

16º CONGRESO **AESS**
Y FERIA DE PROVEEDORES ASOCIACIÓN ESPAÑOLA DE SELF STORAGE

MADRID 06/07 MARZO 2024
HOTEL PUERTA DE AMÉRICA



SPONSORSHIP PROPOSALS

Join us as a strategic partner at the AESS Congress

Madrid

March 6 and 7, 2024

AESS
ASOCIACIÓN ESPAÑOLA DE SELF STORAGE

FEDERATION OF EUROPEAN
FEDESSA
SELF STORAGE ASSOCIATIONS

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Who is the Spanish Self Storage Association?

The AESS (Spanish Self Storage Association) is the association that represents the Self Storage sector in Spain. Our members actively participate in the Self Storage sector in Spain and represent both large operators with several centres as well as smaller companies and independent operators.

Currently (based on November 2023), the AESS has 58 operators and 351 self storage centres in operation, plus 6 provisional members who are in the pre-opening stage. This number continues to grow, reflecting the constant interest and growth of the Self Storage industry in Spain. The AESS plays a key role in providing information and guidance to potential operators wishing to enter our market.

The main objective of this congress and supplier fair is to further strengthen and improve the Self Storage sector in our country. The content of the conferences will be adapted to the current situation in Spain, giving our members the opportunity to acquire knowledge and strategies that will allow them to improve their business results. In addition, we will have simultaneous translation into English and we will attract renowned speakers to enrich the experience of our attendees.

Why should you sponsor this Self Storage Conference and Trade Show?

Access to growing market

The Self Storage sector in Spain is constantly growing, with an increasing number of operators and centres in operation.



By sponsoring the AESS Conference and Trade Show, suppliers have the opportunity to connect with a highly targeted and constantly growing audience. This allows them to expose their products or services directly to Self Storage operators, who are potential customers in constant need of supplies, technology and services to improve their operations. By being part of this conference, suppliers can position themselves as strategic partners and preferred suppliers to a growing industry.

Networking and Business Relationships

The AESS Conference and Trade show brings together a wide variety of players in the self storage industry, including operators, investors and industry professionals



By sponsoring the event, suppliers have the opportunity to establish valuable business relationships and network with industry leaders and decision makers. These connections can open doors to long-term business opportunities and strategic collaborations. In addition, the show provides a conducive environment to engage in direct conversations with potential customers and better understand needs, which can help tailor your products or services more effectively for the self storage market.

Visibility and Brand Recognition

By becoming a sponsor of a major event such as the AESS Conference and Trade Show, suppliers can significantly increase their brand visibility. This includes the inclusion of their name and logo on all promotional materials, on the event website and in communications to attendees.



In addition, they can highlight their products or services in live displays and demonstrations during the show. This exposure to a highly focused self storage industry audience can help improve brand recognition and generate interest in your offerings, which can translate into increased sales and consumer preference.

These are three key reasons why suppliers may find it valuable to sponsor the AESS Conference and Trade Show. Each of these reasons highlights the tangible benefits they can gain from being part of this event and support the growth of the self storage industry in Spain.

Venue The Hotel Puerta de América, Madrid

The Hotel Puerta de América in Madrid stands out as the ideal choice for our event. It was conceived as a collaborative project by 18 internationally renowned architects and designers, including Jean Nouvel, Zaha Hadid, Norman Foster and Javier Mariscal. Each floor is designed by one of the different architects, with the floor where the Fair and the Congress will be located being signed by John Pawson.

Strategic Location



The Hotel Puerta de América is located in the heart of Madrid, which makes it easy to access from anywhere in Spain. Its proximity to the airport (only 15 minutes by taxi), train stations and public transport services makes it an easily accessible location for our attendees.

Modern and Versatile Facilities



This hotel is known for its state-of-the-art facilities and innovative architectural design. It offers a variety of versatile spaces that adapt perfectly to our needs. From spacious conference rooms to an outdoor area where we can accommodate containers for those sponsors who wish to use them. It has everything we need to hold a successful congress.

Accommodation



The hotel has high quality accommodation to ensure that our participants have a comfortable and pleasant stay. The rooms are designed with a focus on comfort and elegance, providing a peaceful retreat after a day full of conferences and activities.



