

THE MORE YOU KNOW, THE MORE YOU'LL GROW

APS17

AT THE ICONIC
WESTERGASFABRIEK
November 15-17, 2017

SPONSORSHIP OPPORTUNITIES 2017

We have numerous packages and opportunities for companies to showcase their brands and services or launch new products. Options range from the Opening Cocktail Reception, to the attendee bag given to every attendee that walks the show floor or a chef demonstration.

All APS17 sponsors receive the following benefits:

- Two full attendee passes to the APS, including access to the Opening Cocktail Reception and Keynote Breakfast
- Company listing in the official APS17 Show Directory
- Company logo on the APS17 website before, during and after the event
- Company logo on relevant sponsorship signage at the APS17 venue, Westergasfabriek
- Promotion via our printed, online and social media

SPONSORSHIP PACKAGES

ATTENDEE BAG

Everyone needs a bag to carry event literature and giveaways. These quality APS bags, with your logo prominently placed, are given to all attendees on arrival at the registration desk and will be used for long after the event draws to a close.

AUDIO VISUAL

Your gesture of support will be recognised throughout the event with signage placed strategically in all areas where A/V equipment is used.

BRANDED HOTEL ROOM KEY CARDS

APS attendees come from far and wide and many stay at the official hotel, so you can be assured to receive high counts of advertising impressions every time the key cards are used.

CHEF DEMO - 5 AVAILABLE

Premier celebrity chefs take the stage and incorporate your produce items into their preparations as they explain the recipe and your product's unique attributes.

CHEF DEMO/MEDIA MASTERCLASS

Our Show Ambassador will host the exclusive Media Masterclass and showcase your product and brand to members of the trade, consumer and national media.

CULINARY INNOVATION STATION

Students and their tutors from top culinary schools position themselves within the show to compete for best fresh produce pizza but also to give out lots of tasting samples to hungry attendees. With your product given to the schools in advance, this is a way not only to showcase your items but to also give students valuable exposure to the tastes and textures of your produce.

DIRECTIONAL SIGNAGE

Position your company as a leader and point attendees and exhibitors in the right direction at the APS by placing your logo on directional signage. Every poster with an arrow on it will also feature your logo as a sponsor.

EXHIBITOR REFRESHMENTS

Perfect for foodservice companies, this refreshment area is a welcome oasis for busy exhibitors setting up for the show on Wednesday.

FEATURED NATION

Showcase your nation as a supplier of fresh fruits and vegetables to the Dutch market. "There is a minimum requirement to take 4 exhibitor booths in addition to the package."

ICE SCULPTURE

Display your brand in ice! Be creative, innovative and dynamic and promote your company by creating your logo in ice in a prominent position within the show.

INDUSTRY TOURS

Our industry tours highlight the best of the Dutch produce industry and provide an educational opportunity in an intimate networking environment the day after the APS. The sponsor is responsible for ALL additional costs relating to the tour.

LANYARDS

Every sponsor, exhibitor and attendee that takes part in the APS will wear a lanyard featuring your logo to give your company maximum exposure.



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APS17 CAFÉ

Enjoy complimentary fare at the APS17 Café, located on the show floor on November 3. Your sponsorship will include signage as well as your produce prominently placed near other food and beverages for the morning and afternoon crowds.

MAP OF AMSTERDAM WITH LOGO

Every attendee bag will contain a map of Amsterdam branded with your logo. You can be sure visitors will appreciate recommendations on where to dine, the best shopping options, what's on at the theatre as well as handy insider tips to make the most out of their trip to Amsterdam.

MOBILE PHONE CHARGING STATION

Strategically placed near the show floor and the registration area, attendees can meet and charge their phones at the same time. Your logo will be placed on the station.

NOTE PADS & PENS

Stationery is always a useful tool at any event. Make a lasting impression by providing branded note pads and pens for APS attendees. The sponsor must brand and supply the stationery at their own cost. The note pads will be placed in the delegate bags.

