



2020 Events

Sponsorship and Exhibitor 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. Each Global Congress includes a gala dinner and an awards scheme.

- Exhibitor displays, sponsorship packages and group booking rates are available at all our events.
- All event sponsorship and exhibitor opportunities with rate card costs are outlined in this proposal. We will happily discuss bespoke packages and, for multiple event sponsorship, discounted rates apply
- 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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2020 events programme

A look ahead at what's coming

3 September	UK Water Drinks Conference	London
4 September	UK Soft Drinks Conference <i>featuring 2020 InnoBev Awards</i>	London
22-24 September	Vertical Farming World Congress	London
20-22 October	17th Global Water Drinks Congress <i>featuring 2020 Global Water Drinks Awards</i>	Gleneagles, Scotland
24-25 November	Dairy Vision Latin America Dairy Congress	São Paulo, Brazil
7 December	Beverage Digest Future Smarts <i>featuring 2020 Beverage Digest Awards</i>	New York
Postponed to 2021	14th Global Dairy Congress <i>featuring 2020 World Beverage Innovation Awards</i>	Laval, France



UK Water Drinks Conference, 3 September

Venue: Congress Centre, Great Russell Street, London

- 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](#)
- 2020 speakers and delegates will include:



For details on the 2019 event, please click [here](#).



UK Soft Drinks Conference, 4 September

Venue: Congress Centre, Great Russell Street, London

- 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](#)
- 2019 speakers and delegates included:



For details of the 2019 event, please click [here](#).



Sponsorship packages

UK Water Drinks & UK Soft Drinks Conferences

Tier	Before the event	At the event	Cost (exc. VAT)
Platinum	<ul style="list-style-type: none"> • Exclusivity in sector • Reference as Platinum sponsor • Logo on event website and on all event marketing material • Logo on event press releases and programme • Regular mentions in social media posts 	<ul style="list-style-type: none"> • Exclusivity in sector • Logo on stage backdrop • Display in networking area • Presentation opportunity • Distribution of marketing material • 4 delegates and 25% discount for additional places • 2 interactive polls and 2 sponsored tweets 	£10,000 *
Gold	<ul style="list-style-type: none"> • Max 3 companies per sector • Reference as Gold sponsor • Logo on event website and on all event marketing material • Logo on event press releases and programme • Regular mentions in social media posts 	<ul style="list-style-type: none"> • Logo on stage backdrop • Display in networking area • Distribution of marketing material • 3 delegates and 25% discount for additional places • 1 interactive poll and 1 sponsored tweet 	£7,500 *
Silver	<ul style="list-style-type: none"> • Reference as Silver sponsor • Logo on event website and on all event marketing • Logo on event press releases and programme • Regular mentions in social media posts 	<ul style="list-style-type: none"> • Logo on stage backdrop • Display in networking area • 2 delegates and 25% discount for additional places • Either 1 interactive poll <u>or</u> 1 sponsored tweet 	£5,000 *
Display	<ul style="list-style-type: none"> • Logo on event website • Logo in event programme • Regular mentions in social media posts 	<ul style="list-style-type: none"> • Display in delegate networking and coffee break area with space to display pull-up banners or a small backdrop (to be provided by sponsor) • 1 delegate place 	£2,500 *

Additional marketing opportunities

Event sponsorship packages are flexible and can be designed to meet specific requirements. Additional opportunities include:
 Delegate workshops; Hosting a drinks reception or networking break; Product sampling;
 On-screen video presentations; Delegate surveys

2020 InnoBev Awards, 13 May

Location: London

- The InnoBev Awards celebrate successful innovation in beverages worldwide, with 18 categories for the best new concepts, packaging, marketing, branding and sustainability.
- The awards are open for entry to entrepreneurs as well as established brands from any country.
- The awards schemes are supported by media partners and judged by a panel of independent experts.
- The awards will be presented at an awards ceremony following the UK Soft Drinks Conference on Wednesday 13 May.
- For further details, visit the awards webpage [here](#)
- Entries are now open, with the following categories to available to enter:

Categories

- Best Low/ No Sugar Drink
- Best Functional Drink
- Best Premium Drink
- Best in Can
- Best in Carton
- Best in Glass
- Best in PET
- Best Packaging/ Label Design
- Best Cap/Closure
- Best Marketing/Social Media Campaign
- Best Technology Innovation
- Best New Brand/Brand Extension
- Best New Drink Concept

The deadline for submitting entries is Monday 6th April 2020

For details on the 2019 awards, please click [here](#).



