



21-22 SEPTEMBER
TOLEDO





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Dear Sir, Dear Madam

Dear Supplier

The next ESTAL Congress will be held on 21 and 22 September 2017 in Toledo (south of Madrid), the capital city of Castile – La Mancha that was declared World Heritage Site by Unesco in 1986 and is also known as the “City of the Three Cultures”.

With the help of the Spanish association AEA (Asociación Española del Aluminio y Tratamientos de Superficie) we are currently preparing the Congress presentations’ program according to the motto “*ESTAL, the Voice of Aluminium Finishing*”.

The Congress program will include presentations about the latest research and experimental studies on aluminium surface treatment, the recent development of aluminium markets, recycling of aluminium, additive manufacturing and aluminium as well as presentations about the new developments in the supply chain of aluminium surface treatment.

As in the past years, the aim of the congress is to treat the subject of Aluminium Surface Treatment in a neutral, comprehensive manner from various perspectives, to provide new impulses for the industry throughout Europe and to enable finishers to share experiences with colleagues and expand their networks.

Our goal is to offer the participants a high-level meeting with attractive presentations and an interesting social program. In order to reach these goals, we need the support of sponsors to be able to organise the various Congress activities.

This document shows you the various sponsoring packages that we have prepared for the Congress 2017. We hope that you will find an offer that suits your company.

By sponsoring the congress, your company can reach the decision makers of aluminium surface treatment companies during the congress sessions and various social events, and increase sales opportunities.

Sustaining members of ESTAL and suppliers also have the possibility to promote their products during the Congress exhibition on 21 and 22 September and to gain extra exposure.

Help us organise an attractive program for the industry of aluminium surface treatment!

We look forward to hearing from you soon and thank you in advance for your contribution to a successful 2017 ESTAL Congress.

Best regards

ESTAL



GENERAL INFORMATION

- Congress dates:** ESTAL CONGRESS 2017, 21-22 September 2017
- Congress website:** www.estalcongress2017.org
- Congress venue:** Eurostars Palacio Buenavista 5*
Calle de los Concilios, 1, 45005 Toledo
Tel.: +34 925 28 98 00
<http://www.eurostarshotels.com>
- Organized by:** European association for Surface Treatment on Aluminium (ESTAL)
- Secretariat:** ESTAL
Mrs. Martine Kalmar
secretariat@estal.org
Tel.: +41 (0) 44 772 22 77
Mob.: +41 (0) 79 344 53 70
- Congress Secretariat:** Kuoni Congress
Tel : +34 93 505 25 03
E-mail: estal2017@ch.kuoni.com
www.estalcongress2017.org
- Language:** The official language of the congress will be English.

SPONSORING OPPORTUNITIES:



1-. Sponsoring of the gala dinner

Date: 22nd September 2017

Place: Cigarral de las Mercedes

Key Sponsor

11.000,00€

- Awarding of the title of “Key Sponsor”
- Printing of the title Key Sponsor and company’s logo on all advertising materials and correspondence of the ESTAL congress
- Company’s logo printed on on-site program (distributed to congress delegates)
- Publication of company’s (or product) information on the Congress USB card
- Publication of the company logo and short company profile on the congress website with a link to the company’s website
- 5 minute commercial presentation during congress meeting
- Free sponsor table in the congress exhibition hall
- Free participation of 1 person (company representative) in the congress
- 5 minutes of microphone time to welcome guests at gala dinner
- Menu with sponsor logo
- Table flags with sponsor’s logo (to be provided by sponsor)
- Sponsor’s banner to be shown in the dining room (to be provided by sponsor)



Cigarral de Las Mercedes is a spectacular 5-hectare estate, located in one of the best areas of Toledo, less than an hour from the center of Madrid. The Cigarral offers a breathtaking panoramic view of the city and combines its tradition and origins with a classic style renovated and the taste for a modern decoration carefully cared to the last detail.

2-. Sponsoring of the Toledo Cathedral Private Tour & Organ concert, per service

Date: 21st September 2017

Key Sponsor

11.000,00€

- Awarding of the title of "Key Sponsor"
- Printing of the title Key Sponsor and company's logo on all advertising materials and correspondence of the ESTAL congress
- Bag insert of a leaflet with guided tour + organ concert information with the company's logo
- 5 invitations for the guided tour + organ concert
- Company's logo printed on congress program (distributed to congress delegates)
- 5 minutes microphone at the end of the first congress session (Thursday morning) to invite the participants to the visit of the cathedral
- Publication of company's (or product) information in the congress USB card
- Publication of the company logo and short company profile on the congress website with a link to the company's website
- Free sponsor table in the congress exhibition hall
- Free participation of 1 person (company representative) in the congress



Toledo is a city and municipality located in central Spain, it is the capital of the province of Toledo and the autonomous community of Castile–La Mancha. It was declared a World Heritage Site by UNESCO in 1986 for its extensive cultural and monumental heritage and historical co-existence of Christian, Muslim and Jewish cultures.

