

# 2023 EXHIBITION & SPONSORSHIP

15-16<sup>th</sup> November 2023

ExCeL London, UK



**PLANT BASED  
WORLD EXPO**  
EUROPE

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# PLANT BASED WORLD EXPO EUROPE

Unlike any other trade event, [Plant Based World Europe](#) is 100% focused on plant-based products, bringing together the biggest and best product innovations in the market. It attracts an audience of influencers and buyers from retail, catering, hospitality, food service, the public sector, distribution and wholesale.

The event includes:

- [Hundreds of leading international plant-based suppliers](#)
- Culinary Demonstrations
- Invite-only Conference Sessions
- Sessions in the Learning Garden Theatre
- Plant Based Awards Ceremony



# CONFERENCE OVERVIEW

FOR KEY BUYERS AND SUPPLIERS OF PLANT-BASED PRODUCTS

The two-day program, attended by our key buyer audience, is designed to inform buyers and suppliers of plant-based products across retail and food service about the latest consumer trends and business opportunities.

Session topics will include:

- Latest consumer trends, data, and research
- Leading retailers and foodservice providers
- Product innovations and NPD solutions
- Networking with peers
- Advice on growing business sustainably

Full session details will be available in due course





# EXHIBIT AT THE SHOW

## Standard Shell Scheme Booth

- £450+VAT (if applicable) per square metre
- Standard shell scheme booth
- Includes grey carpet
- Includes name board (with name only)



*PICTURED: 3x3 enhanced shell scheme booth*

## Space Only

- £420+VAT (if applicable) per square metre

**Enhance your booth area (shell or space) for only £250+VAT per corner**

# PLATINUM SPONSORSHIP

£8000+VAT

- Logo on sponsor page of website
- Logo in rotation on home page of website
- Enhanced Exhibitor Listing on website including space for logos and videos
- Leaderboard advert on the website in prominent location on website for 4 weeks (company to supply artwork)
- Leaderboard advert in the PBWE mobile app
- Logo with Exhibitor Listing on mobile app
- 1 x Social Media Takeover Week with up to 5 unique posts shared across our PBWE channels
- Logo on sponsor section of printed event map
- Logo & booth no. in enhanced Exhibitor Listing on printed event map
- Ad on printed event map (company to supply artwork)
- Logo featured on sponsorship signage at show
- Image, logo and booth number on digital screens at show
- Logo featured on sponsorship pages of digital screens at show
- Unlimited complimentary guest invitations for the exhibition
- Complimentary conference passes (15)

**ONLY 6  
AVAILABLE**

**DEADLINE:  
JUNE 2023**

**BOOK EARLY  
TO MAXIMIZE  
BENEFITS**

Invited guests must comply with our Entry Policy found on the website.

# GOLD SPONSORSHIP

£5000+VAT

- Logo on sponsor page of website
- Logo in rotation on home page of website
- Enhanced Exhibitor Listing on website including space for logos and videos
- Leaderboard advert on the website in prominent location on website for 4 weeks (company to supply artwork)
- Leaderboard advert in the PBWE mobile app
- Logo with exhibitor listing on mobile app
- Logo on sponsor section of printed event map
- Product Spotlight email sent to all attendees
- Logo featured on sponsorship signage at show
- Logo featured on sponsorship pages of digital screens at show
- Unlimited complimentary guest invitations for the Exhibition
- Complimentary conference passes (10)

**ONLY 6  
AVAILABLE**

**DEADLINE:  
JUNE 2023**

**BOOK EARLY  
TO MAXIMIZE  
BENEFITS**

Invited guests must comply with our Entry Policy found on the website.

# SILVER SPONSORSHIP

£3000+VAT

- Logo on sponsor page of website
- Logo in rotation on home page of website
- Enhanced Exhibitor Listing on website including space for logos and videos
- Logo with exhibitor listing on mobile app
- Product spotlight email sent to all attendees
- Logo on sponsor section of printed event map
- Logo featured on sponsorship signage at show
- Logo featured on sponsorship pages of digital screens at show
- Unlimited Complimentary Guest Invitations for the Exhibition
- Complimentary All Access Conference Passes (5)

Invited guests must comply with our Entry Policy found on the website.

**ONLY 8  
AVAILABLE**

**DEADLINE:  
JUNE 2023**

**BOOK EARLY  
TO MAXIMIZE  
BENEFITS**



# BRONZE SPONSORSHIP

£1500+VAT

- Logo on sponsor page of website
- Logo in rotation on home page of website
- Enhanced Exhibitor Listing on website including space for logos and videos
- Logo with exhibitor listing on mobile app
- Logo on sponsor section of printed event map
- Logo featured on sponsorship signage at show
- Logo featured on sponsorship pages of digital screens at show
- Unlimited Complimentary Guest Invitations for the Exhibition

Invited guests must comply with our Entry Policy found on the website.

