

# Sponsorship Opportunities

2023

# ECG – The Association of European Vehicle Logistics

- 1997 – Established in Brussels
- Over 140 Members and Partners
- 28 countries across Europe
- €21.3bn Members' aggregated turnover
- 93,000 people directly employed, 224,000 indirectly
- 80-85% of the Finished Vehicles Logistics sector in Europe
- 23,000 car transporting trucks
- 360 car carrying ships
- 78m m<sup>2</sup> of compounds
  - 15,100 railway wagons
  - 22 river barges
  - **Growing membership**



# Annual Partnership



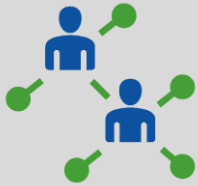
For a small annual fee, you can become an Associate Partner of ECG. If you are not entitled to join ECG but want to become “one of the family” then this is a great place to start. It is a rolling agreement that renews each year. See your benefits →

- Your company logo will feature on the [ECG website](#) with a click through to your company's website
- Join the [Spring Congress & General Assembly](#) and network
- Your delegates can join the [ECG Conference](#) and pay only the ECG member rate
- Have your articles & Press Releases published in ECG News circulated to a mailing of around 3,000 readers (subject to approval)
- Social media exposure (LinkedIn & Twitter) for your articles and Press Releases with a mention of your company
- Join appropriate ECG working groups (subject to conditions)
- Buy the [ECG Survey](#) at the member rate





# Sponsorship benefits



## Events

Sponsorship opportunities with ECG give you access to key decision makers across the vehicle logistics industry. ECG organizes both major European and local regional events and can offer sponsorship packages tailored to the goals of interested partners.



## ECG News Newsletter

Communication opportunities are also available for our lead dissemination tool – our weekly newsletter ECG News. Our flagship newsletter ECG News is updated daily and distributed to around 3,500 readers each Friday. Its readership includes LSPs, OEMs, suppliers to the industry as well as stakeholders and legislators.

# ECG Key Events

The ECG Annual Conference is the largest Finished Vehicle Logistics event in Europe. This key event showcases not just industry speakers but also representatives from the European institutions and national stakeholders. With a strong participation from OEMs and leading Logistics Service Providers the conference, which includes a gala dinner and cocktail reception, offers prime networking opportunities.



The ECG General Assembly & Spring Congress takes place each May. It includes a gala dinner and cocktail reception and the graduation ceremony of the ECG Academy. Attendees typically comprise senior representatives of ECG member companies, European politicians and stakeholders, invited guests from OEMs and of course our sponsors. A social programme is also on offer for members and their partners.

# ECG Conference Sponsorship levels

- Premium
- Gold
- Silver

# Premium Sponsorship benefits

- One premium partner exclusivity
- ECG will work closely with you to provide the maximum possible exposure for your company
- The company logo will be printed on all relevant event documents and feature in all relevant mailings
- You will be host of the gala dinner **with the option to deliver a short welcome message**
- Corporate identity within dinner venue (to be supplied by sponsor)
- Prime location for exhibition stand space
- Acknowledgement of the sponsorship in the ECG President's opening and closing remarks
- The company logo printed on delegates bags
- Promotional material in delegate bags
- Option to display car transporter
- Possibility to have a formal presentation in one of the sessions (upon approval)
- Five complimentary delegate places
- Additional delegates pay only the ECG member rate
- Full page advertisement in the delegate brochure
- 1 – 2 pages company profile in the delegate brochure and on the event page on the ECG website
- Your logo will feature permanently on the event page on the ECG website
- Social media exposure (LinkedIn & Twitter)
- 'Meet our sponsors' dedicated mailing to all delegates



# Gold Sponsorship benefits

- Your company logo will be printed on all relevant event documents and feature in all relevant mailings
- Prime location for exhibition stand space or/and option to display car transporter
- Promotional material in delegate bags
- Sponsorship can be linked to specific activities such as transportation, lunches, conference materials, gifts etc.
- Option to host cocktail reception or coffee breaks
- Full page advertisement in the delegate brochure
- 1 page company profile in the delegate brochure and on the event page on the ECG website
- Three complimentary delegate places
- Additional delegates pay only the ECG member rate
- Your logo will feature permanently on the event page on the ECG website
- Social media exposure (LinkedIn & Twitter)
- 'Meet our sponsors' dedicated mailing to all delegates



# Silver Sponsorship benefits

- Your company logo will be printed on all relevant event documents and feature in all relevant mailings
- Exhibition stand space
- 50 word company profile in the delegate brochure and on the event page on the ECG website
- Half page advertisement in the delegate brochure
- Promotional material in delegates bags
- One complimentary delegate place
- Additional delegates pay only the ECG member rate
- Your logo will feature permanently on the event page on the ECG website
- Social media exposure (LinkedIn & Twitter)
- 'Meet our sponsors' dedicated mailing to all delegates



