

# 25<sup>th</sup> EUROLOG '19

A new way of doing business

SPONSORSHIP & EXHIBITION BROCHURE

ROYAL OLYMPIC HOTEL

▶▶ 3-4 APRIL 2019, ATHENS, GREECE





## Welcome Message from EUROLOG2019 Congress President

### Welcome Letter

Dear colleagues,

It is our great pleasure to invite you to the **25th EUROLOG Congress**, which will take place on **3-4 April 2019 in Athens, Greece**.

It has been eighteen years, since Athens hosted the **7th EUROLOG Congress on 2000**, during an emblematic period for Greece and the city of Athens, when the preparations for the Olympic Games of 2004 were at their peak; this legendary challenge - which was perfectly fulfilled - was to provide a new perspective of the Olympic ideal, through the harmonious combination of cutting-edge technologies with the human culture and the arts, with the scent of old values and the invocation of ancient roots.

The **25th EUROLOG 2019**, is being organized at the beginning of the 4th Industrial Revolution, which has led to profound changes, not only to the field of industry, but also to the society in general, as well as to the economic rhythm and outlook.

Logistics are more important than ever, for every small or big company or organization and like - almost - no other sector of the modern economy, contribute significantly to the creation of relationships between individuals and organizations and finally, connect different nations with various regions worldwide.

In this context, we would like to encourage you to join the 25th EUROLOG in Athens and learn more about **“the new way of doing business”** and the factors that underpin the success of logistics in the era of digital economy, through Keynote speakers, lectures and presentations of awarded innovative logistics and global supply chain projects.

**Join ELA Talents day workshops** related to how to attract women in supply chain and Leadership in Supply Chain.

We look forward to welcoming you to Athens and to the **25th EUROLOG Congress!**

**Spyros Olympios**

**President of the 25th EUROLOG 2019**

President HILME - Hellenic Institute for Logistics Management,

Executive Board Member

Chair of Business Development Committee

ELA-European Logistics Association



## ABOUT the CONGRESS

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EUROLOG is the annual international congress of the European Logistics Association (ELA) pursuing the following objectives:

- To promote a dialogue between ELA members, in particular the national organisations, on a neutral platform
- To provide a forum where highly reputed speakers from important European industrial, trading and service companies can portray trends and strategies in the European logistics sector as well as best practice examples, and to use the resulting insights as a basis for formulating specific recommendations for the day-to-day work of the congress attendants

EUROLOG is held at changing venues in major European cities; the event generally lasts two full days and includes an evening gala event as well as, ideally, an opportunity to visit well-known companies in the region. EUROLOG every second year is:

- The setting for the **ELA Research Conference** – a one-day event providing a neutral platform for the multilateral exchange of ideas between European experts and pursuing the same goal as EUROLOG
- The setting for the **ELA Supply Chain Talent Day** – a one-day event that aims to invite new executives to pursue a career in SC&L, highlighting the attractiveness of the industry, while offering HR managers the tools in order to find the right candidate for each position in the Supply Chain.

By participating at the EUROLOG congress, participants gain extremely valuable experiences and points of view on current and future supply chain trends, on challenges for sustainable supply chains, and the impact of automation, flexibility together with internationalization.

Lectures by experts and market leaders, sessions and thematic discussions as well as workshops and business visits, form an excellent platform for the exchange of knowledge and experience, and a point of contact for each of the participants, wherever they come from.



