



Information Involvement Influence

Industry Conference 2024
20th & 21st November

Sponsorship Packages



Why sponsor the FEA Industry Conference?

Now in its 34th year, the FEA industry Conference is a staple of the foodservice sector calendar. Year after year the FEA Industry Conference grows in stature, and this year is no exception.

FEA have built a reputation as the industry's leading representative voice, and the FEA Industry Conference sits in tandem as a must attend event.

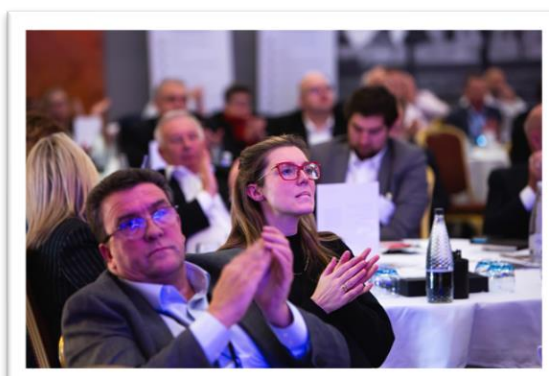
Last year we welcomed 185 delegates from across the sector.

This year, due to increased demand we have moved to a new venue and increased conference capacity to 220 delegates.

2024 will be our biggest and boldest yet.

Company delegate list

| | | | |
|----------------------------------|------------------------------|------------------------|-------------------------|
| Advance Group | Eco Fast UK | Inox Fabrications Ltd | Parts Town |
| Aggora | Electrolux Professional | Jestic | Precision Refrigeration |
| Airedale Group | European Watercare Ltd | Ki-Tech Solutions | Quintex Systems Ltd |
| Ambach Ali Group | Fagor Professional UK Ltd | Kiwa UK | Ramco UK |
| BGL Rieber Ltd | Falcon Foodservice Equipment | Maidaid Halcyon | Rational UK |
| Brita Professional UK | Fri-Jado UK Limited | Marco Beverage Systems | Unox UK |
| Celltherm Coldrooms Ltd | Gamble FS | Marren Microwave Ltd | Valentine Equipment Ltd |
| Classeq | Grande Cuisine Ltd | Mechline Developments | Welbilt UK |
| Commercial Catering Products Ltd | Hobart UK | Meiko UK | Wexiodisk |
| Contiquip Limited | Hoshizaki | Monika | Whitco |
| Control Induction | Inox Fabrications Ltd | Nisbets | Williams Refrigeration |



Our sponsorship packages combine face-to-face engagement with digital reach

Through the Headline Partner Package, or a Gold or Silver Package your brand will be visible to our social media and email audiences.

With pre-conference promotion across our social media and email platforms included your brand will be front-of-mind before anyone has had the chance to adjust their delegate badge.

FEA's multiplatform reach



Source: Hootsuite, 1st January 2024 – 31st August 2024

We begin promoting conference sponsors across our weekly member newsletter, which is circulated to 540 individuals, from September. In addition to this, as we build momentum, sponsors logos are also included on bespoke conference emails to all conference delegates.

*Fans and Followers: The number of people who liked FEA Facebook Pages and those who followed FEA Instagram, LinkedIn, and Twitter pages or accounts.

*Page & Profile Impressions: The number of times any content from or about FEA Facebook, Instagram, and LinkedIn pages or accounts was displayed on a person's screen.

*Post Impressions: The number of times posts on FEA Facebook, Instagram, LinkedIn, and Twitter pages or accounts appeared on someone's screen.

