

## CHEMICAL MARKET ANALYTICS

BY OPIS, A DOW JONES COMPANY

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# World Soda Ash Conference

10-12 October 2023 | Athens, Greece

Sponsorship Prospectus

# World Soda Ash At A Glance ...

The **World Soda Ash Conference** is the premier gathering of industry professionals - creating an unparalleled platform for insights and dialogues on the challenges and opportunities surrounding the global soda ash markets.

In October 2023, more than 300 participants from across the globe, including Chemical Market Analytics experts and industry thought leaders will gather live to gain the latest insight and deep analysis into the soda ash markets while connecting and re-connecting with peers, industry professionals and colleagues – existing and new.

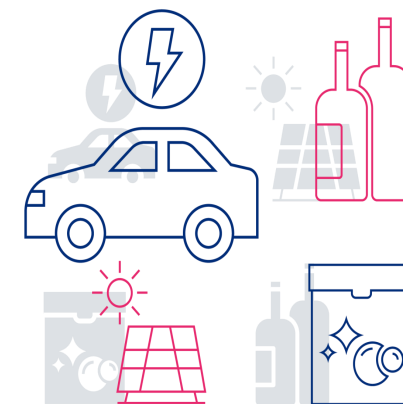
This year's program will feature a one-day training workshop, two days of expert content and numerous functions including coffee breaks and lunch and evening receptions. Couple these with several carefully curated branded items and you have a suite of carefully selected partnership/sponsorship opportunities that can be tailored to an individual company's specific needs and business development goals.

By aligning yourself as a sponsor of the event, you'll:

- Raise your profile and brand awareness amongst delegates and prospects pre-event.
- Solidify your message and support of the attendee experience on site.
- Stay top of mind with post event, follow up marketing to further reinforce your company and its profile.

**For additional information or to reserve your sponsorship, please contact:**

David Coates  
Executive Director – Conferences and Events  
P: +1 713 305 0116  
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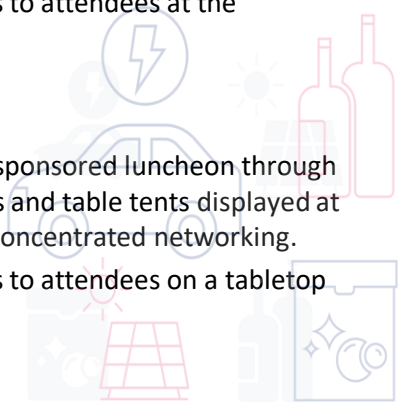
# Foundational Sponsor

## All Foundational Sponsors Receive:

- Identification and recognition as a Foundational Sponsor with inclusion in selected pre-event marketing and promotional materials
- Logo and hyperlink to sponsor's webpage on the event website
- Logo displayed on event projection screen in main ballroom during event-wide welcome each day
- Four (4) complimentary registrations (excludes workshop)
- Additional passes available for purchase at a 10% discount off prevailing rate
- Option to add The Hub experience at preferential pricing
- Dedicated liaison assigned as a central point of contact to provide guidance, assistance, and coordination of partner benefits.

## Plus, your choice of one of the following activities to fully engage with delegates:

- **Welcome Reception (1 Available)**
  - Dedicated logo and brand visibility during your sponsored reception through a variety of channels, including branded napkins and table tents displayed at beverage and food stations and other areas of concentrated networking.
  - Opportunity to distribute promotional materials to attendees at your sponsored reception.
- **Offsite Reception (1 Available)**
  - Dedicated logo and brand visibility during your sponsored reception through a variety of channels, including branded napkins and table tents displayed at beverage and food stations and other areas of concentrated networking.
  - Opportunity to distribute promotional materials to attendees at your sponsored reception.
- **Offsite Tour/Luncheon (1 Available)**
  - Recognition as offsite tour/luncheon sponsor on event website, attendee platform and onsite at luncheon venue.
  - Opportunity to distribute promotional materials to attendees at the luncheon.
- **Networking Luncheon (2 Available)**
  - Dedicated logo and brand visibility during your sponsored luncheon through a variety of channels, including branded napkins and table tents displayed at beverage and food stations and other areas of concentrated networking.
  - Opportunity to distribute promotional materials to attendees on a tabletop during your luncheon.



