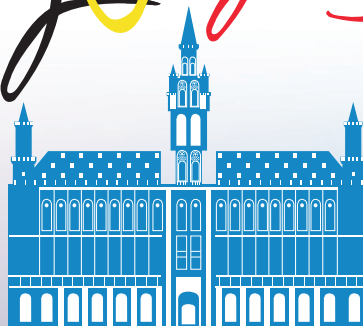
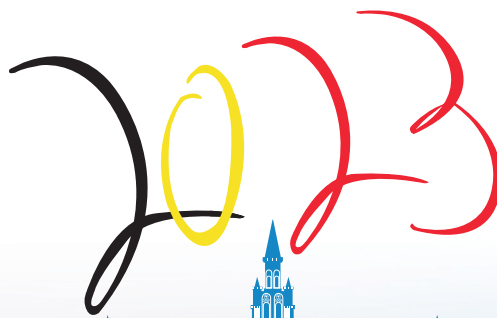


# FIATA

## WORLD CONGRESS

3-6 October  
BRUSSELS



*The changing climate of logistics*



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# Sponsorship Brochure



**FIATA**  
**WORLD**  
**CONGRESS**  
3-6 October  
**BRUSSELS**



The changing climate of logistics

## BELGIUM: YOUR COMPETITIVE LOGISTICS GATEWAY TO EUROPE

Dear Colleagues, Dear Sponsors,

FORWARD Belgium (the Belgian Freight Forwarding Association) is honoured to host the 2023 FIATA World Congress in Brussels.

Brussels is considered the de facto capital of the European Union, where key decisions are made on a daily basis and where more than 2000 international associations are present for that very reason.

The FIATA World Congress is held every year and is one of the largest and most important events in the logistics industry's calendar.

The FIATA World Congress will benefit from the easy connections with all major European and non-European cities.

Thanks to its central location, Belgium – the Heart of Europe – is the perfect country to set up an European logistics headquarter or distribution centre; because of its infrastructure, skilled workforce and the IT opportunities, it is an ideal location to conquer the European market.

One of Belgium's transport infrastructure's key components is its many seaports, including the Port of Antwerp, which is the second largest in Europe and only 30 km away from Brussels.

Brussels, Liege and Ostend airports are important hubs for Full Freighters and Belgium is a preferred location for many Full Freighter operators' European head offices.

The seaports of Antwerp, Zeebrugge, Ghent and Brussels, as well as the many inland waterway ports, the logistics and distribution centres, are all growing rapidly by seizing all opportunities and taking on new challenges.

For its 2023 edition, the FIATA World Congress' theme and tagline is " The Changing Climate of Logistics ", with sustainability and climate change high on the agenda. The Congress will also be an opportunity to reflect on COVID-19 and its significant impacts on our daily work. COVID-19 was unexpected but proved the strength of our industry to be adaptable and resilient and also unveiled our weaknesses – at 2023 FWC, we will take some time to understand how we can better anticipate and discuss ways to be stronger as a community.

2023 FWC promises to be a very dense exchange between our participants, full of insightful conversations on the future of our industry.

We very much look forward to this special event and hope you will find exciting opportunities in this sponsoring and exhibitors brochure.

**Marc Huybrechts**

*Chairman 2023 FIATA World Congress*



## ABOUT THE CONGRESS



Every year, logistics, freight forwarding, transport, and cargo industries as well as observers from other sectors and a significant number of institutional participants gather at the FIATA World Congress (FWC), bringing together 800-1500 participants.

Scheduled to be held in 2023 in Brussels – Square Convention Centre, on 3-6 October, the FWC is an international event that offers business, social and networking opportunities for the international freight forwarding and logistics community or for anyone involved in global logistics.

High profile national and international presenters and topical debates are essential components of the FWC Programme. The FWC is also the moment where the community promotes policy issues and debates both within the sector and with public and private stakeholders.

The Congress theme for 2023 is «The Changing Climate of Logistics». The 2023 FIATA World Congress will thus cover key challenges, innovations and latest developments in a changing global market. We will focus on new trends in global logistics, education, compliance, diversity and responsibility of the logistics sector in adaption to climate change. The Covid-19 topic and impact will also be widely discussed.