Sponsorship packages

InnoBev Awards

Tier	Sponsorship benefits	Cost (exc. VAT)
Headline sponsorship	<ul style="list-style-type: none">• Two delegate registrations at the UK Soft Drinks Conference, to include the InnoBev awards ceremony.• A display table in the networking foyer throughout the UK Soft Drinks Conference. Pop up banners and product display welcome.• The opportunity to present the first award.• Company logo on all awards marketing material.• Company logo on the InnoBev awards and UK Soft Drinks Conference pages on Zenith Global's website.• Referenced as headline sponsor on all marketing material, social media, online, emails and within the awards ceremony presentation.• Regular mentions in social media promoting the Awards.	£5,000
Category sponsorship	<ul style="list-style-type: none">• Referenced as category sponsor on all marketing material, social media, online, emails and within the awards ceremony presentation.• Company logo on the InnoBev awards page on Zenith Global's website.• Company logo on all awards marketing material.• Regular mentions in social media promoting the awards.• The opportunity to present the winner of your chosen category their award at the awards presentation ceremony.	£900

Vertical Farming World Congress, 22-24 September

Venue: Renaissance Heathrow hotel

- 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 and networking with key industry figures.
- There will be tours of one of London's best examples of controlled environment agriculture operations, including opportunities to sample vertically farmed produce.
- 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.
- Around 150-200 business leaders, producers, suppliers and industry advisers are expected to attend
- You can register your interest on the event webpage [here](#)



Sponsorship packages

Vertical Farming World Congress

Tier	Before the event	At the event	Cost (exc. VAT)
Platinum	<ul style="list-style-type: none"> Exclusivity in sector Reference as Platinum sponsor Logo on event website and on all event marketing material Logo on event press releases and programme Regular mentions in social media posts 	<ul style="list-style-type: none"> Logo on stage backdrop Display in networking area Presentation opportunity Distribution of marketing material 4 delegates and 25% discount for additional places 2 interactive polls and 2 sponsored tweets 	£15,000
Gold	<ul style="list-style-type: none"> Max 3 companies per sector Reference as Gold sponsor Logo on event website and on all event marketing material Logo on event press releases and programme Regular mentions in social media posts 	<ul style="list-style-type: none"> Logo on stage backdrop Display in networking area Distribution of marketing material 3 delegates and 25% discount for additional places 1 interactive poll and 1 sponsored tweet 	£10,000
Silver	<ul style="list-style-type: none"> Reference as Silver sponsor Logo on event website and on all event marketing material Logo on event press releases and programme Regular mentions in social media posts 	<ul style="list-style-type: none"> Logo on stage backdrop Display in networking area 2 delegates and 25% discount for additional places Either 1 interactive poll <u>or</u> 1 sponsored tweet 	£6,000
Display	<ul style="list-style-type: none"> Logo on event website Logo in event programme Regular mentions in social media posts 	<ul style="list-style-type: none"> Display in delegate networking and coffee break area with space to display pull-up banners or a small backdrop (to be provided by sponsor) 1 delegate place 	£3,500

Additional marketing opportunities

Event sponsorship packages are flexible and can be designed to meet specific requirements. Additional opportunities include:
 Delegate workshops; Hosting a drinks reception or networking break; Product sampling;
 On-screen video presentations; Delegate surveys

17th Global Water Drinks Congress, 20-22 October

Location: Gleneagles, Scotland

- 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.
- The event is across 3 days with 2 full days of conference sessions.
- It will include a Highland Spring bottling plant tour and Tullibardine distillery visit
- To register your interest for the 2020 event, please visit the webpage [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](#).



