17th Global Water Drinks Congress

Virtual event sponsorship opportunities

Overview

Zenith Global has more than 25 years' experience in consultancy, research and event management for the global food and beverage industry.

We work with a broad range of clients in over 50 countries, ranging from start-ups to multinationals.

Our **commercial** team helps clients plan their business, develop and launch new products, understand and enter new markets, benchmark competitors and acquire companies.

Every year we issue a series of national and international market reports across a range of beverage, dairy and food sectors. Our reports are seen as the benchmark for accurate market intelligence.

Our **technical** team can design and build factories, find co-packers, consolidate production, improve factory efficiency, enhance quality and food safety, and lower costs. Our hydrogeologists are experts in groundwater resources for use in bottled water and soft drinks. Our sustainability consultants advise on waste, energy and water reduction.

Our **events** team organises a programme of established and innovative industry conferences.

These events provide detailed market insights and explore future market trends. They cover a range of key themes and provide excellent networking opportunities for industry leaders, suppliers, customers and analysts to gain strategic insight essential for business planning.

All virtual event sponsorship opportunities with rate card costs are outlined in this proposal. We will also happily discuss bespoke packages to help meet specific requirements.

- If you would like to include our Globaldrinks.com database or market reports please give more detail on what you would like and we can add this to your proposal.

To discuss or find out more information on any of the above, please contact:

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This year, we're moving to virtual…

Due to the ongoing concerns of Covid-19, we have made the decision to host this year's Global Water Drinks Congress virtually. In this way we can ensure that our event is hosted safely and effectively online without putting anyone at risk.

We feel this is in the best interest of everyone and will also yield extra benefits, as we aim to create even more ways for you to hear from industry leading speakers, learn about the latest trends, expand your network and raise your company's brand awareness.

Here are some of the reasons why you should sponsor:

- View all event attendees and use search filters to find those individuals who are **most relevant to your needs**
- Give attendees an **instant introduction** to who you are and your **networking goals** through your customisable profile
- Invite and **schedule meaningful 1-1 video meetings** with delegates and speakers throughout the day. Invite additional delegates to join the call to facilitate a wider conversation
- **Stay relevant and connected** to your existing clients and reach new audiences
- Raise your **brand awareness** and **learn from your industry peers**
- Customise your own **dedicated sponsor page** with **downloadable multimedia content and messaging**
- **Instant feedback and interaction** using real-time interactive features such as polling and Q&As. Attendees can share documents, chat with other attendees and share their views and opinions
- Take advantage of your own **virtual booth** where you can instantly connect with interested attendees, simulating a real-life event
- Use **measurable event analytics** that capture real-time valuable data and insights, promoting lead generation and showing positive ROI
- Revisit the portal in the weeks following the event to **re-watch recorded sessions** and access important information and contact details that may have been missed initially
- **Reduce your impact on the environment** as you lower your carbon footprint by going digital
- **Use your time more effectively**, as you no longer need to worry about logistics, travel, accommodation etc.

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17th Global Water Drinks Congress, 20-22 October

Virtual event

- Now in its 17th year, this Congress has become established as the highest level and most influential event for the global water drinks industry
- The Congress covers global markets and is attended by industry leaders, entrepreneurs, suppliers, customers and advisers to gain a complete overview of the water drinks market
- It attracts 150-200 delegates from around the world
- In its new virtual format, it will feature two days of conference sessions alongside extensive discussion and networking opportunities
- For a quick preview of our virtual event platform, click **here**
- The 2019 Congress held in Dubai focused on sustainability and innovation and was attended by 189 delegates across 43 countries from the companies listed below:

For details on the 2019 event, please click here.

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17th Global Water Drinks Congress

Speakers include:

DANONE ONE PLANET. ONE HEALTH

HIGHLAND SPRING

Nestlé Waters The Healthy Hydration Company™

PEPSICO

Sidel

Bisleri

niagara BOTTLING, LLC

THE Coca-Cola COMPANY

TERRACYCLE

ALLIANCE FOR WATER STEWARDSHIP

To see our full line up of industry leading speakers, visit our website **here**

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Sponsorship packages

17th Global Water Drinks Congress

Tiers & Opportunities	Platinum	Gold	Silver	Display
Number of delegate registrations	5	4	3	2
Logo on event website and all event marketing material	✓	✓	✓	✓
Regular mentions in social media posts and press releases	✓	✓	✓	✓
View all event attendees, access instant messaging and 1-1 video networking with delegates	✓	✓	✓	✓
Customisable sponsor page with downloadable multimedia content and messaging	✓	✓	✓	
Virtual booth with immediate 1-1 video call facility, which delegates can initiate at any time (simulating a real life event). Added waiting room feature	✓	✓	✓	
Lead generation: capture real-time valuable data through analytics that show you who has visited your page, how many times and when	✓	✓	✓	
Sponsored tweet or LinkedIn post	2	1	1	
Interactive poll	✓	✓	✓	
Sponsored presentation within main event programme	✓	✓		
Sponsorship of one Global Water Drinks Awards category	✓	✓		
Priority placement on sponsorship landing page	✓			
Sponsored communication to all attendees on the platform	✓			
Sponsored breakout topic session	✓			
Exclusivity in sector	✓			
Price	£14,500	£10,000	£6,000	£3,500

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For more information and to discuss your sponsorship requirements, please contact:

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