



**FINAT**

Empowering the label industry

# FINAT MEDIA AND SPONSORING OPTIONS 2024

B2B ADVERTISING & MARKETING OPPORTUNITIES

LINKING THE LABEL COMMUNITY  
LIVE, ONLINE AND IN PRINT

2024 will be a busy year with three FINAT Events (the European Label Forum, the #LABELicious competition and the Seminar). To help you choose the right medium to profile your company, we have developed a number of combined marketing (B2B) packages. Of course the stand-alone options of advertising and sponsoring an event will remain available as well.

## PRICES STAND-ALONE OPTIONS

### ADVERTISING

<b>YEARBOOK</b>	Full page   € 3,655	Half Page   € 2,990	Quarter page   € 2,475
<b>LNO</b>	Full year   € 2,165	Half year   € 1,185	Quarter year   € 775
<b>WEBSITE</b>	Full year   € 1,650	Half year   € 980	Quarter year   € 540

P.S. A 15% discount is given if a combination of two or more options is chosen. For agencies a 5% discount for adverts in the Yearbook will apply.

### SPONSORING

<b>EUROPEAN LABEL FORUM</b>	Gold   € 6,000	Silver   € 3,500	Bronze   € 1,750 (tabletop only)
<b>TECHNICAL SEMINAR</b>	€ 900		
<b>#LABELICIOUS INDUSTRY PARTNERSHIPS</b>	<b>Platinum</b> € 3,000	<b>International (6 companies)</b> € 1,500	<b>National (2 per Country)</b> € 750
	One week, cost covered internship for one of the three international winners (sponsor linked to Specialty Class Award)	-	Optional: one week, cost covered, internship for national winner
	Active outreach through partner-owned channels such as website, email newsletter etc.	Active outreach through partner-owned channels such as website, email newsletter etc.	Active outreach through partner-owned channels such as website, email newsletter etc.

## PRICES COMBINED PACKAGES

(COVER A BROAD RANGE OF POSSIBILITIES FOR THE FULL YEAR)

PACKAGE	PRICE	SPONSOR ELF	SPONSOR #LABEL ICIOUS	SPONSOR SEMINAR	ADVERT YEAR BOOK	ADVERT LNO	ADVERT WEB	REGULAR PRICE	ROI/ DISCOUNT	%
<b>TITANIUM</b> full coverage (sponsorship all events + all media)	€ 12,000	X (gold)	X (inter- national)	X	X (1 page)	X (1 year)	X (1 year)	€ 15,870	€ 3,870	24%
<b>DIAMOND</b> partial coverage (all events + 1 media)	€ 7,000	X (silver)	X (inter- national)	X	X (1/4 page)	-	-	€ 8,375	€ 1,375	16%
<b>PEARL</b> partial coverage (all media)	€ 6,000	-	-		X (1 page)	X (1 year)	X (1 year)	€ 7,470	€ 1,470	19%

# DETAILS AND TECHNICAL SPECIFICATIONS

## ADVERTISING

### DEADLINES




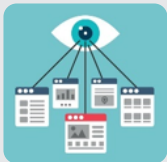
	PUBLISHING DATE	RESERVATION ADVERTS	CLOSING DATE ARTICLES
YEARBOOK	18 November	21 October	7 October
LNO	Every second Thursday of the month (starting 11 January)		

### TECHNICAL SPECIFICATIONS | ADVERT SIZES

YEARBOOK*	LNO	WEBSITE BANNER
<p>1/1 page 185x250 mm (w x h) 206x 271 mm (bleed-off)</p> <p>1/2 page 85x250 mm (w x h) 185x120 mm (w x h)</p> <p>1/4 page 85x120 mm (w x h) 185x55 mm (w x h)</p> <p><i>* File to be sent as a high resolution certified PDF (document size has to be the same as advertisement size) and in Postscript (always enclose fonts).</i></p>	<p><b>WxH</b> 630 x 150 px</p> <p><b>Format/size</b> JPEG / Max 99 Kb</p> <p><b>Resolution</b> 72 dpi</p>	<p><b>WxH   Welcome page</b> 728 x 90 px</p> <p><b>WxH   Further pages</b> 300 x 250 px</p> <p><b>Format</b> JPEG or animated GIF</p> <p><b>Resolution</b> 72 dpi</p> <p><b>Size</b> Max 99 Kb</p>

### COVERAGE & CIRCULATION

Our editions are distributed in a controlled circulation to targeted readers **worldwide**. Our readership includes FINAT member companies (label printers & suppliers), national & regional label associations and their members, packaging magazines, and subscribers from the labelling and adjacent industries.

