

FEDESSA 2021 CONFERENCE & TRADE SHOW

BIRMINGHAM – SEPTEMBER 20 & 21

SPONSORSHIP PACKAGES



**Searching for ways to maximise
your company coverage?**

**Looking for innovative ways to
promote your brand?**

**Thinking of exploring
opportunities in a
growing market?**

**Want to make more sales and
business contacts?**

Almost 2 years since we last held the last FEDESSA conference we are pleased to invite you back to the UK for the 2021 event

This is a unique branding opportunity for your company within the growing business of self storage. We encourage you to consider the sponsorship packages outlined in this document.

WHO ARE WE?

The Self Storage Association UK (SSA UK) is an Association comprised of self storage facility owners, managers and suppliers. Our goal is to foster the development of the self storage industry on a sound ethical and professional basis. As the self storage industry grows, our commitment also grows - to increase public awareness, stimulate industry growth, remain up to date with relevant business trends and provide dynamic events and education to members and the public. The SSA UK is also a principle member of FEDESSA, the Federation of European Self Storage Associations, representing self storage operators from all across Europe.

ABOUT THE EUROPEAN SELF STORAGE INDUSTRY

- Over €1 Billion turnover annually
- Over 800,000 customers using self storage
- Over 10million square meters of storage space in Europe with over 4,000 self storage stores.
- The industry has shown solid growth over the past 5 years including throughout the COVID-19 pandemic
- Lots of independent operators with the top 10 operators only having 27% of the stores.



ABOUT THE ANNUAL EUROPEAN CONFERENCE & TRADE SHOW 2019 'WHAT'S IN IT FOR ME?'

The FEDESSA annual European Conference & Trade Show is being hosted in Birmingham on the 20th and 21st of September, taking place at the Hilton Metropole in the NEC complex.

This will be a COVID-19 compliant event. Based on current government guidelines there should be limited social distancing required, however allowances have been made with the venue in case this advice changes. Extra space has been provided for in both the conference room and trade show. This is an integrated venue with the hotel rooms on site and all the conference and exhibition space on a single level to allow for easy movement of delegates.

Our line-up includes leading speakers and presenters from the business world of today, plus numerous self storage professionals from Europe and around the world to provide insight, education and promote discussion and growth.

A major highlight of the event is the Trade Show. This is the biggest Self Storage Trade Show outside the USA. Many of our members have expressed how much they missed not having the trade show last year and we expect high levels of interest this year.

There are numerous networking opportunities where you can mix with potential and existing customers, including 2 dinners and daily breakfast in the trade show.



All prices in this document are exclusive of VAT.

Process and timelines

Sponsorship applications will be initially assessed on May 21.

Trade show stands will be allocated firstly to the major sponsors and then on a first come firsts served basis.

The sponsorship packages outlined will be awarded following discussions with all bidders to ensure that the needs of both the event and the sponsors are suitably met. There is the opportunity to tailor the packages to your specific needs. Please contact Bryony or Helen at events@ssauk.com or on +44 1270 623 150 for more details.

Sponsorships and trade stands will not be secured until the deposit of £1,500 is received. If you have a deposit on hold from the Portugal conference this will be applied to this event.

Trade show stands will be allocated firstly to the major sponsors and then on a first come firsts served basis. The trade show floor plan will be released later in the year once the number of exhibitors has been finalised and any social distancing requirements confirmed. When the plan is released, exhibitors will be contacted in the order their applications were received to agree on a suitable trade stand position.

FEDESSA reserves the right to award sponsorships and trade stands to businesses based on their selection criteria, which includes but is not limited to, membership of the association, prior involvement with FEDESSA events and considering competing interests of sponsors and exhibitors.

Cancelation provisions and COVID compliance

We have selected the venue and location for this event as it has flexibility to adapt if there are social distancing or other requirements due to the pandemic. The conference space is all on one level which makes it easier to move people around the venue, between plenary rooms and the trade show. With almost 50% of the industry in the UK there are less travel restrictions on these delegates, but we envisage travel from most of Europe will be open to the UK by September.

In the unlikely circumstance the event is cancelled for any reason then all exhibitors and sponsors will receive a full refund including deposits.

If there are pandemic related travel restrictions that prevent you travelling to the UK, including isolation or hotel quarantine then deposits can be held over for another FEDESSA event and any other costs will be refunded.

WHY SPONSOR WITH US....?