Sponsorship packages

Global Water Drinks Congress

Tier	Before the event	At the event	Cost (exc. VAT)
Platinum	<ul style="list-style-type: none"> Exclusivity in sector Reference as Platinum sponsor Logo on event website and on all event marketing material Logo on event press releases and programme Regular mentions in social media posts 	<ul style="list-style-type: none"> Logo on stage backdrop Display in networking area Presentation opportunity Distribution of marketing material 4 delegates and 25% discount for additional places 2 interactive polls and 2 sponsored tweets 1 category sponsorship of Global Water Drinks Awards 	£24,500
Gold	<ul style="list-style-type: none"> Max 3 companies per sector Reference as Gold sponsor Logo on event website and on all event marketing material Logo on event press releases and programme Regular mentions in social media posts 	<ul style="list-style-type: none"> Logo on stage backdrop Display in networking area Distribution of marketing material 3 delegates and 25% discount for additional places 1 interactive poll and 1 sponsored tweet 1 category sponsorship of Global Water Drinks Awards 	£14,500
Silver	<ul style="list-style-type: none"> Reference as Silver sponsor Logo on event website and on all event marketing material Logo on event press releases and programme Regular mentions in social media posts 	<ul style="list-style-type: none"> Logo on stage backdrop Display in networking area 2 delegates and 25% discount for additional places Either 1 interactive poll <u>or</u> 1 sponsored tweet 	£9,500
Display	<ul style="list-style-type: none"> Logo on event website Logo in event programme Regular mentions in social media posts 	<ul style="list-style-type: none"> Display in delegate networking and coffee break area with space to display pull-up banners or a small backdrop (to be provided by sponsor) 1 delegate place 	£4,500

Additional marketing opportunities

Event sponsorship packages are flexible and can be designed to meet specific requirements. Additional opportunities include:
 Delegate workshops; Hosting a drinks reception or networking break; Product sampling;
 On-screen video presentations; Delegate surveys

2020 Global Water Drinks Awards, October

Location: Gleneagles, Scotland

- The awards celebrate successful innovation in beverages worldwide, with 15 categories for the best new concepts, packaging, marketing, branding and sustainability.
- The awards are open for entry to entrepreneurs as well as established brands from any country.
- A great way to enhance your brand and ensure your product, concept or campaign is recognised on an international scale.
- The awards schemes are supported by industry leading media partners and judged by a panel of independent experts who provide valuable feedback on your product.
- They will be presented at an awards ceremony at the 17th Global Water Drinks Congress
- Launching Spring 2020, with the following categories to be confirmed:

Categories

- Best Natural Still Water
- Best Natural Sparkling Water
- Best Flavoured Water
- Best Functional Water
- Best New Water Concept
- Best New Brand/Brand Extension
- Best Packaging/Label Design
- Best Can
- Best Carton
- Best Glass
- Best PET
- Best Technology Innovation
- Best Cap/Closure
- Best Marketing or Social Media Campaign
- Best CSR Initiative

For details on the 2019 awards, please click [here](#).



Sponsorship packages

Global Water Drinks Awards

Tier	Sponsorship benefits	Cost (exc. VAT)
Headline sponsorship	<ul style="list-style-type: none">• One full delegate registration to the Global Water Drinks Congress (excludes accommodation).• A small display table in the networking area at the Global Water Drinks Congress.• The opportunity to present the first award of the evening.• Company logo on all awards marketing material.• Company logo on the Global Water Drinks Awards page on Zenith Global's website.• Referenced as headline sponsor on all marketing material, social media, online, emails and within the awards ceremony presentation.• Regular mentions in social media promoting the Awards.	£5,000
Category sponsorship	<ul style="list-style-type: none">• Referenced as category sponsor on all marketing material, social media, online, emails and within the awards ceremony presentation.• Company logo on the Global Water Drinks Awards page on Zenith Global's website.• Company logo on all awards marketing material.• Regular mentions in social media promoting the awards.• The opportunity to present the winner of your chosen category their award at the awards presentation ceremony.	£900

Dairy Vision, 24-25 November

Location: São Paulo, Brazil

- Based on Zenith Global's established Global Dairy Congress, this Latin American edition is hosted in partnership with Brazilian consultancy, AgriPoint.
- The event will bring together experts, industry leaders and entrepreneurs from the Brazilian and international dairy sector to provide an overview of the dairy situation in Latin America.
- The format is a trade show and conference that focuses on market trends, emerging markets, innovation and entrepreneurship in the region.
- Expected attendance is over 400 people.
- There will be 2 days of conference sessions and a cocktail reception and networking dinner.
- Past speakers have included:



For details on the 2019 event, please click [here](#).



