



Sponsorship Prospectus

WORLD MEAT CONGRESS 2023

WMC2023

Meeting society and consumer

11 – 13 October 2023

MECC, Maastricht

The Netherlands



Introduction

We are very proud to welcome visitors from all over the world at the 2023 World Meat Congress (WMC) in the astonishing city of Maastricht, the Netherlands.

The World Meat Congress in Maastricht will be hosted by the International Meat Secretariat (IMS) and the Dutch Meat Industry Association (COV).

For many decades the WMC is a major global event for all stakeholders associated to the meat value chain all over the world.

This biennial event has, because of the COVID pandemic, not been organised since 2018. So after 5 years, the international meat society can finally meet again at this high-level event where relevant challenges and opportunities related to meat production are discussed.

The theme of this Congress is **Meeting Society and Consumer**. The diverse sessions of the Congress will focus on the various challenges that the meat sector is facing in all parts of the world, as well as on the opportunities that can be seized when understanding what society and consumers expect of their high quality and nutritious food.

As Organising Committee we have been striving for a really appealing and topical programme that will lead to compelling discussions between stakeholders of the meat value chain but also with the consumer and the society. As usual on WMC congresses, we hope to welcome hundreds of representatives of companies, associations, institutes, NGO's and national and international authorities in Maastricht.

We would be delighted to welcome you as a sponsor!



The Organising Committee of WMC2023

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Congress Committee

The Dutch Meat Industry Association, COV, is pleased to welcome the 2023 World Meat Congress to Europe and to host this event in the Netherlands. COV will organise this under the auspice of the International Meat Secretariat (IMS) and in close cooperation with IMS member organisations from other European countries.

The meat industry of the Netherlands is one of the largest meat producing and meat trading industries in the world, representing major internationally active pork, beef and veal companies.

The Local Organising Committee, chaired by COV's President Laurens Hoedemaker, consist of executives of globally operating pork and veal businesses and experts on meat science and international trade. The Dutch meat industry is for many decades engaged in the operating of IMS.

Local Organising Committee

- Laurens Hoedemaker - *COV - Congress Chair*
- Marijke vd Weijden-Everts - *VanDrie Group - Congress Treasurer*
- Leon Cuypers - *Vion Food - Congress Vice-Chair*
- Frans van Dongen - *COV*
- Bert Urlings - *Vion Food*



Why Sponsor?

Put Your Business in the Spotlight

At this major international congress participants will enjoy an active dialogue on issues related to meat production that are relevant for business operators as well as society and consumers. Meat is an important part of citizens' diet, but is also at the center of many societal concerns. The WMC2023 congress will provide all participants a unique opportunity for contributing to bridging different viewpoints and witnessing current solutions for these interesting social and economic challenges.

Sponsors of this event will be in exceptional position to showcase their contribution in this process to an extensive international audience.

You can increase your visibility by joining us in this event that brings together all relevant partners in global meat production.

Get Your Brand Noticed

Being featured in the programme booklet of the WMC2023, on the website with your logo, and having a booth at the exhibition are all great ways to leverage your sponsorship and get brand recognition.

New Clients, New Customers, New Business

Not only are the attendees of the WMC2023 potential new clients and customers, so are your fellow sponsors and vendors! You can form new business partnerships, meet likeminded business professionals in complimentary businesses with which you share the same target market but are not in competition.

Market Your Business Inexpensively

We all know how much advertising your business can cost. It can run into a thousand euros or more to place an ad in a well-known local publication that will appear only once! Spending that same amount or less as a sponsor at the WMC2023 is a much wiser investment that will bring a greater return on investment. Remember, you will be in the same room with hundreds of attendees who are your target market.

About The Event

On October 11 to 13 the Netherlands will host the next World Meat Congress (WMC), organised by the Dutch Meat Producers Association (COV) in cooperation with the International Meat Secretariat (IMS). Venue will be the city of Maastricht. This stylish city is centrally located between several major European meat producing countries (Germany, Denmark, Belgium, France and the Netherlands) and is easily accessible for the international traveler, as the large international airports of Amsterdam, Brussels and Dusseldorf are relatively close by.

We have invited excellent and appealing speakers from industry, national and supranational government, NGOs and the academic realm who will address highly topical issues related to meat production and meat trade.