PRINT RUN	ONLINE ADDRESSES	COVERAGE IN COUNTRIES	PAGE VIEWS PER MONTH
			
<b>2,750</b>	<b>3,500</b>	<b>70</b>	<b>13,750</b>

# SPONSORING

## EUROPEAN LABEL FORUM

### GOLD SPONSOR

- Listing as Gold Sponsor in all official FINAT ELF documentation as of mid-March 2024
- Full page f/c advert in programme book (supply as PDF 10 x 20.5 cm, w x h)
- Company logo for FINAT sponsor banner and website (supply in 2 formats:
  - EPS
  - JPEG 200x200 pix)
- Company banner rotating on FINAT website (1 May - 1 October)  
*supply in 2 formats:*
  - 728 x 90 w x h (animated) GIF
  - 300 x 250 w x h (animated) GIF
- Company banner on ELF website  
*(supply as: 320 x 460 pix w x h in animated GIF)*
- Company description on ELF website (max 150 words)
- Company listing in event app (details tba)
- Free tabletop (table + electricity) for the entire duration of the forum
- Free entry to the forum for the 1st delegate
- Two VIP tickets for your customer (label printers that are not a member of FINAT yet)
- Free 10-seconds' video promotion of your company or product on screens during the B2B breaks

### SILVER SPONSOR

- Listing as Silver Sponsor in all official FINAT ELF documentation as of mid-March 2024
- Half page f/c advert in programme book  
*(supply as PDF 10 x 11 cm, w x h)*
- Company logo for FINAT sponsor banner and website (supply in 2 formats:
  - EPS
  - JPEG 200x200 pix)
- Company description on ELF website (max 100 words)
- Company listing in event app (details tba)
- Free tabletop (table + electricity) for the entire duration of the forum
- 50% discount on participation fee 1st delegate
- Two VIP tickets for your customer (label printers that are not a member of FINAT yet)

### BRONZE SPONSOR

- Listing as Bronze Sponsor in all official FINAT ELF documentation as of mid-March 2024
- Free tabletop (table + electricity) for the entire duration of the forum
- Option to sponsor either lanyards or pens, or pads

### SEMINAR

- Free tabletop for the entire duration of the seminar
- Exhibitor listing (company name and logo) in all official FINAT seminar documentation as of September 2024
- Company logo rotating on FINAT presentation during the seminar



Tabletop ELF2023, Vienna

## #LABELICIOUS

The return commitment of the partnership by FINAT consists of the following elements:

- Brand visibility as Partner (per partner type) in all campaign-owned communications (Website, Newsletter etc.) to young talent in the competition and to all international industry stakeholders as investor in future workforce.
- Press release to international media about partnership
- And:



### PLATINUM SPONSOR

- One seat per partnership in the international professional jury
- 1 interview on the #LABELicious website (+ social/PR-supported announcement) on future workforce development
- A ½ page A4 advertorial (text, logo – specs TBD) in the #LABELicious editorial section of the FINAT 2024 Yearbook (released Oct/Nov 2024)
- Listing as #LABELicious partner on www.labelicious.eu or product on screens during the B2B breaks.

### INTERNATIONAL SPONSOR

- One seat per partnership in the international professional jury
- A ½ page A4 advertorial (text, logo – specs TBD) in the #LABELicious editorial section of the FINAT 2024 Yearbook (released Oct/Nov 2024)
- Listing as #LABELicious partner on www.labelicious.eu

### COUNTRY SPONSOR

- Press Release to national media to announce country partnership
- A ½ page A4 advertorial (text, logo – specs TBD) in the #LABELicious editorial section of the FINAT 2024 Yearbook (released Oct/Nov 2024)
- Listing as #LABELicious partner on www.labelicious.eu

## DEADLINES

	APPLICATION SPONSORSHIP	SUPPLY OF LOGO	SUPPLY OF OTHER VISUALS & DOCS
ELF	No later than 25 April	Upon application but no later than 25 April	No later than 2 May
#LABELICIOUS	No later than 5 March	Upon application but no later than 5 March	No later than 18 March
SEMINAR	No later than 10 October	Upon application but no later than 17 October	No later than 21 October

## APPLICATIONS

CLICK HERE OR SCAN THE QR CODE FOR THE FORM.



## INFORMATION

For more information and a tailor-made offer, please contact Jakovina van Haeringen at the FINAT secretariat.

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**FINAT - THE ASSOCIATION FOR THE EUROPEAN LABEL INDUSTRY**