



# Sponsorship Packages

## FEDESSA invites you to participate as a Sponsor at the **2020 Online Conference** 6 and 7 October

With COVID-19 preventing large gatherings of people and members requesting the opportunity to network and receive business advice, FEDESSA has chosen to organise the first online European Self Storage Conference

### Why Sponsor an online event?

While we recognise that replicating the opportunities provided to suppliers from an in person event is more challenging online, we have worked hard to provide as many opportunities as possible for suppliers to demonstrate goods and services to delegates and meet individuals.

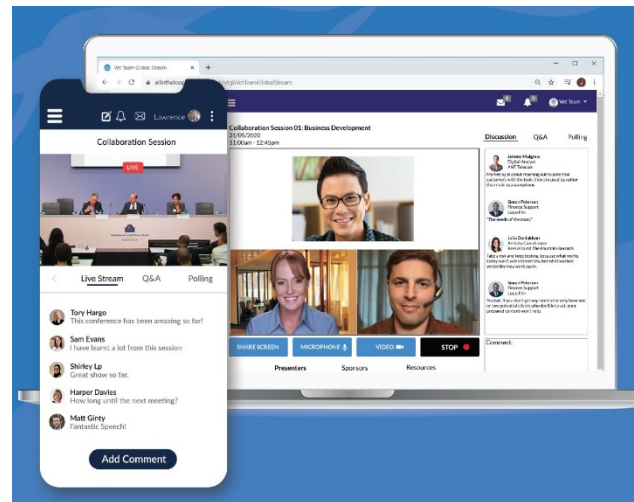
It is the only opportunity during 2020 you will have to market to self storage owners, operators and investors from all across Europe, including the UK with no in person events being planned for the remainder of the year.

Despite the impact the pandemic is having on the economy, the self storage industry is performing well. Most stores remained open during lockdowns, bad debts have not significantly increased, and occupancy and rental rates are holding. Operators are continuing to look for expansion and development opportunities to ensure continued business growth.

An online event provides the opportunity to target specific operators and to request direct meetings, increasing the amount of quality meetings with genuinely interested customers.

The online event will also attract many new delegates who have not attended a FEDESSA Conference previously.

This is your opportunity to; engage with new customers, launch products, meet with existing clients and to hear about the issues facing the industry and how operators are tackling them. **Take a sponsorship package and establish or build your brand within the industry.**



**ONLY SUPPLIERS THAT SPONSOR THE EVENT  
WILL BE ABLE TO ATTEND AND USE THE  
MEETING FUNCTIONALITY OF THE PLATFORM**

### About the European Self Storage Industry

- Over €1 Billion turnover annually
- Over 850,000 customers using self storage
- Over 9.9 million square meters of storage space in Europe with around 4,290 self storage stores
- An industry which has shown solid growth over the past 5 years and signs are this will continue
- Lots of independent operators with the top 10 operators only having 25% of the stores

### Conference Platform

The event will be hosted on a purpose-built, online, interactive conference platform. There will be live sessions available to 'catch up' on later each day as well as recorded content from previous conferences. Delegates and suppliers will have the ability to organise their own online meetings within the platform via video link, audio only or even text. There will also be Focus Groups for delegates to discuss specific issues of importance to their business.

The dedicated Sponsors Space will offer each sponsor a page to display information on products and services which may also include video or links to websites, brochures or publications. There is an additional option to use a virtual meeting room so delegates can just 'drop in' and visit a sponsor if they wish.

A live demonstration of the platform will be available for suppliers during the first week of September.

### Content Timelines

Content for each sponsor's page must be received by 14 September to enable design and creation. Training on the platform and content checks will be available during the last week of September.

# Sponsors Page

Each sponsor will receive a dedicated sponsors page on the platform within the online “Trade Show”. The page can be populated with company information including video content, brochures to download, information on products or services and links to your website. The page also has a dedicated video link that you can use in a number of ways. It might be for a meeting with delegates on an appointment basis. It could be an ‘always open’ room where delegates just drop in at any time. Or, you may decide to deliver your own presentations as screen sharing is available.

These sponsors pages and the ability to meet with delegates will be available throughout the conference plus, the day prior to and after the event.

All sponsors will also receive data on page views, duration spent on the page, click throughs on banners and links, meeting requests and other data.

Sales contacts that you can book a meeting with, send a message or make an instant video call with

Info on your business

Call to action links

Promo video

Links to download brochures, go to your website, other video's, whatever you want

The screenshot shows a sponsor page for 'Integra'. At the top is the Integra logo. Below it is a section titled 'Integra' with a brief description of the company and its services. To the right of this text are three sales contacts: Peter Moore (Aviation Media), Julian Gilbey (Adobe), and Judy Gold (Absorb). Each contact has buttons for 'Book Meeting', 'Message', and 'Video Call'. Below the company description are two call-to-action buttons: 'Integra Interfaces' and 'DocuTrack Case Study'. A video player is embedded on the right side, showing 'The DeliveryTrack Process' with a 'QUICK SCAN OF DELIVERY BARCODE'. At the bottom of the page is a navigation bar with icons for 'Headphones', 'Shopping', 'REAL Drones', 'Printers', 'Instruments', 'Games', and 'Sponsor-a-Turtle'. Blue arrows from the text on the left point to these specific elements on the page.

