



Sponsorship Opportunities

NORDIC PET FOOD SEMINAR, Health&Wellbeing

Denmark, October 2017

Following successful events in Norway (Stavanger, 2015) and Croatia (Pula, 2016), NPFE are pleased to announce that their 2017 event will have the overall theme of “Health & Wellbeing”.

Health and wellbeing is a key driver of growth in the global petfood market and with the growing importance of pets in society for companionship and as members of the family, will continue to be a key factor in the market for years to come.

We are pleased to announce 4 sponsorship packages for 2017



Denmark, October 2017

We asked for feedback from all of the attendees at 1MPFS, have listened to this and read the feedback forms and are pleased to announce that we will have some important changes to the event in 2017.

The event will be held in Copenhagen and will be titled “Nordic Pet Food Events Health & Wellbeing 2017”.



SUPER PREMIUM PACKAGE NOT AVAILABLE LONGER

Event registration package includes:

- 2 full registration packages (including meals, refreshments, welcome reception, gala dinner and copies of presentations)
- 1 free guest invitation (pet food company)
- 40% discount for additional registration package

Pre-Event Marketing:

- Company logo at the seminar web page
- Link from seminar website through to your company website
- Company logo at the Passion4Feed and Synergy Food Ingredients (SFI) web page
- Link from P4F and SFI website through to your company website
- Company logo at the official seminar invitations
- Social media publicity
- Logo insert on all official e-mail communication

Onsite Marketing:

- Premium location for exhibition table
- Place for popup wall and table
- 2 "roll up" banners, including next to the presentation screen (x1) and registration desk (x1)
- Full page advertisement in Seminar programme
- Insert for company flyer / sales literature (delivered by sponsor) into the goody bag
- Company logo in official event program
- Special mention of sponsoring company name in seminar opening introduction, gala dinner speech and seminar closing speech

Cost of package: - 3500 Euros



The event will showcase key current thinking in the areas of petfood science, technology, product formats and marketing linked to the overall theme of "Health & Wellbeing". The event will feature presentations from innovative pet food manufacturers, ingredient



suppliers and researchers at Universities and institutes.

NPFE Health & Wellbeing 2017

1.5 days of topical educational presentations and networking opportunities

Based on feedback from our 2016 event, the 1.5-day event will feature 15 presentations by experts on the 3 key areas outlined above, combined with networking opportunities and a Gala Dinner.

PREMIUM PACKAGE

4 sponsoring possibilities

Event Registration Package Includes:

- 1 full registration packages (including meals, refreshments, welcome reception, gala dinner and copies of presentations)
- 30% discount for additional registration package

Pre-Event Marketing:

- Company logo at the seminar web page
- Link from seminar website through to your company website
- Company logo at the Passion4Feed and Synergy Food Ingredients (SFI) web page
- Link from P4F and SFI website through to your company website
- Company logo at the official seminar invitations
- Social media publicity
- Logo insert on all official e-mail communication

Onsite Marketing:

- Place for popup wall and table
- 1 "roll up" banner
- ½ page advertisement in Seminar program
- Insert for company flyer / sales literature (delivered by sponsor) into the goody bag
- Company logo in official event program

Cost of package: - 3000 Euros

Presentations will focus on 3 key areas linked to "Health & Wellbeing"

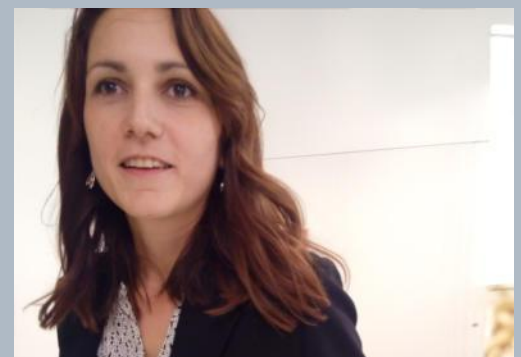
1. Meeting the market, pet owner and pet needs for products that support health and wellbeing in cats and dogs; This thread will focus on the question "What are these needs?"



2. How to meet these needs through product design (product format and recipe) and ingredient selection
3. How to ensure these benefits are delivered through technological applications and ensuring the quality and safety of our pet food products.

1stMPFS in NUMBERS

99.9% of Attendants Would Recommend Event to colleague



STANDARD PACKAGE

4 sponsoring possibilities

Added Event Registration Package Includes:

- 1 full registration packages (including meals, refreshments, welcome reception, gala dinner and copies of presentations)

Pre-Event Marketing:

- Company logo at the seminar web page
- Link from seminar website through to your company website
- Company logo at the official seminar invitations

Onsite Marketing:

- 1 "roll up" banner
- 1/3 page advertisement in Seminar program
- Insert for company flyer / sales literature (delivered by sponsor) into the goody bag
- Company logo in official event program

Cost of package: - 2000 Euros

BASIC PACKAGE

4 sponsoring possibilities

Pre-Event Marketing:

- Company logo at the seminar web page
- Link from seminar website through to your company website
- Company logo at the official seminar invitations

Onsite Marketing:

- Insert for company flyer / sales literature (delivered by sponsor) into the goody bag
- Company logo in official event program

Cost of package: - 1000 Euros



- 25% Pet food producers (15 companies)
- 17% Functional Ingredient Producers (10 companies)



- 15% Raw materials producers (9 companies)
- 11% Trading companies (7 companies)
- 7% Premix producers (4 companies)
- 7% Academic institutions (4 institutions)
- 7% Consultancy business (4 companies)
- 3% Analytical solutions (2 companies)
- 3% Software solutions (2 companies)
- 3% Media (2 companies)
- 2% Manufacturing equipment (1 company)



**60 companies
from
20 countries!**