



## CONNECTING WITH THE WORLD'S LEADING SUPPLY CHAIN SECURITY EXPERTS



TAPA EMEA – 2019 Conference Sponsorship Opportunities



# THE WORLD'S LEADING SUPPLY CHAIN SECURITY EXPERT NETWORK

Today, virtually all products moving in supply chains are at risk of being stolen. In the EU alone, a European Parliament study estimated the annual cost of cargo crime to be €8.2 billion.

Since 1997, the Transported Asset Protection Association (TAPA) has been helping Manufacturers and Logistics Service Providers to minimise losses from their supply chains by offering its members:

- Industry Security Standards for Facilities, Trucking & Secure Parking
- Crime intelligence through TAPA's Incident Information Service (IIS)
- Training to support the adoption of TAPA's Security Standards
- Representation to regulatory bodies and law enforcement agencies
- Information-sharing and networking at twice-yearly main conferences
- Regional conferences in cargo crime 'hotspots'

TAPA is now the world's leading Supply Chain Security Expert network with some 1,000 members in its three regions: Europe, Middle East & Africa (EMEA); the Americas; and Asia Pacific.



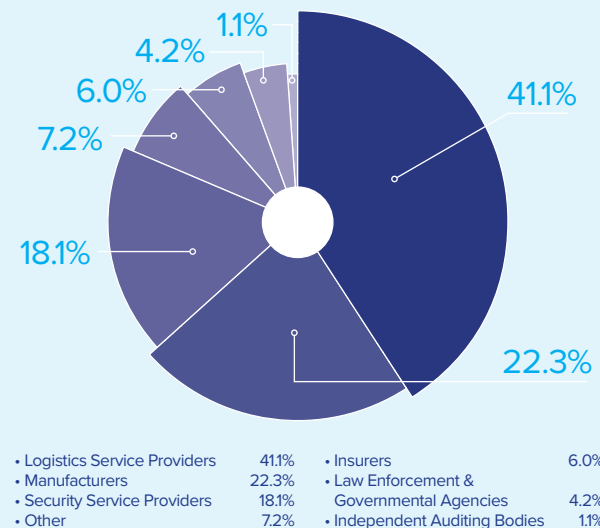
## A unique opportunity to engage with buyers of supply chain security services

Twice-a-year, over 400 supply chain security professionals attend TAPA conferences in the Europe, Middle East & Africa (EMEA) region.

Over 63% of delegates attending these events are supply chain security buyers and decision-makers – presenting a unique opportunity for supplier companies to showcase their brands, products and services.

Each event combines a main conference, break-out sessions, panel discussions, exhibition and stands as well as a pre-conference reception, networking lunches, and a dinner for all attendees.

## WHO WILL YOU MEET?



## Conference agendas include:

- Current and emerging supply chain security risks
- How future technologies will impact supply chains
- Local and regional law enforcement updates
- Cargo crime case studies by TAPA Manufacturer and Logistics Service Provider members
- Updates from regulatory bodies and insurers
- The latest initiatives to help TAPA members to secure their supply chains

## TAPA EMEA members will participate in two conferences in 2019.

The first event will be in Berlin on 27 & 28 March.

The second event will be in Dublin on 23 & 24 October.

## TAPA EMEA offers a range of sponsorship opportunities to suit all budgets and offers sponsors a host of valuable benefits:

- Maximum brand awareness to an audience of supply chain security professionals from across the EMEA region
- Unique networking & business development opportunities
- Connections via TAPA's conference App, enabling you to cultivate customer and prospect relationships before, during & after the event
- The opportunity to showcase your products and services to leading supply chain security professionals



# MAIN SPONSORSHIP PACKAGES

	PLATINUM EXCLUSIVE	GOLD EXCLUSIVE	EVE OF CONFERENCE DRINKS RECEPTION EXCLUSIVE	DINNER	LUNCH SPONSOR	EXHIBITOR
Pre-event promotion on the TAPA EMEA conference website and the official conference App with your company logo, profile and weblink	✓ (50 word profile on website)	✓ (35 word profile on website)	✓ (30 word profile on website)	✓ (30 word profile on website)	✓ (30 word profile on website)	✓ (30 word profile on website)
Pre-event promotion in TAPA EMEA event communications	✓	✓	✓	✓	✓	✓
Recognition in TAPA EMEA's <i>Vigilant</i> magazine distributed to all members and supply chain security stakeholders	✓	✓	✓	✓	✓	✓
Presentation to TAPA EMEA conference delegates	15-minute keynote speaker slot after welcome by TAPA EMEA Chairman	10-minute slot on day 2		10-minute slot		
Number of conference delegate passes	3	2	2	2	2	
Company profile and logo on the official TAPA EMEA conference App	✓ (200 word profile)	✓ (150 word profile)	✓ (75 word profile)	✓ (50 word profile)	✓ (40 word profile)	✓ (35 word profile)
Number of invitations to the conference dinner	3	2	2	2	2	2
Exhibition stand space or branding opportunity	6x2m stand in prime position (table, chairs & power included)	6x2m stand in prominent position (table, chairs & power included)	Company brand prominently displayed at reception venue	Company brand prominently displayed at dinner venue	Company brand prominently displayed in dining room	3x2m space only in the exhibition area (table, chairs & power included)
Opportunity to provide souvenir gift at your own cost to all conference delegates	✓					
<b>COST:</b>	<b>€22,000</b>	<b>€18,500</b>	<b>€7,000</b>	<b>€12,000</b>	<b>Day 1 - €5,000 Day 2 - €5,000</b>	<b>€4,000</b>

