SPONSORSHIP AND EXHIBITION OPPORTUNITIES
WELCOME TO THE 68th EAAP ANNUAL MEETING

On behalf of the Estonian Organising Committee, I am pleased to invite you to attend the 68th Annual Meeting of the European Federation of Animal Science that will be held in Tallinn, Estonia, from 28 August to 1 September 2017.

The main theme of the meeting will be Patterns of Livestock Production in the Development of Bioeconomy, which is a hot topic worldwide and a very appropriate subject in view of the current demands for both human society and livestock industry. The programme will cover the latest findings and views on developments in animal genetics, health and welfare, nutrition, physiology, livestock farming systems and cattle, horse, pig, sheep and goat production, as well as their allied industries.

EAAP 2017 will provide an exciting opportunity for scientists working with a wide range of animal species and in various disciplines to meet, make new contacts and discuss the latest developments in animal sciences. It also offers a unique occasion to introduce the results of the work of international research groups obtained within different collaboration projects, such as Horizon 2020, to update knowledge and to acquire new ideas for future collaboration.

We hope that all of you will have a very productive meeting and that you will enjoy the social events and our warm and friendly atmosphere.

We look forward to seeing you in August 2017.

Toomas Kevvai
Chairman of the Estonian Organising Committee
Deputy Secretary General for Food Safety, Research and Development
Ministry of Rural Affairs of the Republic of Estonia

EAAP ANNUAL MEETING AUDIENCE

Attendance at the last annual meeting in Belfast 2016 was 1,500 attendees from 63 countries. This year, we are expecting 900 delegates to Tallinn, featuring representatives of breeding organisations, practitioners of domestic animal farming and breeding, researchers, and policy makers.

EAAP 2017 ORGANISERS

ESTONIAN UNIVERSITY OF LIFE SCIENCE
www.emu.ee

MINISTRY OF RURAL AFFAIRS OF THE REPUBLIC OF ESTONIA
www.agri.ee

EAAP 2017 CONFERENCE SECRETARIAT

PUBLICON PCO www.publicon.ee
Väike-Turu 8, 51013 Tartu, Estonia
Tel: +372 740 4095
Email: eaap2017@publicon.ee

INDUSTRY EXHIBITION AND SPONSORS

Contact person: Ms. Grete Mark
Email: grete@publicon.ee
Tel: +372 53 855 124

EAAP 2017 VENUE

Nordea Concert Hall
www.tallinnconcerthall.com

CONGRESS WEBSITE

www.eaap2017.org
SPONSORSHIP AND EXHIBITION OPPORTUNITIES

EAAP 2017 will provide a unique opportunity to showcase the best services, products and ideas on animal science, research and livestock production to a large international audience.

The sponsorship opportunities provide each sponsor with several ways to promote brands or messages associated with different aspects of the conference. The main components of the packages available are given below.

To discuss sponsorship opportunities and other ways to get involved with EAAP 2017, contact the Conference Secretariat PCO Publicon.

CONTACT PERSON:
Ms. Grete Mark,
Email: grete@publicon.ee
Tel: +372 53 855 124

PLATINUM SPONSOR (exclusive) 20,000 EUR

PARTICIPATION IN THE PROGRAMME
The Platinum Sponsor may organise one industry lounge session included in the official programme lasting up to 60 minutes. The session room is a cafe on the 0 floor of the venue.
- The programme of the session is subject to the approval of the Local Organising Committee.
- The session recordings may be added to the conference website for one year.
- The sponsor is responsible for the programme, room setup, seating, recording and audio-video equipment. The prices, room plan and equipment are available upon request.
- The suitable time slot must be arranged with the Local Organising Committee.

RECOGNITION
- Verbal introduction and the option of a thank you address from the Sponsor’s representative at the Welcome Reception or at the Welcome Ceremony.
- Verbal acknowledgement at the Welcome Ceremony.
- 4 full delegate badges including the conference dinner.

VISIBILITY
Delegate bag: Logo on the bag along with the conference logo. The bags will selected and provided by the Local Organising Committee.
Programme book: Logo on the cover of the programme book.
Book of abstracts: Logo on the list of sponsors.
Website: Linked logo and a 200-word company profile on the conference website.
App: Logo and a 200-word company profile in the conference app.
- Sponsor logo on-site.
- One insert into the conference bag: four A4 pages, eight A5 pages or a USB-drive.
- Logo with the sponsor level listing shown on the slides between sessions.

EXHIBITION
- 18 m² shell stand exhibition space.
- A discount of 25% on additional exhibition space.
GOLD SPONSOR (multiple slots available)  10,000 EUR

RECOGNITION AND VISIBILITY
- Verbal acknowledgement at the Welcome Ceremony.
- Three full delegate badges including the conference dinner.