Engage valuable, key decision makers in the self storage industry across two days all under one roof.

Reach over 2,000 self storage operators and investors via a promotional campaign in the months leading up to the event, such as industry magazine, website content, eNews and brochures.

Align with a motivated, progressively driven industry across the European event.

Major Sponsorship £15,000

ADVERTISING

- Placement of your logo and promotion of your business as the Major Sponsor on all conference promotional material including acknowledgement in magazine articles, press releases, printed conference brochures, the final programme, the SSA UK and FEDESSA websites, on the Dinner Menu and by the conference moderator on the evening of the Awards Dinner.
- Full page editorial in UnLocked magazine prior to the Conference with content agreed by the SSA UK.
- Your logo in the footer of all pages of the delegates' programme.
- Exclusive advertising (full page) in the first registration brochure.
- Full page advertisement in final registration brochure.
- Full page advertisement in the delegates' programme.

ADDITIONAL ADVERTISING AT THE EVENT

- Placement of signage on stage throughout the conference a position agreed to by the SSA UK. Signage is to be supplied by you and of a design approved by SSA UK.
- Exclusive sponsorship of the conference bags with your logo and the FEDESSA Conference logo only. Bags and artwork supplied by SSA UK using your logo artwork.
- Opportunity to place give-away items or promotional material inside the conference bag – materials to be supplied by you.
- Display of your logo and recognition as Major Sponsor on main screen on all holding slides (in conjunction with sponsors of the breaks or events).
- Display of your logo as Major Sponsor on electronic signage throughout venue.
- Exclusive opportunity to place your branding within the venue as per their guidelines, such as flagpoles and wall branding. Any additional cost from the venue will be charged to you.

CONFERENCE PRESENCE

- 1 Oversized (24 square meter) Trade Stand at the Conference including basic shell scheme, signage and power. Priority choice of the location of this stand prior to general release.
- 4 x Full Conference passes including all sessions, Trade Show and social events.
- Conference only passes for 6 people of your choice including access to the Trade Show and all sessions (but excludes the evening social events).
- Opportunity to address the delegates for a maximum of 5 minutes at the opening of the conference.

AWARDS DINNER

- Sponsorship of the Awards Dinner, including naming on all promotional material, recognition by the MC throughout the night, promotional material on tables and speech (5 minute maximum) by company representative during the function.
- Acknowledgement of your business at the Awards Dinner and throughout the event as the Major Sponsor of the Conference.

Exclusive rights.

Only one Major Sponsorship available.



Platinum Sponsorship £10,500

ADVERTISING

- Full page advertisement (supplied by you) included on the inside front cover of the Final Registration Brochure, direct mailed to over 2,000 self storage operators across Europe.
- Full page advertisement in the delegates' programme.
- Listing on the SSA UK and FEDESSA websites as the Platinum Sponsor for the event.
- Listing on all brochures as Platinum Sponsor.

WELCOME FUNCTION

- Sponsorship of the Cultural Dinner on Monday night.
- Verbal recognition from MC during Monday's sessions.
- Visual recognition on screen leading into afternoon breaks on Monday.
- Option of placing branding or promotional material throughout the venue during event.

SPONSORSHIP OF AN AWARD

- Sponsorship of a FEDESSA industry award of your choice including naming rights for that award.
- Your logo and/or name is associated with all the promotion of that award.
- Your name is on the award trophy and you can present the award and give a short speech at the Awards Dinner.
- Recognition in a promotional piece on the winners in UnLocked magazine and on the SSA UK and FEDESSA websites.

CONFERENCE PRESENCE

- 4 x full tickets to the Conference including all social events plus 4 sessions only passes.
- 1 over sized Trade Show stand (18sqm) – second choice priority pick following Major Sponsor.
- Ability to address the conference or play a video for 5 minutes at a time to be determined by FEDESASA
- Host a Round Table. You can host a round table on any topic of your choosing at the round table sessions. These sessions are an opportunity to discuss topics with delegates in small groups (10 – 20 people) and further build relationships and your company's brand awareness.
- Verbal acknowledgement by the MC of your sponsorship throughout the event.
- Promotional material (supplied by you) included in the delegates' bags.

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Diamond Sponsorship 1 £9,000

ADVERTISING

- Full page advertisement (supplied by you) included in the Final Registration Brochure, direct mailed to over 1,400 self storage operators across Europe.
- Listing on the SSA UK and FEDESSA websites as a Diamond Sponsor for the event.
- Listing on all brochures as a Diamond Sponsor.