Within the Belgian Forwarding Association, two young forwarder committees are active, one in Port of Antwerp and one in Brussels Airport. These enthusiastic young potentials work together for the future of our business. They are looking forward to meeting with other young forwarders committees from other FIATA Members.

This year's Congress is hosted in Brussels by the Belgian FIATA Association Member FORWARD Belgium, which represents freight forwarders, customs brokers and logistic service providers and is the focal point for anything related to shipping, customs, transport and logistics in Belgium.

## FIATA CONGRESS PROGRAMME

The three-day programme is more compact and focuses mainly on attracting influential speakers in their respective fields.

With a special event for young potentials and an innovative program featuring new trends in global logistics, we reach out to anyone who is interested in the future of our logistic business.

The Congress Exhibition is an excellent platform to showcase your company and promote its logistics capabilities.

During the Congress, the welcome reception and the Congress party, the participants and accompanying persons will enjoy a unique experience: hospitality, culture, gastronomy, shopping, comic strips, beer and chocolate.

## WHO WILL ATTEND?

The FIATA World Congress attracts about 1,000 high profile participants who are key decision makers and who actively promote change within their organisations. Exposure at the 2023 FIATA World Congress would be hugely beneficial as this is an ideal setting to network, build and forge new relationships, while at the same time creating awareness of your offering to our attendees.

Our visitors are predominantly Managing Directors, partners, owners, presidents, CEO, board members, managers, team leaders, financial controllers, marketing managers, business development managers. Over 65% of the audience are senior executives.



### PARTICIPANT PROFILE

- Logistics Firms
- Freight Forwarders
- Land, Air, Sea, Rail or Combined Transport Companies
- Cargo and Courier Transporters
- Logistic Centres and Warehousing Firms
- Customs Brokers
- Transport Equipment and Sub-Supplier Firms
- Port and Airport Authorities
- Producer, Importer, and Exporter Firms
- Ministries, International Organisations and Institutions

### MARKETING OPPORTUNITIES

- Brand awareness and recognition – logo and advertisement placement
- Engage with your audience – during the Congress and online
- Enhance credibility – highlight your company's expertise to a focused audience
- Generate new sales and partnerships – with registrants, vendors and speakers
- Put your brand in front of thousands of the most influential leaders of the business
- Promote your products, services and research to international buyers
- Network with like-minded industry members and academic delegates
- Establish international strategic partners
- Strengthen your brand position within the industry of freight management and logistics
- Access to knowledge – find out about new research being undertaken



Belgium is located in the centre of Europe and developed efficient infrastructures, skilled workforces and multiple IT opportunities.

These strengths are combined with more than 800 European distribution Centres over the country.

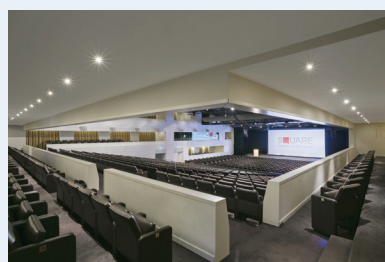
As the capital of Europe, Brussels is the place where decisions are taken and therefore is connected to a large network of expertise and resources. Brussels is the N°1 association city in the world welcoming 2,250 association headquarters. It is ideal to create connections and visibility of freight forwarders with policy makers, world renowned universities, multinational industries headquarters, lobbyists and press correspondents. We are convinced that FIATA Association Members, sponsors, speakers and exhibitors will find in Brussels great opportunities.

### ONE VENUE FOR THE CONGRESS: SQUARE

Spacious, special and spectacular, SQUARE offers 13,000 square meters for international congresses, conferences, European summits, conventions, product launches, corporate events, awards, ceremonies, gala dinners, fashion shows, exhibitions, etc. and any other kind of event you can imagine.

SQUARE is housed in the extensive former Palais des Congrès, an elegant, architecturally significant building originally constructed for the 1958 World Expo. Many murals by Paul Delvaux, René Magritte and Louis van Lint, have been carefully restored and renovated, but are now juxtaposed with contemporary design conceived by a team of leading European designers.

