



Advertisement Rates and Sponsoring Opportunities

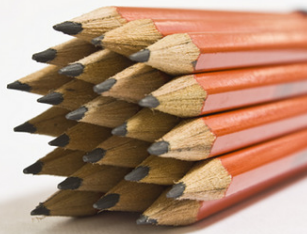
2014



SELF ADHESIVE TAPE MEMBER DIRECTORY NEW EVENTS ABOUT AFERA

At your service

Design the best technical solution



WELCOME ON AFERA

Afera Tape Association Europe. Pressure-Sensitive Adhesive Technology for Engineering and Design.

TAPE IT OR SCREW IT?
Self-adhesive tape provides a bond which is being used in a new generation of producing, assembling and constructing items such as automobiles, consumer electronics, solar panels and even buildings.

INNOVATIVE TAPE FOR HOUSE BUILDS
German researchers have developed an innovative prefabricated house construction aid that substitutes a special adhesive tape for traditional nails...article from the Construction International Reporter

MEETING THE TAPE COMMUNITY
This annual event focuses on growth in a post-crisis economy and includes a

THE MIRACLE OF TAPE
Long ago the application range of tapes was limited. Today's world of tape is vast

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BUSINESS-TO-BUSINESS MARKETING OPPORTUNITIES

AFERA 6th TAPE COLLEGE
BRUSSELS MARRIOTT HOTEL, BELGIUM
7 - 9 April 2014



Business-to-Business Marketing Opportunities

For the **Afera Annual Conference 2013**, Afera members are once again offered Business-to-Business Marketing Opportunities. This is a unique platform to reach your customers directly. All sponsors will be published in the conference details handed out to participants upon arrival, and will be listed in all future communications in relation to the conference. Afera has developed the following sponsoring opportunities:

Sponsorship 3 levels of sponsorship: 'GOLDY', 'SILVER' and 'BRONZE'

- i) 'GOLDY' Euro 2,500 sponsorship includes:**
 - Listing as **Official Sponsor** in all official Afera Conference documentation
 - Full page b/w advert in programme book (10 x 20.5 cm, w x h)
 - Company logo published in header conference page within Afera Website
 - Company banner rotating on Afera website from May 7 - October 7, 2013
 - Paper sponsoring by exposing a sponsor slide including all logo's on the screen
 - Company logo on display board listing the Official Sponsors in conference room
- ii) 'SILVER' Euro 1,500 sponsorship includes:**
 - Listing as **Co-Sponsor** in all official Afera Conference documentation
 - Half page b/w advert in programme book (10 x 11 cm, w x h)
 - Company logo published on conference page within Afera Website
 - Company banner rotating on Afera website from August 6 - October 7, 2013
 - Paper sponsoring by exposing a sponsor slide including all logo's on the screen
 - Company logo on display board listing the Co-Sponsors in conference room
- iii) 'BRONZE' Euro 750 sponsorship includes:**
 - Listing as **Sponsor** in all official Afera Conference documentation
 - Quarter page b/w advert in programme book (10 x 5 cm, w x h)
 - Company logo published on conference page within Afera Website
 - Company banner rotating on Afera website from September 10 - October 7, 2013
 - Paper sponsoring by exposing a sponsor slide including all logo's on the screen
 - Company logo on display board listing the sponsors in conference room

Afera news

Afera's new digital newsletter

More of the latest news, improved distribution, great ad rates

This is the second issue of Afera's bi-quarterly digital newsletter containing the latest Association and industry news and information most useful to Afera's Membership and the self-adhesive industry. *Afera News* topics cover:

- Industry developments
- Market trends
- Public affairs
- Environmental and standardisation projects and issues
- Educational and networking events and meetings.

By popular demand, Afera is pleased to offer special ad rates to Afera Member Companies per 2, 4 and 8 editions. Contact [Afera's Secretariat](#) for more information. The first edition of *Afera Review*, the Association's annual hard-copy sum up of self-adhesive tape issues, projects and events, is set for distribution in January 2014.

Online Advertising

Yours can be here!