SPONSORSHIP OF AN AWARD

- Sponsorship of a FEDESSA industry award of your choice including naming rights for that award.
- Your logo and/or name is associated with all the promotion of that award.
- Your name is on the award trophy and you can present the award and give a short speech at the Awards Dinner.
- Recognition in a promotional piece on the winners in UnLocked magazine and on the SSA UK and FEDESSA websites.

CONFERENCE PRESENCE

- 4 x full tickets to the Conference including all social events, plus 2 sessions only passes.
- 1 x Double Sized Trade Show stand (priority selection after Major and Platinum sponsors)
- Ability to address the conference for 3 minutes at a time to be determined by the SSA UK.
- Host a Round Table. You can host a round table on any topic of your choosing at the round table sessions. These sessions are an opportunity to discuss topics with delegates in small groups (10 – 20 people) and further build relationships and your company's brand awareness.
- Verbal acknowledgement by the MC of your sponsorship throughout the event.
- Promotional material (supplied by you) included in the delegates' bags.
- **Exclusive sponsorship of the name wallets with your logo on the delegates name badge wallets excluding exhibitors.**



Diamond Sponsorship 2 £8,000

ADVERTISING

- Full page advertisement (supplied by you) included in the Final Registration Brochure, direct mailed to over 1,400 self storage operators across Europe.
- Full page advertisement in the delegates' programme.
- Listing on the SSA UK and FEDESSA websites as a Diamond Sponsor for the event.
- Listing on all brochures as a Diamond Sponsor.

SPONSORSHIP OF AN AWARD

- Sponsorship of a FEDESSA industry award of your choice including naming rights for that award.
- Your logo and/or name is associated with all the promotion of that award.
- Your name is on the award trophy and you can present the award and give a short speech at the Awards Dinner.
- Recognition in a promotional piece on the winners in UnLocked magazine and on the SSA UK and FEDESSA websites.

CONFERENCE PRESENCE

- 4 x full tickets to the Conference including all social events, plus 2 sessions only passes.
- 1 x Double sized Trade Show stand (priority selection after Major and Platinum sponsors).
- Ability to address the conference for 3 minutes at a time to be determined by the SSA UK.
- Host a Round Table. You can host a round table on any topic of your choosing at the round table sessions. These sessions are an opportunity to discuss topics with delegates in small groups (10 – 20 people) and further build relationships and your company's brand awareness.
- Verbal acknowledgement by the MC of your sponsorship throughout the event.
- Promotional material (supplied by you) included in the delegates' bags.
- **Exclusive sponsorship of the Pocket Programme placed in all name badge holders.**



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Diamond Sponsorship 3 £8,000

ADVERTISING

- Full page advertisement (supplied by you) included on the outside back cover, inside back cover or other position of your choice inside the Final Registration Brochure, direct mailed to over 1,900 self storage operators across Europe.
- Full page advertisement in the delegates' programme.
- Listing on the SSA UK and FEDESSA websites as a Diamond Sponsor for the event.
- Listing on all brochures as a Diamond Sponsor.

SPONSORSHIP OF AN AWARD

- Sponsorship of a FEDESSA industry award of your choice including naming rights for that award.
- Your logo and/or name is associated with all the promotion of that award.
- Your name is on the award trophy and you can present the award and give a short speech at the Awards Dinner.
- Recognition in a promotional piece on the winners in UnLocked magazine and on the SSA UK and FEDESSA websites.

CONFERENCE PRESENCE

- 4 x full tickets to the Conference including all social events, plus 2 Trade Show only passes.
- 1 double sized Trade Show stand (priority selection after Major and Platinum sponsors).
- Ability to address the conference for 3 minutes at a time to be determined by the SSA UK.
- Host a Round Table. You can host a round table on any topic of your choosing at the round table sessions. These sessions are an opportunity to discuss topics with delegates in small groups (10 – 20 people) and further build relationships and your company's brand awareness.
- Verbal acknowledgement by the MC of your sponsorship throughout the event.
- Promotional material (supplied by you) included in the delegates' bags.
- **Ability to place pads and pens supplied by you on delegates tables and chairs each day in the plenary room.**



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Gold Sponsorship £6,500

ADVERTISING

- Full page advertisement (artwork supplied by you) included the Final Registration Brochure, direct mailed to over 2,000 self storage operators across Europe.
- Full page advertisement in the delegates' programme.
- Listing on the SSA UK and FEDESSA websites as a Gold Sponsor for the event.
- Listing on all brochures as a Gold Sponsor.