SQUARE, an architectural landmark in its own right, is located in the vibrant Mont des Arts cultural quarter in the heart of Brussels. It sits among the city's major museums, including BOZAR, and the Magritte Museum devoted to the country's master of surrealism. All the major shops and tourist attractions are just a short stroll away, and there are plenty of good hotels to choose from in the neighbourhood. SQUARE is situated in front of Brussels Central Station, connecting to many European capital cities through an efficient railway system and providing easy and quick access from and to Brussels International airport.



### ACCESS AND TRANSPORT

Brussels Airport is 14 kilometres away from Brussels city centre, which you can easily reach by train, bus, taxi and by car.

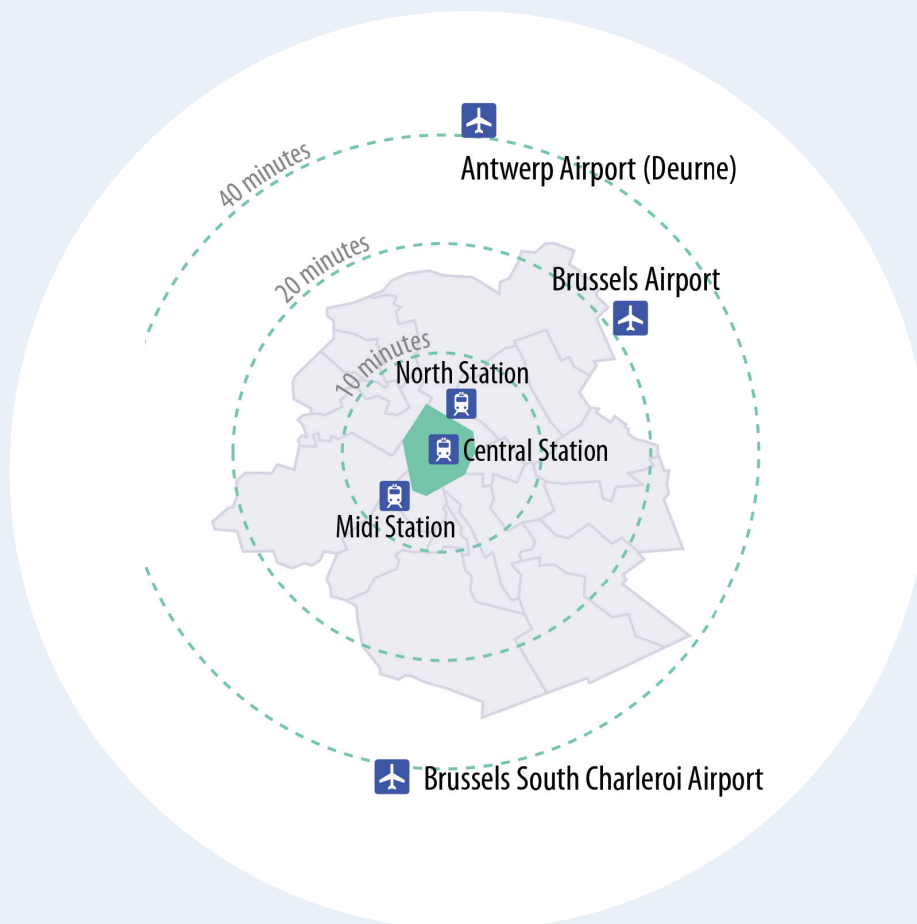
**BY TRAIN**, the station is located in the terminal building. It only takes 17 minutes to reach Brussels Central Station, with trains ready to depart every 10 minutes. Six times every hour.

**BY BUS**, STIB/MIVB shuttles back and forth from the airport to the railway station Brussels-Luxembourg, located in the European district.

**METERED TAXIS** are available outside the arrival hall.

**BY CAR**, it takes 20 minutes to reach Brussels city centre from the airport.

**SHUTTLES** can also be arranged from and to the airport, hotels and congress centre.

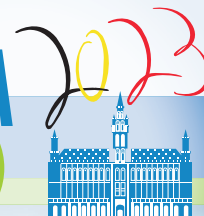


# PREMIUM SPONSORSHIP OPPORTUNITIES

(All prices exclude VAT)

All amounts are quoted in Euro (€).  
All credit card payments will be processed in Euro.