2 editions € 150	4 editions € 275	6 editions € 400	Static Advert - 630 x 150 pixels (w x h) JPEG, 72 dpi, max. 99 Kb
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The Hague, November 2013

Afera's new digital newsletter

More of the latest news, improved distribution, great ad rates

Afera's bimonthly digital newsletter contains the latest Association and industry news and information most useful to Afera's Membership and the self-adhesive industry. Afera News topics cover:

- Industry developments
- Market trends
- Public affairs
- Environmental and standardisation projects and issues
- Educational and networking events and meetings.

By popular demand, Afera is pleased to offer special ad rates to Afera Member Companies per 2, 4 and 6 editions (for companies taking up the 6 editions get free advertising in the additional issues to promote Afera's events). Contact Afera's Secretariat for more information.

Online Advertising

2 editions
€ 200

4 editions
€ 375

6 editions
€ 550

Yours can be here!

(including numerous event promotional issues in addition - only applies for advertisers in 6 editions)

Static Advert - 630 x 150 pixels (w x h)
JPEG, 72 dpi, max. 99 Kb

Circulation Data

Afera News is published in English. The News is distributed in controlled circulation to members and registered visitors of afera.com. Targeted readers will be reached due to the publishing of the news on Afera's website.

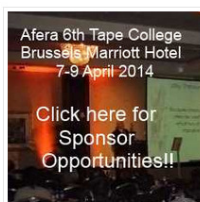
Afera's digital newsletter 2013/2014 is scheduled for this year in November '13 and for 2014 in January, March, May, July, September and November.

Note

For agencies 10% discount on rates will apply.
All prices excl. VAT.

Banner on Afera.com

Afera promotes limitless range of self-adhesive tape applications in new website



Afera's website is aimed at raising the profile of tape as a functional solution able to outperform many other fastening and assembly methods in the design and manufacture of appliances, automobiles, building supplies, electronics, medical supplies, industrial products, packaging, etc. Taking afera.com live marks the launch of Afera's social media initiative to foster greater contact and awareness of the many forms, uses and benefits of self-adhesive tape among engineers and manufacturers in order to grow the market.

Afera's target audience for its website is the end clients of its membership, which include companies and organisations along the entire self-adhesive tape value chain: tape manufacturers (including SMEs), OEMs, raw material suppliers, national tape organisations, research institutions and converters

Advertising Rate 2014

	12 Months (Calendar Year)
Banner Afera Website	€ 1,000

Technical details for banners

The artwork for the website should be mailed as JPG or GIF-file (size of 230 x 230 pixels).
Email address: mail@afera.com

Afera Tape College
7 - 9 April 2014
Brussels Marriott Hotel



Since the first edition in 2004, the Afera Tape College has developed into the biennial educational platform for those who are new to the self adhesive tape industry. Every other year, the college is attended by more than 75 delegates from all segments of the European industry, suppliers as well as tape converters. The college programme is structured to attract delegates from all levels of Afera's membership and non-member companies. For the first time next year we will approach students (mechanical engineering) in the surroundings of Brussels to attend our college to raise the awareness of our

PSA technology.

The college programme is aimed at those who have recently started working in the industry, but also to sales and marketing people who would like to get more back ground knowledge about tape technology. A tailor made 2 days programme, presented by experts from the industry, will cover the most important aspects of our industry.

For the **Afera Tape College 2014**, Afera members are offered Business-to-Business Marketing Opportunities. All sponsors will be published in the college details handed out to participants upon arrival, and will be listed in all future communications in relation to the college. Afera has developed the following sponsoring opportunities:

Sponsorship: 3 levels of sponsorship: 'GOLD', 'SILVER' and 'BRONZE'

i) 'GOLD' Euro 1,500 sponsorship includes:

- * Listing as **Gold Sponsor** in all official Afera Tape College documentation
- * Full page b/w advert in programme book (10 x 20.5 cm, w x h)
- * Company logo published in header college page within Afera Website
- * Company banner rotating on Afera website from January 1 – April 18, 2014
- * Your company logo rotating during the college on the big screen
- * Company logo on display board listing the Official Sponsors in conference room
- * Company logo printed on the menu of the joint dinner on Tuesday evening

ii) 'SILVER' Euro 1,000 sponsorship includes:

- * Listing as **Silver Sponsor** in all official Afera Tape College documentation
- * Half page b/w advert in programme book (10 x 11 cm, w x h)
- * Company logo published on college page within Afera Website
- * Company banner rotating on Afera website from February 11 – April 18, 2014
- * Your company logo rotating during the college on the big screen
- * Company logo on display board listing the Co-Sponsors in conference room
- * Company logo printed on the menu of the joint dinner on Tuesday evening

iii) **'BRONZE' Euro 500** sponsorship includes:

- * Listing as **Bronze Sponsor** in all official Afera Tape College documentation
- * Quarter page b/w advert in programme book (10 x 5 cm, w x h)
- * Company logo published on college page within Afera Website
- * Company banner rotating on Afera website from March 11 – April 18, 2012
- * Your company logo rotating during the college on the big screen
- * Company logo on display board listing the sponsors in conference room
- * Company logo printed on the menu of the joint dinner on Tuesday evening

To register your company as a sponsor for this event can be done until **29 November 2013**.

Sponsoring opportunities for Afera's Annual Conference 1-4 October, 2014 in Dubrovnik will be distributed early March 2014.

Afera Annual Conference 2014
1 - 4 October
Hotel Dubrovnik Palace, Croatia



ADVERTISING/SPONSORING ORDER FORM

COMPANY DETAILS

Company :
Address :
Code/City :
Country :
Contact :
Telephone : Fax :
Email :

ORDER

We would like to:

→ Advertise in

Afera News Online 2 editions 4 editions all editions

→ Have a banner 12 months

→ We would like to make use of

Sponsoring opportunities offered for the Afera Tape College 2014 and use the separate sponsor application form

I am interested in sponsoring the Afera Annual Conference 2014 in Dubrovnik and would like to receive the sponsoring publication for this event early March 2014

Date : Signature :

PLEASE RETURN TO

Afera

mail@afera.com/ fax: +31-70-3636348

SPONSOR APPLICATION FORM AFERA TAPE COLLEGE 2014

Company :

Address:

.....

Telephone / Fax :

E-mail-address :

Contact Person :

Booking for one of the following Business-to-Business Marketing Opportunities for the 6th Afera Tape College 2014 in Brussels (7 - 9 April 2014). Please cross square which applies:

- 'GOLD' SPONSOR EURO 1,500**
 - * Listing as **Official Sponsor** in all official Afera Tape College documentation
 - * Full page b/w advert in programme book (10 x 20.5 cm, w x h)
 - * Company logo published in header college page within Afera Website
 - * Company banner rotating on Afera website from January 1 – April 18, 2014
 - * Your company logo rotating during the college on the big screen
 - * Company logo on display board listing the Official Sponsors in conference room
 - * Company logo printed on the menu of the joint dinner on Tuesday evening

- 'SILVER' SPONSOR EURO 1,000**
 - * Listing as **Co-Sponsor** in all official Afera Tape College documentation
 - * Half page b/w advert in programme book (10 x 11 cm, w x h)
 - * Company logo published on college page within Afera Website
 - * Company banner rotating on Afera website from February 11 – April 18, 2014
 - * Your company logo rotating during the college on the big screen
 - * Company logo on display board listing the Co-Sponsors in conference room
 - * Company logo printed on the menu of the joint dinner on Tuesday evening

- 'BRONZE' SPONSOR EURO 500,00**
 - * Listing as **Sponsor** in all official Afera Tape College documentation
 - * Quarter page b/w advert in programme book (10 x 5 cm, w x h)
 - * Company logo published on college page within Afera Website
 - * Company banner rotating on Afera website from March 11 – April 18, 2014
 - * Your company logo rotating during the college on the big screen
 - * Company logo on display board listing the sponsors in conference room
 - * Company logo printed on the menu of the joint dinner on Tuesday evening

Signature / Date :

Please return before the **29 November 2013** to:

Afera
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Tel. +31 (70) 312 39 16, Fax +31 (70) 363 63 48 E-mail address: mail@afera.com