The 2023 WMC will strongly focus on a sustainable production of meat since this is at the heart of national and international policies and societal concerns. Whereas parts of the programme will address the various sustainable challenges that the global meat sector is facing, there will be an appealing part of the programme addressing technological solutions, innovation, data collection and data management.

Thanks to this, we expect to welcome executives and experts of a vast number of meat companies and other stakeholders related to the meat sector of all regions in the world.

This will ensure that the WMC2023 will provide excellent and promising opportunities for communication and promotion.



Programme Highlights

- The WMC2023 Congress will center the various challenges the meat sector is actually facing and the way to address these challenges. The theme of the event will therefore be **Meeting Society and Consumer**.

- All these challenges will be looked at from academic, NGO and business point of view. The Congress aims to be inward looking as well as outward looking. Critical although constructive. Visionary yet still realistic.

- The many questions concerning the role of meat in current human diet will be addressed by a prominent scientific presentation of ongoing studies by researchers of Maastricht University.

About The Event

Recent times have been quite distressing for economies and citizens all over the world. A global pandemic with an enormous impact on economies, markets and supply chains. Regional wars impacting large parts of the world with extreme production costs and inflation. A viral disease hitting pork production and pork trade in major regions. How is all this impacting food production in general and meat production in particular? And what is the consequence of the various appeals for food security and food autonomy? Experts from various parts of the world are asked to present their view on these geopolitical developments. The climate debate is the driver for many policies and consumption incentives. The meat sector has to play its own role in this process. But what role? What action is required, which reaction is possible? How to use the carbon footprint as a driver for mitigating the climate impact and for providing the consumer the right choice? At the WMC2023 Congress, positions of NGO's and initiatives of industry will be shared.

In a changing world, the future of the meat industry globally is largely depending on the policies developed in reaction to these changes. This Congress, organised at the heart of Europe's meat production, will bring together leading European policy makers that are defining the political landscape for the production and consumption of meat. What does this landscape look like? And what impact could this have on the rest of the world?

Actual and recent developments have increased the labor challenge for the meat industry. How can future developments in terms of automation and robotisation address these challenges and how do we match that with consumption trends? Animal welfare has become an uncompromised factor within the meat value chain. Respectful treatment of animals is a prerequisite for a meat production that is acceptable for societies and consumers all over the world. The challenge for the meat value chain is to address this appeal from society and make this an asset vis-à-vis the consumer. NGO's and industry will share examples of constructive cooperation in the market.

Big data and data collection has become in many industries an essential tool to improve operations within the supply chain, gain efficiency, mitigate risks and optimize costs and increase profits. This becomes also essential for the meat supply chain. At the WMC2023 the relationship between data collection and animal stewardship will be discussed from a scientific and operational point of view.

Other themes that will be presented at the WMC2023 in Maastricht will be the global animal health situation, food consumer trends and the diversification of the meat market as well as the development of lab grown meat.