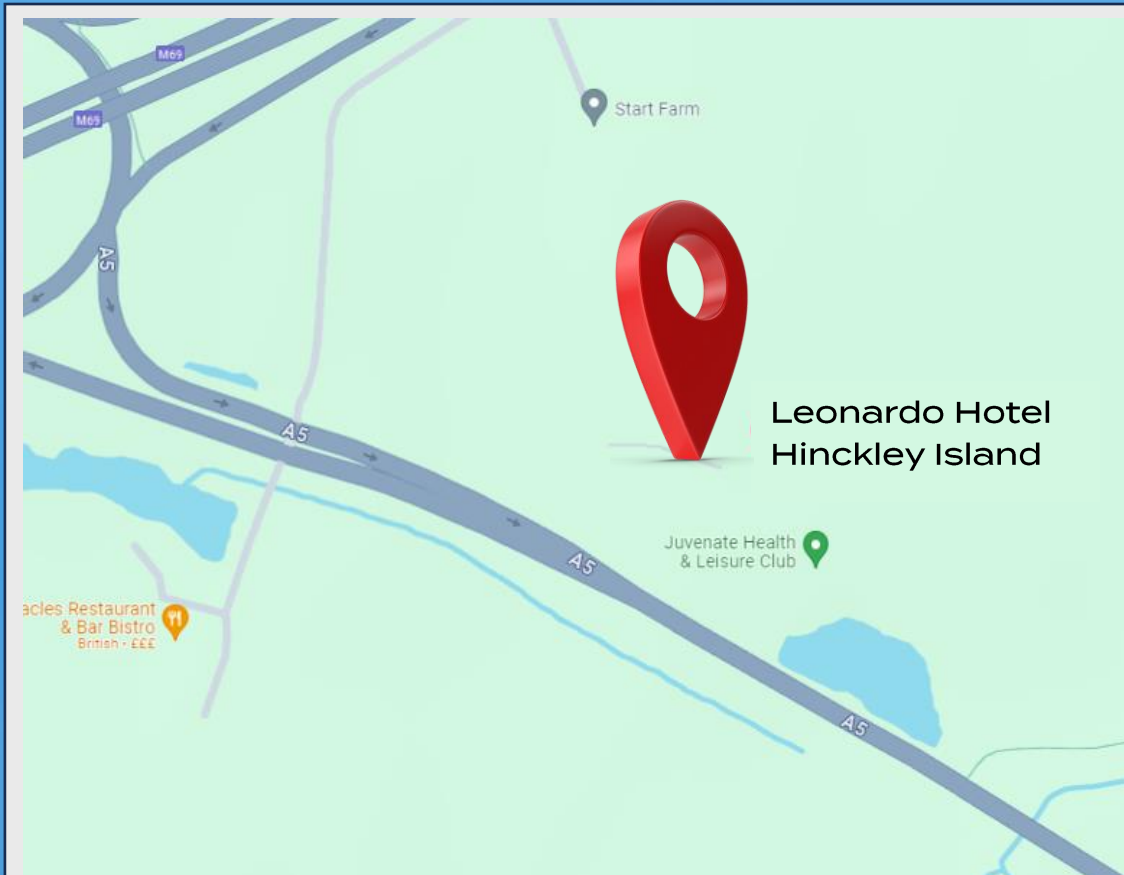


2024 conference agenda

AI & Sustainability

with featured expert
market trend analysis

Wednesday 20th November
& Thursday 21st November



Leonardo Hotel
Hinckley Island,
Watling St,
Burbage,
Hinckley,
LE10 3JA

Headline Partner Package

Accommodation and events

- X3 two-night B&B packages
- X3 informal dinner places
- X3 conference day delegate passes
- X3 Gala Dinner places



Pre-conference

- Promotional PR announcing you as the 2024 headline sponsor
- Standalone FEA.org.uk promotional conference partner home page panel.
- Standalone conference partner feature page on FEA.org.uk (content supplied by sponsor).
- Standalone Partner bio and branding included on all conference specific emails - from start of agreement.
- Standalone partner biography promotion across all FEA social media platforms promotions, two a month until December 31st, 2024.
- X3 standalone promotional emails to FEA Primary Contact list
- Company logo included in sponsors section of pre and post conference emails.
- Logo featured in conference website headline banner on homepage.
- Logo included on FEA Industry Conference website sponsor's page.

Opening Dinner – Wednesday 20th November

- Logo feature in Opening Dinner menu sponsor section

Continued overleaf

Headline Partner Package

Conference – Thursday 21st November

- Standalone conference screen sponsorship
- Logo to feature as part of the stage set below the main presentation screen and presenter lectern.
- Front page digital delegate pack co-branding.
- Full page advert in digital delegate pack (supplied by sponsor).
- Video showcase – sponsor videos follow interval breaks at the start of each session to ensure a captive audience (video supplied by sponsor).
- Exhibition Area meet and greet tabletop display stand.
- Literature drops onto conference room seats (literature supplied by sponsor)
- Rolling logo feature on conference visuals.
- Logo feature in the digital delegate programme sponsor section.

Gala Dinner – Thursday 21st November, Evening

- Co-branded Gala Dinner photo wall
- Gala Dinner Awards Sponsorship* – *excluding John Gilbert Apprentice of the year award.
- Logo feature in Gala Dinner menu sponsor section
- Table plan branding
- Table card branding

Post conference

- Two-hour meet and greet on the FEA HRC 2024 stand - join us on our exhibition stand at next year's show

Package cost: Please enquire direct

Platinum Package

Accommodation and events

- B&B single occupancy accommodation for one person for **two nights** – 20th and 21st November (Subject to availability)
- One place at the Opening Dinner – Wednesday 20th November
- One place at the FEA Industry Conference, Thursday 21st November 2024 including lunch and refreshments
- One place at the Gala & Awards Dinner – Thursday 21st November 2024