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## Organizing Societies



European Logistics Association



HELLENIC INSTITUTE FOR LOGISTICS MANAGEMENT

Hellenic Institute of Logistics Management



## Professional Congress Organizer



AFEFA S.A. Travel & Congress Services  
39-41 Lykavittou Street  
10672 Athens, Greece  
Tel: +30 2103668854 & 842  
Fax: +30 2103643511  
email: [info@eurolog2019.gr](mailto:info@eurolog2019.gr)



## Why Support

- ✓ Opportunity to raise your company's visibility by being involved in an interdisciplinary meeting that brings together more than 500 leading international logistics and supply chain experts from the business world as well as from scientific research and academia
- ✓ Opportunity to meet and interact with world leaders in European logistics sector
- ✓ Ability to build new relationships and partnerships
- ✓ High quality keynote lectures and scientific presentations by leaders in the field



## The Numbers

2 conference days



+ 500 attendees



2 meeting rooms



+ 20 countries



## Key Topics

- European SC Infrastructure
- Green practices in Supply Chains & CSR
- Retail Supply chain management
- Excellence in Logistics Services in the Greek Hub
- Intelligent Transport Systems (ITS) | Last mile



## The Destination

Athens is located in the Attica prefecture, specifically in the Attica basin, which is framed by Mount Aegaleo, Mount Parnitha, Mount Penteli and Mount Hymettus. Athens was founded more than 5,000 years ago and therefore is – unchallenged – the oldest and most ancient capital in Europe.

Each year, more and more travelers choose Athens for their leisure and business travel all year round. There are several reasons; Athens offers a variety of things to see and do, and most of the times, under favourable weather conditions. Athens is considered one of Europe's safest capitals; its transportation network is user-friendly. Athens is an ideal congress destination, combining state-of-the-art infrastructure, excellent conference facilities and easy access from all over the world with world-class cultural attractions, modern amenities, diverse entertainment and natural beauty.



## The Venue

### Royal Olympic Hotel

28-34 Athanasiou Diakou Str. , 117 43, Athens, Greece

Tel.: +30 210 92.88.400 // Fax.: +30 210 92.33.317

Web: [www.royalolympic.com](http://www.royalolympic.com)



Royal Olympic is one of the best equipped conference hotels in Athens, offering at your disposal 18 recently renovated meeting rooms. They are all flooded with natural light, while each of them has its own distinctive character and unique decoration.

Royal Olympic is an excellent choice, as it is a modern and elegant 5-star Athens conference hotel, situated in the heart of historical Athens, providing you with the unique privilege to enjoy the breathtaking view, leading to a most memorable visit.



## Sponsorship Opportunities

The packages presented below have been developed to maximise your exposure and networking opportunities and are structured to ensure your organisation gains the most value from its investment. By enhancing your existing relationships and creating new ones you have the opportunity to continue to build on your reputation as a leader in the field.

### PLATINUM SPONSOR PACKAGE

€ 10.000

#### **Your sponsorship package entitles you to:**

1. Exhibition space of 3 m x 2 m (*space only, 500 W electricity included*)
2. Priority to the booth selection on a first come, first served basis.
3. Full page, colored advertisement in the final program (artwork to be supplied by sponsor) – Back Cover
4. Sponsor's logo on:
  - Display and acknowledgment in the congress handbook
  - Display with hyperlink on the congress website
  - Display on the signage banner at the congress venue
  - Display on the holding slides during coffee & lunch breaks
5. A 200-word sponsor description at the sponsor's section of the website
6. Display of the sponsor's logo on the conference bag
7. 4 complimentary delegate registrations
8. Insert in the conference bag (A4 flyer)



## Sponsorship Opportunities

### GOLD SPONSOR PACKAGE

€ 6.500

#### **Your sponsorship package entitles you to:**

1. Exhibition space of 3 m x 2 m (*space only, 500 W electricity included*)
2. Priority to the booth selection on a first come, first served basis.
3. Full page, colored advertisement in the final program – inside front cover (artwork to be supplied by sponsor)
4. Sponsor's logo on:
  - Display and acknowledgment in the congress handbook
  - Display with hyperlink on the congress website
  - Display on the signage banner at the congress venue
  - Display on the holding slides during coffee & lunch breaks
5. A 150-word sponsor description at the sponsor's section of the website
6. 3 complimentary delegate registrations
7. Insert in the conference bag (A4 flyer)