Address:
Avenida de América, 41
28002 Madrid

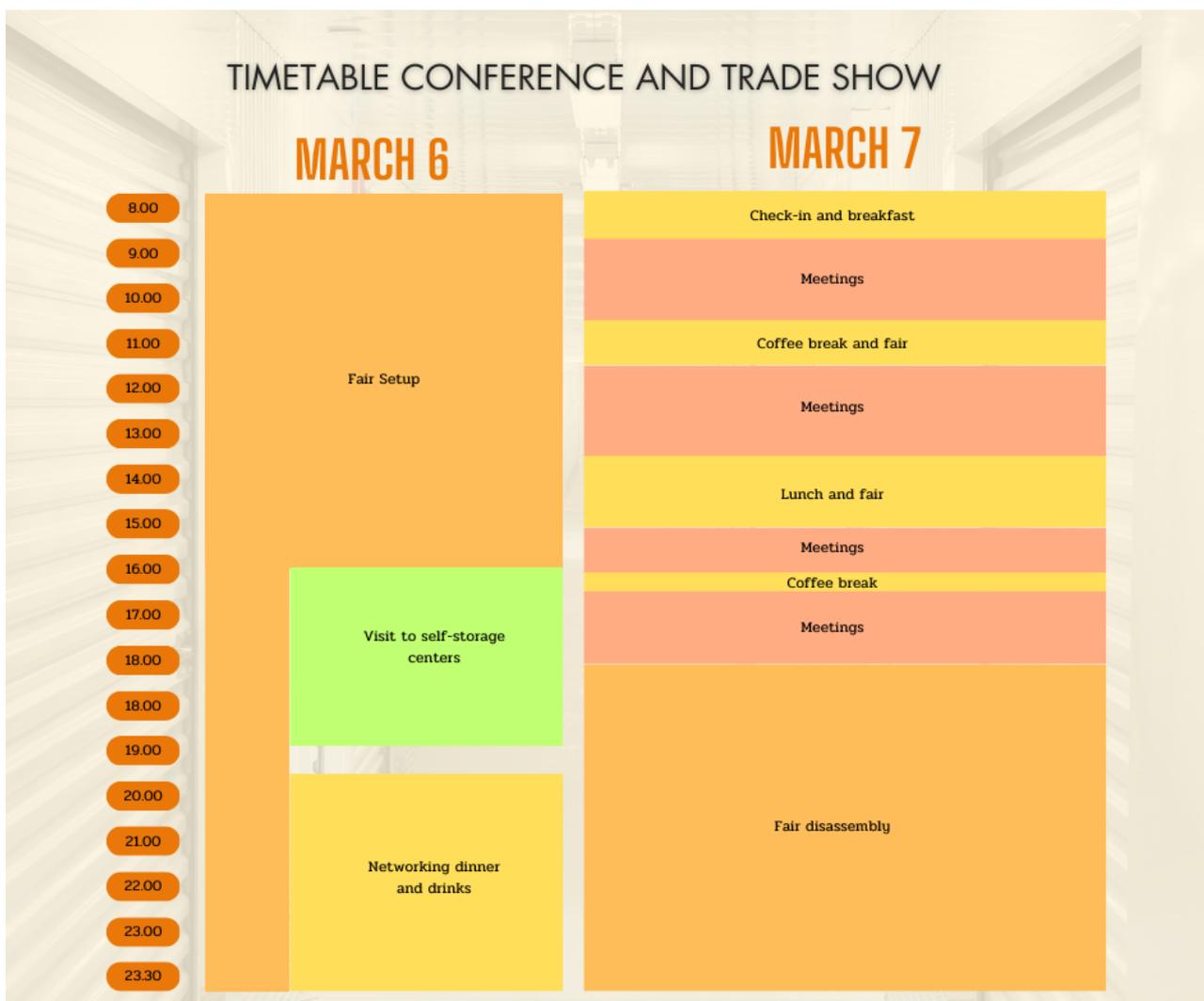
Conference and Trade Show

The Conference and Trade Show will be held in the room next to the plenary room. For this purpose, we have rented a room of approx. 570 m2 and 3.70 m in height for the trade fair and another room of 380 m2 for the conferences for 2 days.