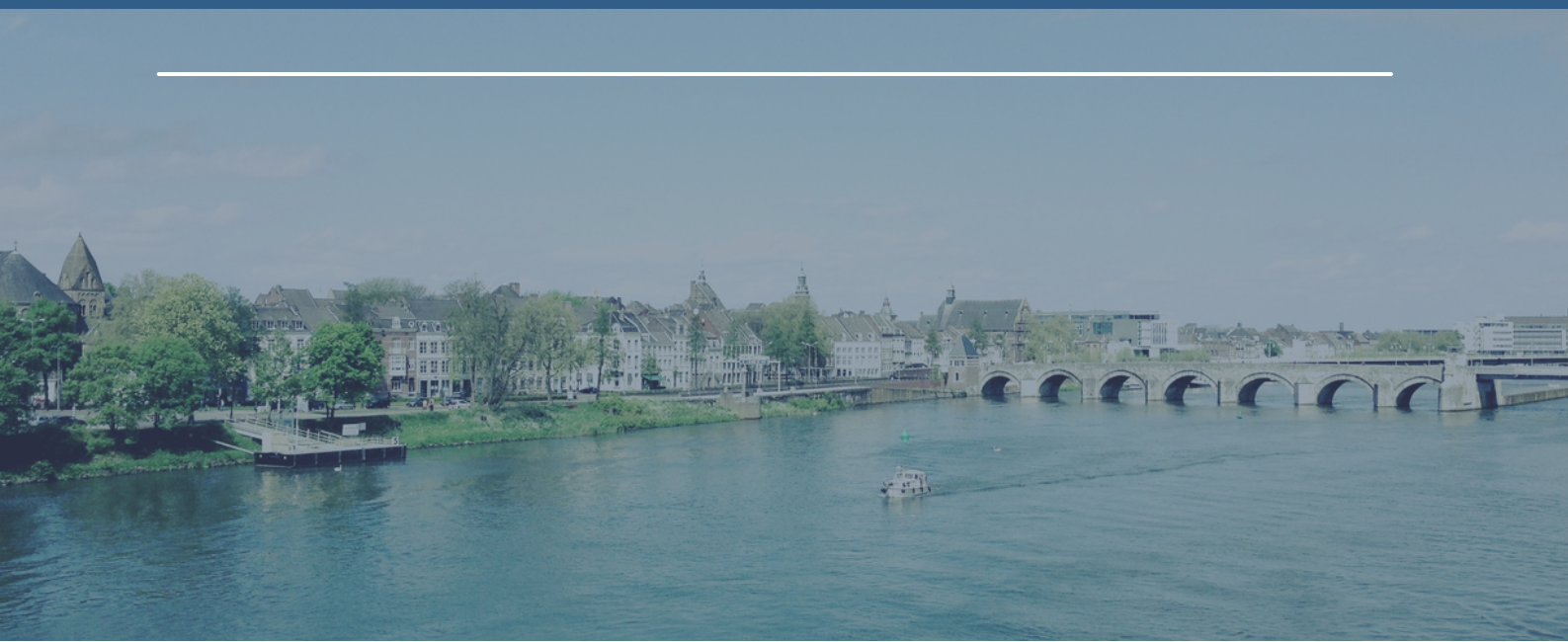
City of Maastricht

● Maastricht

Maastricht, the oldest city in the Netherlands, lies at the heart of a Euregion of 4 million people who live in 3 countries and speak 4 languages. With a history stretching back some 2.000 years, the Romans, Spaniards, French and Germans have all left their mark in Maastricht. The energy that this generates has resulted in a city that is bursting with creativity, with researchers and with young innovators. Maastricht is a very attractive tourist destination in the Netherlands with historic buildings, trendy designer shops, beautiful churches, adventure filled caves, tantalizing menus and welcoming café terraces. Maastricht is a dynamic, historic city which is easy to get around. Hotel and traffic infrastructure is very convenient, and Maastricht is easily accessible by plane, by train and by car due to its central location in the heart of Europe. Maastricht has superb international facilities and regularly organises similar congresses.

● MECC

The MECC convention center is situated physically on the grounds of the Maastricht Health Campus. As a multifunctional and compact venue, MECC Maastricht has 30 years of experience in hosting corporate meetings, extraordinary events, large conferences and exhibitions in a climate where service and quality are the keywords. From start to finish, MECC Maastricht is determined to make each event a great success. From the culinary team to the technicians, everyone has high quality service as a standard.



Sponsorship Opportunities

Sponsorship opportunities are an excellent way to keep your company's name out front. We offer Co-Host, Diamond, Gold, Silver, Bronze, and Exhibitor levels. In addition, you can also choose to be an Advertiser only, in case you do not need to exhibit. Individual sponsor opportunities are available as well. Sponsorships are a critical tool in your marketing efforts and an ideal way to ensure your sales and marketing messages are seen and heard.

The WMC2023 is the perfect event to meet, learn and get inspired.

WORLD MEAT CONGRESS 2023



OCTOBER 11 – OCTOBER 13, 2023



**MECC, MAASTRICHT EXHIBITION AND CONGRESS CENTRE
MAASTRICHT, THE NETHERLANDS**



APPROX. 700 PARTICIPANTS EXPECTED



Sponsorship Package at a glance



Official Co-Host

€250,000



Diamond Package

€175,000



Gold Package

€80,000



Silver Package

€40,000



Bronze Package

€20,000

Sponsorship Package at a glance



Exhibitor Package

€10,000



Advertiser Package

€7,500

Please note the following:

- All prices are in Euro (€) and excluding 21% Dutch VAT.
- All booth spaces include electricity, 1 table, 2 chairs, Wi-Fi, standard carpet and waste basket.
- Sponsorship levels and space allocation will be managed on a first-signed, first-served basis.
- All graphics will be created and provided by the sponsor.
- Additional expo-only access passes can be bought for €400,-.

