

AIPIA 2022 CONGRESS

Sponsorship Packages

Amsterdam

14-15 November 2022

Chicago

15 October 2022



A partnership to fast-track Smart Packaging development

In January 2022 the Active and Intelligent Packaging Industry Association and Packaging Europe entered into a strategic partnership aiming to accelerate uptake of smart packaging innovation across FMCG at every stage of supply chains and retail.

The collaboration comes at a time when smart packaging solutions are more urgently needed than ever. From eliminating food waste, fighting counterfeiting and market diversion, driving

supply chain efficiencies, brand protection and consumer engagement, to increasing recycling rates, there are countless spaces where active, connected and interactive packaging innovation can have a transformative impact. Together, AIPIA and Packaging Europe intend to support this transformation.

In the first year of this partnership, Packaging Europe will organize and expand the annual AIPIA Congress – the flagship event for smart

packaging – as well hosting a conference at Pack Expo, Chicago. In addition, it will work with AIPIA's pool of experts year-round to roll out dedicated smart packaging channel, featuring news, commentary, webinars and podcasts exploring the cutting edge of active materials and coatings, NFC/RFID, printed electronics, smart codes and augmented reality.



TIM SYKES,
Packaging Europe's Brand Director

“For several years we’ve regarded AIPIA as a hugely important voice in the world of packaged goods. Having collaborated closely with Eef over several years, we’re thrilled to formalize this partnership. By uniting AIPIA’s expert knowledge of the smart packaging sector with Packaging Europe’s wide value chain audience and journalistic resources, we believe we can deepen understanding of the value-adding capabilities of technologies – and speed up their assimilation into the marketplace.”

