

LABELEXPO EUROPE

SPONSORSHIP
OPPORTUNITIES



**LABELEXPO
EUROPE 2023**

SPONSORSHIP OPPORTUNITIES

ARE YOU PREPARED?

So you've made the right decision to exhibit at the world's leading event for the label, product decoration, web printing and converting industry.

Every exhibitor is competing for attendees' attention – make it easy! Give yourself that extra edge to drive attendees to your stand and ensure they'll recognize your brand. Be creative! Our exclusive sponsorship packages are the perfect way to promote your company, your brand and your product. They are cost-effective, varied and impossible to miss. Here's an outline of the main sponsorship opportunities. Bespoke packages are also available – do your own thing!

OPTIONS INCLUDE:

- // Welcome banners
- // Astrid Hall entrance
- // Floor tiles
- // 'You are here' boards
- // Carrier bags
- // Visitor badges and lanyards
- // Outdoor banners
- // Moveable banners
- // Walkway banners
- // Window graphics
- // Cube sponsorship
- // Golf cart sponsorship
- // Press Office sponsorship



Contact us today to discuss your requirements.

e: bookings@labelexpo.com
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OUTDOOR BANNERS

FIRST IMPRESSIONS LAST

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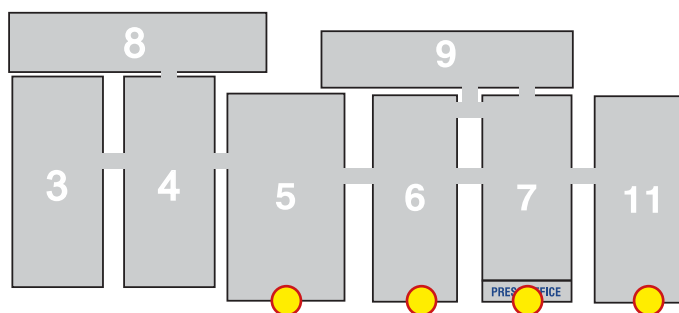


It doesn't get much better than this! A huge banner with your logo emblazoned on it. Not only does it provide you with maximum impact at the show, but your banner will be sure to feature in press photographs for months after the event.

COST:

OPTION	LOCATION	PRODUCTION	SIZE	COST
Welcome banner (left)	HALL 5	INCLUDED	5m x 8m	£16,000
Welcome banner (centre)	HALL 5	INCLUDED	5m x 8m	£16,000
Welcome banner (right)	HALL 5	INCLUDED	5m x 8m	£16,000
Top position welcome - banner x2	HALL 5	INCLUDED	5m x 6m	£12,000
Hall 6 Banner	HALL 6	INCLUDED	3m x 4m	£8,000
Hall 7 Banner	HALL 7	INCLUDED	8.45m x 5m	£8,000
Hall 11 Banner	HALL 11	INCLUDED	9.6m x 4m	£8,000

LOCATION:



MOVEABLE BANNERS/ MONUMENTAL WALLS

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These massive signs offer major show branding onsite. These movable banners are located outside the halls and are a great opportunity to increase your organisations visibility and ensure maximum impact from the event.

COST:

SIZE	PRODUCTION	LOCATION	COST
40m ²	INCLUDED	LOCATION ON REQUEST	£10,000
60m ² - 3 Available	INCLUDED	LOCATION ON REQUEST	£12,000

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HALL 3 MAIN ENTRANCE & REGISTRATION SPONSORSHIP

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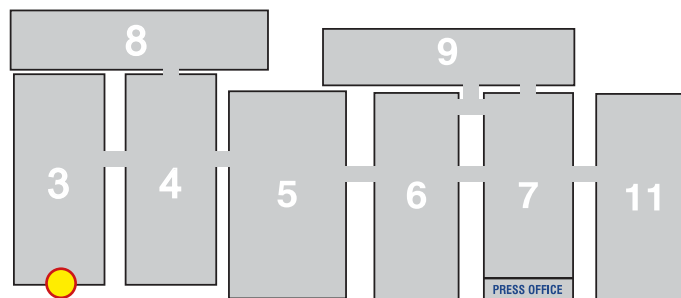
Hall 3 is our busiest entrance and registration point. All visitors arriving from the Metro will enter via this hall so visibility is excellent if you wish to get your branding seen by as many people as possible. The sponsorship consists of a large wall display and 2 large floor decals.