ADDITIONAL CONFERENCE PRESENCE

ONE ONLY of the following options

- Option 1 - Sponsorship of the drinks in the Trade Show prior to the Cultural Dinner.
- Option 2 - Sponsorship of the Round Tables
- Option 3 - Sponsorship of an Industry Award
- Option 4 - A double sized stand

CONFERENCE PRESENCE

- 2 x full tickets to the Conference including all social events, plus 2 Trade Show only passes.
- 1 x Trade Show stand (priority selection after Major, Platinum and Diamond sponsors).
- Host a Round Table. You can host a round table on any topic of your choosing at the round table sessions. These sessions are an opportunity to discuss topics with delegates in small groups (10 – 20 people) and further build relationships and your company's brand awareness.
- Verbal acknowledgement by the MC of your sponsorship throughout the event.
- Promotional material (supplied by you) included in the delegates' bags.
- Sponsorship meal breaks.



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Other Sponsorship Options

CONFERENCE APP - £1,500

New to the conference this year will be a conference app for delegates and suppliers to connect, message each other, manage their programme, participate in polls, receive event notifications and read more about speakers.

The app sponsor will receive the following benefits

- Logo on the splash screen of the app
- Send 2 push notification messages per day to delegates
- Recognition by MC when demonstrating the app to delegates
- Acknowledgement on the SSA UK and FEDESSA websites
- Acknowledgement on sponsors slides during the event and during event promotion.
- Promotional material (supplied by you) included in the delegates bags



REGISTRATION BROCHURE - £550

(Sent out to all members & potential delegates in July)

- ½ page advertisement included within the brochure (supplied by you in full colour)
- Acknowledgement on the SSA UK and FEDESSA websites
- Promotional material (supplied by you) included in the delegates' bags

FINAL PROGRAMME - £400

- Full page advertisement in the Final Programme included in all delegates' bags
- Acknowledgement on the SSA UK and FEDESSA websites
- Promotional material (supplied by you) included in the delegates' bag

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SPEAKER SPONSORSHIP

This year's conference is going to have some fantastic speakers from a range of business and industry backgrounds.

- Recognition in the Delegates' Programme, Final Registration Brochure, Website and whenever this speaker is referenced in promotional material or emails.
- Advertisement or short promotional video at the beginning of the speakers' presentation video recording.
- Recognition by the MC at the introduction of the speaker and at the close.

Speaker sponsorships range from £1,500 - £2,500. Contact Bryony for more details.

CORPORATE GIFTS OR YOUR OWN SPONSORSHIP IDEAS

Do you have a branded product or idea for a product that you would like to add to the delegates' bag?

Have you got an idea for sponsorship that is not listed in this document?

If so, please contact Bryony or Helen to discuss your proposal as we welcome any opportunity to promote your business at this event. Email us at events@ssauk.com or call +44 1270 623 150



As we are in the UK, why not treat each delegate to an umbrella to protect them from the unpredictable British weather, some English breakfast tea bags or a small bottle of London Gin? You could even get a few extra for handouts on your stand.

We can either source and brand these products for you or use products that you supply yourself.



TRADE SHOW STAND DETAILS

The standard trade stand size is 3m x 2m. The minimum ceiling height is 4.7m. There is scope for larger or open stands. Contact the SSA UK for more details about a bespoke trade stand solution for your business.

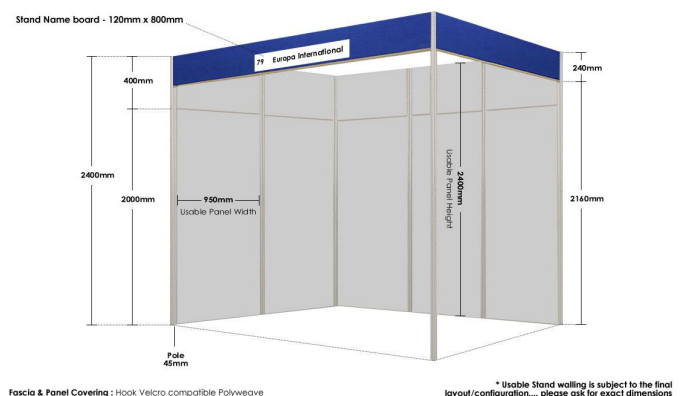
The Trade Show is in a dedicated secured room. All meals during the day will be served in the Trade Show area. A drinks reception prior to dinner on the Monday night will also be held in the trade area. The trade show will open on each morning at least 30 minutes before the main session room opens. It will remain open for the duration of the event, closing after the drink's session on the Monday evening and at approximately 2:00pm on the Tuesday. All daily meal breaks will be served in the Trade Show area each day. Breakfast will also be served in the Trade Show on Tuesday morning.

