



# 2020 Vertical Farming World 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](https://www.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 Vertical Farming World 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.





# Vertical Farming World Congress, 22-24 September

## Virtual event

- The newest addition to Zenith Global's event portfolio focusing on the latest innovation in the global food supply chain
- Zenith Global's inaugural Vertical Farming World Congress will provide two days of conference sessions, networking with key industry figures and virtual vertical farm tours
- Our aim is to bring together as many as possible of the world's leading vertical farming businesses, suppliers, investors and experts to debate and advance the sector's future
- This is where the world of vertical farming will meet to develop the sector's future. Make sure you secure your place to stay ahead of your competition.
- For more details and to register, visit the event webpage [here](#)
- 2020 speakers and delegates include:



# Sponsorship packages

## Vertical Farming World 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	✓	✓	✓	✓
Lead generation: capture real-time valuable data through analytics that show you who has visited your page, how many times and when	✓	✓	✓	✓
'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	✓	✓	✓	✓
Interactive polls – ask the audience questions to gather insights and get engagement	✓	✓	✓	
Sponsored tweet or LinkedIn post	2	1	1	
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	£12,000	£8,000	£6,000	£3,500

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

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