COST:

£14,950 – Production included – 2x Floor decals (3x2m) + 1x Large wall (8x2m)

LOCATION:

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WALKWAY BANNERS

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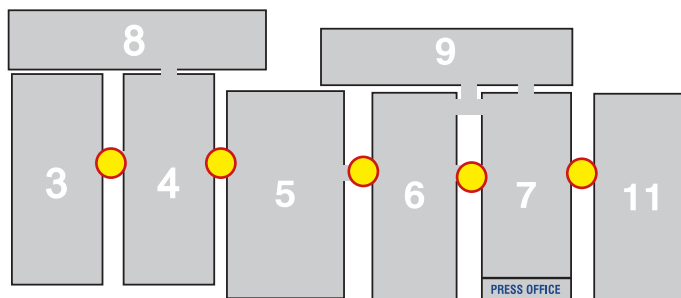
Prominently displayed between the halls in the walkways, these banners display your stand number, company name and logo and promotional message.

OPPORTUNITIES:

OPTION	LOCATION	PRODUCTION	SIZE	COST
Hall 3 to Hall 4	HALL 3/4	INCLUDED	3m x 2m	£5,000
Hall 4 to Hall 5	HALL 4/5	INCLUDED	3m x 2m	£5,000
Hall 5 to Hall 6	HALL 5/6	INCLUDED	3m x 2m	£5,000
Hall 6 to Hall 7	HALL 6/7	INCLUDED	3m x 2m	£5,000
Hall 7 to Hall 11	HALL 7/11	INCLUDED	3m x 2m	£5,000

LOCATION:

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ASTRID ENTRANCE & REGISTRATION SPONSORSHIP

A FOOT IN THE DOOR

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Nearly a third of visitors enter the show through the Astrid Hall, located near the 10,000 capacity car park at the back of Brussels Expo. Sponsoring this entrance provides an exclusive opportunity for one exhibitor to brand after the entrance and the registration area.

COST

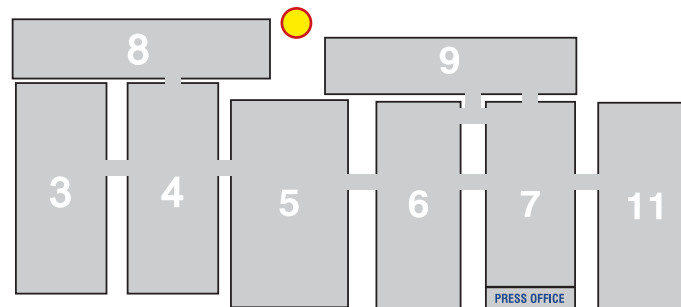
1 large Astrid entrance banner 5m x 3m = **£7,750**

Package:

1 large Astrid entrance banner 5m x 3m
 6 Digital screens
 2 x floor decals 3m x 2m = **£20,000**

LOCATION:

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FLOOR TILES & DECALS

A STEP IN THE RIGHT DIRECTION

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Located at various locations across the halls, these large floor tiles display your company logo, stand number and a promotional message. This is the perfect way to help attendees find your stand! Simply provide us with the graphics and we'll do the rest.

OPPORTUNITIES:

EXTERNAL

OPTION	LOCATION	PRODUCTION	SIZE	COST
LARGE FLOOR DECAL - 3 AVAILABLE	HALL 5 ENTRANCE	INCLUDED	4m x 3m	£5,000

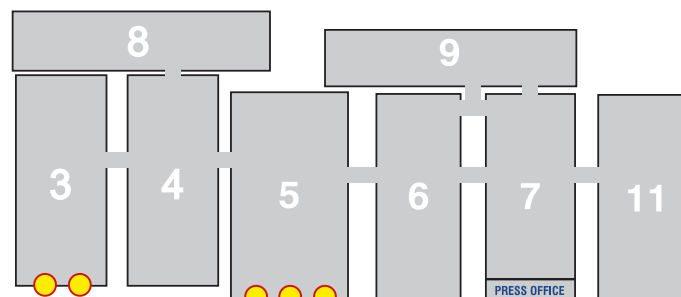
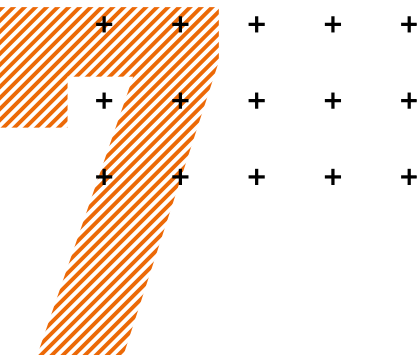
INTERNAL ENTRANCE

