

## SPONSORING OPPORTUNITIES

Dear Sir or Madam,

We would like to invite you to join us as a sponsor of the 2<sup>nd</sup> International Conference on Cellulose Fibres, 2-3 February 2021.

With 210 participants and 15 exhibitors from 26 different countries, the “1<sup>st</sup> International Conference on Cellulose Fibres” in 2020 was a great success and exceeded all expectations. The trade press wrote: “nova-Institut hits the mark with new conference. The focus of the conference was on markets, technologies and sustainability – and especially alternative cellulose feedstocks”.

Building on this success, the 2<sup>nd</sup> International Conference on Cellulose Fibres will again cover the entire value chain: Lignocellulosic feedstock, alternative feedstocks, dissolving pulp, cellulose fibres – such as rayon, viscose, modal or lyocell and new developments, innovative technologies, and a wide range of applications, woven textiles (clothing) and non-wovens (wipes and technical applications). All these sectors have picked up considerable momentum over the last few years. Sustainability and alternative feedstocks are becoming increasingly important.

Michael Carus, CEO and initiator of the conference: “The first conference on cellulose fibres hit the mark. We have given the growing industry the ideal platform for exchange and networking. Due to the extremely positive feedback, we believe that we will be able to attract even more experts from the cellulose fibre sector with the second event.”

For the first time the innovation award “Cellulose Fibre Innovation of the Year” will be granted to the cellulose fibre industry for the development of new technologies and applications. Generate tremendous awareness for your organisation throughout the cellulose fibres industry as an award sponsor. All producers along the entire value chain from feedstock to the final product are invited to join the competition.

The conference is still the only one with a clear focus only on cellulose fibres. In given cause it will be organised as a hybrid event that combines “live” in person with a “virtual online” component to target a number of 250 participants onsite as well online and a fully booked exhibition space at Maternushaus in Cologne. Leading companies of the cellulose fibre economy will come to meet for exchange and networking. Please find statistics of the participants and networks of the last conference on the last page of this letter.

On the next page you will find a range of sponsorship options. We are also open to new ideas and would be delighted to help you realising them. All you need to do is contact us if one or more of these options appeal to you or if you would like to put forward a proposal of your own!

We are looking forward to a successful conference with you,



Michael Carus, Managing Director

Your contacts for sponsoring:



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## HYBRID

The event will take place in Cologne with attendees at the venue meeting up with online participants.

	SOLD	ONE LEFT				
	Innovation Award Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Sparkling Wine/ Beer on Tap Package	"Gala Dinner Buffet" package
Availability	1	4	6	Unlimited	Day 1 & 2	1
Visibility in marketing	· Press releases · Online marketing · At the conference	· Press releases · Online marketing · At the conference	· Press releases · Online marketing · At the conference	· Press releases · Online marketing · At the conference	· Online marketing · At the conference	· Online marketing · At the conference
Roll-up banner	2x On stage	–	–	–	At the buffet	At the buffet
Advertisement in journal online and print*	2 Pages	1 Page	1/2 Page	1/4 Page	–	–
Free entrance tickets à 945 €					–	–
Free exhibition booth à 1,100 € (6 m <sup>2</sup> )	Included	Included	Included	Included	Included	Included
20% reduced entrance for your customers	10	8	5	3	–	–
Company presentation	Slide display or film	Slide display or film	–	–	Table cards	Table cards
Company leaflets	Media table	Media table	Media table	Media table	At the buffet	At the buffet
Price in EURO	6,500 €	5,200 €	3,500 €	2,900 €	2,000 €	2,000 €
Sponsoring net Price in EURO	1,510 €	1,210 €	955 €	555 €		
Your choice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If one or several options are interesting for you, please tick the relevant boxes and return the sheet to the nova sponsoring team. All prices are excl. 19% VAT.

\* You are also welcome to book an advertisement in the conference journal:

1 page DIN A4: 1,000 €       ½ page: 500 €       ¼ page: 300 €

iBIB:

1 extra page: 250 €

Banner on Bio-based News:





3 months: 800 €       6 months: 1,600 €

\*\* Note: The sponsoring net price is very attractive, providing an excellent cost benefit ratio.

The total costs are set off by the services listed in the table e.g. free entrance tickets, exhibition booth and page(s) in the conference journal, resulting in much lower "net sponsoring costs".

## VIRTUAL / ONLINE

In case circumstances prevent an on-site meeting and the conference has to be held solely online, you will benefit from greatly expanded encores.

