



# ERA CONVENTION 20 25

sponsorship  
package

START



# In 2025 we're in Dublin

 4 - 5 June 2025

 Radisson Blu Royal  
Hotel, Dublin




Our 2025 Convention will be held at the  
**Radisson Blu Royal Hotel, Dublin.**

Join us to connect with peers from all over Europe on  
**4-5 June 2025.**

We offer **several sponsorship packages** available that  
can be tailored to meet your company's specific  
marketing and promotional objectives. Our full list of  
options and packages is detailed below.

By becoming a sponsor of the event, you'll gain  
valuable exposure and the chance to engage with  
leading experts in the equipment rental industry.

A white envelope is partially visible on the right side of the image, with its flap open. Below it, a white card is placed on a yellow background. The word "Sponsorship" is written in a bold, black, sans-serif font on the card.

**Sponsorship**

Sponsorship options for ERA Convention 2025	Price before 04/03/2025	Price as of 04/03/2025
Lanyard (1 sponsor)	€7500	€8500
Key cards (1 sponsor)	€6500	€7500
App (1 sponsor)	€4000	€4500
Luncheon	€3000	€3500
Coffee break	€2500	€3000

<b>Sponsoring of the Awards Rental Dinner</b>	<b>Price before 04/03/2025</b>	<b>Price as of 04/03/2025</b>
European Rental Awards Gold Sponsorship	€6500	€7500
European Rental Awards Silver Sponsorship	€4000	€4800
Sponsorship of the ERA Cocktail	€5000	€6000

# Sponsoring the ERA Convention 2025 App (1 Sponsor)

**Benefits of the ERA Convention App sponsorship include:**

## **Pre-Event**

- An announcement on ERA social media (LI channel)
- Visibility on the ERA website

## **During the Event:**

- A permanent banner in the official ERA Convention App, downloaded by all the participants to the Convention.
- An interactive company profile in the official ERA Convention mobile app





# Sponsoring the ERA Convention 2025

## Key Card Sponsorship

### Pre-Event & During the Event

- Visibility on the ERA website
- Feature Sponsor's branding on hotel key cards provided to conference participants.
- An interactive company profile in the official ERA Convention mobile app



# Sponsorship of the ERA Convention 2025

## Lanyards (limited to 1 sponsor)

Benefits of the lanyards sponsoring include:

### Pre-Event

- An announcement on ERA social media (LI channel)
- Visibility on the ERA website

### During Event:

- Logo on all the lanyards of the Convention distributed to the attendees.
- An interactive company profile in the official ERA Convention mobile app





# Sponsorship of the Luncheon

Benefits of the ERA luncheon sponsorship include:

## **Pre Event:**

- An announcement on ERA social media (LinkedIn channel)
- Visibility on the ERA website

## **During Event:**

- Company logo on screens in the luncheon area
- Promotional video playing during luncheon
- An interactive company profile in the official ERA Convention mobile app



# Sponsorship of a Coffee Break

Benefits of the ERA coffee break sponsorship include:

## **Pre-Event:**

- An announcement on ERA social media (LI channel)
- Visibility on the ERA website

## **During Event:**

- Logo to be displayed in the coffee break area.
- An interactive company profile in the official ERA Convention mobile app



# Sponsoring of the European Rental Awards Dinner

## Gold sponsorship include:

### Pre-Event

- Logo on all communication relating to European Rental Awards.
- An announcement on ERA social media (LI channel)
- Logo and name visible on the ERA website
- Sponsor's logo on the European Rental Awards official website



### During Event

- Electronic screening of sponsor's logo during the ERA Convention
- Recognition in master presentation shown at European Rental Awards dinner and mentioned by the moderator;
- Logo printed on the menu cards of European Rental Awards dinner;
- Advert in the sponsorship brochure accessible from the menu cards;
- Logo to be displayed on stage during the European Rental Awards Dinner
- An interactive company profile in the official ERA Convention mobile app
- Handing of one of the trophies during the ceremony
- Interview with the Sponsor and publication on LinkedIn.



# Sponsoring of the European Rental Awards Dinner

## Silver sponsorship include:

### Pre-Event

- Logo on all communication relating to European Rental Awards.
- An announcement on ERA social media (LI channel)
- Logo and name visible on the ERA website.

### During Event

- Electronic screening of sponsor's logo during the event
- Recognition in master presentation shown at European Rental Awards dinner and mentioned by the moderator;
- Logo printed on the menu cards of European Rental Awards dinner.
- Advert in the sponsorship brochure accessible from the menu cards;
- Logo to be displayed on stage during the European Rental Awards Dinner
- An interactive company profile in the official ERA Convention mobile app



# Sponsoring of the ERA Cocktail

Benefits of the ERA Cocktail sponsorship include:

## **Pre-Event**

- Logo on all electronic communication relating to European Rental Awards;
- An announcement on ERA social media (LI channel)
- Logo and name visible on the ERA website

## **During Event**

- Logo to be displayed in reception area during the Cocktail
- Electronic screening of sponsor's logo during the event
- Recognition in master presentation shown at European Rental Awards dinner;
- Logo printed on the menu cards of European Rental Awards dinner;
- Advert in the sponsorship brochure accessible from the menu cards;
- An interactive company profile in the official ERA Convention mobile app.



# Steps to follow when you select the sponsorship type

- 1 Fill the form
- 2 Send to [era@erarental.org](mailto:era@erarental.org)



any questions

Veerle Guns at +32 (0)2 761 1604 or  
email: [era@erarental.org](mailto:era@erarental.org)