OPENING COCKTAIL RECEPTION

GOLD SPONSOR

SILVER SPONSOR

5 AVAILABLE

Showcase your company at this brand new social gathering on the Dutch fresh produce calendar, featuring a fantastic mix of produce and floral industry professionals in an iconic setting. Brand the Opening Cocktail party's signature cocktail!

PARTNER PROGRAMME

Give the better halves of registered exhibitors and attendees a relaxing and enjoyable VIP experience in the iconic city of Amsterdam.

PARTNER PROGRAMME GIFT

Give a keepsake gift to the better halves of registered exhibitors and attendees relaxing and enjoying a VIP experience in the iconic city of Amsterdam. Sponsor to provide gift at own expense.

PHOTOGRAPHER & FILM CREW

Capturing the moments of the event is an important element to recording the history of our industry. Your logo on each photographer's vest lets the industry know you are supporting an important function of preserving memories.

POCKET SCHEDULE

Brand a handy pocket-sized schedule outlining the APS programme of events.

PRESS ROOM

Link your product to the readers of key business, trade and consumer publications as well as influential web editors and bloggers. Your sponsorship includes product placement within the room, signage and giveaways.

PROMOTIONAL GIVEAWAY

You supply a pre-approved branded item, at your own cost, and we will insert it in the attendee bags.

PUBLICATION RACKS

Located strategically near the registration area, attendees will stop by the branded publication racks to take complimentary magazines.

REGISTRATION DESK

Every attendee must register for APS and collect their badge and bag, so this sponsorship is a guarantee of at least 1,000 impressions. In addition, the registration desk is located in a high traffic area near the Opening Cocktail Reception.

STUDENT PROGRAMME OPTIONS

CULINARY STUDENT PROGRAMME

HORTICULTURE STUDENT PROGRAMME

STUDENT DINNER

STUDENT TOUR

STUDENT BAG

Support the industry in its constant drive to attract new talent by offering students of horticulture, business and culinary subjects the opportunity to meet, learn and engage with representatives of the fresh fruit and vegetable industries.

SEMINAR PROGRAMME

Raise awareness of your brand at the APS Seminar Programme attended by hundreds of industry colleagues keen to learn from leading industry minds.

SHOW DIRECTORY

Sponsor the official Show Directory and receive a DPS advert in a prominent position. Your advert will be seen by every attendee at the show and back at the office where the pocket-sized book is used for reference.



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THOUGHT LEADERS BREAKFAST PANEL

MAIN SPONSOR

Raise awareness of your brand at the Thought Leaders Breakfast Panel, attended by hundreds of industry colleagues sharing breakfast and fellowship, and where the audience is guaranteed of at least 10 top buyers on stage. Hosted by Perishable Pundit Jim Prevor, the Keynote Panel sets the stage for continued conversation throughout the rest of the day.

Extensive promotion will be given to the main sponsor of this key event. A 2-minute video can also be played. Branded posters will be placed in the Ballroom and product/literature can be placed on tables and chairs.

THOUGHT LEADERS BREAKFAST PANEL

SUPPORT SPONSOR

The support sponsor's logo will feature on digital signage throughout the Keynote Panel. A 2-minute video can also be played.

USB

Brand and supply, at your own cost, a very useful tool. Attendees will find the USB in their bag.

VIP BUSINESS LOUNGE

Endorse the APS business lounge where our VIPs can meet and do business in a relaxed, corporate setting.

WELCOME POSTERS - 2 AVAILABLE

Brand the Welcome Posters which will meet and greet APS17 attendees. Your options include the Opening Cocktail Reception or the Trade Exhibition the following morning. Each package includes 6x framed A3 posters.

WIFI CARDS

Stay connected with your colleagues and clients at the APS by providing Wi-Fi cards to all exhibitors.

NB. Kindly note that the minimum sponsorship spend for non-exhibitors is €3000.

TO FIND OUT MORE ABOUT THE APS SPONSORSHIP
PACKAGES, CONTACT:



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