	SOLD	ONE LEFT		
	Innovation Award Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
Availability	1	4	6	10
Visibility in marketing	· Press releases · Online marketing · At virtual conference	· Press releases · Online marketing · At virtual conference	· Press releases · Online marketing · At virtual conference	· Press releases · Online marketing · At virtual conference
Display of sponsor logo (Roll-up, poster, display)	On stage	On stage	On stage	–
Advertisement in journal*	2 Pages	2 Pages	1 Page	1/2 Page
Free online tickets à 450 €				
20% reduced entrance for your customers	20	20	10	5
Company presentation (during breaks)	Display (ppt or video)	Display (ppt or video)	Display (ppt or video)	Display (ppt or video)
Company leaflet or video	Sponsor section at conference website	Sponsor section at conference website	Sponsor section at conference website	Sponsor section at conference website
Constant display of company logo during matchmaking	yes	yes	yes	–
Company leaflet to be sent with conference proceedings	yes	yes	yes	–
Online banner advertisement à 800 € for 3 months	6 months on Bio-based news	6 months on Bio-based news	3 months on Bio-based news	–
Company profile on nova's iBIB	4 Pages*	4 Pages*	3 Pages*	2 Pages*

Company name

Street or POB

Postal code, city

Contact person

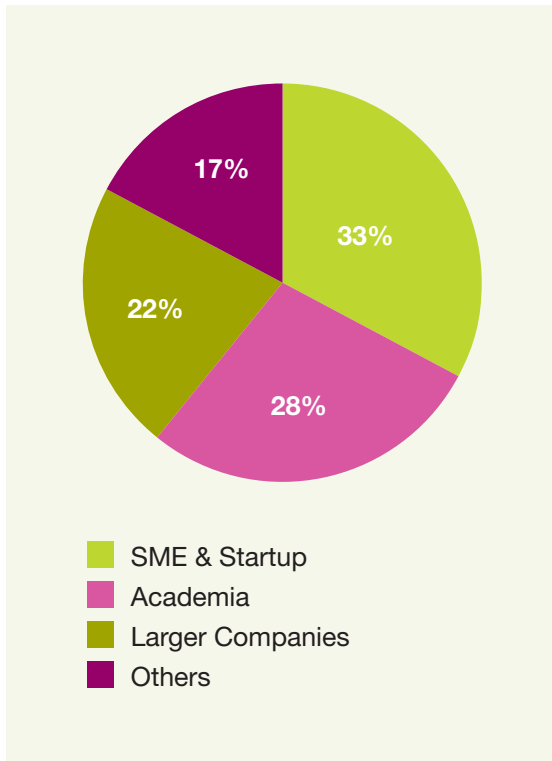
Email address

Phone

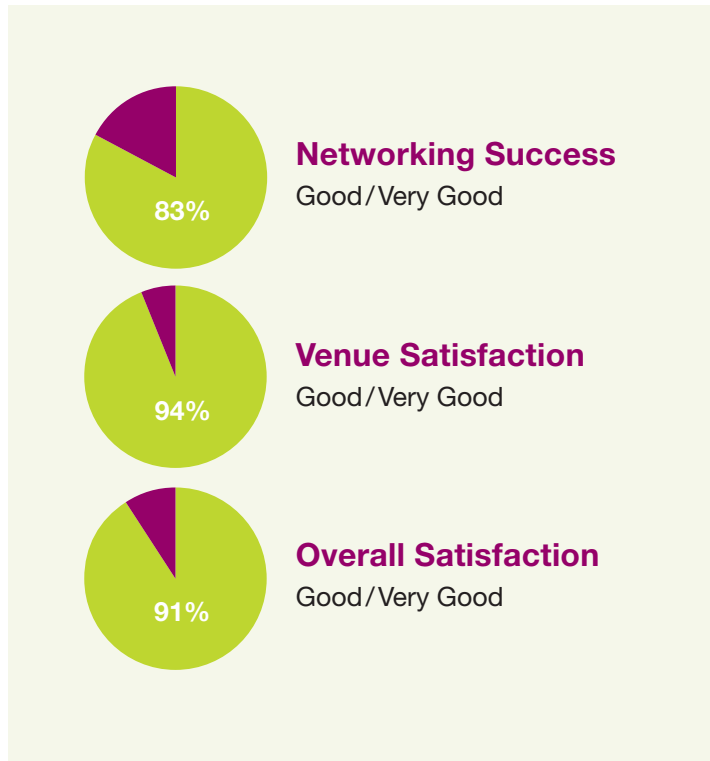
Date

Company stamp and signature

## ATTENDEES OF THE CONFERENCE 2020



## OUR CONFERENCE – A GUARANTEE FOR SATISFIED CUSTOMERS



## NETWORKS OF NOVA-INSTITUTE



**Keep up to date ...**

Mailing list with 19 topics to choose from  
(subscribe at [bio-based.eu/email](http://bio-based.eu/email))