### SILVER SPONSOR PACKAGE

€ 4.000

#### **Your sponsorship package entitles you to:**

1. Exhibition space of 2m x 2m (*space only, 500 W electricity included*)
2. Full page, colored advertisement in the final program – inner page (artwork to be supplied by sponsor)
3. Sponsor's logo on:
  - Display and acknowledgment in the congress handbook
  - Display with hyperlink on the congress website
  - Display on the signage banner at the congress venue
  - Display on the holding slides during coffee & lunch breaks
5. A 100-word sponsor description at the sponsor's section of the website
6. 2 complimentary delegate registrations
7. Sponsors lanyard to be included in the congress bag



## Alternative Sponsorship Opportunities

Final Program	Cost	Benefits
Inside back cover	2.000 €	Full page 4colour (right-handside)
Inside page	1.500 €	Full page 4colour inside advertisement
Inside half page	1.000 €	Half page 4colour inside advertisement

Congress Material	Cost	Benefits
Eco-badges	1.500 €	Sponsor's name and logo will be printed on the congress badges
Congress satchel	2.500 €	Sponsor's name and logo will be printed on the congress satchel
Notepads & pens	1.000 €	Sponsor's name and logo will be printed on the congress notepads & pens
Promotional material Bag Insert	1.500 €	Sponsor's product information will be available for all congress participants (A4 leaflet)



## Alternative Sponsorship Opportunities

Social Events	Cost	Benefits
Coffee Break	upon request	Logo on a banner which will be located in the Coffee Break area
Lunch Break	upon request	Logo on a banner which will be located in the Lunch Break area
Welcome Reception	upon request	Logo on a banner which will be located in the Welcome Reception area



## New Technologies

New Technologies	Cost	Sponsor's name and logo will be displayed
 Congress Application	4.000 € exclusivity or 2.000 € per sponsor (for 2 sponsors max)	In the landing page and all inner pages of the congress application
 Internet corner	2.000 €	On a screen saver mode to the screen background of each workstation
 Plasma Screen advertisement	1.000 €	On 2 Plasma Screens in prime locations within the venue (besides the logo video may also be projected)
 Touch Screen advertisement		On 1 touch Screen located next to Secretariat Desk (besides the logo video may also be projected)



## Exhibition

### Exhibition booth (2 m x 2 m) rental (space only): 2.000 euros

*The above cost includes: space rental, 1 table, 2 chairs, 1 waste bin, electricity 500 W*

#### **BENEFITS:**

- Exhibitors will be acknowledged in the Exhibitors' section of the final program
- Exhibitors will be acknowledged in the Sponsors Support section of the official website
- 2 exhibitor registrations

All booth spaces are rented as 'space only', which means that the booth space is rented without any prefabricated walls, installations and furnishings, or any other technical supplies and facilities .

**For any Additional services please contact the Congress Secretariat, AFEA SA, at [sponsors@eurolog2019.gr](mailto:sponsors@eurolog2019.gr)**



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## Exhibition Floor plan





## Exhibition

### Exhibitors Rules & Regulations

#### **ALLOCATION OF EXHIBITION SPACE**

Space allocation will be made on a “first come, first served” basis. A request and Contract must be sent/mailed to ensure reservation of a desired location. Upon receipt of the signed contract, space will be confirmed and an invoice will be sent. Space allocations will be made in the order in which emails with payment are received.

#### **EXHIBITORS' TECHNICAL MANUAL**

The Exhibitors' Technical Manual, outlining all technical aspects of exhibiting, will be available approximately 30 days prior to the congress. It will include the following:

- Technical details about the Venue
- Final exhibition details and information
- Contractor details
- Services available to exhibitors and order forms
- General information about the congress

#### **PROMOTIONAL ACTIVITIES**

All demonstrations or instructional activities must be confined to the limits of the exhibition stand. Advertising material and signs may not be distributed or displayed outside the exhibitor's stands. Sound equipment must be regulated and directed into the stand so that it does not disturb neighboring exhibits. Exhibition Management reserves the right to ask the exhibitor to discontinue any activity, noise or music that is deemed inappropriate.