LARGE FLOOR DECAL - 2 AVAILABLE	HALL 3 ENTRANCE	INCLUDED	3m x 2m	£3,000
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MAIN AISLE/WALKWAYS

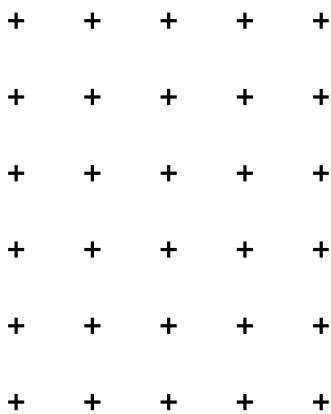
LARGE FLOOR DECAL	LOCATION ON REQUEST	INCLUDED	4m x 3m	£3,000
FLOOR TILES x 3	ACROSS SHOW	INCLUDED	1m x 1m	£1,600
FLOOR TILES x 1	ACROSS SHOW	INCLUDED	1m x 1m	£600

LOCATION:



WINDOW GRAPHICS

IT'S CLEAR TO SEE



Brand the glass at the show entrances with your message or logo and reach visitors just before they enter the show.

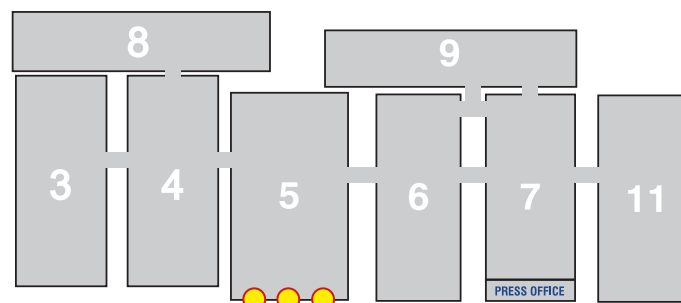
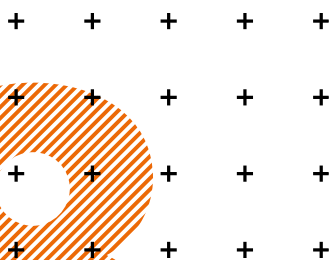
OPPORTUNITIES:

OPTION	LOCATION	PRODUCTION	SIZE	COST
WINDOW GRAPHIC ABOVE DOORS OF HALL 5 - 3 AVAILABLE	HALL 5 ENTRANCE	INCLUDED	4.9m x 1.3m	£3,000

Window Graphics

6 x DOOR DECALS - 3 AVAILABLE	HALL 5 ENTRANCE	INCLUDED	30 x 30cm	£1,200
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LOCATION:



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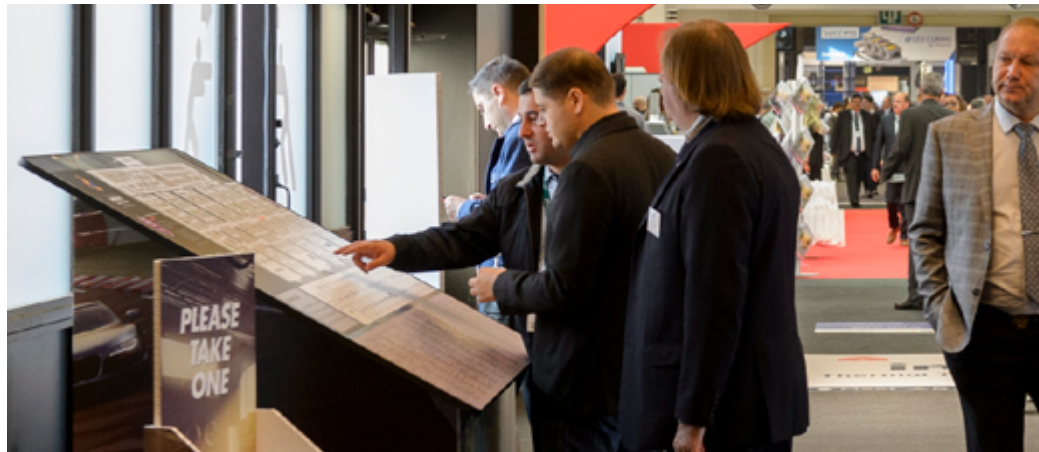
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“YOU ARE HERE” BOARDS

