

WindEurope seminar

# End-of-Life Issues & Strategies 2021

3rd edition, 4-5 November 2021, Brussels

## SPONSORSHIP CATALOGUE

# The event

## EoLIS, 4-5 November 2021

### MAIN TOPICS

- Repowering
- Lifetime extension
- Decommissioning
- Sustainability
- Financing End-Of-Life

### AUDIENCE PROFILE

- Manufacturers
- Operators and developers
- Researchers
- Recycling companies
- Engineers
- Certification bodies
- Bankers & Investors
- Asset managers

250 delegates expected

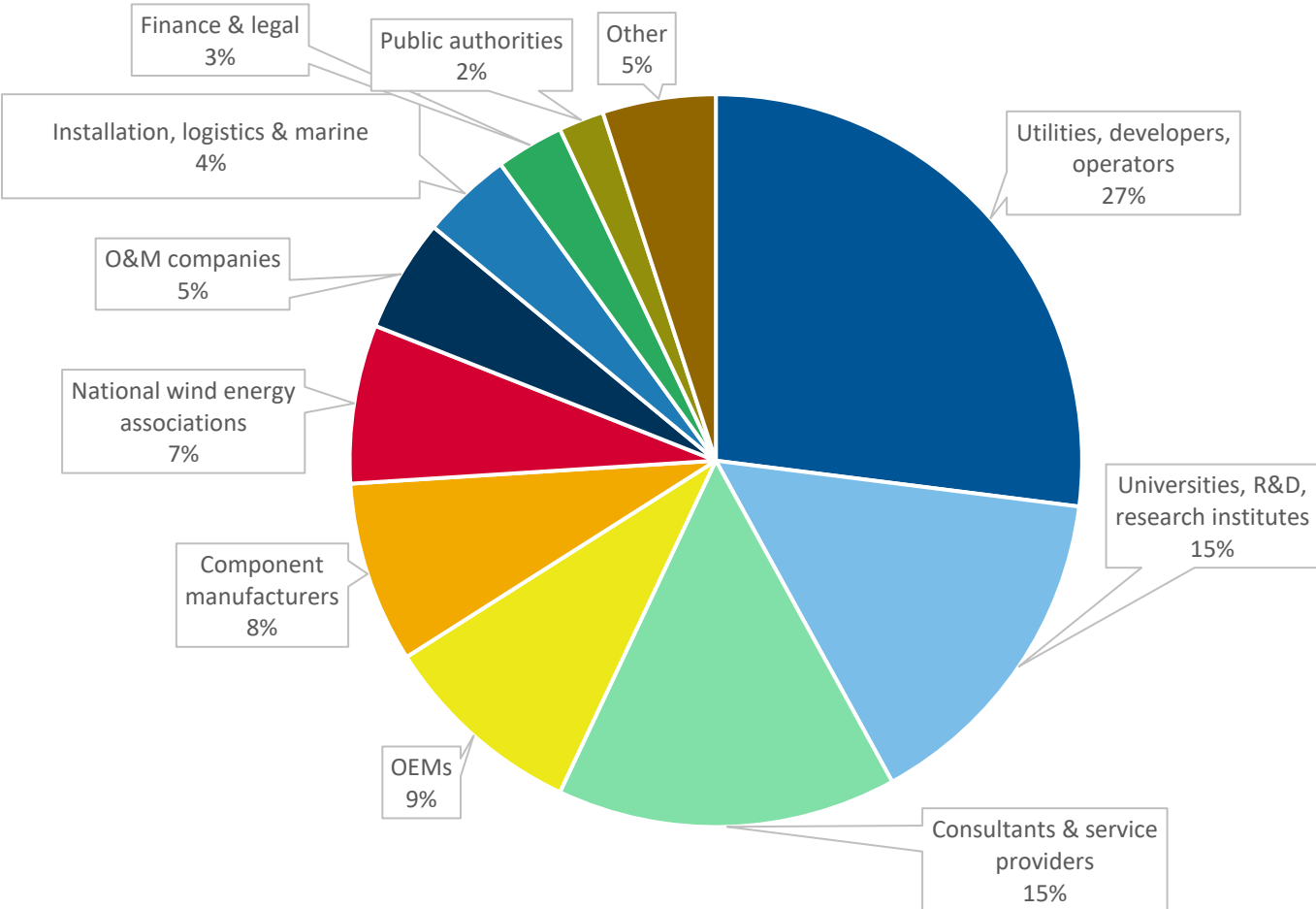
# EoLIS Audience profile

**2019:** 185 Participants  
(Physical event)

**2020:** 321 Participants / 27 countries  
(Digital event)

**2021:** target of 250 participants  
(Covid-19 limitations)

2020 Edition Audience Profile



30% senior management (dept. head and above)  
50% management position (team leader and above)