## OTHER SPONSORSHIP OPPORTUNITIES

Each includes 1 invitation to attend the conference dinner.

### Conference App

Exclusive sponsorship - Cost: €5,000

### Wifi (where possible)

Password & sponsor's name  
Cost: €4,000

### Refreshment sponsor

As part of this package your company logo can be displayed on napkins

Exclusive sponsorship:

Day 1 - Cost: €3,500

Exclusive sponsorship:

Day 2 - Cost: €2,500

### Lanyard sponsor

Your company logo prominently displayed on the lanyards used for all delegate passes

Exclusive sponsorship - Cost: €5,000  
(production not included)

### Pens & writing pads

All items provided by the sponsor  
Cost: €1,000 each

### Bespoke sponsorship packages

TAPA EMEA is happy to consider other sponsorship ideas and bespoke packages for companies that wish to maximise their profile to the Association's membership and conference delegates. Please contact us for further information



# TAPA EMEA CONFERENCES – HELPING YOU TO MAKE THE BEST CUSTOMER CONNECTIONS

As the world's leading Supply Chain Security Expert network, TAPA helps its conference sponsors promote their products and services to major global brand companies in the Manufacturing and Logistics industries.

## Feedback from some of the sponsors & exhibitors from TAPA EMEA's previous conferences:

*'Our experience was very interesting discussions, topics and tasks shared with the present members of TAPA. The core value for us was to meet TAPA members face-to-face and it was an excellent opportunity with a positive atmosphere. The event exceeded our expectations by far.'*

**ASSA ABLOY**

*'We really appreciated the opportunity to present our capabilities and all the pleasant conversations we had with many delegates about our services. We strongly believe that the benefit of the convention was besides knowledge sharing also to be found in the many networking moments.'*

**Samsung SDS**

*'It was our pleasure to be part of the TAPA Conference. We are happy to talk with you about your individual possibilities, how your company can maximize its profit and improve its efficiency.'*

**Geutebrück**

*'Thank you very much for visiting our booth. It was a pleasure to meet you. In addition, a big THANK YOU to the entire TAPA team for organising this wonderful event. We look forward to seeing you again.'*

**WABCO**

*'This was the best event ever.'*

**Mega Fortris Group**

*'As a long-term TAPA exhibitor and sponsor, it was an honour and a pleasure to be part of the 20th anniversary event. The meetings and the interest at the SBS-Maple stand were exhilarating again.'*

**SBS**

*'Our team always welcomes opportunities to engage with the cargo security community as we continuously improve our risk management platform to provide extensive intelligence to organizations and aid in contingency planning through our innovative tool. It was insightful for us to build on our existing engagement and further our understanding of the current challenges and focuses in the cargo security field.'*

**DHL Resilience360**

*'It was a pleasure to be an active player. Two full days of inspiring meetings and disruptive presentations from outstanding speakers: a great opportunity to share and exchange our thoughts and experiences with a "family" of professionals. We look forward to showcasing our services again and our passion for innovation and technology as the success key for Cargo Security and Supply Chain continuity.'*

**Multiprotexion**

*'As longstanding TAPA members, it was great to see attendance from all stakeholders across the supply chain world, still committed to the TAPA cause, striving for the mitigation of supply chain risks.'*

**RSA**

*'It is always a pleasure to converse with knowledgeable and receptive delegates and Maple certainly benefited from some productive discussions with both existing and prospective clients surrounding the security of vehicles and goods in transit operations.'*

**Maple Fleet Services**

*'Thank you to all of the delegates for your very active participation at the recent event. Sensitech Inc. has never before experienced the size of audience and level of engagement that this event generated.'*

**Sensitech**

For further information about TAPA EMEA's members, please visit the Membership section of our website.

## CONTACT US

To book a sponsorship package, to request a link to our latest conference video or for more information, please contact:

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