On the 6th of March, we will be setting up the exhibition from 8 a.m. onwards. Suppliers will be able to enter from 2 p.m. (with prior notice) to finalise their stands.

We will visit the selected centres from 4 p.m. and in the evening we will enjoy a networking dinner followed by 2 hours of open bar, with a special view of Madrid.

The Trade Show will open on the 7th of March at 8 a.m. where you will be able to show your products and services during the day. The trade show will be open until 6 p.m. We will disassemble the stands after 6 p.m.



Room reservations

We have 90 rooms reserved for the Conference so make your reservation as soon as possible. This hotel will be both the venue for the conference and the trade show as well as for the networking dinner on March 6. Buses will also leave from the same hotel to the self storage centres during the visit on March 6.

Don't leave the hotel booking for later. It will help you to make a better exhibition.

price room 1 person
190€

price room 2 persons
210€

The rooms of this hotel have ten spectacular and unique designs located between the 2nd and 11th floor. All hotel rooms offer two types of beds: Queen Bed or Twin Bed with two mattresses.

Enjoy spectacular panoramic views of the city from the large windows in all our rooms. The floor and bed type are assigned at check-in ensuring a unique experience for each guest. When booking directly through the web, you will have exclusive benefits such as exclusive parking (subject to availability on arrival), welcome drink and late check out at 14:00 according to availability when booking directly through the web.

[**BOOK YOUR ROOM NOW**](#)



Sponsorship and Exhibition stand pricing policy

The Spanish Self Storage Association has counted on the annual support of sponsors from the sector since its beginnings. These sponsorships play a fundamental role in carrying out various activities throughout the year, complementing the fees of the operating members.

On this occasion, we express our sincere thanks to these key partners. As a gesture of appreciation, we have established a special discount on each of their contributions as exhibitors and/or sponsors at our next trade show. This discount will apply to those suppliers who have completed payment of their annual AESS supplier membership fee prior to the event.

We invite you to review the conditions and benefits of AESS supplier membership.

We are confident that this partnership will not only strengthen the industry, but will also provide significant advantages for your participation in key AESS events and activities. Join us and be part of the continued growth and success in the world of Self Storage in Spain!

Very important notice

No self storage service provider will be allowed to attend the congress or the conferences without being an exhibitor or sponsor.

The organisers cannot be held responsible for any expenses incurred by any supplier who has purchased an operator ticket and who has booked tickets or hotels.

The organisers reserve the right of admission at all times.

[benefits of AESS
supplier membership.](#)



I . Platinum Package - from 4.100 € (max. 3 Platinum sponsors)

Pre-conference advertising and promotion:

- Logo as main sponsor on all conference materials including; magazine articles, press releases, printed conference brochure, FEDESSA and AESS websites, FEDESSA and AESS email alerts, email signature banners, attendee confirmation emails and social media.
- Full-page Conference ad in Unlocked magazine to promote the conference with your logo as the main sponsor.
- Your logo in the footer of all attendee list pages.
- Full-page advert in the online conference brochure to be sent out before registration.
- An advertorial in one of the following AESS e-newsletters (December 2023, January 2024 or March 2004). The supplier must send the information to AESS at least 15 days before the closing date of the newsletter where the advertorial will be published.
- Full page advertisement in the programme of the attendees.
- Presence in all AESS newsletters as a sponsor of the show.
- Acknowledgement by the presenter during the event.

II . Platinum Package - from 4.100 € (max. 3 Platinum sponsors)

Advertising and promotion during the conference

- Placement of a roll-up display on the main stage during the conference. The display will be designed together with AESS and FEDESSA. Production costs will be paid by the supplier.
- Display of your logo on the badge lanyards.
- Display of your logo and recognition as Main Sponsor on the main screen in the conference room
- Display of your logo as Main Sponsor on electronic signage throughout the venue.

Exhibition stand

- A stand size of 6 x 2m is included in your package. The cost of stand design and implementation will be paid by the sponsor.
- Priority choice of location in the exhibition area and catering.

Promotional material

- Opportunity to place gift items or promotional material inside the conference bags - materials will be provided by the sponsor.