# Strategic Sponsor

## All Strategic Sponsors Receive:

- Identification and recognition as a Strategic Sponsor with inclusion in selected pre-event marketing and promotional materials
- Logo and hyperlink to sponsor's webpage on the event website
- Logo displayed on event projection screen in main ballroom during event-wide welcome each day
- Three (3) complimentary registrations (excludes workshop)
- Additional passes available for purchase at a 10% discount off prevailing rate
- Option to add The Hub experience at preferential pricing
- Dedicated liaison assigned as a central point of contact to provide guidance, assistance, and coordination of partner benefits.

## Plus, your choice of one of the following activities to fully engage with delegates and enhance your brand:

- **Sustainable Water Bottle**
  - Environmentally friendly water bottle, branded with the sponsor's logo and provided to all delegates at registration.
- **Leather Portfolio**
  - Custom leather portfolio embossed with sponsor's logo and provided to all attendees – sponsor may also include marketing collateral inside the folio itself.
- **"Ear Buds" with Case**
  - Sponsor's logo on case holding ear buds suitable for both recreational and business use. Will be provided to all delegates at registration – perfect for use on-site for presentations that will be translated.
- **Tote Bag**
  - Company logo placed on tote bags provided to all delegates at registration.
  - Opportunity to place one piece of promotional material into tote bag.
- **Registration/Lanyards**
  - Sponsor logo on conference lanyards and check-in kiosk.



# Industry Sponsor

## All Industry Sponsors Receive:

- Identification and recognition as an Industry Sponsor with inclusion in selected pre-event marketing and promotional materials
- Logo and hyperlink to partner's webpage on the event website
- Logo displayed on event projection screen in main ballroom during event-wide welcome each day
- Logo, company description (up to 250 words) featured on attendee platform
- Two (2) complimentary registrations (excludes workshop)
- Additional passes available for purchase at a 10% discount off prevailing rate
- Option to add The Hub experience at preferential pricing
- Dedicated liaison assigned as a central point of contact to provide guidance, assistance, and coordination of partner benefits.

## Plus, your choice of one of the following activities to fully engage with delegates and enhance your brand:

- **Note Pads/Pens**
  - 2 or 4/C logo placed on notepad and pen provided to all attendees at registration and inside general session.
- **Networking Break (4 Available)**
  - Partner-branded coffee cups and napkins.
  - Dedicated logo and brand visibility during your sponsored networking break.
- **Breakfast (2 Available)**
  - Partner-branded coffee cups, table tents and napkins
  - Dedicated logo and brand visibility during your sponsored breakfast.
- **Wireless Internet**
  - Custom WIFI splash page with sponsor specific PW, logo and URL redirect to your site.



## Hospitality Suites

Available in a variety of sizes to seat 5-15 persons, a Hospitality Suite at the World Soda Ash conference is the perfect way to visit privately with and entertain your current clients and prospects who'll be participating in the event.

A limited number of Suites are available for rental from 10 October to 12 Oct, 2023. Please contact us for rates and availability.

**For additional information or to reserve your sponsorship, please contact:**

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## The “HUB” Experience

Like the center of a “Old Western Wagon Wheel”, the Hub hosts numerous food and networking activities and critical discussions and new partnerships radiate out from it, putting your organization in the epic enter of the event’s networking. This area is designed for you as a Hub partner to exchange ideas, insights and solutions while seamlessly networking with attendees. Your companies Hub may be reserved as a stand-alone experience or added to any level of partnership – see your sales representative for details.

### Your Hub experience includes:

- A draped tabletop
- Two (2) chairs
- Electrical drop
- Pre-show website promotion and listing via the event site and attendee platform
- On-site promotion
- Logo display onsite
- One (1) complimentary registration (conference only)

For complete details on the 2023 World Soda Ash Conference including agenda and speakers, please visit the event website [HERE](#)