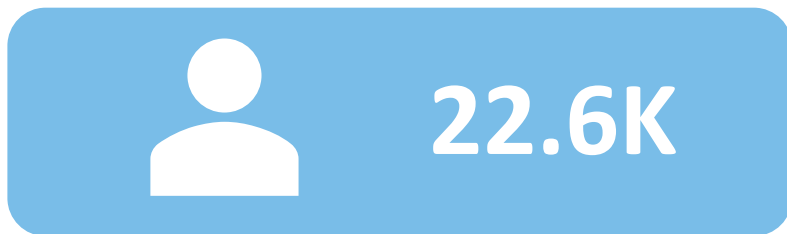
# The venue – The Egg, Brussels

# EoLIS 2020 STATISTICS

EoLIS webpage ([windeurope.org/eolis2020](http://windeurope.org/eolis2020))



Page views



Unique viewers



End-of-Life Issues & Strategies Seminar 2020  
18-20 November 2020 • Online

Premium sponsor:



[Programme](#) [Proceedings](#) [Sponsors](#) [Contact](#)



Save the date!

EoLIS 2021 will take place on **4-5 November 2021** in Brussels, with the support of [visit.brussels](http://visit.brussels) and the Brussels-Capital Region.

[Add to your calendar](#)




 Event hashtag: [#EoLIS2020](https://twitter.com/EoLIS2020)

**Peak: 18 November 2020 – 2.2k unique viewers**

Time frame: 1 October – 30 November 2020

# EoLIS 2020 STATISTICS

## CAMPAIGN OVERVIEW

		Posts	Impressions	Engagement <u>/ per post</u>
	LinkedIn	20	100k	2%
	Twitter	27	950K	2.7%
	Facebook	5	60.3K	1%

Time frame: 1 October – 30 November 2020

# WindEurope on SOCIAL MEDIA

## PRIMARY CHANNELS USED:



@WindEurope  
43,4k followers  
250k impressions  
(/month baseline)



@WindEurope  
45,6k followers  
250k impressions  
(/month baseline)



@WindEuropeEvent  
4,000 followers  
20k impressions  
(/month baseline)

## SECONDARY CHANNELS (NOT PRIORITISED):



@WindEurope  
13,2k followers  
11k impressions



@WindEurope  
1,403 followers  
500k impressions

## POST ENGAGEMENT RATE (MONTHLY):



WindEurope (all posts)  
Benchmark (Hubspot)