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|  | PLATINUM<br>€ 55 000 | GOLD<br>€ 40 000 | SILVER<br>€ 20 000 | BRONZE<br>€ 10 000 |
|--|----------------------|------------------|--------------------|--------------------|
| Complimentary full Congress registrations                        | 6                    | 4                | 3                  | 2                  |
| Premium exhibition space of 9 square meters<br>(9 sq m: 3m x 3m) | 4 x 9 sq m           | 3 x 9 sq m       | 2 x 9 sq m         | 1 x 9 sq m         |
| Complimentary exhibition passes                                  | 6                    | 4                | 3                  | 2                  |

## BRAND RECOGNITION

|  |   |                             |                             |                             |
|--|---|-----------------------------|-----------------------------|-----------------------------|
| Official designation as a sponsor of 2023 FWC including rights to the 2023 FWC logo for your organisation's promotional activities (subject to committee approval) | •   | •                           | •                           | •                           |
| Your logo included on the rolling slide for the opening session  | •   | •                           | •                           | •                           |
| Recognition on the sponsor banner and at the opening and closing sessions  | •   | •                           | •                           | •                           |
| Sponsor profile with link to your website on the Congress website  | 300 words                                     | 250 words                   | 200 words                   | 150 words                   |
| Your logo in the Congress App  | •   | •                           | •                           | •                           |
| Participant bag insert   | •   | •                           | •                           | •                           |
| Recognition on all Congress social media channels  | •   | •                           | •                           | •                           |
| Digital screen advertisements per day  | 4   | 3                           | 2                           | 2                           |
| Exclusive newsletter issue   | •   |                             |                             |                             |
| Logo visibility  | On all Congress newsletters and confirmations | On all Congress newsletters | On all Congress newsletters | On all Congress newsletters |

## COMPLIMENTARY POST-CONGRESS VALUE ADD

|   |   |   |   |   |
|---|---|---|---|---|
| Your logo on the Congress website   | • | • | • | • |
| Your logo on the post-Congress report   | • | • | • |   |
| Your logo on the photo gallery page   | • | • |   |   |
| Your company's sponsorship to be acknowledged in the post-Congress letter to all participants | • |   |   |   |



## NETWORK SPONSORSHIPS

(All prices exclude VAT)

All amounts are quoted in Euro (€).  
All credit card payments will be processed in Euro.

We are open to discuss other opportunities for network sponsorships by your company to be exposed at the 2023 FIATA World Congress. Please contact us and let us see what we can do for you.

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### GALA BANQUET AT AUTOWORLD

€ 35 000

The Gala Banquet concludes the Congress social programme. It is an evening to stimulate networking, initiate collaborations, encourage exchange of best-practices and to enjoy a social evening meal.

- Your logo on the full colour menu (which includes the programme for the evening)
- Your logo with link to your website on the Congress website and included in all announcements regarding the Gala Banquet
- Your logo in the Congress App
- 1 complimentary table at the Gala Banquet (10 seats)
- Exclusive rights to welcome the guests on arrival
- Exclusive rights to brand the welcome desk and/or gift tables, catering stations and official transport vehicles to the Gala Banquet

#### **Additional opportunities**

- Provide a branded gift for each guest
- Your logo on Gala Banquet tickets to be included in the name tag pouch handed to participants at registration

### NATIONAL EVENING AT THE BELGIAN COMIC STRIP CENTER

€ 23 000

**The National Evening is an engaging and informal evening hosted in a historic venue of Brussels.**

- Your logo with link to your website on the Congress website and included in all announcements regarding the National Evening
- Your logo in the Congress App
- 8 complimentary tickets to the National Evening
- Exclusive rights to welcome the guests on arrival
- Exclusive rights to brand the welcome desk and/or gift tables

#### **Additional opportunities**

- Provide a branded gift for each guest
- Your logo on National Evening tickets to be included in the name tag pouch handed to participants at registration

### YOUNG LOGISTICS EVENT

€ 15 000

The objective of the Young Logistics event is to provide the youth with a global perspective of the current state of the Industry and its future.

Special activities and stimulating sessions will be planned for the youth interested in getting involved in the freight forwarding industry.

