

ERA Convention 2027

Sponsorship Opportunities

Warsaw, Poland | **2–3 June 2027**

erarental.org

In 2027, ERA Meets in Warsaw

This brochure presents sponsorship opportunities for the ERA Convention 2027, taking place in Warsaw, Poland. Each package is designed to give your organisation direct visibility and meaningful engagement with senior rental-industry professionals from across Europe and beyond.

Sponsoring the ERA Convention connects your brand with decision-makers at the heart of the European equipment rental sector — before, during and after the event.

Venue

Hilton Warsaw City, Grzybowska 63, 00-844 Warsaw, Poland

Dates

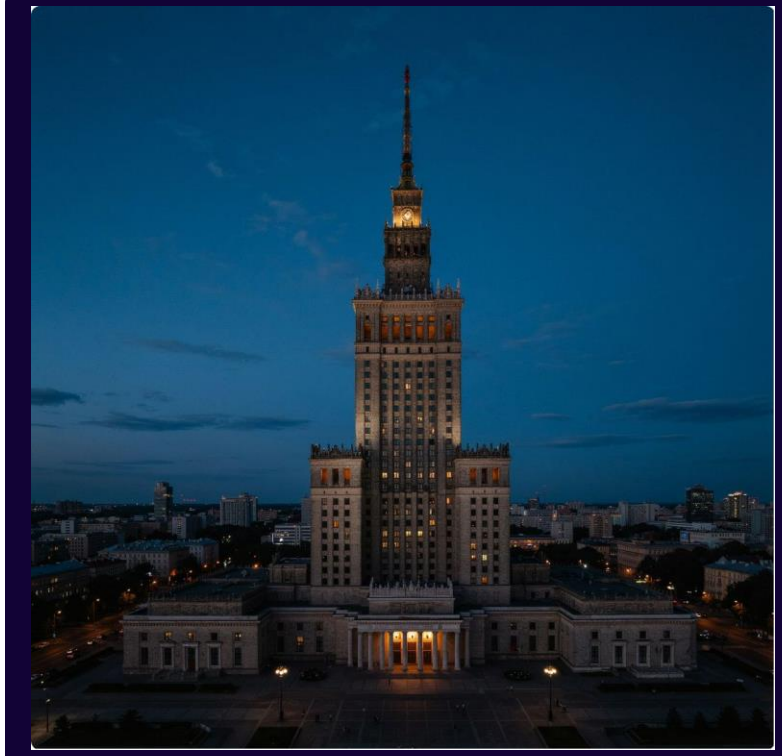
2–3 June 2027

Attendance

Around 400 participants

Audience

Directors and senior managers from Europe's leading rental companies, together with representatives of small and medium-sized rental businesses, national rental associations, OEMs and other suppliers serving the equipment rental industry.



Warsaw, Poland

Host City — ERA Convention 2027

Sponsorship Packages

Seven sponsorship opportunities are available for the ERA Convention 2027 in Warsaw. Select a package that aligns with your commercial objectives and desired level of visibility.



Lanyards Sponsorship

Slide 5



App Sponsorship

Slide 6



Networking Lunch

Slide 7



Coffee Break

Slide 8



Gold Award Sponsorship

Slide 9



Silver Award Sponsorship

Slide 10



European Rental Award Cocktail

Slide 11

Sponsorship Packages: Price Overview

Early-bird rates apply to sponsorships confirmed by 1 December 2026.

Sponsorship Package	Early-Bird Price (€)	Standard Price (€)
Lanyards Sponsorship	€8,000	€9,000
App Sponsorship	€4,000	€5,000
Networking Lunch	€3,000	€4,000
Coffee Break	€2,500	€3,500
Gold Award Sponsorship	€9,000	€10,000
Silver Award Sponsorship	€6,000	€7,000
European Rental Award Cocktail	€6,000	€7,000

All prices exclude VAT. Contact era@erarental.org for further information.

Lanyards Sponsorship

Place your logo on every delegate's lanyard throughout the ERA Convention 2027 in Warsaw. This package delivers continuous, personal visibility to all attendees across every session, break and networking moment during the event.

01 — PRE-EVENT

- Announcement on ERA LinkedIn
- Visibility on ERA website

02 — DURING EVENT

- Logo on lanyards
- Interactive profile in mobile app

Exclusivity

Exclusive sponsorship

Early-Bird Price

€8,000

Package Price

€9,000

Contact

era@erarental.org

erarental.org



App Sponsorship

The ERA Convention 2027 is paperless: the mobile app is the only channel for the programme, surveys and event information. This package places your brand prominently within the app, ensuring visibility whenever an attendee uses it.