**ONLY 10  
AVAILABLE**

**DEADLINE:  
JUNE 2023**

**BOOK EARLY  
TO MAXIMIZE  
BENEFITS**

## HEADLINE SPONSOR OF CONFERENCE

£5000 +VAT

**EXCLUSIVE**

- Company logo branded as Headline Sponsor on the main screen within the theatre
- Company logo branded as Headline Sponsor on signage outside the theatre
- Opportunity to give brief welcome and introduction
- Opportunity to host one panel
- One promotional item supplied by sponsor may be placed on all chairs
- Company logo on conference page of website

## REGISTRATION SPONSOR

£5000+VAT

**EXCLUSIVE**

- Logo on Plant Based World Europe's registration desk as sponsor
- Logo on registration page of the website, where all visitors and delegates book their place
- Logo on attendee confirmation email
- Logo and 25 word description on every attendee reminder email before the event
- Bronze sponsorship package benefits

## LANYARD SPONSOR

£2000+VAT **EXCLUSIVE**

- Your corporate logo and branding around the necks of attendees and exhibitors at the event
- Lanyards will be distributed to all attendees and exhibitors at registration upon receiving their badge
- Lanyards provided by sponsor
- Bronze sponsorship package benefits

## PLANT BASED WORLD CAFÉ SPONSORSHIP

£6000+VAT **EXCLUSIVE**

- Two 3' x 6' signs in lunch area with company logos or custom artwork placed in lunch area
- Logo on 22'x28' Welcome To Lunch area sign
- Logo on printed event map
- Mobile App floor plan highlighting lunch area
- Opportunity to provide promotional materials in lunch area
- Opportunity to create branded napkins for lunch area tables

## EVENT GUIDE SPONSOR

£3000+VAT **EXCLUSIVE**

- Logo & booth number on cover
- Enhanced listing in map

## PEN SPONSOR

£2000+VAT **EXCLUSIVE**

- Pens distributed to attendees on entry & placed in the conference room
- Branded pens provided by sponsor

# CULINARY THEATRE SPONSOR

£7000+VAT **EXCLUSIVE**

- Official Sponsor of the Culinary Theatre in the Exhibition Hall
- Promoted as a feature, on PBWE website, within the event map, and on signage
- Logo on all theatre branding on-site and pre-show
- One 30 minute demonstration slot, date and time TBD. Stage includes a standard kitchen set up and access to prep area 45 minutes prior to demo time
- Silver sponsorship package benefits

# CULINARY THEATRE DEMONSTRATION

£2000+VAT **9 AVAILABLE**

Take the stage and demonstrate recipes with your product(s). Each designated 30-minute session gives you exclusive use of the stage. Culinary demonstrations will be promoted through the show website, onsite signage, event map and mobile app. Samples for the audience are encouraged but not essential.

Your presentation includes:

- 30-minute demo slot
- Access to prep area 45 minutes before demo time
- Standard kitchen set-up\*, microphone and PA

\*Sponsor is responsible for providing appropriately trained chef, food supplies, sampling supplies and any specialty utensils or equipment for their session.

In order to deliver an exciting and varied content program, we ask you to inform us of the dishes you wish to cook when requesting a culinary theatre demonstration. This means we can ensure there aren't similar cooking demonstrations held within that time and can advise accordingly

# LEARNING GARDEN SPONSOR

£4000+VAT **EXCLUSIVE**

- Promoted as Official Sponsor of the Learning Garden Theatre in the Exhibition Hall
- Promoted as a feature, on PBWE website, within the event map, and on signage
- Logo on all theatre branding on-site and pre-show
- 6'x3' sign with company logo in theatre
- One 45 minute presentation (inclusive of Q&A time) in the Learning Garden. These presentations are open to 100% of all attendees at PBW
- Bronze sponsorship package benefits

# LEARNING GARDEN PRESENTATION

£1500+VAT **9 AVAILABLE**

Showcase your innovations, products & solutions at PBW with this thought leadership speaking opportunity! It includes:

- One 45-minute presentation (inclusive of Q&A time) in the Learning Garden. These presentations are open to 100% of all attendees at PBW
- Your corporate logo appears in PBW marketing materials where the live demos are promoted
- Logo on the daily conference schedule board located at the main stage

Show management must approve final topic. We allocate an additional 10 minutes before and 5 mins after sessions for you to prepare your presentation in the theatre and remove any materials at the end.

# CONTACT US

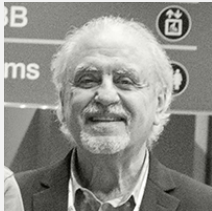
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