Sponsorship packages

Dairy Vision

Tier	Before the event	At the event	Cost (exc. VAT)
Gold*	<ul style="list-style-type: none"> Reference as Gold sponsor Logo on event website and on all event marketing material Logo on event press releases and programme 	<ul style="list-style-type: none"> Logo on stage backdrop & exhibitor hall 5m x 3m lounge space in exhibitor hall 15 minute presentation opportunity Distribution of one marketing material or product 10 delegate registrations Custom badge 	\$18,500
Lounge	<ul style="list-style-type: none"> Logo on event website and on all event marketing material Logo on event press releases and programme 	<ul style="list-style-type: none"> Logo on stage backdrop & exhibitor hall 3m x 3m lounge space in exhibitor hall 5 delegate registrations Custom badge 	\$8,000
Table Top	<ul style="list-style-type: none"> Logo on the event website Logo in the event programme 	<ul style="list-style-type: none"> Logo on stage backdrop & exhibitor hall Table-top display in exhibitor hall 2 delegate registrations Custom badge 	\$5,500

*Gold sponsor must be non-commercial, with content being agreed with Dairy Vision organisers beforehand.

Beverage Digest Future Smarts, 7 December

Venue: Crowne Plaza Times Square, New York

- Future Smarts is the only event to give a complete beverage industry and market overview from brand leaders to emerging issues in a single day. It's all there from water to cannabidiol, including sharp Wall Street comment and the industry's top players.
- As well as publishing the US industry's key source for data, facts and analysis, Beverage Digest hosts its annual high level and influential conference for the US beverage industry, run by Zenith Global and attended by top executives.
- Expected attendance is around 250 delegates.
- 2019 event attendees included:



For details on the 2019 event please click [here](#).



Sponsorship packages

Beverage Digest Future Smarts *(prices to be confirmed)*

Tier	Before the event	At the event	Cost (exc. VAT)
Platinum	<ul style="list-style-type: none"> Exclusivity in sector Reference as Platinum sponsor Logo on Beverage Digest and Zenith Global websites Logo on all event marketing material Logo on event press releases Logo in event programme 	<ul style="list-style-type: none"> Exclusivity in sector Logo on stage backdrop Logo on programme Display in networking area Presentation opportunity Distribution of marketing material 4 delegate places and 25% discount for additional delegates 1 interactive poll and 2 sponsored tweets Sponsorship of 1 BD awards category 	\$35,000
Gold	<ul style="list-style-type: none"> Max 3 companies per sector Reference as Gold sponsor Logo on Beverage Digest and Zenith Global websites Logo on all event marketing material Logo on event press releases Logo in event programme 	<ul style="list-style-type: none"> Logo on stage backdrop Logo on programme Display in networking area Distribution of marketing material 3 delegate places and 25% discount for additional delegates 2 sponsored tweets Sponsorship of 1 BD awards category 	\$25,000
Silver	<ul style="list-style-type: none"> Reference as Silver sponsor Logo on Beverage Digest and Zenith Global websites Logo on all event marketing material Logo on event press releases Logo in event programme 	<ul style="list-style-type: none"> Logo on stage backdrop Logo on programme Display in networking area 2 delegate places and 25% discount for additional delegates 1 sponsored tweet 1 entry into the BD awards 	\$15,000
Display	<ul style="list-style-type: none"> Logo on event website Logo in event programme 	<ul style="list-style-type: none"> Display in networking area 1 delegate place 1 sponsored tweet 	\$6,000
Drinks Reception	<ul style="list-style-type: none"> Logo on event website Logo on event programme 	<ul style="list-style-type: none"> Signage at the drinks reception 	\$2,000