Brand Showcase

- Video showcase – sponsor videos follow interval breaks at the start of each session to ensure a captive audience (video supplied by sponsor)
- Two-hour meet and greet on the FEA HRC 2024 stand - join us on our exhibition stand at next year's show
- Exhibition Area meet and greet tabletop display stand with power supply
- Literature drops onto conference room seats (literature supplied by sponsor)
- A4 page ad in the digital delegate programme (supplied by sponsor)
- Rolling logo feature on conference visuals
- Logo feature in the digital delegate programme sponsor section
- Logo feature in Gala Dinner menu sponsor section
- Logo feature in Opening Dinner menu sponsor section
- Company logo included in sponsors section of pre and post conference emails
- Logo included on FEA Industry Conference website

Package cost: £3350 +VAT

Gold Package

Accommodation and events

- B&B single occupancy accommodation for one person for **one night** – Wednesday 20th November 2024 (Subject to availability)
- One place at the Opening Dinner, Wednesday 20th November
- One place at the FEA Industry Conference, Thursday 21st November including lunch and refreshments.

Brand Showcase

- Exhibition Area meet and greet tabletop display stand with power supply
- Literature drops onto conference room seats (literature supplied by sponsor)
- A4 page ad in the digital delegate programme (supplied by sponsor)
- Rolling logo feature on conference visuals
- Logo feature in the digital delegate programme sponsor section
- Logo feature in Gala Dinner menu sponsor section
- Logo feature in Opening Dinner menu sponsor section
- Company logo included in sponsors section of pre and post conference emails
- Logo included on FEA Industry Conference website

Package cost: £2100 +VAT



Silver Package

- Logo on FEA Conference website
- Rolling logo feature on conference visuals
- Logo feature in the digital delegate programme sponsor section
- One place in the conference, Thursday 21st November including lunch and refreshments
- Refreshment Sponsorship Options

Package cost: £1050 +VAT



Refreshment Packages

AGM welcome drinks sponsorship, Wednesday 20th November - day, £500 +VAT

- Branded Collateral on bar area (x6 A4 Sign Holders)
- Branded holding screen before after presentation
- Personal thank you at the AGM

Wine sponsorship Opening Dinner Wednesday 20th November - evening, £1,735 +VAT

- Menu sponsorship
- Personal thank you from the host
- Branded rotating holding screen
- Logo feature in the digital delegate programme sponsor section

Conference refreshment break sponsorship, Thursday 21st November - day, £840 +VAT

- Branded Collateral within refreshment area (x6 A4 Sign Holders)
- Literature drops onto conference room seats and exhibition area (literature supplied by sponsor)
- Logo feature in the digital delegate programme sponsor section

Wine sponsorship Gala Dinner Thursday 21st November - evening, £2,100 +VAT

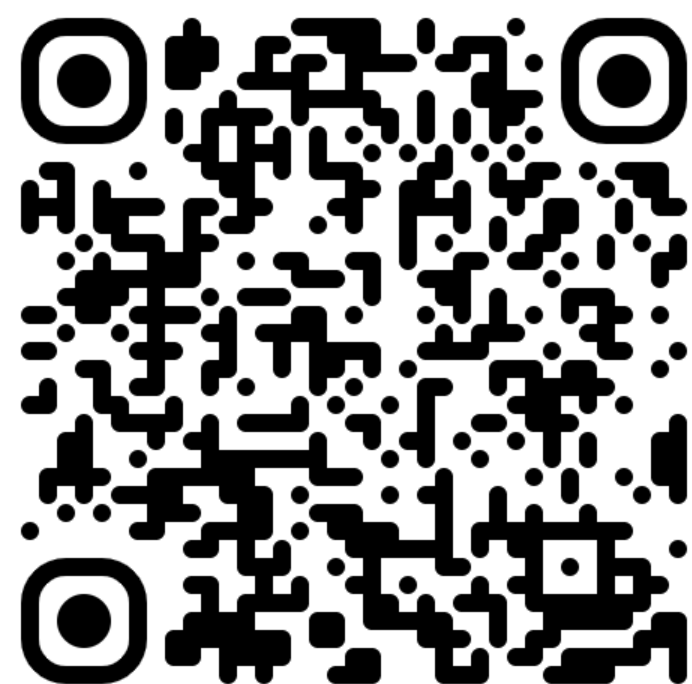
- Seating plan sponsorship
- Menu sponsorship
- Personal thank you from the host
- Branded rotating holding screen
- Logo feature in the digital delegate programme sponsor section



Enquiries

Adam.Lawrence@FEA.org.uk

Scan to view
sponsorship
packages



FEAconference.org.uk