5%

<2%



1,1%

<0,045%

# Sponsorship Opportunities

Status on date:  
10 May 2021

## GENERAL SPONSORSHIPS

Premium ~~1~~ **1 available**

Executive **2 available**

## ON-SITE SERVICES & NETWORKING

Side-events **1 available**

Sli.Do **1 available**

Event's reception **1 available**

Networker

## EVENT MATERIAL

Masks

Hand sanitizing gel

Lanyards



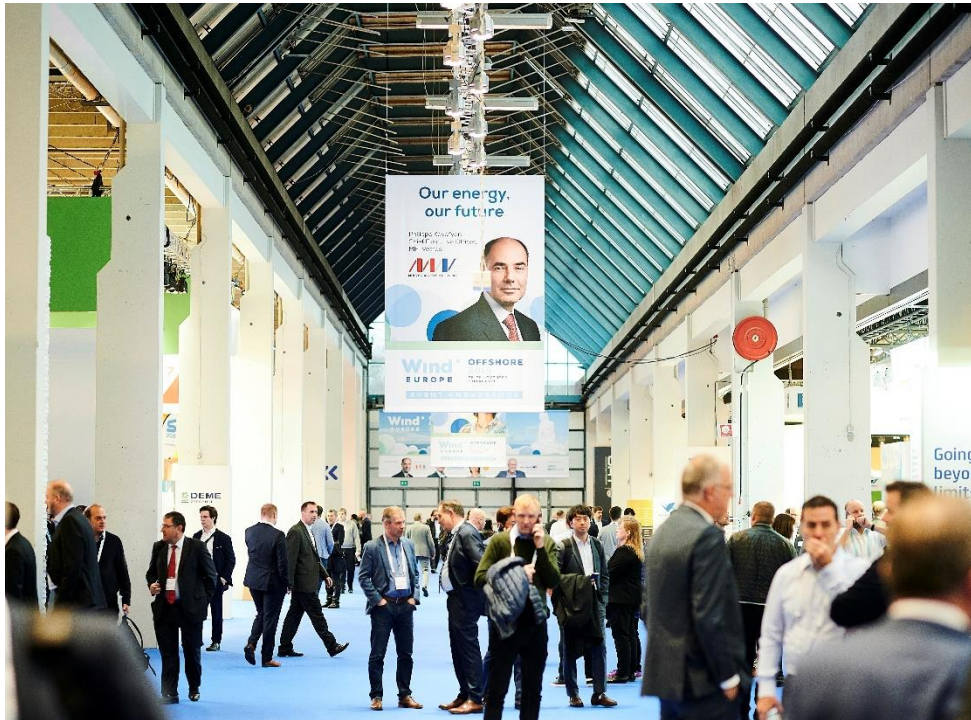
**1**

# **GENERAL SPONSORSHIPS**

**Premium Package**  
**Executive Package**

# Premium Package

Be seen by everyone as the leading expert



**Programme involvement for a relevant positioning.** Details on demand.

**Onsite visibility.** Details on demand.

#### Online visibility:

- **1 dedicated section in a newsletter** to registered participants;
- Your logo on the homepage header of all webpages of the event website;
- Your logo and company description on the sponsorship webpage of the event's website;
- Your logo on all social media posts and promotional emails.

**Passes for the event included**

**PRICE  
SOLD**

**SIEMENS Gamesa**  
RENEWABLE ENERGY

**CONTACT US**

[techworkshops@windeurope.org](mailto:techworkshops@windeurope.org)

+32 496 265 044

# Executive Package

Showcase your expertise on a specific end-of-life issue to a targeted audience



**Programme involvement for a relevant positioning.** Details on demand.

**Onsite visibility.** Details on demand.

**Online visibility:**

- **1 dedicated section in a newsletter** to registered participants
- Your logo and company description both on the sponsors webpage of the event's website;
- Your logo on all social network posts and promotional emails.

**4 passes for the event included (estimated value excl. VAT = € 2 200 for members or € 3 140 for non-members).**

## PRICE

**On request**  
**2 available**

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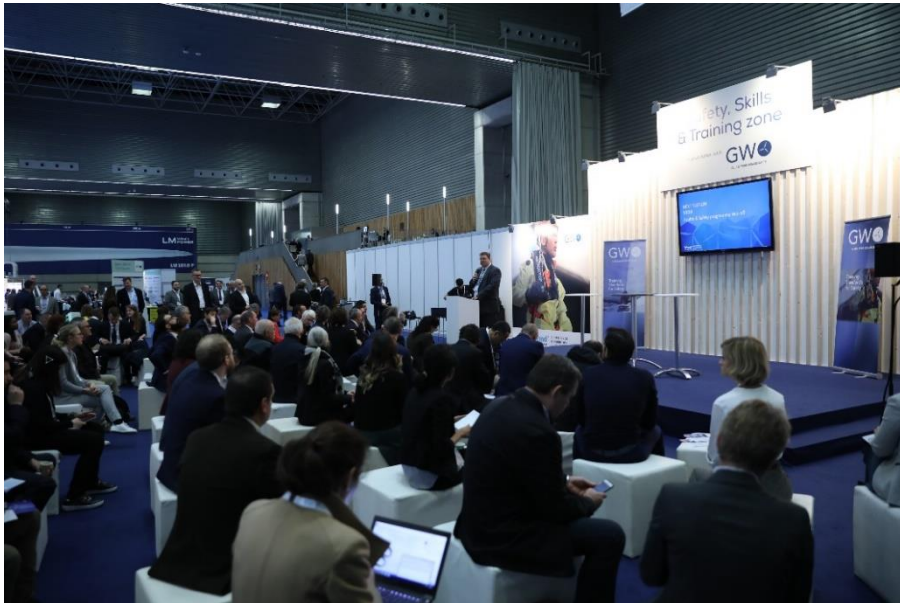
# 2

## ON-SITE SERVICES & NETWORKING

Side-events  
Networker  
Reception  
Sli.Do

# Sponsored-session

Present your product or your expertise to a targeted audience



## Package visibility :

- Meeting room provided to gather the delegates interested in joining the session \*Room capacity depends on the Covid-rules;
- Your side-event listed on the side-event sections of the website and on the main programme web-page;
- 1 section in a social media post on all activities happening during the event
- Your logo on banners, flyers, screens and printed programme.

**Available timings for sponsored-session (up to 2 x 30' on the first come, first served basis, capacity: 50 pax):**

### 4 November 2021

- 12:45 -13:15
- ~~13:30 -14:00 sold~~

### 5 November 2021

- 12:45 -13:15
- ~~13:30 -14:00 sold~~

**2 passes for the event included (estimated value excl. VAT = € 1 100 for members or € 1 570 for non-members).**

## PRICE

**Members :**  
**€ 4,000 VAT excl.**  
**Non-members:**  
**€ 4,500 VAT excl.**

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# Networker Package

Plug in your brand



## Online visibility:

- Your logo and company description on sponsors' webpage of the event's website;
- Your logo on all social media posts and promotional emails.

