



**ERA
CONVENTION
2026** and European
Rental Awards Ceremony
Sponsorship Package

JUNE 3-4

Maastricht, The Netherlands

For more information visit:
erarental.org



IN 2026, WE'RE BACK TO MAASTRICHT

This brochure introduces **sponsorship opportunities** for the ERA 2026 Convention and European Rental Awards, showing how partners can boost visibility and connect with rental industry professionals.

Learn More....



Our **2026 Convention** will be held at MECC, in Maastricht, Netherlands.

Join us for this celebratory edition as we mark **20 years of ERA** and **connect** with peers from across the **industry**.

Our flexible sponsorship packages help you reach your marketing goals while gaining high-impact visibility at the **ERA Convention** and **European Rental Awards**, connecting you directly with over **350 rental industry leaders and decision-makers**.





EUROPEAN
RENTAL
ASSOCIATION

Sponsorship Packages

ERA Convention 2026



Lanyards
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App Sponsor
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Networking Lunch
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Coffee Break
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Gold Award Sponsor
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Silver Award Sponsor
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European Rental Award Cocktail
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Anniversary Party
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Sponsorship Packages

Price Overview

Sponsorship Package	Early-Bird Price (€)	2026 Price (€)
Lanyards	8,000	9,000
App Sponsor	4,500	5,000
Networking Lunch	3,500	4,000
Coffee Break	3,000	3,500
Gold Award Sponsor	9,000	10,000
Silver Award Sponsor	6,500	7,000
ERA Cocktail	6,500	7,000
Anniversary Party	9,000	10,000



Sponsorship Packages

Detailed Benefits Overview

Pre-Event

01

During Event

02

This is an **exclusive sponsorship** opportunity, available to one sponsor only.



Lanyards Sponsorship

What you get

01

Announcement on ERA LinkedIn
Visibility on ERA website

02

Logo on lanyards
Interactive app profile





Sponsorship Packages

Detailed Benefits Overview

Pre-Event

01

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This is an **exclusive sponsorship** opportunity, available to one sponsor only.



App Sponsorship

What you get

01

Announcement on ERA LinkedIn
Visibility on ERA website

02

Permanent app banner
Interactive app profile





Sponsorship Packages

Detailed Benefits Overview

Pre-Event

01

During Event

02

Networking Lunch

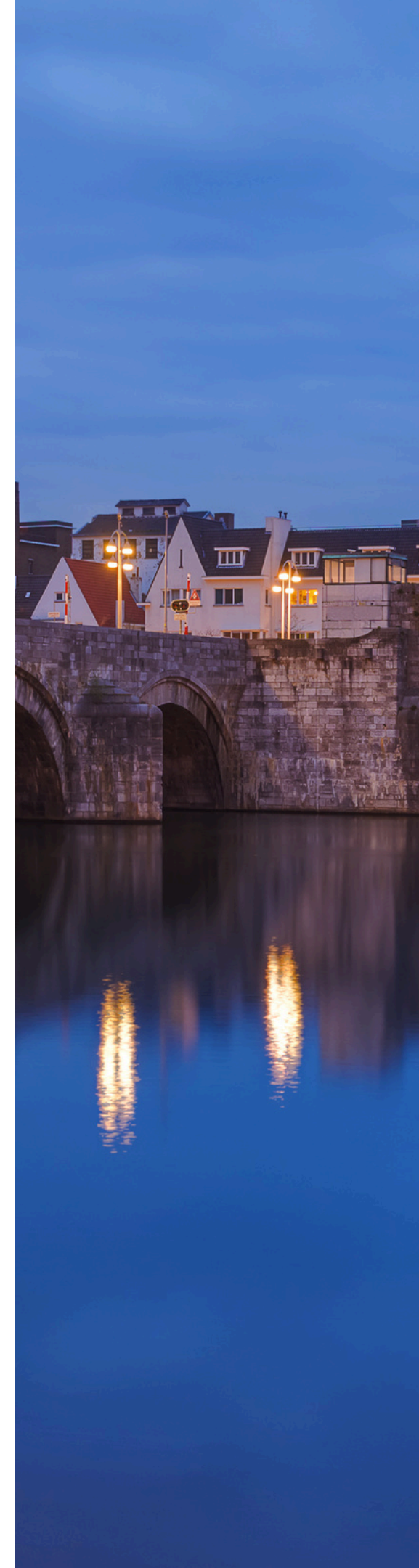
What you get

01

Announcement on ERA LinkedIn
Visibility on ERA website

02

Interactive app profile
Logo on screens
Promotional video
Logo in lunch area





Sponsorship Packages

Detailed Benefits Overview

Pre-Event

01

During Event

02

Coffee Break

What you get

01

Announcement on ERA LinkedIn
Visibility on ERA website

02

Interactive app profile
Logo on screens
Logo in coffee break area





Sponsorship Packages

Detailed Benefits Overview

Pre-Event

01

During Event

02

Gold Award Sponsor

What you get

01

Announcement on ERA LinkedIn
Visibility on ERA website
Sponsor interview
Logo on ERA Communications

02

Logo on screens
Logo on dinner menu
Logo on stage
Logo on European Rental Awards website
Promotional video
Mention by moderator
Advert in brochure
Trophy handover
Interactive profile in mobile app [→](#)