ALL ROADS LEAD
TO YOU

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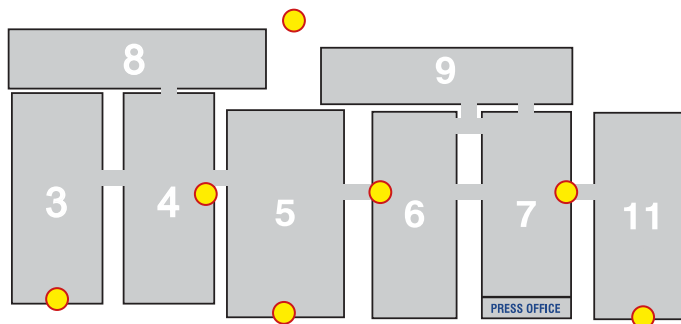


Centrally located at the main crossover points between halls, huge “you are here” boards help attendees navigate around the show. Providing details on the layout of the halls, restroom facilities, restaurants and feature areas, these information points are very popular with attendees. Highlight your stand and display your logo.

COST:

£5,000 – Production included – 7 Available

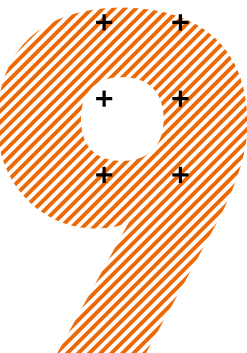
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CARRIER BAGS

HOLD ON TO YOUR CLIENTS

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Every visitor at Labelexpo is given the show carrier bag, to carry the show guide and floor plan to the exhibition. As a sponsor, your company logo will be prominently featured on one side of the bag, with the show logo on the other side. This is an exceptional branding opportunity. Includes 25,000 pieces.

COST:

£12,000 – Client to produce

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VISITOR BADGES & LANYARDS

PAY AND DISPLAY

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Imagine every visitor turning into a walking advertisement for your company – thousands of copies of your logo finding their way through the exhibition aisles. As they walk through the door, every person is given a badge with a lanyard which they wear throughout the day and keep afterwards. Both the badge and the lanyard are available for branding opportunities. They are waiting for your logo!

OPPORTUNITIES:

OPTION	PRODUCTION	SIZE	COST
LANYARDS	Client to produce	25,000 pieces	£10,500
BADGES	INCLUDED		£10,500
BADGE MAILING	INCLUDED		£5,000

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PRESS OFFICE SPONSORSHIP

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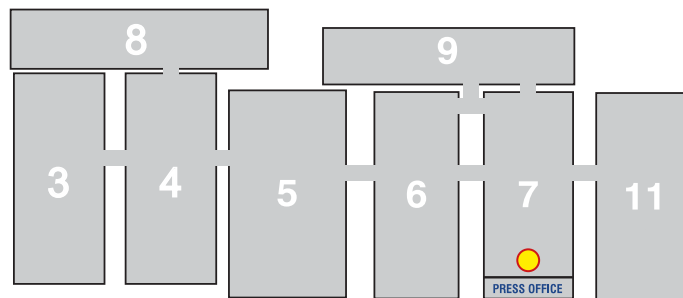


Sponsorship is an exclusive opportunity to promote your brand! As a sponsor your logo will be highlighted throughout the show on the main signage boards, on directional signage and on "You are here" boards. Additionally, your logo will be included in the show guide and literature racks will be provided for your brochures and other literature.