01 — PRE-EVENT

- Announcement on ERA LinkedIn
- Visibility on ERA website

02 — DURING EVENT

- Permanent banner in mobile app
- Interactive profile in mobile app

Exclusivity

Exclusive sponsorship – one sponsor only

Early-Bird Price

€4,000

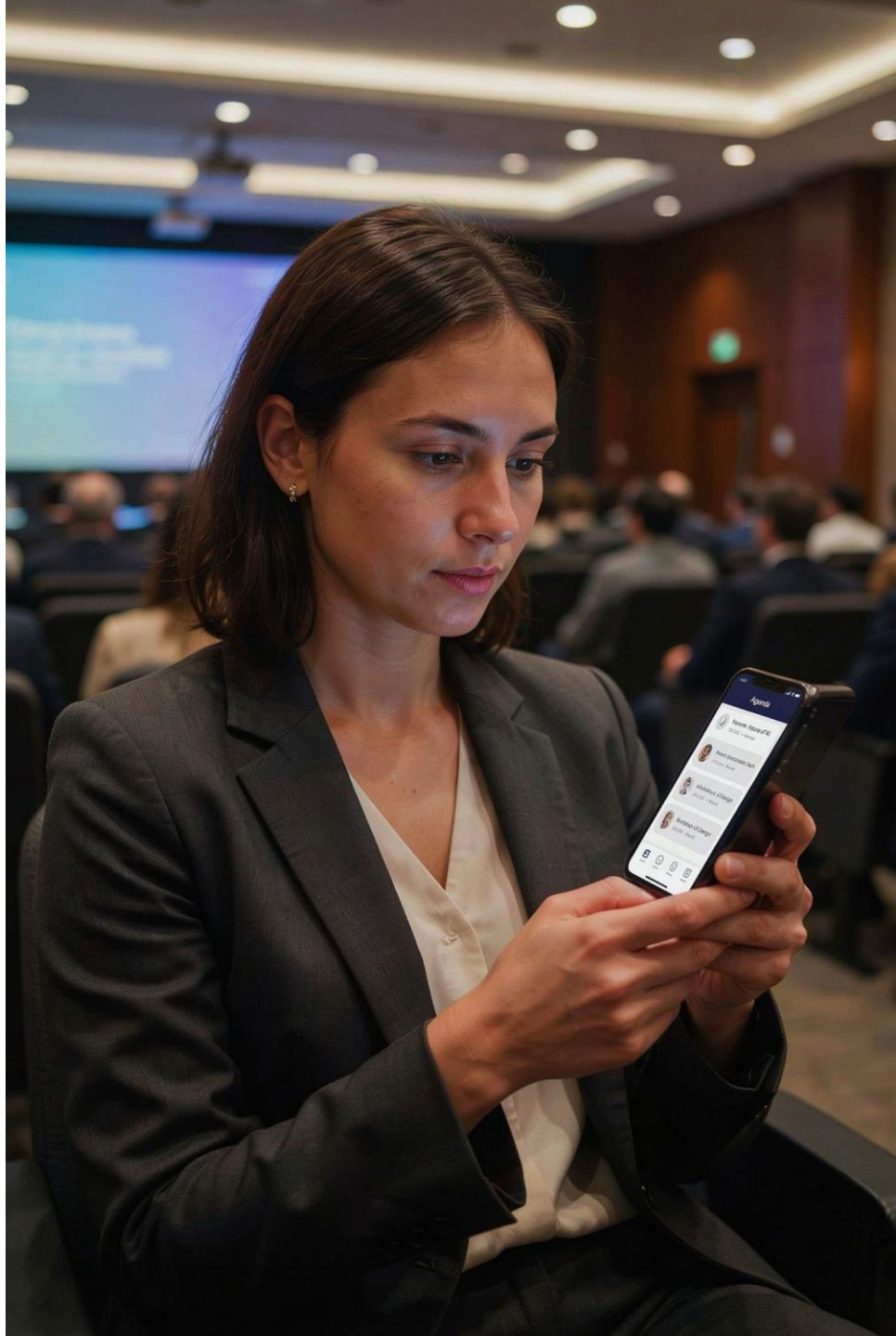
Package Price

€5,000

Contact

era@erarental.org

erarental.org





Networking Lunch

Two sponsorship slots available

The Networking Lunch is one of the convention's prime occasions for informal, peer-to-peer engagement. Sponsoring this session places your brand at the centre of a relaxed, high-attendance moment — with logo presence, screen visibility and a promotional video reaching all delegates.