ECG Conference				
Price		Silver	Gold	Premium
Logo on all material & mailings		✓	✓	✓
Host of Gala Dinner				✓
Host of cocktail/coffee breaks			✓	
Sponsorship linked to social programme			✓	
Exhibition space at the venue		✓	Prime	Prime
Option to display car transporter			✓	✓
Possibility to present company at the Gala Dinner				✓
Possibility to have a formal presentation in one of the sessions (upon approval)				✓
Number of complementary places		1	3	5
Advertisement in the event's brochure		A5	A4	A4
Company profile in the brochure and on the event's website		50 words	Full page	Double page
Social media exposure (LinkedIn & Twitter)		✓	✓	✓
Logo on the delegates bags				✓
Promotional material in the bag		✓	✓	✓
'Meet our sponsors' dedicated mailing to all delegates		✓	✓	✓

# General Assembly & Spring Congress Sponsorship levels

- Premium
- Gold
- Silver

# Premium Sponsorship benefits

- One premium partner exclusivity
- ECG will work closely with you to provide the maximum possible exposure for your company
- The company logo will be printed on all relevant event documents and feature in all relevant mailings
- You will be host of the gala dinner **with the option to deliver a short welcome message**
- Corporate identity within dinner venue (to be supplied by sponsor)
- Acknowledgement of the sponsorship in the ECG President's opening and closing remarks
- Possibility to have a formal presentation in the Spring Congress (upon approval)
- Five complimentary delegate places
- Full page advertisement in the delegate brochure
- 1 – 2 pages company profile in the delegate brochure and on the event page on the ECG Website
- Your logo will feature permanently on the event's page on the ECG website
- Social media exposure (LinkedIn & Twitter)
- 'Meet our Sponsors' dedicated mailing to all delegates



# Gold Sponsorship benefits

- Your company logo will be printed on all relevant event documents and feature in all relevant mailings
- Sponsorship can be linked to specific activities such as transportation, lunches, conference materials, gifts etc.
- Option to host cocktail reception or coffee breaks
- Full page advertisement in the delegate brochure
- 1 page company profile in the event's booklet and on the event's website
- Three complimentary delegate places
- Additional delegates pay only the ECG member rate
- Your logo will feature permanently on the event page on the ECG website
- Social media exposure (LinkedIn & Twitter)
- 'Meet our Sponsors' dedicated mailing to all delegates

\* ECG Partner rate: €8,000



# Silver Sponsorship benefits

- Your company logo will be printed on all relevant event documents and feature in all relevant mailings
- 50 word company profile in the conference delegate brochure and on the event's website
- Half page advertisement in the conference delegate brochure
- One complimentary delegate place
- Additional delegates pay only the ECG member rate
- Your logo will feature permanently on the event's page on the ECG website
- Social media exposure (LinkedIn & Twitter)
- 'Meet our Sponsors' dedicated mailing to all delegates

\* ECG Partner rate: €4,000



# General Assembly & Spring Congress

Price	Silver	Gold	Premium
Logo on all material and mailings	✓	✓	✓
Host of Gala Dinner			✓
Host of cocktail/coffee breaks		✓	
Sponsorship linked to social programme		✓	
Possibility to deliver a short welcome speech at the Gala Dinner			✓
Possibility to have a formal presentation in one of the sessions (upon approval of the ECG Board)			✓
Number of complementary places	1	3	5
Advertisement in the event's brochure	A5	A4	A4
Company profile in the brochure and on the event's website	50 words	Full page	Double page
Social media exposure (LinkedIn & Twitter)	✓	✓	✓
'Meet our Sponsors' dedicated mailing to all delegates	✓	✓	✓

# ECG News



# ECG News

Our weekly newsletter, ECG News, enjoys circulation of almost 3,000 readers and compiles industry press reports, updates on the political scene in Brussels and press releases from ECG Members and Partners.

Add your banner to our ECG News Newsletter. Sponsorship opportunities range in frequency. Find out more [here](#).

See an ECG News Newsletter example [here](#).

Category	Banner frequency <sup>1</sup>
A	Every week <sup>2</sup>
B	Twice a month
C	Once a month

<sup>1</sup> ECG News mailing: Banner formats to be provided by sponsors: 700 x 150 & 300 x 250

<sup>2</sup> Minimum 50 publications per annum

<sup>3</sup> Minimum 3 months: A maximum of 4 advertising banner slots possible per issue

<sup>4</sup> Min. 2 banners per month guaranteed



# ECG Working Groups

# ECG Working Groups



As an ECG Member you may join appropriate working group meetings which are otherwise open by invitation.

Sponsorship opportunities sometimes arise at these events – perhaps hosting a meeting in exchange for an opportunity to present to the meeting.

[Contact us](#) if this is something that might be of interest.

# Thank you

Do not hesitate to contact us to discuss your needs and find the best solution together.