## Onsite visibility

- A dedicated area to showcase your brand i.e. space including a table, two chairs, two pop-up banners (to be supplied by the sponsor), and your promotional items;
- Your logo on banners, flyers, screens and printed programme.

2 passes for the event included (estimated value excl. VAT = € 1 100 for members or € 1 570 for non-members).

## PRICE

**Members: € 4,000 VAT excl.**  
**Non-members: € 5,000 VAT excl.**

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# Reception package

Unique chance to connect with all participants, strengthen business relationships and raise brand awareness



## Benefits for your visibility:

- **Welcome/keynote speech by your C-level representative;**
- We take care of the whole organisation: catering, service, security, cleaning after the reception;
- Dedicated page on the event website, including your logo and hyperlink to your company's website;
- Two roll-up banners to be displayed (to be supplied by the sponsor);
- Promotion of the reception on pre-event newsletters and social media.
- Your logo and company description on sponsors' webpage of the event's website;
- Your logo on a dedicated social media post and on a promotional email.

4 passes for the event included (estimated value excl. VAT = € 2 200 for members or € 3 140 for non-members).

## PRICE

**Members: € 8,000 VAT excl.**  
**Non-members: € 10,000 VAT excl.**

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# Sli.Do Package

Be seen during event sessions through the audience interaction tool

The screenshot shows the Sli.Do application interface. On the left, there is a blue sidebar with the text "Join at slido.com #Conference2019". The main content area displays an active poll titled "Which technology trend will have the greatest impact on our industry over the next year?". The poll results are as follows:

Technology Trend	Percentage
Machine learning	33%
Augmented reality (AR) and virtual reality (VR)	22%
Automation	22%
Internet of Things	11%
Humanized Big Data	11%

Below the poll, there is a banner for sponsors including logos for "dj", "livestream", and "convене".

Annotations: A red box labeled "Your logo here:" points to the top left corner of the application interface. Another red box labeled "Your message here:" points to the bottom right corner of the application interface.

## What is Sli.Do?

Audience interactive tool used for the Q&A parts of sessions showed on the main screen used by the delegates and all the online delegates for live-streamed sessions.

## Package visibility :

- Your logo displayed on the screen of the application and screen in the room;
- Your customised message displayed on the screen of the application and screen in the room.

## Online visibility:

- Your logo and company description on sponsors' webpage of the event's website;
- Your logo on all social media posts and promotional emails.

**2 passes for the event included (estimated value excl. VAT = € 1 100 for members or € 1 570 for non-members).**

## PRICE

**Members: € 5,000 VAT excl.**  
**Non-members: € 6,000 VAT excl.**

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**3**

**EVENT MATERIAL**

**Lanyards**

**Masks**

**Hand sanitizing gel**

# Lanyards

Lanyards are distributed to all participants in the registration area



## Benefits for your visibility:

- Lanyards are distributed to all 350 targeted participants in the registration area;
- Environmentally-friendly material with two hooks;
- Your logo printed on the lanyards (along with the event logo).

## Online visibility:

- Your logo and company description on sponsors' webpage of the event's website;
- Your logo on a dedicated social media post and on a promotional email.

**2 passes for the event included**  
(estimated value excl. VAT = € 1 100 for members or € 1 570 for non-members).

## PRICE

**€ 5,000 VAT excl.**

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# Masks

Masks are distributed to all participants in the registration area



## Benefits for your visibility:

- Exclusive sponsorship opportunity;
- Your logo printed on mask in full color.
- A long-lasting investment that participants will keep after the event, one mask will be handover to each participant upon the registration.
- Masks made of environmentally-friendly material.

## Online visibility:

- Your logo and company description on sponsors' webpage of the event's website;
- Your logo on a dedicated social media post and on a promotional email.

**2 passes for the event included**  
(estimated value excl. VAT = € 1 100 for members or € 1 570 for non-members).

## PRICE

**€ 5,000 VAT excl.**

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# Hand sanitizing gel

Gels are distributed to all participants in the registration area



**30ml Hand Sanitizer**

## Benefits for your visibility:

- Exclusive sponsorship opportunity;
- Your logo printed on the gels
- A long-lasting investment that participants will keep after the event;
- Gels will be handover to each participant upon their registration and your brand will be taken home.

## Online visibility:

- Your logo and company description on sponsors' webpage of the event's website;
- Your logo on a dedicated social media post and on a promotional email.

## 2 passes for the event included

(estimated value excl. VAT = € 1 100 for members or € 1 570 for non-members).

## PRICE

**€ 5,000 VAT excl.**

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# Any questions?



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