



Lille 

26-30 MAY 2024

THE BREWERS FORUM

39TH EBC CONGRESS

EXHIBITORS & PARTNERS

GUIDE

www.brewersforum.eu/lille2024

GENERAL INFORMATION

EVENT DATES & WEBSITE

May 26 – 30, 2024
www.brewersofeurope.eu

VENUE

Lille Grand Palais
1 Bd des Cités Unies, 59777 Lille, France
<https://www.lillegrandpalais.com/>

HOW TO GET THERE

Located in the centre of Lille, at walking distance (10 minutes) of the two stations (Lille Flandres and Lille-Europe) and within walking distance (5 to 15 minutes) of many hotels. The city is connected by direct train to most major French cities, to London, Amsterdam, Cologne (and other German cities), Brussels and to Paris airport (45 minutes, direct trains). There is also an airport (Lille-Lesquin) connected to many European cities.

CONTACTS

Secretariat & Contact Details

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Project Manager

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Exhibition & Technical Manager

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KEY FIGURES

THE BREWERS FORUM & EBC EVENT

- 1100+ attendees at the last edition (Madrid 2022)
- 1/3rd of small breweries, 1/3rd of medium-sized breweries, 1/3rd of large breweries
- 90% of attendees originated from Europe
- Brewery participants: brew masters, procurement department, R&D department, marketing department, CEOs...
- Other attendees: research centres, universities, suppliers (raw materials & equipment), distributors, brewing press (international, European, national)

THE FRENCH BEER MARKET

- 2200 breweries in the country
- 21,6 Million HL production
- 33 litres of beer per inhabitants a year
- 7700 direct jobs

LILLE, A CENTRAL LOCATION

- Locally centralised in one of Europe's most urbanised zones (Need a picture showing the 500km radius circle around Lille and the zones (and big cities) that are covered)
- 157 millions inhabitants within 500 km radius
- 4000 breweries within 500 km from Lille (France, Belgium, the Netherlands, Luxembourg, Germany, Switzerland and the United Kingdom)
- Home of a booming beer and brewery culture (both the city and the region)





SPONSORSHIP OPPORTUNITIES

Lille 2024 extends a warm invitation to all interested companies to show their support for brewery by participating in one or more of the options outlined in this document as either a sponsor or an exhibitor.

PLATINUM SPONSOR

SOLD OUT

20.000€

1 AVAILABLE

- Banner at the top of event website (every page) with a link to the sponsor's website or page
- 12m2 booth
- Seven 3-Day package tickets (in addition to the 3 booth tickets)
- Logos on all emails (top)
- A dedicated presentation email to the registered delegates
- Organisation of a workshop
- 20% discount on all other advertising/sponsorship requests

GOLD SPONSOR

12.500€

3 AVAILABLE

- Banner on the bottom of event website (every page), rotative among other banners, with a link to the sponsor's website or page
- Rotating banner in the left menu of the website, with a link to the sponsor's website or page
- 12m2 booth
- Five 3-Day package tickets (in addition to the 3 booth tickets)
- Logos on all emails (bottom, above the footer)
- Dedicated email to the registered delegates
- One full-page advertisement in the printed programme

WHAT IS NOT INCLUDED:

- Organisation of a Workshop (can be added for 1200€)

SILVER SPONSOR

7.500€

5 AVAILABLE

- Logo on the bottom of event website (above the footer), with a link to the sponsor's website or page
- Company name on all emails (bottom of the email)
- 9m2 booth
- Three 3-Day package tickets (in addition to the 2 booth tickets)
- Presented as part of an all-silver-sponsor introduction email
- 1/5 of a page advertisement in the printed programme

WHAT IS NOT INCLUDED:

- 12m2 booth (can be added for an additional 800€)
- Email to the registered delegates (can be added for 700€)
- Organisation of a Workshop (can be added for 1350€)

SPONSORED WORKSHOP

- Dedicated room with AV and basic internet
- Choice of topic and content left to the sponsor
- Organised in parallel to the official breakout sessions
- Information to be shared with participants on web-programme, paper programme and event app, and also via an information email