- Opportunity to sponsor this event for young professionals and invest in the future of our business
- Your logo with link to your website on the Congress website and included in all announcements regarding the Young Logistics Event
- Recognition as sponsor of the Young Logistics Event during the full Congress

### WELCOME RECEPTION

€ 12 000

**The Welcome Reception welcomes all participants to the Congress.**

- Your logo with link to your website on the Congress website and included in all announcements about the Welcome Reception
- Your logo in the Congress App
- Provide pop-up banners to set up around the Welcome Reception venue



## NETWORK SPONSORSHIPS

(All prices exclude VAT)



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### B2B

€ 5 000

Participants to the Congress will be able to book B2B meetings through our dedicated and multi-purpose Congress App.

- Opportunity to brand both inside and outside the B2B meeting room
- Your logo in the Congress App and on the Congress Website

### PRIVATE LUNCH

Price to be discussed based on the lunch format

Select key targets from the attendee list and we will invite and confirm your guests to this private table service lunch with appropriate branding and the opportunity to give a welcome address. The main benefit is to allow you to concentrate on building relationships with partners or customers.

### HOSPITALITY DINNER

Price to be discussed based on the dinner format

On the evening of the conference our hospitality dinner gives you the option to continue to build relationships with decision makers of your choice. Enjoy an extended one-to-one time in a private room at a premium fine dining venue.

## PARTICIPANT EXPERIENCE SPONSORSHIPS

(All prices exclude VAT)

All amounts are quoted in Euro (€).

All credit card payments will be processed in Euro.

**Promote your brand, products and services literally in the participants' palms with these vital items of Congress collateral.**

### PARTICIPANT BAG

€ 35 000

**SOLD OUT**

**High quality locally made bags.**

- Your logo on the participant bag
- 100-word sponsor profile with link to your website on the Congress website
- Your logo in the Congress App
- 2 complimentary full Congress registrations

**Please note** Bags will be procured and branded by the Congress Organiser on sponsor's behalf.

### WATER STATIONS

€ 6 000

Complimentary water dispensers will be located throughout the venue. Branded with your logo or message, they will provide participants with a welcome refreshment during a busy congress day and guarantee high visibility for your company.

### CONGRESS APP

€ 6 000

The Congress mobile app is available to every registered participant. The Congress mobile app is the primary digital communication portal and is used before and during the Congress. It displays the programme and allows participants to select and navigate the sessions.

- Your logo and banner displayed on the mobile app's activity stream page
- Option to send out two pre-Congress push notifications and a daily push notification during the Congress

### WI-FI

€ 6 000

- Encourage participants to stay connected
- Brand the Wi-Fi log-in/landing page and literally place your company image or logo in each participant's hand
- A daily push notification to all participants via the Congress mobile app
- Opportunity to brand the Wi-Fi notices throughout the venue



# PARTICIPANT EXPERIENCE SPONSORSHIPS

(All prices exclude VAT)



All amounts are quoted in Euro (€).  
All credit card payments will be processed in Euro.

## COFFEE BAR € 5 000

- Perk up the Congress participants with barista style coffee and your prominent branding
- Provide branded disposable cups or sleeves (optional)
- Provide branded coffee mugs for participants to take away (optional)
- Host a lucky draw by numbering each coffee mug to further attract participants to your coffee stand

All costs of the coffee bar are included. Branding material is for the sponsor's account.

## NOTEPADS AND PENS € 5 000

- Provide each participant with a branded notepad and pen to use at the Congress and afterwards
- Congress Organiser will pack these into the participant bags

## LUNCHES / REFRESHMENT BREAKS € 5.000 (per day)

Exclusive opportunity to sponsor the refreshment breaks and lunches per day

- All coffee breaks and lunches will be served inside the exhibition hall
- Opportunity to display your logo/banner at the catering points
- Opportunity to offer promotional items or branded literature to participants during each break

## LANYARDS € 3 400

- Branded lanyards with your logo
- Each participant wears a lanyard with their personalised name tag
- The Congress Organiser will provide the lanyards



## SPEAKER GIFTS € 3 900

- Each speaker will be presented with a personalised gift recognising their contribution to the Congress
- Exclusive opportunity to sponsor the unique and distinctive speaker gifts
- Brand each gift with your logo (gifts to be selected by organisers)

## RAFFLE PRIZES Price nature and value dependent on sponsor; all prizes welcome

A raffle will be hosted to raise funds for the FIATA Foundation for Vocational Training. The winners will be announced at the Gala Dinner.