Audience statistics breakdown

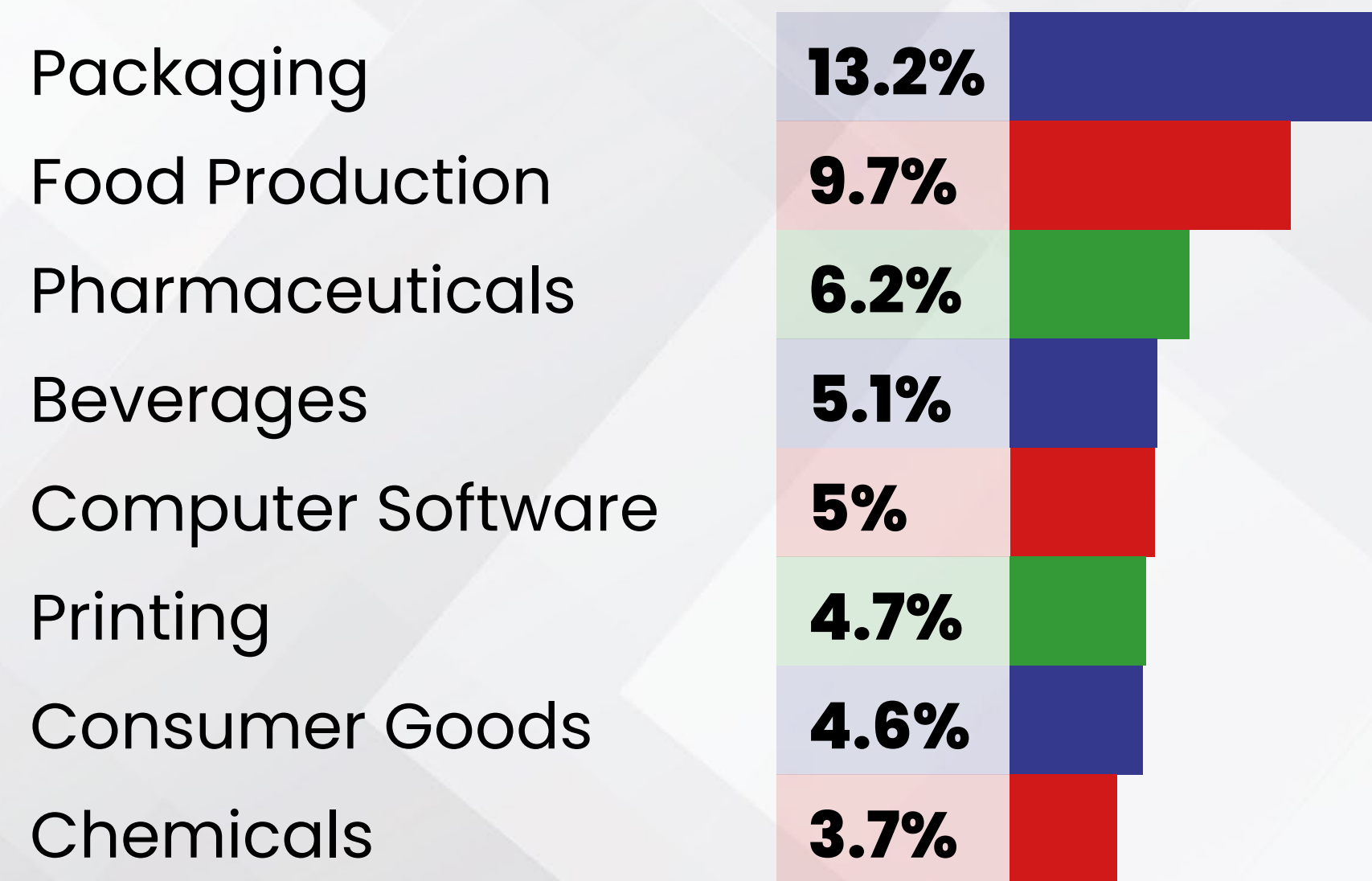
TOTAL SUBSCRIBERS

20,774

TOTAL COMPANIES

10,208

SUBSCRIBERS BY INDUSTRY



SOME OF THE BRANDS WHO ATTEND OUR EVENTS



SUBSCRIBERS BY COUNTRY

USA

24.2%



UK

19.1%



Netherlands

15.9%



Germany

5.4%



France

4%



Denmark

4%



Italy

3.2%



Switzerland

2.7%



Venue information

AIPIA WORLD CONGRESS 2022

Beurs Van Berlage, Amsterdam, Netherlands, 14–15 November 2022



After two years disrupted by the pandemic, the AIPIA World Congress makes its long-anticipated return to the iconic Beurs Van Berlage venue in the heart of Amsterdam. The one global Smart Packaging event offering a 360° panorama of the latest innovation, applications and trends in this rapidly developing industry once again brings together the active and intelligent packaging community under one roof.

The Congress is a top-level platform where C-level Brand executives scout and test the latest packaging technologies harnessing data mining, extended shelf life, consumer engagement, brand authentication, security, improved logistics and recycling. It's a dynamic and interactive event where brands, packaging converters, supply chain specialists, IT and data experts, investors, R&D and smart packaging technology developers meet, and where ideas and opportunities flow.

Thanks to strategic partnership with Packaging Europe, this year's event will be bigger and better than ever before. The Congress will be co-located with both Packaging Europe's 'Innovation Horizons' Sustainable Packaging Summit event and the Sustainability Awards dinner for pre-commercialized packaging innovations, attracting new brands, converters and investors interested in cutting edge packaging technologies to the venue.

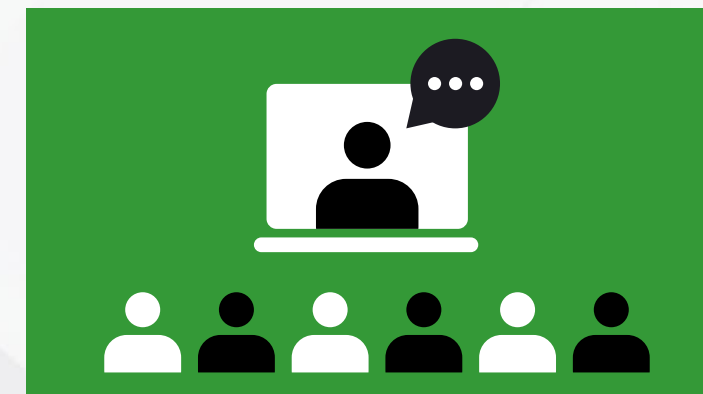
SMART PACKAGING: THE TRANSFORMATIONAL MARKETING TOOL

McCormick Place, Chicago, USA 15 October 2022



Visitors from across North America will come to learn about the cutting-edge smart packaging technologies that can transform consumer relationships through authentication, proof of provenance, entertainment, recycling and data mining. Co-located with the Pack Expo show, it's a great opportunity to reach a wider audience than ever before.

WEBINARS



Complementing our in-person events, AIPIA and Packaging Europe will host a series of expert webinars throughout the year. These will explore the challenges and opportunities driving smart packaging, spotlight the forefront of innovation, and provide an interactive forum for technology developers and adopters to debate and collaborate.

Why choose us?

ENGAGE WITH BRANDS, ON A GLOBAL SCALE



Sponsorship gives your business the opportunity to connect with brands – have the conversations that matter, and shine the spotlight on your technology as our world-class content illuminates the horizon and possibilities for the future of intelligent packaging. Our flagship congress in Amsterdam, plus our event at Pack Expo Chicago put you in the room with hundreds of your target customers from around the globe.

HYBRID, YEAR-ROUND EXPOSURE



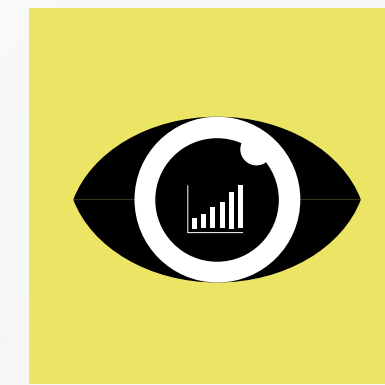
The events industry has evolved, and we have adapted with it. Appetite for digital content means that you can reach your customers throughout the year, not only at our live events. Join us as we discuss key topics on our expert-led webinars, marketed to our entire audience and broadcast live.