OPTIONS:

45 MINUTES

SOLD OUT

6 AVAILABLE

WITH 9m² BOOTH
WITH 6m² BOOTH

6.000€
5.000€

90 MINUTES

SOLD OUT

2 AVAILABLE

WITH 12 SQM BOOTH

7.500€

EXHIBITION

Exhibition will run for three days (Monday 26, Tuesday 28 & Wednesday 29 until end of lunch time).
Set-up will take place on Sunday 25 May and dismantling on Wednesday 29 right after lunch.

12M² BOOTH

SOLD OUT

6.000€

QUANTITY 2

INCLUDED

- Three 3-Day package tickets (can be used by several staff from the company)
- Company logo, description of your business and website link on the Brewers Forum website, on the App and on the programme booklet which will be distributed in the delegates' bags (14,8 cm height, 10,5 cm width)
- Shell scheme stand: partitions, carpet, lighting and flag type sign (30 x 40cm), power supply (1kW), single socket, 1 storage room, 2 chairs, 1 table, 1 waste bin

NOT INCLUDED

- (but added on demand against extra-cost)
- Customisation of the walls
 - Fridge
 - Furniture
 - Electricity costs more than 1kW

9M² BOOTH

SOLD OUT

5.000€

QUANTITY 4

INCLUDED

- Two 3-Day package tickets (can be used by several staff from the company)
- Company logo, description of your business and website link on the Brewers Forum website, on the App and on the programme booklet which will be distributed in the delegates' bags (14,8 cm height, 10,5 cm width)
- Shell scheme stand: partitions, carpet, lighting and flag type sign (30 x 40cm), power supply (1kW), single socket, fascia and capping board, 1 storage room, 2 chairs, 1 table, 1 waste bin

NOT INCLUDED

- (but added on demand against extra-cost)
- Customisation of the walls
 - Fridge
 - Furniture
 - Electricity costs more than 1kW

6M² BOOTH

3.500€

ADDED 4 MORE BOOTHS TO THE PREVIOUSLY SOLD-OUT EXHIBITION!

INCLUDED

- Two 3-Day package tickets (can be used by several staff from the company)
- Company logo, description of your business and website link on the Brewers Forum website, on the App and on the programme booklet which will be distributed in the delegates' bags (14,8 cm height, 10,5 cm width)
- Shell scheme stand: partitions, carpet, lighting and flag type sign (30 x 40cm), power supply (1kW), single socket, fascia and capping board, 1 Storage cabinet, 1 high stool, 1 waste bin

NOT INCLUDED

- (but added on demand against extra-cost)
- Customisation of the walls
 - Fridge
 - Furniture
 - Electricity costs more than 1kW



OTHER SPONSORING OPPORTUNITIES

MOBILE APPLICATION

4.000€

- Advertising in the event mobile application that can be downloaded by delegates to their smartphones and other electronic devices
- Company logo displayed on a prominent place in the mobile application
- Special button with direct information about the Partner
- Acknowledgment on the Event website

EVENT BAGS

SOLD OUT 4.000€

- Exclusive sponsorship of the event bags. Partner's name will be printed on each bag together with the event logo. Bags will be distributed to all delegates upon registration

BADGE LANYARDS

SOLD OUT 4.000€

- The company logo would be printed together with the event logo on the badge lanyards of all participants and speakers. Lanyards will be distributed to all delegates upon registration.

