



2020 UK Water Drinks & UK Softs Drinks Conferences

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 ongoing concerns of Covid-19, we have made the decision to host this year's UK Water Drinks and UK Soft Drinks conferences virtually. In this way we can ensure that our events are 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.
- Added benefit of sponsor **exposure at both events** – UK Water Drinks & UK Soft Drinks – with opportunity to tap into both markets



UK Water Drinks Conference

3 September – virtual event

- The conference focuses on the UK packaged water market and is recognised as one of the most comprehensive events in the sector, providing updates and insights on consumer and market trends.
- Around 150 business leaders, producers, suppliers, retailers and industry advisers attend.
- The event has been running for 27 years.
- The theme for 2020 conference is ‘Hydration nation’
- For more details, visit the event webpage [here](#). For details on the 2019 event, please click [here](#).
- 2020 speakers and delegates will include:



UK Water Drinks Conference

Speakers include:



To see our full line up of industry leading speakers, visit our website [here](#)



UK Soft Drinks Conference

4 September – virtual event

- The conference focuses on the UK soft drinks market and is recognised as one of the most comprehensive events in the sector.
- Around 150 – 200 producers, suppliers, retailers and industry advisers attend.
- The event has been running for 18 years.
- The theme for the 2020 conference is ‘Personal Choice’ with a focus on premium, adult and craft
- For more details, visit the event webpage [here](#). For details of the 2019 event, please click [here](#).
- 2019 speakers and delegates included:



UK Soft Drinks Conference

Speakers include:



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Sponsorship packages

UK Water Drinks & UK Soft Drinks Conferences

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 polls	✓	✓	✓	
Sponsored presentation within main event programme	✓	✓		
Priority placement on sponsorship landing page	✓			
Sponsored communication to all attendees on the platform	✓			
Sponsored breakout topic session	✓			
Exclusivity in sector	✓			
Price	£7,000	£5,000	£3,000	£1,500

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

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