Conferences passes

4 full conference passes, including all sessions and dinner

Supplier associated with AESS platinum package	Supplier associated with FEDESSA platinum package	Non-associated supplier platinum package
4.100€*	4.600€*	5.000€*

** These prices do not include VAT

We invite you to review the conditions and benefits of being an AESS associated supplier [HERE](#).

Only available for single brand stand

**Do you want to
be a platinum
sponsor?**



Gold Sponsors - from 3.150 € (max. 3 Gold Sponsors)

Pre-conference advertising and promotion:

- Logo as a sponsor on all conference materials including; magazine articles, press releases, printed conference brochure, FEDESSA and AESS websites, FEDESSA and AESS email alerts, email signature banners, attendee confirmation emails and social media.
- Full-page ad in Unlocked magazine to promote the conference with your logo as sponsor.
- Half-page ad in the conference brochure for registration.
- Half-page advert in the attendee programme

Advertising and promotion during the conference:

- Placement of your own pop up banner at the entrance of the auditorium where the presentations take place.
- Display of your logo and recognition as Gold Sponsor on the main screen in all slides of the celebration.
- Display of your logo as a Sponsor on electronic signage throughout the venue.

Exhibition stand:

- This sponsorship includes a 4 x 2m stand. The Gold Sponsor will be responsible for the cost of stand design and implementation.
- Choice of location in the exhibition area and catering after platinum sponsors.

Promotional material:

- Opportunity to place giveaway items or promotional material inside the conference bag - materials will be supplied by vendors.

Conference passes:

- 3 full conference passes, including all sessions and dinner.

Supplier associated with AESS gold package
3.150€*

Supplier associated to FEDESSA gold package
3.500€*

Non-associated gold package
3.900€*

* These prices do not include VAT

We invite you to review the conditions and benefits of being an AESS associated supplier [HERE](#).

Only available for single brand stand

**Do you want to be
a gold sponsor?**



Proposals for major sponsors

Silver Sponsors - from 2.250 €

Pre-conference publicity and promotion:

- Logo as a sponsor on all conference materials including; magazine articles, press releases, printed conference brochure, FEDESSA and AESS websites, FEDESSA and AESS email alerts, email signature banners, attendee confirmation emails and social media.

Advertising and promotion during the conference

- Display of your logo and recognition as a Silver Sponsor on the main screen on all slides at the celebration.ta

Exhibition stand:

- Basic exhibition stand. Any enhancements may be made at the sponsor's expense
- Priority choice of location in the exhibition and catering area, after being chosen by the PLATINUM and GOLD sponsors.

Promotion material:

- Opportunity to place gift items or promotional material inside the conference bag - materials will be supplied by suppliers.

Conference passes:

- 2 full conference passes, including all sessions and dinner.

Supplier associated to AESS silver package
2.250€*

Supplier associated to FEDESSA silver package
2.500€*

Non-associated supplier silver package
2.800€*

* These prices do not include VAT

We invite you to review the conditions and benefits of being an AESS associated supplier [HERE](#).

Only available for single brand stand

Do you want to be a silver sponsor?



Other sponsorship options

Lunch Sponsor

Pre-conference publicity and promotion:

- Logo as main sponsor on all conference materials including; magazine articles, press releases, printed conference brochure, FEDESSA and AESS websites, FEDESSA and AESS email alerts, email signature banners, attendee confirmation emails and social media.

On-site branding:

- Logo placement on the lunch buffet. Verbal recognition by presenter during the event.
- Priority choice of location in the exhibition and catering area.

Promotional materials:

Opportunity to place giveaway items or promotional material inside the conference bag - materials will be supplied by vendors.



Coffee break sponsor

Pre- conference publicity and promotion:

- Logo as a sponsor on all conference materials including; magazine articles, press releases, printed conference brochure, FEDESSA and AESS websites, FEDESSA and AESS email alerts, email signature banners, attendee confirmation emails and social media.

On-site branding:

- Logo placement on the coffee breaks buffet

Promotional materials:

- Opportunity to place giveaway items or promotional material inside the conference bag - materials will be supplied by vendors.