### Prize sponsors

Prize sponsors will be invited on stage to present their prizes to the winning raffle ticket holders. Each winner and prize sponsor will be photographed for the 2023 FIATA World Congress website and social media platforms.

**All the funds raised at the Raffle prizes are in aid of the FIATA Foundation.  
Your sponsored prize will assist with raising funds for this worthy cause.**

## EXHIBITION PACKAGES

(All prices exclude VAT)



All amounts are quoted in Euro (€).

All credit card payments will be processed in Euro.

### Exhibition options include

All stands are 9 sq m (3m x 3m) or multiples thereof

- Your logo with link to your website on the Congress website
- Your logo in the Congress App
- 2 complimentary exhibitor access only passes
- Includes exhibition hall cleaning, carpeting, venue security and Wi-Fi

### SPACE ONLY | € 3 000 (per stand)

Includes only the space (no material or electricity)

**A detailed exhibition manual will be provided prior to the Congress offering additional options to personalise your stand. This includes additional power, lighting, décor and other services.**

### Exhibition Terms and Conditions

Please note that exhibition stand location is subject to the floor plan layout and allocated on a first come first served basis. Sponsors have exhibition stands included in their packages and will be clearly noted.

Additional space can be purchased to increase your stand size. Complimentary exhibitor passes included in the exhibition package include access to meals and refreshments in the exhibition hall.

## BRANDING AND ADVERTISING

(All prices exclude VAT)

### LITERATURE AND BRANDING PACKAGE | € 5 000

- Literature 'station' (1.5m x 1.5m) consisting of 2 brochure racks, with the option to display your company's roll-up banner
- 100-word sponsor profile with link to your website on the Congress website
- Your logo in the Congress App
- Participant bag insert
- Provide a static advert or 30 second clip to be shown on venue screens

### PARTICIPANT BAG INSERT | € 2 300 (per insert)

- Place a branded document, item of collateral, company literature or branded gift in each participant bag
- Congress Organiser will pack these into the participant bag

### DIGITAL ADVERTISING | € 2 000

- 100-word sponsor profile with link to your website on the Congress website
- Your logo in the Congress App

### DIGITAL ADVERTISEMENT AT CONGRESS | € 2 700 (per screening)

- Provide a static advert or 30 second clip to be shown on venue screens

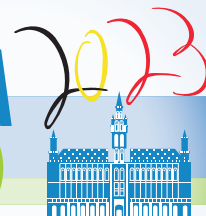
### DISPLAY AREA | € 1 150

- 3 sq m (1.5m x 1.5m) display area only (area to be maintained by participant)
- Opportunity to display roll-up banners or brochure racks with literature