Example of the sponsors page



# The Sponsors Lounge

There will be a range of ways that delegates will be able to find your sponsors page.

**The sponsors lounge** will be a graphical representation of all the sponsors logos above a virtual trade stand. This is a quick and easy way for delegates to find you. The entry to the lounge is prominently located on the event landing page.

**The sponsors directory** is a full listing of all sponsors that can be searched for and sorted by category, eg construction suppliers or software management systems.

**Click through ads and banners** provided to Major, Gold and Session sponsors will connect to your sponsors page.



*Example of the sponsors lounge*



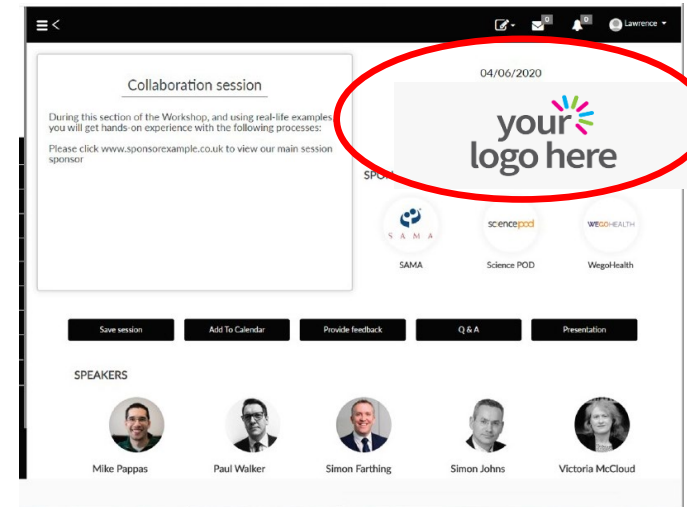
## Basic Sponsorship @ £400

- Conference attendance for one delegate
- Dedicated Sponsors Page including content, downloads, video and links
- Ability for delegates to interact with assigned representatives immediately
- Ability to request meetings from delegates in advance
- Online diary for management of meetings and sessions
- Listed in the trade directory on the FEDESSA Online Conference 2020 website
- Additional tickets for staff only at the discounted rate of £100

All prices in this document exclude VAT which is 20% for applicable sponsors

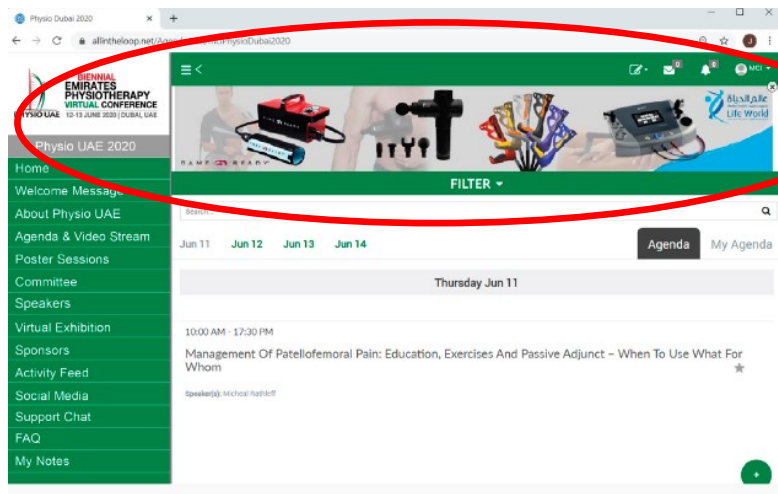
## Session Sponsorship @ £1,000

- Conference attendance for two delegates
- Option to play a promotional video or a live presentation at the start of the speakers session (3 minutes max)
- Logo in sponsors section on the delegate landing page
- Logo shown during the live session alongside the major sponsor
- Exclusive logo and link to the sponsors page on the platform session detail
- Dedicated Sponsors Page including company, product or service content, downloads and video
- Ability for delegates to interact with assigned representatives immediately
- Ability to request meetings from delegates in advance
- Online diary management for meetings and sessions
- Listing in the Trade Directory on the FEDESSA Online Conference 2020 website
- Additional tickets for staff at the discounted rate of £100



