



# EUROPEAN FISHING TACKLE TRADE EXHIBITION

## Europe's number one fishing trade exhibition

Enhance your company's visibility and have a lasting impact at EFTTEX with these great sponsorship platforms. Broken down into 3 levels of sponsorship opportunities with added bonuses, take a look and get in touch today.

Contact [victoriaseymour@eftta.com](mailto:victoriaseymour@eftta.com) if you are interested!

### Sponsorship levels



**GOLDfish**  
€3,000 and above



**SILVERfin**  
€1,000-€2,999



**BRONZecatfish**  
€500-€900

#### GOLDfish Level

**GOLDfish** level sponsors benefit from prominent and increased exposure positions throughout the halls. **GOLDfish** sponsors also receive a complimentary full page advert in the EFTTEX show catalogue (not including prime locations), company logo placed next to your company catalogue entry, company catalogue entry highlighted in gold, sponsor's company logo included on official sponsors page in the EFTTEX show catalogue, sponsor's company logo and website hyperlink included on the EFTTEX website.

#### Visitor Registration - €4,000

**SOLE sponsorship package** (shared sponsorship packages available under **SILVERfin**).

A prominent position at the entrance to the exhibition, the Visitor Registration area, is now available for branding.

**Benefits include:** Exclusive branding in the high-traffic area. As the Visitor Registration sponsor, your brand will be noticed by every single visitor and exhibitor on entering the venue.



#### Wi-Fi - €3,000

**SOLE sponsorship package** (shared sponsorship packages available under **SILVERfin**).

An essential business service offered for free to all exhibitors and visitors to EFTTEX. Wi-Fi will be available for all 3 show days free of charge.

**Benefits include:** You company will be the first thing everyone sees when logging in for the first time. Your company will also be recognised on all wi-fi signage displayed throughout the halls

#### Aisle Banners - €3,000

**SOLE sponsorship package** (shared sponsorship packages available under **SILVERfin**).

New to EFTTEX this year! Aisle banners will be hung from the hall ceilings making it easier for visitors to make their way around. So why not place your company name and logo on every aisle banner in the show and be the company everyone 'looks up to'.

#### Visitor Bags - €4,000

**SOLE sponsorship package**

Each EFTTEX attendee needs a bag to hold their catalogues, samples etc. This package allows around 3,000 attendees to promote your brand.

**Benefits include:** EFTTEX visitors will be carrying their Visitor Bags around the exhibition halls for the duration of the show. Seen outside the halls, a branded Visitor Bag has impact beyond the venue.



#### SILVERfin Level

Alongside the sponsorship benefits, **SILVERfin** level sponsors company catalogue entry will be highlighted in silver, company logo placed next to your company catalogue entry, sponsor's company logo included on official sponsors page in the EFTTEX show catalogue, sponsor's company logo and website hyperlink included on the EFTTEX website.

#### Visitor Registration €2,500

**Shared sponsorship package** (up to 3 sponsors)\*.

A prominent position at the entrance to the exhibition, the Visitor Registration area is available for branding.

**Benefits include:** Shared sponsorship will entitle you to partial branding in the high-traffic area. As a Visitor Registration sponsor your brand will be noticed by every single visitor and exhibitor on entering the venue.

\*only available if **sole sponsorship** not taken.



All show sponsors are recognised in the **official EFTTEX 2017 catalogue** with their company logo and contact details.

Contact [victoriaseymour@eftta.com](mailto:victoriaseymour@eftta.com) today, or call **+44 208.365.0405**



## Shuttle Bus Sponsorship - €2000

### SOLE sponsorship

At EFTTEX 2017 visitors and guests will be able to take advantage of complimentary shuttle buses from the Örsvezér tér station to the exhibition centre in the mornings and afternoons and on the last day of EFTTEX 2017 we will have shuttle buses going directly from the Hungexpo to Feringhy airport in the afternoon.

**Benefits include:** Take the chance to place your company logo on the side of each shuttle bus.

## WI-FI - €1,700

### Shared sponsorship package (up to 2 sponsors).

An essential business service offered for free to all exhibitors and visitors to EFTTEX. Wi-Fi will be available for all 3 show days free of charge.