COST: **£6,500**

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CUBE SPONSORSHIP

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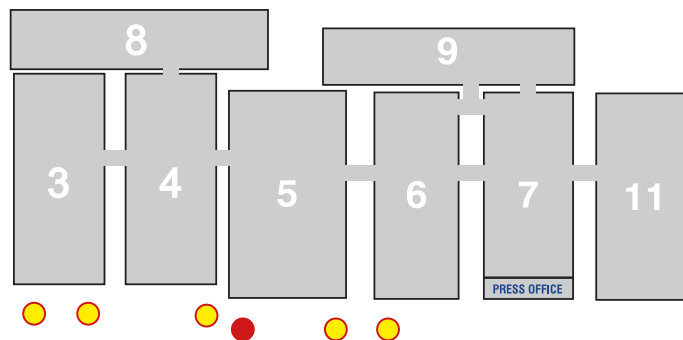


Get noticed at Labelexpo Europe this year. You will have the opportunity for your company to stand out from the crowd. Included in the sponsorship is your logo and stand number.

COST: **£10,000 – 6 Available**

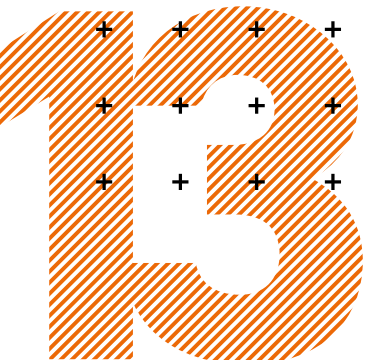
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GOLF CART SPONSORSHIP

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This is an exclusive opportunity that will give the sponsor branding on our official Labelexpo golf carts!

These branded limousines will transport visitors from the front of each of the halls throughout the duration of the show.

Let our audience put their feet up and take them to their next destination!

COST:

£10,000

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DIGITAL SCREENS EXTREME VIDEO ENGAGEMENT

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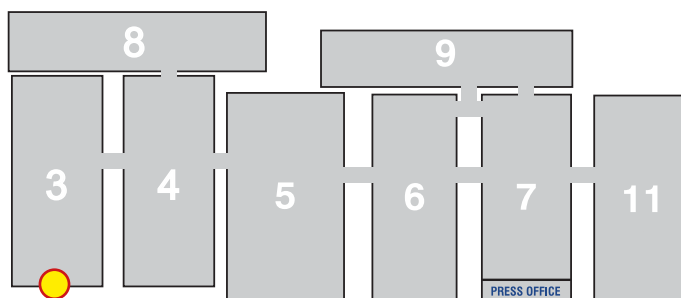
Present your brand or promotional message in high definition video to show visitors. Our large digital screen is located in a high traffic area and will feature your 20 second video on a rolling loop of eight 20 second videos. Your video will play around 22 times an hour.

COST:

£4,995 - 5 Opportunities

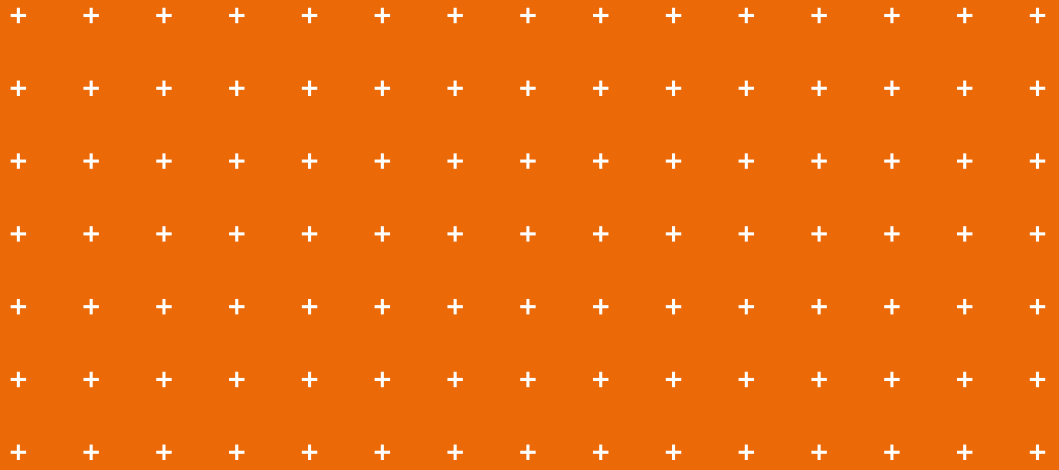
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ABOUT THE ORGANIZERS

The Labelexpo Global Series is organized by Tarsus Group, the international media company with a portfolio of exhibitions, conferences, publications and online media. Through long established relationships with industry associations, media and other partners, the Labelexpo Global Series is an integral part of the label and package printing industry.

TARSUS

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