Programme book: Logo on the list of sponsors in the programme book.
- One full page advertisement in the programme book.

Book of abstracts: Logo on the list of sponsors.
- One full page advertisement in the book of abstracts.

Website: Linked logo and a 200-word company profile on the conference website.
- One article (max 500 words and nine images) or a video (max four minutes) published on the conference website.

App: Logo and a 200-word company profile in the conference app.
- Sponsor logo on-site.
- One insert into the conference bag: four A4 pages, eight A5 pages or a USB-drive.
- Logo with the sponsor level listing shown on the slides between sessions.

EXHIBITION
- 9 m2 shell stand exhibition space.
- A discount of 20% on additional exhibition space.

SILVER SPONSOR (multiple slots available)  5,000 EUR

RECOGNITION AND VISIBILITY
- Two full delegate badges including the conference dinner.

Programme book: Logo on the list of sponsors in the programme book.
- 1/2 page advertisement in the programme book.

Book of abstracts: Logo on the list of sponsors.
- 1/2 page advertisement in the book of abstracts.

Website: Linked logo and a 100-word company profile on the conference website.
- One article (max 500 words and nine images) or a video (max four minutes) published on the conference website.

App: Logo and a 100-word company profile in the conference app.
- Sponsor logo on-site.
- One insert into the conference bag: four A4 pages, eight A5 pages.
- Logo with the sponsor level listing shown on the slides between sessions.

EXHIBITION
- 6 m2 shell stand exhibition space.
- A discount of 10% on any additional exhibition space.

BRONZE SPONSOR (multiple slots available)  2,500 EUR

VISIBILITY
- One full delegate badge including the conference dinner.

Programme book: Logo on the list of sponsors in the programme book.

Website: Linked logo and a 100-word company profile on the conference website.
- One article (max 500 words and nine images) or a video (max four minutes) published on the conference website.

App: Logo and a 100-word company profile in the conference app.
- Sponsor logo on-site.
- One insert into the conference bag: four A4 pages, eight A5 pages.
- Logo with the sponsor level listing shown on the slides between sessions.

EXHIBITION
- 4 m2 shell stand exhibition space.
- A discount of 10% on any additional exhibition space.

SUPPORTER (multiple slots available)   500 EUR

VISIBILITY
Programme book: Logo on the list of supporters in the programme book.

Website: Logo on the conference website.

App: Logo in the conference app.

The supporter’s logo on-site.

All publishable texts, images, advertisement designs and recordings, also inserts into the conference bags must be provided by the Sponsor.

All sponsorship option prices are final. No VAT will be added.
PROGRAMME SPONSOR OPTIONS

PLENARY SESSION SPONSOR (one slot per session available) 3,500 EUR
- Verbal acknowledgement of the sponsor by the moderator.
- Recognition in the programme book, app and on the website.
- Opportunity to show up to three sponsor slides before the session.
- Displaying two sponsor roll-up banners on the stage in the plenary hall.

STUDY COMMISSION SESSION SPONSOR (one slot per session available) 1,400 EUR
- Verbal acknowledgement of the sponsor by the session chair.
- Recognition in the programme book, app and on the website.
- Opportunity to show up to three sponsor slides before the session.
- Displaying one sponsor roll-up banner in front of the session room.

SPONSOR OF AN INVITED SPEAKER FROM EUROPE 1,500 EUR
- Verbal acknowledgement of the sponsor by the session chair.
- Verbal acknowledgement of the sponsor by the sponsored speaker.
- Recognition in the programme book, app and on the website.
- The speakers will be invited by the EAAP programme committee.
- The speakers will not be announced before 15 March, 2017.

SPONSOR OF AN INVITED SPEAKER FROM OUTSIDE OF EUROPE 2,500 EUR
- Verbal acknowledgement of the sponsor by the session chair.
- Verbal acknowledgement of the sponsor by the sponsored speaker.
- Recognition in the programme book, app and on the website.
- The speakers will be invited by the EAAP programme committee.
- The speakers will not be announced before 15 March, 2017.

POSTER SESSION SPONSOR (exclusive) 3,000 EUR
- Verbal acknowledgement of the sponsor by the session chair.
- Recognition in the programme book, app and on the website.
- Spot for one display screen in the poster area for sponsor video messages.
- Displaying two sponsor roll-up banners in the poster area.

SPECIALISED SPONSORSHIP OPTIONS

REFRESHMENT BREAK SPONSOR 7,500 EUR
- Option to exhibit signage and promotional materials at catering stations.
- Recognition in the programme book, app and on the website.
- Three full delegate badges including the conference dinner.

LUNCH SPONSOR 4,000 EUR
- Option to exhibit signage and promotional materials at lunch catering stations.
- Recognition in the programme book, app and on the website.
- Two full delegate badges including the conference dinner.