Toledo is known as the "Imperial City" for having been the main venue of the court of Charles V, Holy Roman Emperor, and as the "City of the Three Cultures", having been influenced by a historical co-existence of Christians, Muslims and Jews. Toledo has a history in the production of bladed weapons, which are now popular souvenirs of the city.

3-. Sponsoring of the welcome cocktail and dinner

Date: 20th September 2017

*Place: Hotel Eurostars Palacio de Buenavista 5**

Main Sponsor

6.000,00€

- Awarding of the title of “Main Sponsor”
- Printing of the title Main Sponsor and company’s logo on all advertising materials and correspondence of the ESTAL congress
- Company’s logo printed on on-site program (distributed to congress delegates)
- Publication of company’s (or product) information in the congress USB card
- Publication of the company logo and short company profile on the congress website with a link to the company’s website
- Free sponsor table in the congress exhibition hall
- 5 minutes of microphone time to welcome guests in the cocktail or dinner room
- Possibility to sponsor’s banner(s) in the dinner room (to be provided by sponsor)



With its mix of history and modernity, luxury and tranquillity, the Eurostars Palacio Buenavista is the dream destination for all visitors to Toledo. It occupies the spot where the Buenavista Palace was built, a palace apparently designed by no other than El Greco, and where famous literary and artistic figures, such as Miguel de Cervantes, Tirso de Molina, Baltasar Gracián and El Greco himself, used to hold social gatherings.



4-. Sponsoring of the dinner in Toledo after sightseeing tour

Date: 21st September 2017

Place: Venta de Aires Restaurant

Main Sponsor

7.500,00€

- Awarding of the title of “Main Sponsor”
- Printing of the title Main Sponsor and company’s logo on all advertising materials and correspondence of the ESTAL congress
- Company’s logo printed on on-site program (distributed to congress delegates)
- Publication of company’s (or product) information in the congress USB card
- Publication of the company logo and short company profile on the congress website with a link to the company’s website
- Free sponsor table in the congress exhibition hall
- Free participation of 1 person (company representative) in the congress
- 5 minutes of microphone time to welcome guests in the Venta de Aires Restaurant
- Menu with sponsor logo
- Sponsor’s banners to be shown in the dining room (to be provided by the sponsor)

5-. Sponsoring of the congress lunch

Date: 21st or 22nd September 2017

*Place: Hotel Eurostars Palacio de Buenavista 5**

Main Sponsor

6.000,00€

- Awarding of the title of “Main Sponsor”
- Printing of the title Main Sponsor and company’s logo on all advertising materials and correspondence of the ESTAL congress
- Company’s logo printed on on-site program (distributed to congress delegates)
- Publication of company’s (or product) information in the congress USB card
- Publication of the company logo on the congress website with a link to the company’s website
- 5 minutes of microphone time to welcome guests
- Sponsor’s flag (or tags with sponsor’s logo) to be placed on lunch tables (to be provided by sponsor)
- 2 congress lunch services available
- Open to 2 main sponsors

6-. Sponsoring of congress coffee breaks

Date: 21st or 22nd September 2017

*Place: Hotel Eurostars Palacio de Buenavista 5**

Main Sponsor

4.200,00€

(special price for all
coffee breaks)

- Awarding of the title of “Main Sponsor”
- Printing of the title Main Sponsor and company's logo on all advertising materials and correspondence of the ESTAL congress
- Company's logo printed on on-site program (distributed to congress delegates)
- Publication of company's (or product) information in the congress USB card
- Publication of the company logo on the congress website with a link to the company's website
- 3 coffee break services available (from 1.500€ per service)
- Sponsor's flags with sponsor's logo on coffee tables (to be provided by sponsor)

7-. Sponsoring of transportation

Date: 21st or 22nd September 2017

Main Sponsor

5.500,00€

(special price for all
transfer services)

- Awarding of the title of “Main Sponsor”
- Printing of the title Main Sponsor and company's logo on all advertising materials and correspondence of the ESTAL congress
- Company's logo on the buses, mini-buses, vans and/or cars doing the transfers
- Company's logo printed on on-site program (distributed to congress delegates)
- Publication of company's (or product) information in the congress USB card
- Publication of the company logo on the congress website with a link to the company's website
- Different options: transfer from-to airport, transfer to the dinner, etc. (from 1.200€ per service)