BE RECOGNISED AS A THOUGHT LEADER IN SMART PACKAGING

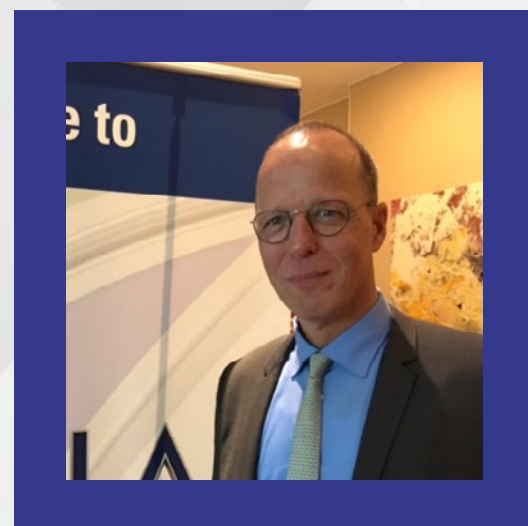


Speak at our industry-leading events and webinars to position you and your brand at the forefront of innovation in the packaging space.

REACH THE SMART PACKAGING COMMUNITY



Your brand, delivered via our multi-channel output, supported by Packaging Europe's marketing expertise. Generate tens of thousands of impressions throughout 2022 as your sponsorship delivers lasting value and exposure via our dedicated smart packaging newsletter, social media and web coverage.



EEF DE FERRANTE,
AIPIA's Managing Director

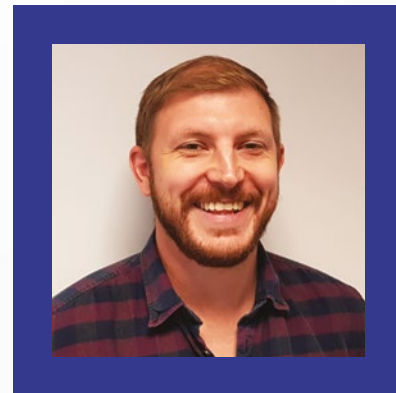
"This is a great step forward for AIPIA. Packaging Europe is a perfect fit for us. It is committed to the development of the latest technologies and innovations to drive the packaging sector forward and has a finger on the pulse of the industry. Its reputation and knowledge, as well as expertise in areas such as sustainable packaging, plus its extensive network, bring strength and diversity to our business. The resources we now have access to will help make our Congress and other events stronger and enable us to take AIPIA to the next level."

Sponsorship details

DELIVERABLES	PLATINUM	GOLD	SILVER
LIVE VIRTUAL CONTENT			
Listed as a sponsor	Yes	Yes	Yes
Invited to join webinar panel	x1	No	No
Branding on each main program session	Yes	Yes	No
AMSTERDAM			
Stand	(4x4) + Best position Inc Logo wall, furniture, lights	Mid (4x4) Inc Logo wall, furniture, lights	(2x2) Inc Logo wall, furniture, lights
Speaking opportunity	Key note	1x 30min	
Invite a brand as a guest?	x1	x1	x1
Tickets	x4	x4	x2
Branding on Stage	Yes	Yes	Yes
CHICAGO			
Branding	Logo	Logo	Logo
Speaking Opportunity	Keynote	No	No
MEDIA			
Smart Packaging Newsletter	Logo	Logo	Logo
Social media	Logo	Logo	Logo
PRICE	€19,500	€9,750	€6,995

Talk to our team

SALES



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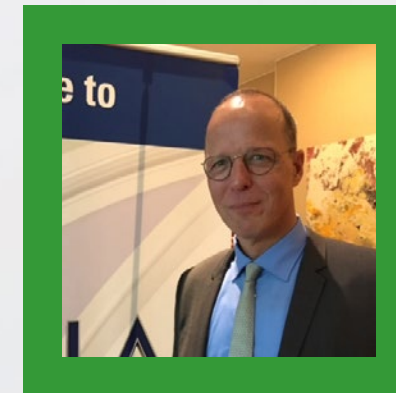


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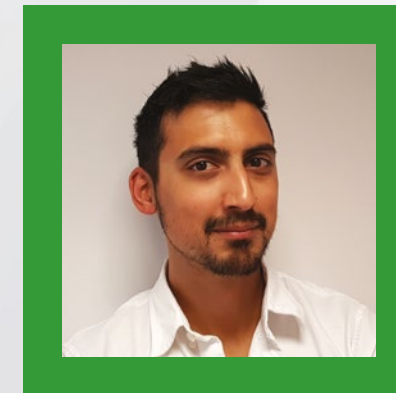


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MANAGEMENT

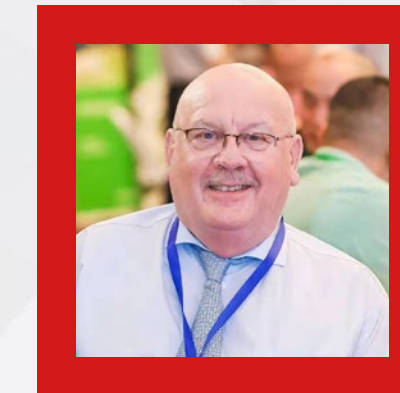


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