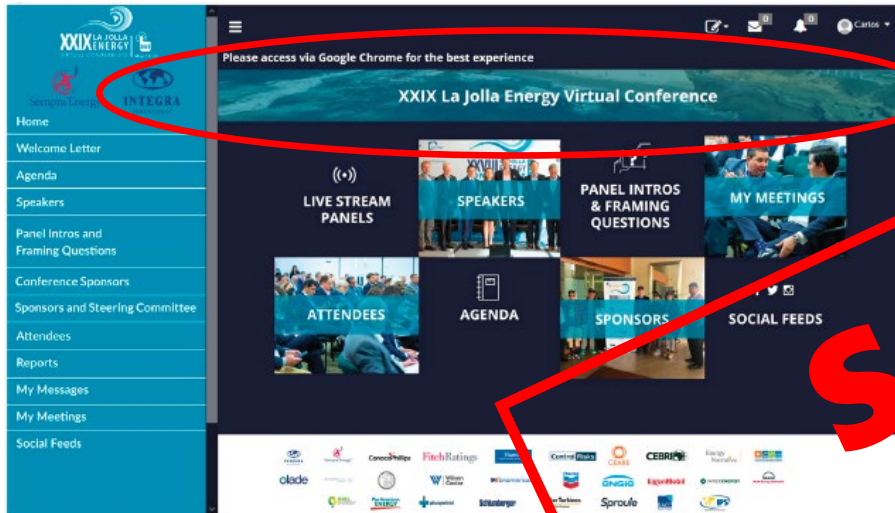
## Gold Sponsorship @ £2,000 – 3 only

- Conference attendance for four delegates
- Banner in rotation with other Gold Sponsors on the Agenda
- Ability to play a promotional video or do a live presentation at start of speaker's session (5 minutes max)
- Host a specialist topic session (presentation and discussion)
- Logo shown during the sponsored live session alongside the major sponsor
- Exclusive logo and link to sponsors page on session detail on the platform
- Logo in prime position in sponsors section on delegate landing page
- Recognised as Gold sponsor on all promotional material
- Recognition by the MC throughout the Conference
- Dedicated Sponsors Page including company, product or service content, downloads and video
- Ability for delegates to interact with assigned representatives immediately
- Ability to request meetings from delegates in advance
- Online diary management for meetings and sessions
- Listing in the Trade Directory on the FEDESSA Online Conference 2020 website
- Additional tickets for staff at the discounted rate of £90



All prices in this document exclude VAT which is 20% for applicable sponsors

## Major Sponsorship @ £3,000 – Exclusive



- Conference attendance for six delegates
- Ability to play a promotional video or do a live presentation at start of speaker's session (5 minutes max) for a speaker of your choice
- Banner on the landing page for the Conference
- Logo shown during all live sessions along with session sponsor
- Host a special topic session (presentation and discussion)
- Recognition by the MC throughout the Conference
- Recognition as the Major sponsor on all promotional material
- Dedicated Sponsors Page including company, product or service content, downloads and video
- Ability for delegates to interact with assigned representatives immediately
- Ability to request meetings from delegates in advance
- Online diary management for meetings and sessions
- Listing in the Trade Directory on the FEDESSA Online Conference 2020 website
- Additional tickets for staff at the discounted rate of £90

**Note that discounted additional tickets can only be used for staff of your business and not given to other delegates.**

Normal ticket prices are expected to be £190 early bird and £240 for last minute per person, to be confirmed

All prices in this document exclude VAT which is 20% for applicable sponsors

# Application Process

**Those businesses that secured Major, Platinum or Gold sponsorship for the 2020 Conference which was cancelled but have retained their bookings for the 2021 conference will have first option on sponsorship.**

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:

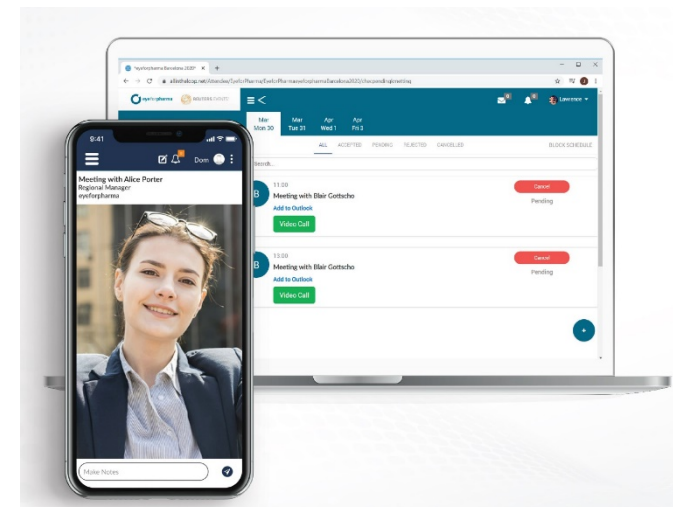
- Who responded first
- Previous sponsorship of the event
- Ability for the sponsor to further promote the event
- Ability for the sponsor to add other value to the event

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

Applications must be sent using the completed form via email to [admin@ssauk.com](mailto:admin@ssauk.com)

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

Once sponsorship packages have been allocated, full payment will be required within 14 days to secure the sponsorship.



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# Sponsorship Booking Form

FEDESSA Online Conference 2020  
6 – 7 October



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Please indicate the level of sponsorship you wish to book:

MAJOR SPONSORSHIP £3,000

GOLD SPONSORSHIP £2,000

SPEAKER SPONSORSHIP £1,000

BASIC SPONSORSHIP £400

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Company Name:.....Company VAT Number .....

Contact:.....Phone:.....Email:.....

Invoice Address :.....

Full payment must be made within 14 days of placing a booking or by 14 September, whichever is sooner

Please send completed forms to [admin@ssauk.com](mailto:admin@ssauk.com)

**Applications Close - 10 September 2020**

All prices listed are excluding VAT