01 — PRE-EVENT

- Announcement on ERA LinkedIn
- Visibility on ERA website

02 — DURING EVENT

- Interactive profile in mobile app
- Logo on event screens
- Promotional video played during the lunch
- Logo in lunch area

Package Price

€4,000

Early-Bird Price

€3,000

Contact

era@erarental.org

erarental.org

Coffee Break

Coffee breaks at the ERA Convention draw all delegates away from the main sessions and into a concentrated, informal setting. Sponsoring the Coffee Break gives your organisation brand presence at one of the most frequented and socially active moments of the event day.

01 — PRE-EVENT

- Announcement on ERA LinkedIn
- Visibility on ERA website

02 — DURING EVENT

- Interactive profile in mobile app
- Logo on event screens
- Logo displayed in the catering area during the coffee break

Package Price

€3,500

Early-Bird Price

€2,500

Contact

era@erarental.org

erarental.org



Gold Award Sponsorship

01 — PRE-EVENT

- Announcement of the Gold Award Sponsor on ERA LinkedIn
- Dedicated sponsor interview promoted on ERA LinkedIn
- Visibility on ERA website
- Logo on ERA communications
- Logo on European Rental Awards website

02 — DURING EVENT

- Logo on event screens
- Logo on Awards Dinner menu
- Logo on stage
- Promotional video played
- Recognition by moderator
- Advert in Awards brochure
- Trophy handover
- Interactive profile in mobile app
- Approved branded giveaway for Awards Dinner guests[1]

[1] Subject to ERA's prior approval.

Package Price

€10,000

Early-Bird Price

€9,000

Contact

era@erarental.org

erarental.org



Silver Award Sponsorship

01 — PRE-EVENT

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

02 — DURING EVENT

- Logo on event screens
- Logo on stage
- Recognition by moderator
- Advert in Awards brochure
- Interactive profile in mobile app

Package Price

€7,000

Early-Bird Price

€6,000

Contact

era@erarental.org

erarental.org



European Rental Award Cocktail

01 — PRE-EVENT

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

02 — DURING EVENT

- Interactive profile in mobile app
- Logo on event screens
- Logo on stage
- Logo on Awards Dinner menu
- Recognition by moderator
- Advert in Awards brochure
- Logo displayed during the cocktail

Package Price

€7,000

Early-Bird Price

€6,000

Contact

era@erarental.org

erarental.org



Pre-Event Benefits

The table below summarises pre-event benefits across all seven sponsorship packages. An X indicates that the benefit is included in the package.

Pre-Event Benefit	Lanyards	App	Networking Lunch	Coffee Break	Gold Award	Silver Award	ERA Cocktail
Announcement on ERA LinkedIn	X	X	X	X	X	X	X
Visibility on ERA website	X	X	X	X	X	X	X
Logo on ERA communications	-	-	-	-	X	X	X
Logo on European Rental Awards website	-	-	-	-	X	X	X
Dedicated Gold Sponsor interview on LinkedIn	-	-	-	-	X	-	-

During-Event Benefits – Part I

The table below covers during-event benefits relating to digital and on-site visibility for delegates throughout the ERA Convention 2027 in Warsaw.

During-Event Benefit	Lanyards	App	Networking Lunch	Coffee Break	Gold Award	Silver Award	ERA Cocktail
Logo on lanyards	X	–	–	–	–	–	–
Permanent banner in mobile app	–	X	–	–	–	–	–
Interactive profile in mobile app	X	X	X	X	X	X	X
Logo on event screens	–	–	X	X	X	X	X
Logo in lunch area	–	–	X	–	–	–	–
Promotional video played during the lunch	–	–	X	–	–	–	–
Promotional video played during the Awards Dinner	–	–	–	–	X	–	–

During-Event Benefits – Part II

During-Event Benefit	Lanyards	App	Networking Lunch	Coffee Break	Gold Award	Silver Award	ERA Cocktail
Logo in catering area during the coffee break	–	–	–	X	–	–	–
Logo on stage during Awards Dinner	–	–	–	–	X	X	X
Recognition by moderator	–	–	–	–	X	X	X
Logo on Awards Dinner menu	–	–	–	–	X	–	X
Advert in Awards brochure	–	–	–	–	X	X	X
Trophy handover	–	–	–	–	X	–	–
Approved branded giveaway for Awards Dinner guests	–	–	–	–	X	–	–
Logo displayed during cocktail	–	–	–	–	–	–	X
Exclusive sponsorship	X	X	–	–	–	–	–



Interested?

Contact ERA to discuss the available sponsorship opportunities for the ERA Convention 2027 in Warsaw.

Our team will provide full package details, confirm availability and answer any questions about the 2027 programme.

Email

era@erarental.org

Website

erarental.org

ERA Convention 2027 — Warsaw, Poland — 2–3 June 2027

European Rental Association — erarental.org