days.	£600

If you have another idea for sponsorship that is not listed above, please do not hesitate to contact us to discuss it further.

TRADE SHOW STANDS

The standard trade stand size is 3m x 2m. The minimum ceiling height is 4.7m and it is much higher in some places. 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 Wednesday night will also be held in the trade area. The trade show will open 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 drinks session on Wednesday evening and at approximately 3:00pm on 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 and Thursday morning.

Bump-in for the Trade stands will be on Monday, 23, and Tuesday, 24 October. It will be a staged bump in with the shell scheme and standalone constructions setting up in the morning of the 23 October and the remaining exhibitors after this. There will be a limited bump out during the afternoon of the 26 October with the remainder on the 27 October. The trade show is on the first floor but there is a goods lift with access from the street. There is limited parking for trucks and other vehicles on the street so load-in and out times will be provided to ensure the parking and lift are not overloaded.

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 a light track inside fascia
- Power – one 2 amp socket per booth
- List of delegates provided prior to conference
- Listing on the trade show page on the 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*



**Budget Trade Stands - £2,999
(£3,999 for non-members)**

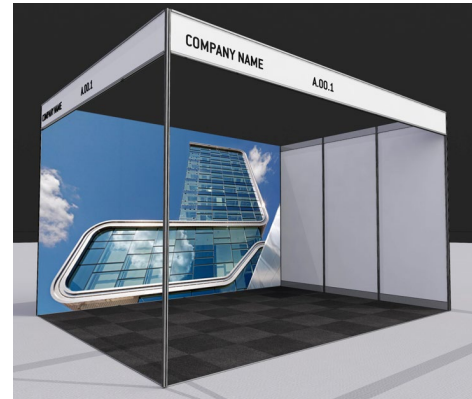
A basic trade stand for you to add your own branding and banners. Carpet and furniture can be purchased at an additional cost



**Branded Trade Stand- £3,400
(£4,600 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 by you. Assistance in producing artwork can also be provided where required.



**Branded and Backlit Stand- £4,300
(Not available for non-members)**

A deluxe branded trade stand that will draw the eye of all the delegates with a 3m x 2m transparent branded backing with backlights to make it really stand out.

Price includes all production costs of the background based on artwork provided by you. Assistance in producing artwork can also be provided where required.



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 at admin@ssauk.com

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

Applications must be completed online at
<https://www.fedessa.org/fedessa-2023-trade-show-booking.html>

This is so we can effectively track all applications and ensure people do not apply for items that have been sold. If an item you are looking for is not available online it has most likely been sold.

Trade stand positions will be allocated by the association after discussion with the exhibitors and consideration of operational requirements.

Applications received earliest will get their stands allocated earlier and have more opportunities to relocate if required.

Sponsorship Applications will be considered on the:

- Previous sponsorship of FEDESSA events
- Ability for the sponsor to further promote the event
- Ability for the sponsor to add value to the event

Verbal applications or messages sent via email will not be accepted.

A non-refundable deposit of £300 will be required to secure a trade stand or sponsorship with the full amount to be paid by June 30.

After June 30 the full amount must be paid within 14 days of application or the stand or sponsorship will be released.

Contact us on +44 1270 623 150 or admin@ssauk.com
if you need assistance or further information