PLENARY SESSION LIVE WEBCAST SPONSOR 3,000 EUR
- Showing the plenary sessions live at the conference and on the sponsor’s website.
- Sponsor logo in the corner of the video.
- Notification of the video stream in the conference newsletter.
- Recognition in the programme book, app and on the website.
- The sponsor is responsible for filming and broadcasting, the prices of the equipment and technical assistance are available upon request.

OFFICIAL CONFERENCE FRUIT SUPPLIER 3,000 EUR
- The opportunity to set up ten branded serving spots around the venue.
- Recognition in the programme book, app and on the website.
- One full delegate badge including conference dinner.
- Fruits will be provided by the sponsor.

All advertisement designs, video files and images must be provided by the Sponsor.

All images, slides, banners and video files must be provided by the Sponsor.
HIGH VISIBILITY SPONSORSHIP OPTIONS

SPONSOR OF THE CONFERENCE MOBILE APP 6,000 EUR
- Logo in the app’s menu header
- One instant message per day from the app sponsor
- Recognition in the programme book and on the website
- Notification of the sponsor’s name in the newsletter with the app usage promotion

SPONSOR OF THE BADGES & LANYARDS 3,000 EUR
- Logo on the back of the delegate badge
- Logo on the lanyard alternating with the conference logo
- Badges will be provided by the conference organiser
- Lanyards will be provided by the sponsor

All inserts, advertisement designs, video files and images must be provided by the Sponsor.

ADVERTISING OPTIONS

INSERTS INTO THE DELEGATE BAGS
Printed insert, max two-page A4 leaflets (limited to 3 slots) 800 EUR
Printed insert, max twelve-page A4 brochure (limited to 1 slot) 1,250 EUR
Copy of an animal science periodical, max 45 pages (limited to 1 slot) 1,000 EUR
A custom promotional item insert, max 50 g (limited to 1 slot) 1,000 EUR
Logo on the conference pen with the conference name (pens provided by the sponsor) 900 EUR
Logo on the conference paper notepads with the conference name (notepads provided by the Sponsor) 900 EUR

ADVERTISEMENTS IN THE PROGRAMME BOOK, CUSTOM PLACEMENT
Quarter-page 850 EUR
Half-page 1,200 EUR
Full page 1,700 EUR

ADVERTISEMENTS IN THE BOOK OF ABSTRACTS, CUSTOM PLACEMENT
Quarter-page 500 EUR
Half-page 700 EUR
Full page 1,000 EUR

DISPLAY OF FREESTANDING BANNERS IN COMMON AREAS AND MEETING ROOMS
Small banner, max size 0.5 x 1 m. 800 EUR
Medium banner, max size 1 x 1 m. 1,000 EUR
Large banner, max size 2 x 2 m. 1,300 EUR

All inserts, advertisement designs and banners must be provided by the Sponsor.
INDUSTRY EXHIBITION

The industry exhibition of the 68th EAAP Annual Meeting is the best way to present products and solutions to decision makers in the animal science and livestock breeding business. This is also a proven starting place for science-business co-operations across countries.

The exhibitions will be set up through the four floors of the conference venue, along with catering areas.

Setup date: 27 August

18 m²  Price: 3,500 EUR or within the PLATINUM SPONSOR package
9 m²  Price: 2,300 EUR or within the GOLD SPONSOR package
6 m²  Price: 1,850 EUR or within the SILVER SPONSOR package
4 m²  Price: 1,500 EUR or within the BRONZE SPONSOR package

Two full delegate badges (incl. the conference dinner) are included within every shell stand fee.

VENUE

The Nordea Concert Hall and the cinema centre halls in Solaris Tallinn convention centre serve as fully functional convention and presentation rooms. It is virtually surrounded by hotels, restaurants, shopping centres, parks and greenery. The convention centre lies just a short stroll away from the heart of Tallinn’s stunning Old Town and many of the essential sights of the city.

Nordea Concert Hall
Estonia pst 9, Tallinn 10143
www.tallinnconcerthall.com

Contact person: Ms. Grete Mark
Email: grete@publicon.ee
Tel: +372 53 855 124

All stands are sold as shell stands with back walls, side walls, one table, two chairs, an info counter, one spotlight per 2 full sq. m., one 4.5A 220V 1.0kW power supply EU standard outlet.

ANY ADDITIONAL WALLS, FURNITURE AND EQUIPMENT MAY BE PURCHASED. PRICES AND AVAILABILITY UPON REQUEST. PLEASE CONTACT THE CONFERENCE SECRETARIAT PCO PUBLICON.
ANNUAL MEETING OF
THE EUROPEAN FEDERATION
OF ANIMAL SCIENCE
www.eaap2017.org