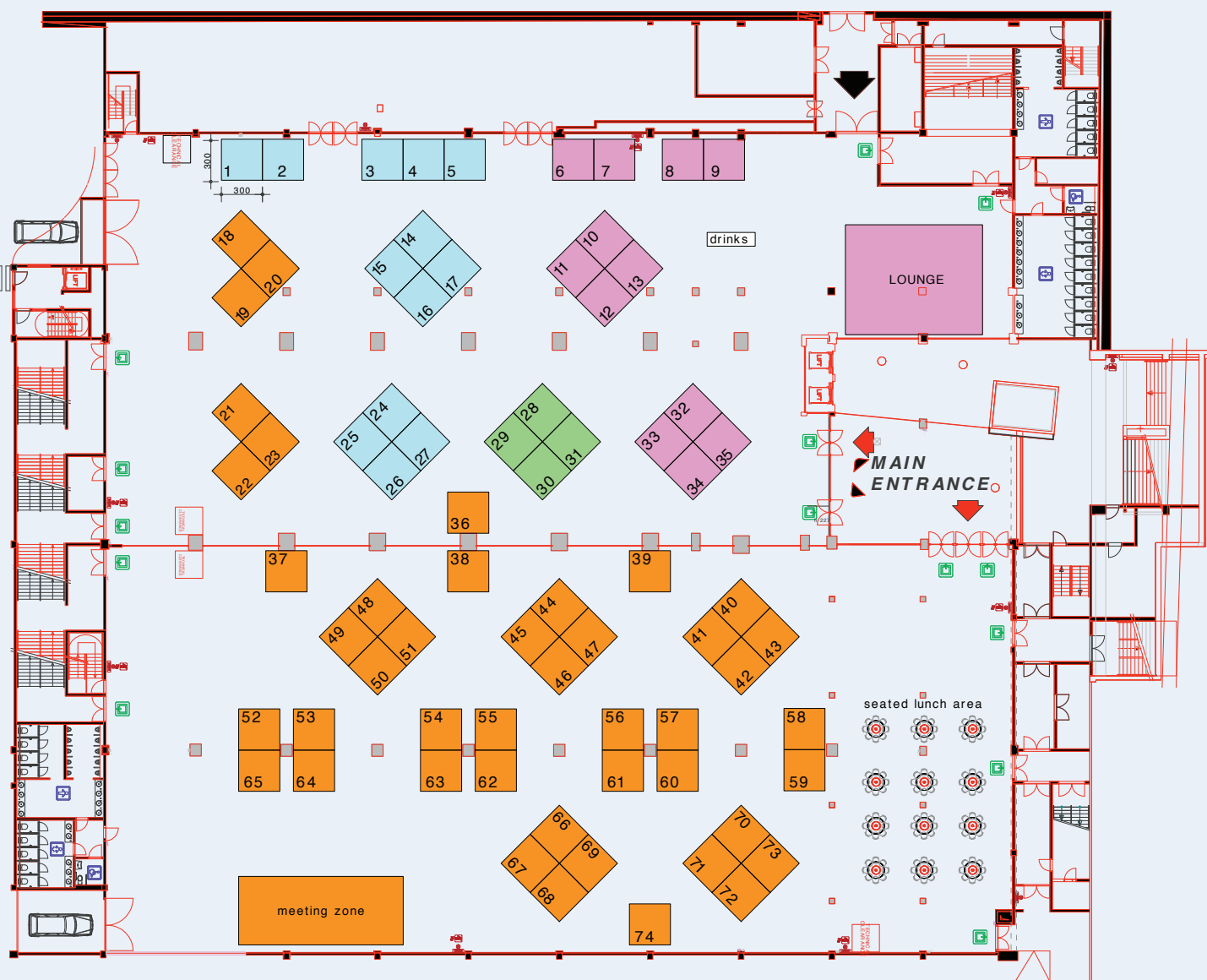


# EXHIBITION FLOOR PLAN

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- maximum high 450 cm
- maximum high 400 cm
- maximum high 300 cm
- maximum high 220 cm





**Completion of the Booking Form by the Sponsor/Exhibitor shall be considered a commitment to purchase the items. Upon receipt of a Booking Form, the Congress Organiser will confirm the booking and send the Sponsor an invoice.**

## TERMS OF PAYMENT

Payment is due within seven days of receipt of the invoice. Should payment not be received within seven days, 2023 FIATA World Congress will be entitled to cancel the booking and cancellation will be subject to cancellation fees as defined below. Any bookings made after 1<sup>st</sup> September 2023 will be subject to immediate settlement.

## CANCELLATION/MODIFICATION POLICY

Cancellation or modification of sponsorship/exhibition/advertisement items must be made in writing to the Congress Organiser.

### The 2023 FIATA World Congress shall retain:

- 10% of the invoiced amount if the cancellation/modification is made before 28<sup>th</sup> April 2023 (inclusive)
- 50% of the invoiced amount if the cancellation/modification is made between 29<sup>th</sup> April 2023 and 31<sup>st</sup> August 2023 (inclusive)
- 100% of the invoiced amount if the cancellation/modification is made on or after 1<sup>st</sup> September 2023

# BOOKING FORM

Please complete this booking form and sponsorship list and return it to the Congress Organiser.