Sponsorship Packages

Detailed Benefits Overview

Pre-Event

01

During Event

02

Silver Award Sponsor

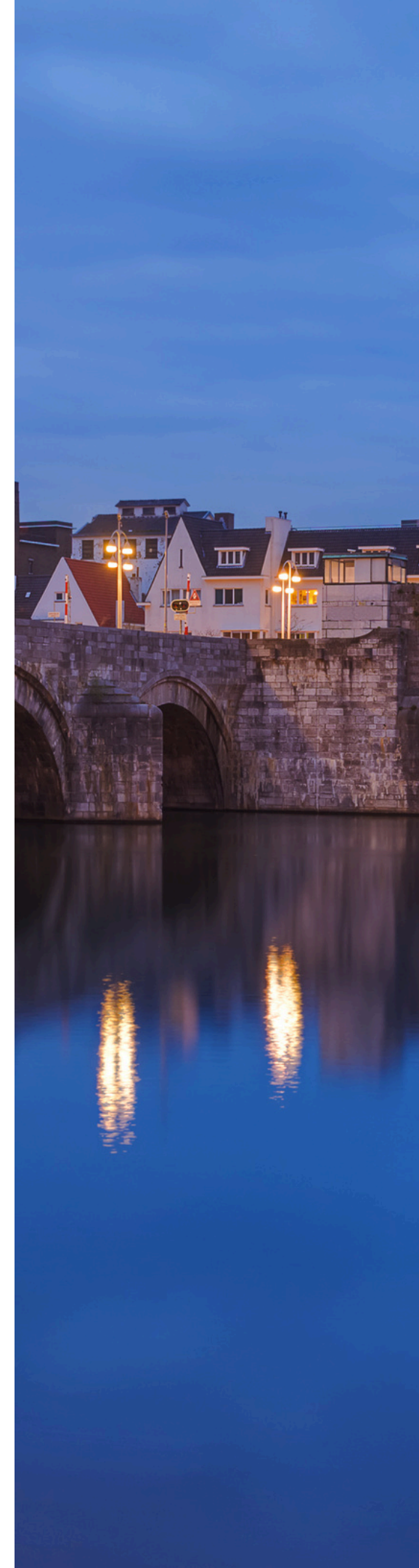
What you get

01

Announcement on ERA LinkedIn
Visibility on ERA website
Logo on ERA Communications
Logo on European Rental Awards website

02

Logo on screens
Logo on stage
Logo on dinner menu
Mention by moderator
Advert in brochure
Interactive profile in mobile app





Sponsorship Packages

Detailed Benefits Overview

Pre-Event

01

During Event

02

This is an **exclusive sponsorship** opportunity, available to one sponsor only.



European Rental Award Cocktail

What you get

01

- Announcement on ERA LinkedIn
- Visibility on ERA website
- Logo on ERA communications
- Logo on Awards website

02

- Interactive app profile
- Logo on screens
- Logo on stage
- Logo printed on dinner menu
- Mention by moderator
- Advert in Awards brochure
- Logo during cocktail





Sponsorship Packages

Detailed Benefits Overview

Pre-Event

01

During Event

02

This is an **exclusive sponsorship** opportunity, available to one sponsor only.

Anniversary Party

What you get

01

- Announcement on ERA LinkedIn
- Visibility on ERA website
- Logo on ERA communications
- Logo on Awards website

02

- Interactive app profile
- Logo on screens
- Logo during party
- Mention by moderator



Benefits Comparison

Pre-Event

Benefits	Lanyards	App Sponsor	Networking Lunch	Coffee Break	Gold Award	Silver Award	ERA Cocktail	Anniversary Party
Announcement on LinkedIn	✓	✓	✓	✓	✓	✓	✓	✓
Visibility on website	✓	✓	✓	✓	✓	✓	✓	✓
Logo on ERA Communications	-	-	-	-	✓	✓	✓	✓ (Awards + Convention comms)
Logo on European Rental Awards website	-	-	-	-	✓	✓	✓	✓
Quote from the Sponsor explaining why they support this initiative & publication on LinkedIn	-	-	-	-	-	-	-	-
Mention in press release	-	-	-	-	-	-	-	-
Interview with sponsor (LinkedIn)	-	-	-	-	✓	-	-	✓



Benefits Comparison

During Event

Benefits	Lanyards	App Sponsor	Networking Lunch	Coffee Break	Gold Award	Silver Award	ERA Cocktail	Anniversary Party
Logo on lanyards	✓	-	-	-	-	-	-	-
Permanent banner in mobile app	-	✓	-	-	-	-	-	-
Interactive profile in mobile app	✓	✓	✓	✓	✓	✓	✓	✓
Logo on event screens (general)	-	-	✓	✓	✓	✓	✓	✓
Logo specifically in luncheon area	-	-	✓	-	-	-	-	-
Promotional video played	-	-	✓	-	✓	-	-	-

Logo in coffee break area	-	-	-	✓	-	-	-	-
Logo on stage during Awards Dinner	-	-	-	-	✓	✓	✓	-
Recognition by moderator (Awards Dinner)	-	-	-	-	✓	✓	✓	✓
Logo printed on Awards Dinner menu	-	-	-	-	✓	✓	✓	-
Advert in Awards brochure (menu QR)	-	-	-	-	✓	✓	✓	-
Handing of trophy	-	-	-	-	✓	-	-	-
Logo displayed during Cocktail	-	-	-	-	-	-	✓	-
Logo displayed during Anniversary Party	-	-	-	-	-	-	-	✓
Exclusive sponsorship (only 1 sponsor)	✓	✓	-	-	-	-	✓	✓

The price paid for each sponsorship package covers the **full scope of benefits provided both prior to the event and during the event.** All pre-event and on-site activations listed for each package are included in the total price unless otherwise stated.

www.erarental.org



Interested?

Partner with ERA and position your brand at the heart of the European rental industry!

Contact us at era@erarental.org

For more information or questions:  era@erarental.org