PENS

SOLD OUT 700€

- Company logo printed on the pens. Pens will be distributed to all delegates upon registration.
- 50% discount if provided by the Company

NOTEPADS

SOLD OUT 700€

- Company logo printed on the notepads. Notepads will be distributed to all delegates upon registration.
- 50% discount if provided by the Company

WI-FI

SOLD OUT 500€

- Company logo displayed on all signage associated with the wireless internet
- Company name or any other related word as a wi-fi password

COFFEE BREAK

500€

- Company logo displayed on the tables with coffee breaks
- Company can distribute their own flags, napkins, etc. or place roll-up banners

LUNCH BREAK

500€

- Company logo displayed on the catering tables
- Company can distribute their own flags, napkins, etc. or place roll-up banners

RELAX ZONE

SOLD OUT 700€

- Company can place roll up banners and other branded materials (seating, pillows etc.) in the Relax Zone area
- Relax Zone will be available to all attendees

ADVERT IN THE FINAL PROGRAMME

- One full-page advertisement in the printed programme
- 1/5 of the page advertisement in the printed programme

700€

200€



VENUE ON-SITE ADVERTISING

Increase your company visibility with these great advertising options within the venue. The price is valid for the duration of your event and includes installation and removal.

TARPAULIN BANNER

2.000€

- Location available at entrance A of the Palais des Congres.
- Dimensions: Width : 3,10 m. / Height : 7,50 m.



ADHESIVE BANNER

2.400€

- Location available at entrance A of the Palais des Congres.
- Dimensions: Width : 4,22 m. / Height : 7,50 m.



FACADE STICKERS

100€

- Great visibility for pedestrians. Six modules available.
- Module dimensions: Width : 2,43 m. / Height : 5,10 m.



HANGING BANNERS OUTSIDE

Displayed facing traffic to increase exposure for your event.
Traffic count - 60 000 cars / day

- Single unit
- Pack of 5 identical images

Dimensions: Width : 1,50 m. / Height : 5 m.

550€
2.200€



WINDOW ADHESIVES ON REVOLVING DOORS

200€

- Ideal location for visibility for pedestrians and for welcoming the delegates.
- Dimensions: Width : 87 cm. / Height : 97,5 cm.



LILLE HALL (EXHIBITION HALL) FRAMES

1.600€/1 PIECE

- Don't go unnoticed. Reach maximum views..
- Dimensions: Width : 6 m. / Height : 2,5 m.



FLOOR STICKERS

90€/m²

- Decorate the floor with your logo or message, navigate the attendees to your booth.
- Sticker on carpet or concrete floor.



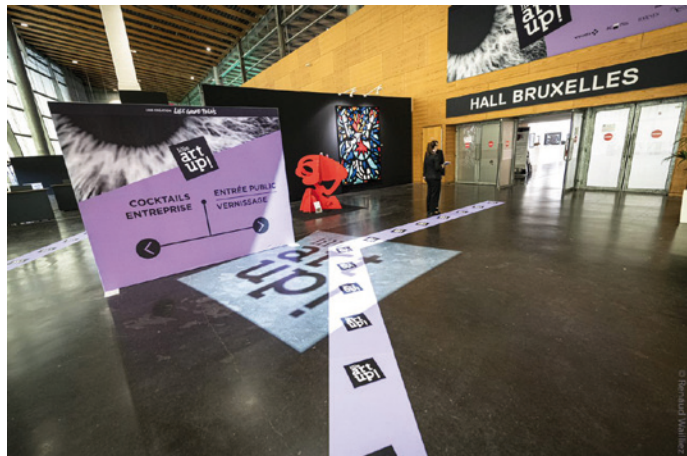
ESCALATOR STICKAGE

SOLD OUT 1.700€

- Company Advert on the side of the escalators



SCREEN WITH CUSTOMIZABLE STRETCHED FABRIC 800€/PIECE



HANGING BANNERS


- Banner 1,20 m x 3,00 m front **400€**
- Banner 1,20 m x 3,00 m both sides **900€**
- The service includes the manufacture, installation and removal of the hanging banners
- The banners will be placed in the Relax zone next to the exhibition area.



DYNAMIC GIANT SCREEN 3.500€

- Giant screen hung in the reception lobby
- Dimensions: 6,30 m X 3,63 m.
- The price includes the installation and removal of the screen, the use of a video projector for the screening of films or still images.



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All above mentioned prices do not include VAT.

For more information or special requests please contact:

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