## AIM Group Belgium

Grensstraat, 7 - B-1831 Diegem (Belgium) - T. +32 2 722 82 30 - Fax +32 2 722 82 40

For information about sponsoring, please contact

0032 2 722 82 39

[fiata2023@aimgroup.eu](mailto:fiata2023@aimgroup.eu)

### COMPANY/ORGANISATION DETAILS

Company name

Address

City

State/Province

Country

Postal/ZIP Code

Website

VAT NR

### CONTACT PERSON

Contact Name

Email

Mobile number

Telephone number

Authorized representative

Title

### BILLING CONTACT

Contact Name

Email

Mobile number

Telephone number

### DECLARATION

By signing below, I confirm that:

- ☐ I have read and understood the Terms and Conditions as they appear on page 13;
- ☐ I am duly authorised to sign and thereby to bind the company/organisation thereto; and
- ☐ The selections I have made on this Booking Form are as intended and are correctly selected.

Full Name

Designation

Date: ..... / ..... / .....

Signature



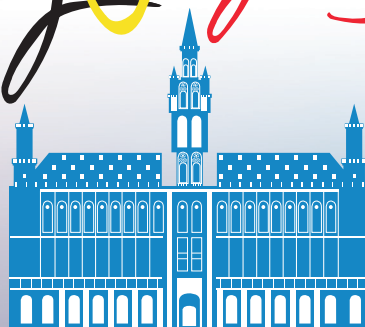
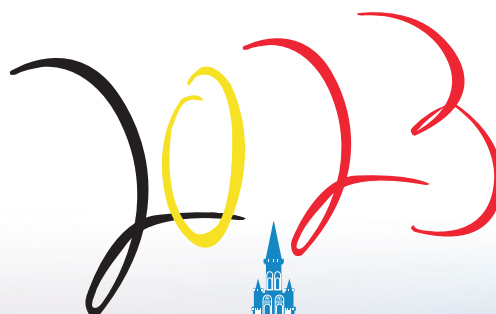
# REGISTRATION FORM

| ITEM   | PRICE (excludes VAT)    | COST            |
|--|-------------------------|-----------------|
| <b>SPONSORING PACKAGES</b>                         |                         |                 |
| Platinum package                                   | € 55 000                |                 |
| Gold package                                       | € 40 000                |                 |
| Silver package                                     | € 20 000                |                 |
| Bronze package                                     | € 10 000                |                 |
| <b>PARTNERSHIP OPPORTUNITIES</b>                   |                         |                 |
| Gala banquet at Autoworld                          | € 35 000                |                 |
| National evening at the Belgium Comic Strip Center | € 23 000                |                 |
| Young logistics event                              | € 15 000                |                 |
| Welcome reception                                  | € 12 000                |                 |
| B2B  | € 5 000                 |                 |
| Private Lunch                                      | To be discussed         |                 |
| Hospitality Dinner                                 | To be discussed         |                 |
| <b>PARTICIPANT EXPERIENCE SPONSORSHIPS</b>         |                         |                 |
| Participant Bag                                    | € 35 000                | <b>SOLD OUT</b> |
| Water Stations                                     | € 6 000                 |                 |
| Congress App                                       | € 6 000                 |                 |
| Wi-Fi  | € 6 000                 |                 |
| Coffee bar   | € 5 000                 |                 |
| Notepads and Pens                                  | € 5 000                 |                 |
| Lunches / Refreshment                              | € 5 000 (per day)       |                 |
| Lanyards   | € 3 400                 | <b>SOLD OUT</b> |
| Speaker Gifts                                      | € 3 900                 |                 |
| Raffle prizes                                      |                         |                 |
| <b>EXHIBITION OPTIONS</b>                          |                         |                 |
| Space Only per stand (9 sq m)                      |                         |                 |
| Booth n°1 <sup>st</sup> choice : .....             | € 3 000                 |                 |
| Booth n°2 <sup>nd</sup> choice : .....             |                         |                 |
| Booth n°3 <sup>rd</sup> choice : .....             |                         |                 |
| <b>BRANDING AND ADVERTISING</b>                    |                         |                 |
| Literature and Branding Package                    | € 5 000                 |                 |
| Participant Bag Insert                             | € 2 300 (per insert)    |                 |
| Digital Advertising                                | € 2 000                 |                 |
| Digital Advertisement at Congress                  | € 2 700 (per screening) |                 |
| Display Area                                       | € 1 150                 |                 |
| <b>SUBTOTAL</b>                                    |                         |                 |
| + VAT 21%  |                         |                 |
| <b>TOTAL COST</b>                                  |                         |                 |

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