



## MEDIA KIT 2024

### Advertising - Branding – Promoted Content Opportunities

# Your message to 8000+ adhesives and sealants professionals.

FEICA is dedicated to engaging with all relevant stakeholders in the adhesive and sealant industry and uses a broad range of useful information resources and platforms to help keep its members and the industry updated on key industry developments and the environment in which it operates. For advertisers seeking to publicise product innovations or business developments, FEICA offers effective digital channels for delivering messages and promotions to the adhesive and sealant community.



FEICA TOOLS & PERIODICALS

FEICA CONFERENCE & EXPO

# FEICA TOOLS & PERIODICALS

## ALL YEAR ROUND

### 1 Footer banner in one direct email

Your banner will be placed at the bottom of a FEICA email, which is sent to the FEICA database (8K+ contacts). The banner will be linked to a webpage of your choice. FEICA will advise of the next available date for release.

Two options:

1.1	SMALL	580x50 px	300 dpi	jpg	€4,000
1.2	LARGE	580x150 px	300 dpi	jpg	€6,000

### 2 Your article in FEICA CONNECT

FEICA CONNECT, our quarterly industry publication, has a very targeted readership of key industry professionals comprising adhesives and sealants producers, distributors, suppliers and service providers (8K+ contacts).

CONNECT ensures high exposure of your content with a newsletter opening rate of more than 50% of recipients and click-through performance that can reach up to 27,000 clicks per issue.

#### Publication timing:

- February/March
- mid-May
- end of June
- October/November

Figure 1: Example of how your text will look in CONNECT ([here](#))

#### FEICA Media Partners

Our media partner, Smithers, has shared with us an article that provides insight into the world of hotmelt adhesives, sourced from the Smithers report 'The Future of Hot Melt Adhesives to 2027.'

#### Sustainability is key consideration in hot melt adhesives market

Hot melt adhesives (HMAs) are usually 100% solid thermoplastic, mostly made from four primary components, which can be heated to create a mechanical bond. HMAs are part of a global \$60–\$70 billion adhesives and sealants market.

A market study from Smithers, The Future of Hot Melt Adhesives to 2027, identifies water-based adhesives as the most in-demand technology, followed by solvent based, hot melt, pressure sensitive and reactive systems. Water-based and reactive systems are showing strong growth in key end-use segments, while interest in solvent systems is falling off for environmental reasons. [...] Read the full article [here](#).

Three options:

2.1	SMALL banner in the newsletter email	580x50 px	300 dpi	jpg	€4,000
2.2	LARGE banner in the newsletter email	580x150 px	300 dpi	jpg	€6,000
2.3	Brief communication insert in CONNECT (news and article)	max 250 words (See figure 1)			€9,000

**Combo Offer:** get a **10% discount** by selecting two options, i.e. LARGE Banner + Brief Communication insert, total €13,500. Offer applies only to the selection of one of the banners, 2.1 or 2.2, and a brief communication insert.

### 3 Advertise in FEICA Reports

**FEICA regularly publishes reports. FEICA Market Reports are published every two years. Deadlines for delivery of your material vary from report to report. See the report [here](#).**

Four options:

<b>3.1 SMALL banner in the email</b>	580x50 px	300 dpi	jpg	<b>€4,000</b>
<b>3.2 LARGE banner in the email</b>	580x150 px	300 dpi	jpg	<b>€6,000</b>
<b>3.3 A/B Banner in the report</b>	(1/2 page: 105 x 297 mm or 210 x 148 mm)			<b>€1,000</b>
<b>3.2 C Banner in the report</b>	(1/4 page)			<b>€600</b>

**Combo Offer:** get a **10% discount** by selecting two options, i.e. LARGE Banner in the email + C Banner (1/4 page), total €5,940. Offer applies only to the selection of one of the email banners, 3.1 or 3.2, and one of the report banners, 3.3 or 3.4.

---

# FEICA CONFERENCE & EXPO

## PRE-CONFERENCE

### 4 Footer banner in one direct email

Your banner will be placed at the bottom of the email promoting the FEICA Conference, which is sent to the FEICA database (8K+ contacts) prior to the event. The banner will be linked to a web page of your choice.