**Benefits include:** Your company will be recognised on all wi-fi signage displayed throughout the halls.

## Aisle Banners - €1,700

### Shared sponsorship package (up to 2 sponsors)\*.

New to EFTTEX this year! Aisle banners will be hung from the hall ceilings making it easier for visitors to make their way around.

**Benefits include:** Shared sponsorship will entitle you to partial branding of the hanging aisle banners.

\*only available if **sole sponsorship** not taken.

## Visitor Lanyards - From €1,700

### SOLE sponsorship package

All visitors are required to carry their name badges during EFTTEX, therefore why not let 1,600 visitors promote your company during the show. Visitor Lanyard sponsorship provides a great showcase for your brand.

**Benefits include:** Enjoy high profile branding with your logo prominently displayed approximately 10 times on each lanyard.

## Casting Pool - From €1,800

### Full or part sponsorship opportunities

This popular feature enables exhibitors to demonstrate rods, line and fly fishing equipment to their customers within a specially designed area. New product demos make this a prime spot for your brand to be communicated not only to the media but to your potential customers.

**Benefits include:** A busy area of the exhibition, there are two types of sponsorship package available:

### SOLE sponsorship package - €2,800

An exhibitor can sponsor the whole Casting Pool area:

- Brand advertising on 4 columns and other advertising areas around the pool (to be agreed)
- Reserve time slots for casting demonstrations with schedule advertised on posters around the halls. And announcements in the halls to promote.

### SHARED sponsorship package - €1,800

Alternatively, an exhibitor can sponsor a smaller area of the casting pool:

- Brand advertising on 2 columns.
- Reserve time slots for casting demonstrations with schedule advertised on posters around the halls.



## BRONZEcattfish Level

Alongside the sponsorship benefits, **BRONZEcattfish** level sponsors company catalogue entry will be highlighted in bronze, sponsor's company logo included on official sponsors page in the EFTTEX show catalogue, sponsor's company logo and website hyperlink included on the EFTTEX website.

## Visitor Bag Promotional Flyers - from €700

### Shared sponsorship package (Up to 6 sponsors)

Reach all the EFTTEX visitors by placing your two page marketing flyer in each visitor bag that will be handed out.

**Benefits include:** Over 1,600 visitors receive a visitor bag at registration. Put your company information in their hands from the beginning of their visit.

(If you wish to include a product sample please contact EFTTEX for pricing. Inserts are provided by sponsors and are subject to approval).

## EFTTEX Computer Hub - €700

### SOLE sponsorship package

A calm, comfortable environment where visitors and exhibitors can find all the facilities that would be available in their own offices.

**Benefits include:** Exclusive branding in this key area.

- Sponsorship of three computers, photocopier and furniture.
- Display your posters, signage and literature.
- Display your website's homepage on all PCs.



## EFTTEX Info and Mobile Charging Point - €700

### SOLE sponsorship package

Placed near the entrance to EFTTEX and visited daily by visitors and exhibitors. Going there to ask for exhibition information and to also charge their mobile devices the stand was introduced at EFTTEX 2016 and the mobile charging station was a great success. Put your company name in front of the people using the stand:

**Benefits include:** Exclusive branding in this key area.

- Display your posters, signage and literature on the stand and literature racks.

## EFTTEX Catalogue Floorplan - from €500

### Shared sponsorship package (up to 6 sponsors).

The Floorplan is inserted directly inside the pages of the EFTTEX show catalogue. Double-sided, it includes any late entry exhibitor's details, and a detailed layout of the exhibition halls. All entrants to the show receive the catalogue and floorplan and many use the floorplan daily to get around the show.

**Benefits include:** Promote your company with an advertisement or logo



Also available

## Hot Spot Advertising - from €25

Supply your own marketing poster/artwork and we will place them in high-traffic hotspots around the venue, such as:

**Registration, Organisers Office, Computer Hub, Press Lounge, Catering areas**