Other sponsorship options

Walking Dinner sponsor

Publicity and promotion prior to the conference:

- Logo as main sponsor on all conference materials including; magazine articles, press releases, printed conference brochure, FEDESSA and AESS websites, FEDESSA and AESS email alerts, email signature banners, attendee confirmation emails and social media.

On-site branding:

- Logo placement at the dinner. Verbal acknowledgement by the start of the conference

Promotional materials:

- Opportunity to place giveaway items or promotional material inside the conference bag - materials will be supplied by vendors.

Conferences passes:

1 full conference pass, including all sessions and dinner.



Sponsor of the welcome wine

Pre-conference publicity and promotion:

- Logo as main sponsor on all conference materials including; magazine articles, press releases, printed conference brochure, FEDESSA and AESS websites, FEDESSA and AESS email alerts, email signature banners, attendee confirmation emails and social media.
- Logo placement. Verbal recognition by the presenter during the event

On-site branding

- Logo placement.
- Verbal acknowledgement by presenter the day during the event.

Promotion materials:

- Opportunity to place giveaway items or promotional material inside the conference bag - materials will be provided by suppliers.ta



ORGANIZED BY

Notepads and pens on chairs

Notepads and/or pens will be placed on all attendees' chairs:

- Notepads and pens must be supplied by the sponsor and delivered to the venue prior to the event.



Exhibition stand

The individual stand includes:

- Exhibition stand as shown on the picture below
- Size 3m x 2m so exhibitors can add their own branding and banners
- 2.50m high walls with matt anodised aluminium frame and white laminated infill
- 1 m high white melamin boards for side walls
- 1 sign with computer-cut vinyl lettering on white laminate infill per booth
- Lighting - two spotlights per cab mounted on the light rail inside the fascia
- One 2 amp power socket per booth
- Attendee list provided prior to the conference
- Inclusion on the exhibition page on the website and in the final conference guide

Publicity and promotion prior to the conference:

- Logo on the exhibition list on the FEDESSA and AESS website

Exhibition stand:

- Standard space in the indoor area of the fair.

Promotional material:

- Opportunity to place giveaway items or promotional material inside the conference bag - materials will be provided by the supplier.

Conference passes:

- 1 full conference pass

Exhibition stand model



Supplier associated to AESS
exhibition stand

1.600€*

Non-associated supplier
exhibition stand

2.200€*

Supplier associated to
FEDESSA exhibition stand

1.800€*

**Do you want to be
an exhibitor?**



* These prices do not include VAT

We invite you to review the conditions and benefits of being an AESS associated supplier [HERE](#).
Only available for single brand stand

Container

This year we will have an outdoor area next to the trade show for those container suppliers who wish to show their products and chat with container operator members about their requirements. We have an outdoor space next to the trade show area, specifically designed for suppliers who, in addition next to an indoor stand. You can bring a container with dimensions of approximately 3x2m.

Exhibitors with containers can have more space but should contact the organisation to obtain an adjusted price. In accordance with the hotel's specifications, it is essential that the outdoor containers are placed on a weight-distributing board.

The responsibility for providing this platform rests with each supplier, taking into account the final dimensions of their own stand. The stand installation company can also provide this platform, but the price is not included in the initial price and will be quoted on request.

Container
from
1.000€*



**Do you want to set up a
container at the fair?**



* These prices do not include VAT

We invite you to review the conditions and benefits of being an AESS associated supplier [HERE](#).
Only available for single brand stand

Other relevant information

Very important notice for all attendees

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The organisers cannot be held responsible for any costs incurred by any supplier who has purchased an operator ticket and booked tickets or hotels.

The organisers reserve the right of admission at all times.

Conditions and benefits of being an AESS associated supplier

Acces to all the info [here](#) if you are not yet an AESS provider

Registration form as a sponsor or exhibitor

FILL OUT THE REGISTRATION FORM AS AN EXHIBITOR AND/OR SPONSOR

Sponsor and exhibitor cancellations

Cancellations of sponsorships and/or exhibitors are subject to:

Cancellations before January 31, 2024 – 50% refund

Cancellations after February 1 – no refund

Contact persons

For any questions or clarifications, please contact:



Sole Martínez

gerencia@aess.es

Reserva cita para hablar de la feria [AQUI](#)



Paola Barraza

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