2020 Beverage Digest Awards, 7 December

Location: New York

- The inaugural Beverage Digest Awards celebrates successful innovation in the North American beverage industry, with 9 categories covering the best in beverage design, formulation, technology, marketing and packaging.
- The 2020 awards will be open for entry to entrepreneurs as well as established brands from any company which sells within the North American market.
- The awards are supported by media partners and judged by a panel of independent experts.
- They will be presented at an awards ceremony during the Beverage Digest Future Smarts conference on in New York on December 7.
- Entries open Summer 2020, with the following categories *to be confirmed*:

Categories

- Best Low/No Sugar Drink
- Best Premium Drink
- Best Functional Drink
- Best Packaging Design
- Best Label Design
- Best Technology Innovation
- Best Marketing or Social Media Campaign
- Best New Brand/Brand Extension
- Best New Drink Concept

For details on the 2019 awards, please click [here](#)



Sponsorship packages

Beverage Digest Awards *(prices to be confirmed)*

Tier	Sponsorship benefits	Cost (exc. VAT)
Headline sponsorship	<ul style="list-style-type: none">• Two full delegate registrations to Beverage Digest Future Smarts (excludes accommodation)• A small display table in the networking area at the event.• The opportunity to present the first award of the evening.• Company logo on all awards marketing material.• Company logo on the Beverage Digest awards page on Zenith Global's website.• Referenced as headline sponsor on all marketing material, social media, online, emails and within the awards ceremony presentation.• Regular mentions in social media promoting the Awards.	\$9,500
Category sponsorship	<ul style="list-style-type: none">• Referenced as category sponsor on all marketing material, social media, online, emails and within the awards ceremony presentation.• Company logo on the Beverage Digest awards page on Zenith Global's website.• Company logo on all awards marketing material.• Regular mentions in social media promoting the awards.• The opportunity to present the winner of your chosen category their award at the awards presentation ceremony.	\$1,750

14th Global Dairy Congress - postponed to 2021

Location: Laval, France

- The congress covers global markets and is attended by industry leaders, entrepreneurs, suppliers, customers and advisers to learn about the latest market and strategic developments.
- It will be held at Lactalis headquarters in Laval, including tours of the world's largest Camembert cheese factory.
- It attracts 100 - 130 delegates from around the world.
- The event includes a gala dinner where the *World Dairy Innovation Awards* will be presented.
- You can register your interest on the event webpage [here](#)
- Past speakers and attendees have included:



For details on the 2019 event, please click [here](#).



Sponsorship packages

Global Dairy Congress

Tier	Before the event	At the event	Cost (exc. VAT)
Platinum	<ul style="list-style-type: none"> • Exclusivity in sector • Reference as Platinum sponsor • Logo on event website and on all event marketing material • Logo on event press releases and programme • Regular mentions in social media posts 	<ul style="list-style-type: none"> • Exclusivity in sector • Logo on stage backdrop • Display in networking area • Presentation opportunity • Distribution of marketing material • 4 delegates and 25% discount for additional places • 2 interactive polls and 2 sponsored tweets 	€22,500
Gold	<ul style="list-style-type: none"> • Max 3 companies per sector • Reference as Gold sponsor • Logo on event website and on all event marketing material • Logo on event press releases and programme • Regular mentions in social media posts 	<ul style="list-style-type: none"> • Logo on stage backdrop • Display in networking area • Distribution of marketing material • 3 delegates and 25% discount for additional places • 1 interactive poll and 1 sponsored tweet 	€12,500
Silver	<ul style="list-style-type: none"> • Reference as Silver sponsor • Logo on event website and on all event marketing material • Logo on event press releases and programme • Regular mentions in social media posts 	<ul style="list-style-type: none"> • Logo on stage backdrop • Display in networking area • 2 delegates and 25% discount for additional places • Either 1 interactive poll <u>or</u> 1 sponsored tweet 	€8,500
Display	<ul style="list-style-type: none"> • Logo on event website • Logo in event programme • Regular mentions in social media posts 	<ul style="list-style-type: none"> • Display in delegate networking and coffee break area with space to display pull-up banners or a small backdrop (to be provided by sponsor) • 1 delegate place 	€4,500

Additional marketing opportunities

Event sponsorship packages are flexible and can be designed to meet specific requirements. Additional opportunities include:
 Delegate workshops; Hosting a drinks reception or networking break; Product sampling;
 On-screen video presentations; Delegate surveys

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

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