Two options:

4.1	SMALL	580x50 px	300 dpi	jpg	€4,000
4.2	LARGE	580x150 px	300 dpi	jpg	€6,000

## DURING THE CONFERENCE

### 5 One full-page ad

A printed ad of your choice in the FEICA 2024 conference programme, distributed to 700+ delegates.

Ad in conference programme	€4,000
----------------------------	--------

### 6 Video advertising in loop at the Conference

You can send a mute pre-recorded video (60 sec. max) with your news. Screens will be placed in prominent locations at the conference venue. Your 60-second advertising message will play in a continuous loop along with daily conference and other event information.

Video at the Conference	€4,000
-------------------------	--------

## SPECIAL ADDING, MAXIMISING YOUR VISIBILITY

For all the above-mentioned options, your brand will become one of the official sponsors of FEICA 2024. Your logo will be included in all our communications including those to sponsors and will be shown on the Conference site, too.

## PLEASE NOTE:

- Production is not included in the sponsorship rates
- FEICA reserves the right to edit or reject any submitted content

## ITEM LIST

Fill in the box to the right of the Price to select the media opportunity

Item	Description	Price	
1.1	SMALL Email Footer	€4,000	
1.2	LARGE Email Footer	€6,000	
2.1	SMALL Email Footer - CONNECT	€4,000	
2.2	LARGE Email Footer - CONNECT	€6,000	
2.3	Brief communication insert - CONNECT	€9,000	
3.1	SMALL Email Footer – Report	€4,000	
3.2	LARGE Email Footer – Report	€6,000	
3.3	A/B Banner – Report	€1,000	
3.4	C Banner – Report	€600	
4.1	SMALL Email Footer - CONFERENCE	€4,000	
4.2	LARGE Email Footer – CONFERENCE	€6,000	
5	One full-page ad	€4,000	
6	Video advertising in loop at the Conference	€4,000	

If a 'Combo Offer' applies to your selection, this will be automatically calculated in your total.

## INVOICING

Please provide the following information to enable the correct invoicing:

<b>VAT no.:</b>	
Your order reference:	
or PO number:	
FEICA assumes no responsibility for payment delays due to incomplete or incorrect billing information	
<b>Invoice to be addressed to:</b>	
Company:	
Address:	
Postal Code:	
City:	
Country:	
Email:	

# DECLARATION OF ACCEPTANCE

This Contract must be signed to process your request.

Requirement	Information
Authorised Signature:	
Date:	
Full Name (in CAPITAL letters):	
Job Title:	

# INVOICE & PAYMENT INFORMATION

All payments should be made in EURO to FEICA upon receipt of our invoice.

Account Name	FEICA a.i.s.b.l.
Account Address	Rue Belliard 40 box 10, 1040 Brussels, Belgium
VAT Number	BE 0884 334 548
Bank	KBC Bank NV
Bank Address	Havenlaan 2, 1080 Brussels, Belgium
Account Number	734-0504630-45
SWIFT/BIC Code:	KREDBEBB
IBAN	BE44 7340 5046 3045
With Reference	FEICA 2024 & invoice number

## Audience overview

FEICA’s network consists of a highly targeted audience of adhesives and sealants professionals.

### TOP PROFILES

- General Management
- Procurement & Purchasing
- HES & Quality Control
- Research & Development

### TOP INTERESTS

- Paper, board and related products
- Building and construction
- Transportation
- Footwear and leather
- Consumer / DIY
- Woodworking and joinery
- Assembly operations / other

# Promote your product or service and new business developments at the FEICA conference

**Showcase your product innovations at the FEICA annual conference, the most important event for the adhesive and sealant industry in Europe.**

Promotional opportunities include:

- Event branding
- Conference item branding
- EXPO tables
- Dedicated email blast
- Your logo (with link) on the Conference website and app
- Your logo (with link) in the Conference Programme
- Your logo (with link) in the FEICA newsletter 'CONNECT', Conference edition
- Your logo (with link) in all pre-conference communications (social media, emails, newsletters)
- Post-event press release inclusion with quote
- etc

Please see [www.feica-conferences.com](http://www.feica-conferences.com) for more information.



## Contact us

To discuss advertising opportunities or a customised solution, please contact:

### **FEICA Secretariat**

E-mail: [info@feica.eu](mailto:info@feica.eu)

Tel: +32 2 896 96 00