Bump in for the Trade stands will be on Sunday 19th September. It will be a staged bump in with the shell scheme and standalone constructions setting up in the morning and remaining exhibitors after 12pm. Bump out will be in the afternoon of Tuesday the 21st September. There is easy access into the trade show area which is on the ground floor from a loading bay. You can also bump in the morning of Monday September 20 if you have time before the trade show opens.

Full Trade Stands - £2,700 (£3,700 for non-members)

Each stand is 3m x 2m in size and includes:

- Walls 2.4m high matt anodised aluminium frame with white laminated infills
- Fascia matt anodised aluminium frame 24cm high with white laminate infill
- 1 x sign computer cut vinyl lettering on white laminate infill per booth
- Lighting - two spotlights per booth mounted on light track inside fascia
- Power – one 2 amp socket per booth
- 2 Full delegate tickets including all dinners and events - *Additional tickets can be purchased at a discounted trade price*



Budget Pop up Trade Stand- £1,800 (£2,800 for non-members)

A new addition to the trade show this year, these budget trade stands are 2m x 2m in size but have no shell scheme or power. They are a blank canvas for you to erect your own pop up stand. Ideal for exhibitors on a budget that have pop up banners or other items to fill the space.

Each budget stand includes one Full delegate tickets including all dinners and events. *Additional tickets can be purchased at a discounted trade price*

All trade stands include:

- A list of delegates attending the Conference (excluding those who have chosen not to be listed)
- Exhibitors' information included in the Conference Final Programme, in UnLocked magazine feature prior to the Conference and on the SSA UK and FEDESSA websites.

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are exclusive of VAT

Sponsorship Booking Form

2021 European Self Storage, Conference & Trade Show
20th and 21st September – Hilton Metropole Birmingham

Please indicate the sponsorship packages you are interested in:-

- | | |
|---|---|
| <input type="checkbox"/> MAJOR SPONSORSHIP £15,000 | <input type="checkbox"/> PLATINUM SPONSORSHIP £10,500 |
| DIAMOND SPONSORSHIP <input type="checkbox"/> 1 £9,000 | <input type="checkbox"/> 2 £8,000 |
| <input type="checkbox"/> GOLD SPONSORSHIP £6,500 | <input type="checkbox"/> 3 £8,000 |
| <input type="checkbox"/> FULL TRADE STAND £2,700 | <input type="checkbox"/> CONFERENCE APP £1,500 |
| <input type="checkbox"/> REGISTRATION BROCHURE £550 | <input type="checkbox"/> POP UP TRADE STAND £1,800 |
| <input type="checkbox"/> SPEAKER SPONSORSHIP price on application | <input type="checkbox"/> DELEGATES GUIDE £400 |
| | <input type="checkbox"/> CORPORATE GIFTS |

Company Name:.....Company VAT number.....

Contact person:..... Phone:.....

Address:.....

Email:.....

DEPOSIT PAYMENT DETAILS

A £1500 non-refundable deposit is required to confirm any of the sponsorship packages or trade stands.
Deposits will not be taken until sponsorship packages are finalised.
The remaining amount will be invoiced in July 2021.

Cardholder Name																
Full Billing Address																
Credit Card No.																
Expiry Date					3 digit code											
Cardholder Signature											Date					

OR Direct to:

Self Storage Association Ltd
Sort Code: 30-12-59 Account No:00052318
BIC: LOYDGB21521
IBAN: GB19 LOYD 3012 5900 0523 18

**Please return this form to
events@ssauk.com**

Please send Direct Transfer confirmation to bpearson@ssauk.com

An official VAT Invoice will be issued for the deposit for the sponsorship upon receipt of this completed form and payment. **All prices listed are excluding VAT.**