8-. Sponsoring of the congress room

Date: 21st and 22nd September 2017

*Place: Hotel Eurostars Palacio de Buenavista 5**

Sponsor

3.000,00€

- Awarding of the title of “Sponsor”
- Printing of the title Sponsor and company’s logo on all advertising materials and correspondence of the ESTAL congress
- Company’s logo printed on on-site program (distributed to congress delegates)
- Publication of company’s (or product) information in the congress USB card
- Publication of the company logo and short company profile on the congress website with a link to the company’s website
- 5 minutes of microphone time to welcome guests
- Possibility to place the sponsor’s banner(s) in the congress room (to be provided by sponsor)
- Pens and pads with sponsor logo to be distributed to congress participants (to be provided by sponsor)



9-. Sponsoring of the congress website

Sponsor

3.500,00€

- Awarding of the title of “Sponsor”
- Printing of the title Sponsor and company logo on all advertising materials and correspondence of the ESTAL congress
- Company’s logo shown on congress website
- Company’s logo printed on on-site program (distributed to congress delegates)
- Publication of company’s (or product) information in the congress USB card
- Publication of the company logo on the congress website with a link to the company’s website

10-. Printing of company logo on congress USB - card

Sponsor

2.000,00€

- Awarding of the title of “Sponsor”
- Printing of the title Sponsor and company’s logo on all advertising materials and correspondence of the ESTAL congress
- Company’s logo printed on on-site program (distributed to congress delegates)
- Publication of company’s (or product) information in the congress USB card
- Publication of the company logo on the congress website with a link to the company’s website
- Limited to one sponsor





11-. 5 minute company presentation

Date: 21st or 22nd September 2017

*Place: Hotel Eurostars Palacio de Buenavista 5**

Sponsor

500,00€

- Awarding of the title of “Sponsor”
- Printing of the title Sponsor and company’s logo on all advertising materials and correspondence of the ESTAL congress
- Company’s logo printed on on-site program (distributed to congress delegates)
- As an alternative, the presentation can consist in a 5 minute video film that the sponsor shows to the audience at the congress meeting
- An excellent opportunity to advertise your products and to present them to decision-makers of the aluminum surface treatment industry

12-. Participation in the exhibition

Date: 21st and 22nd September 2017

*Place: Hotel Eurostars Palacio de Buenavista 5**

Sponsor

1.500,00€

- Awarding of the title of “Sponsor”
- Printing of the title Sponsor and company’s logo on all advertising materials and correspondence of the ESTAL congress
- Company’s logo printed on on-site program (distributed to congress delegates)
- Publication of company’s (or product) information in the congress USB card
- Publication of the company logo on the congress website with a link to the company’s website
- Tags with sponsor’s logo on coffee tables



BOOKING CONTRACT

COMPANY DETAILS

Company name: _____

VAT-Number: _____

Address: _____

Postcode: _____ Town/Country: _____

Contact person: ☐ Mr ☐ Mrs ☐ Ms _____

Tel. _____

E-mail: _____

COLLABORATIONS

☐ 1-. Sponsoring of the gala dinner

☐ 3-. Welcome cocktail and dinner

☐ 5a-. Congress lunch 21st Sept.

☐ 5b-. Congress lunch 22nd Sept.

☐ 7-. Sponsoring of transportation

☐ 9-. Sponsoring of the congress website

☐ 11-. 5 minute company presentation

☐ 2-. Sightseeing in Toledo

☐ 4-. Sponsoring of the dinner in Toledo

☐ 6a-. Sponsoring of all coffee breaks

☐ 6b-. Individual coffee breaks

☐ 8-. Sponsoring of the congress room

☐ 10-. Printing of company logo on USB

☐ 12-. Participation in the exhibition*

*Companies interested in exhibition will receive a floor plan to choose their booth location. First come, first served basis.

After receipt of the contract by ESTAL 2017, a confirmation together with an invoice for the total participation costs will be sent, due to be paid within three weeks after receipt and always before the Congress.

On behalf of the firm I represent, I hereby sign and approve the ESTAL 2017 Exhibition and Sponsorship Rules and Regulations and I undertake to abide by its General Rules and my Exhibition and Sponsorship Obligations from the time of signature hereof.

(Signature and Stamp)

In _____, on _____ 2017

Please complete and sign this contract / booking and send with your payment to:

KUONI Congress
Operated by Kuoni Destination Management

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www.estalcongress2017.org