Official Co-Host



This sponsorship opportunity is a limited Sponsorship level, as we can only have one official co-host. As the co-host your name will be visible on the most items. You will receive loads of extras, and are highlighted where possible. Take advantage of being our most valued sponsor with premium benefits during the congress.

The Official Co-Host package includes:

- Booth space (size in consultation with organisation)
- 10 Full congress access passes
- 10 Expo-only access passes
- 8 Congress dinner access tickets
- Exclusive private meeting / board room
- Sponsor's logo at welcome arch of the congress
- Company name on the registration badges
- Recognition at the opening ceremony (company mentioned during welcome announcement)
- Recognition at the opening ceremony (roll up banner with company name)
- Recognition at the congress dinner (roll up banner with company name)
- Congress dinner 1x toast and pitch (3 min.)
- Full access to all 'meet the CEO's/meet the politicians' sessions at the 2023 World Meat Congress.
- Company logo on the congress website (home page)
- Company logo & URL on the congress website (sponsor page)
- Company description on website sponsor page (max. 250 words)
- Company logo, description & URL in the mobile app
- Exclusive company section on the mobile app
- Presence (with exclusive content delivered by sponsor) on the social networks of the congress
- 2x roll up banners with brand name at the congress venue in the registration area
- 2x roll up banners with brand name at the congress venue plenary room
- Congress bag insert
- Organisation of 1x workshop
- 1x lunch seminar: Maximum of 100 participants (including lunch)
- Company logo in the program book
- Full page advertisement

€250,000

Diamond Sponsor

This sponsorship opportunity is the sure-fire way to put your name at the forefront of the WMC2023. The Diamond sponsorship package includes exclusive marketing opportunities and guarantees maximum exposure. Take advantage of being visible during the congress.

The Diamond Sponsor package includes:

- Booth space (24 m2)
- Inclusion on the Expo hall floorplan
- 8 Full congress access passes
- 8 Expo-only access passes
- 6 Congress dinner access tickets
- Exclusive private meeting / board room
- Sponsor's logo at welcome arch of the congress
- Recognition at the opening ceremony (company mentioned during welcome announcement)
- Company logo on the congress website (home page)
- Company logo & URL on the congress website (sponsor page)
- Company description on website sponsor page (max. 250 words)
- Company logo, description & URL in the mobile app
- Presence (with exclusive content delivered by sponsor) on the social networks of the congress
- 2x roll up banners with brand name at the congress venue in the registration area
- 2x roll up banners with brand name at the congress venue plenary room
- Congress bag insert
- Organisation of 1x workshop
- 1x lunch seminar: *Maximum of 100 participants (including lunch)*
- Full access to all 'meet the CEO's/meet the politicians' sessions at the 2023 World Meat Congress.
- Company logo in the program book
- Full page advertisement

€175,000

Gold Sponsor



Get the full-spectrum sponsorship platform to spread your marketing message and expand brand awareness. Gold Sponsors will capture the attention of attendees with a prominent location in the Expo hall.

The Gold Sponsor package includes:

- Booth space (12 m²)
- Inclusion on the Expo hall floorplan
- 4 Full congress access passes
- 4 Expo-only access passes
- 3 Congress dinner access tickets

- Recognition at the opening ceremony (company mentioned during welcome announcement)
- Presence (with exclusive content delivered by sponsor) on the social networks of the congress
- Company logo & URL on the congress website (sponsor page)
- Company description on website sponsor page (max. 250 words)
- Company logo, description & URL in the mobile app
- Company logo in the program book
- Full page advertisement

€80,000

Silver Sponsor

Get noticed! Boost your business and make a lasting impact as a Silver Sponsor.
Get a guaranteed space in our Expo hall and showcase your brand.

The Silver Sponsor package includes:

- Booth space (9 m2)
- Inclusion on the Expo hall floorplan
- 3 Full congress access passes
- 3 Expo-only access passes
- 2 Congress dinner access tickets

- Company logo & URL on the congress website (sponsor page)
- Company description on website sponsor page (max. 250 words)
- Company logo, description & URL in the mobile app
- Company logo in the program book
- Half page advertisement

(full page advertisement can be bought for EUR 250,- extra)

€40,000

Bronze Sponsor

Get a guaranteed space as a Bronze Sponsor in our Expo hall and showcase your brand.

The Bronze Sponsor package includes:

- Booth space (6 m2)
- Inclusion on the Expo hall floorplan
- 2 Full congress access passes
- 2 Expo-only access passes
- 1 Congress dinner access ticket

- Company logo & URL on the congress website (sponsor page)
- Company logo, description & URL in the mobile app
- Company logo in the program book

(full page advertisement can be bought for EUR 500,- extra or a half page advertisement for EUR 250,-)

€20,000

Exhibitor Sponsor

A booth to get your brand noticed. You are at the right place!

The Exhibitor Sponsor package includes:

- Booth space (3 m²)
- Inclusion on the Expo hall floorplan
- 1 Full congress access pass
- 1 Expo-only access pass

- Company logo & URL on the congress website (sponsor page)
- Company logo, description & URL in the mobile app
- Company logo in the program book

(full page advertisement can be bought for EUR 1000,- extra or a half page advertisement for EUR 500,-)

€10,000

Advertiser Sponsor



Don't need a booth, but still want to be seen at the WMC2023 congress?

This package is perfect for you!

The Exhibitor Sponsor package includes:

- Company logo & URL on the congress website (sponsor page)
- Company logo, description & URL in the mobile app
- Congress bag insert
- Company logo in the program book
- Full page advertisement

€7,500

A-la-carte items

Special Visibility & Acknowledgement

1

Sponsoring the congress lunch at day 1 of the event:

- Company logo (in consultation with catering for visibility)
- 2x roll up banner with company's name and logo
- Company logo on the congress website

€75,000

2

Sponsoring the congress lunch at day 2 of the event:

- Company logo (in consultation with catering for visibility)
- 2x roll up banner with company's name and logo
- Company logo on the congress website

€75,000

3

Registration area sponsor:

- Company name and logo prominently present in the registration area
- Company logo on the congress website
- Possibility to have company name and logo on lanyards (lanyards to be provided by sponsor)

€50,000



A-la-carte items

Special Visibility & Acknowledgement

4

Wi-Fi Sponsor:

-Company name and logo on the wifi signage

€25,000

5

Speaker ready room sponsor:

-Company name and logo on the speaker ready room signage

-Mentioning of company name with this room in program book

€25,000

6

Sustainability sponsor (co-branded water bottles)

-Possibility to have company name and logo on water bottles (bottles to be provided by sponsor)

-Water bottles will be visible and available at the registration area of the venue

€12,500



A-la-carte items

Social & Networking Elements

7

Congress dinner sponsor:

- Company name and logo
(in consultation with catering for visibility)
- Roll up banners at the entrance of the venue
- Logo at photo opportunity at the venue
- Company logo on the congress website
- F&B package (3 hours)

€150,000

8

Welcome reception sponsor:

- Company name and logo prominently present
(in consultation with catering for visibility)
- Company logo on the congress website
- F&B package (2 hours)

€75,000

9

Registration Coffee break sponsor (1 day):

- Company name and logo prominently present
(in consultation with catering for visibility)
- Company logo on the congress website
- Coffee day package

€50,000



A-la-carte items

Social & Networking Elements

10

Free public transportation sponsor for all participants:

- Maastricht area free public transportation
- Company logo and name on the signage
- Company logo on website with recognition

€25,000

11

Congress bag sponsor (amount to be announced based on the number of registrations):

- Deluxe congress bag with event logo with possibility of mentioning company name and logo on congress bag
- Possibility to include notebook and pen (notebook and pen to be provided by sponsor)
- Possibility to include congress bag insert (to be provided by sponsor)

€25,000

12

Congress bag insert (amount to be announced based on the number of registrations):

- Possibility to include congress bag insert in deluxe congress bag (to be provided by sponsor)

€12,500

13

Signaling of the event (10 pieces)

- Company name and logo on the signaling of the congress

€15,000



There are a number of options and opportunities for sponsorship, if you are interested in discussing how your organisation can support the WMC2023, please do not hesitate to contact us.

Thank you!



Contact

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