BRCGS Connect Europe

Sponsorship opportunities

Barcelona
February 11–12

At the forefront of the global food industry

For nearly 30 years, BRCGS has set the benchmark ensuring product integrity through the world's most trusted certification programmes. As a global leader in both food and non-food categories, we certify over 35,000 sites across 130+ countries. Our unwavering commitment to best practices ensures that products and services are of the highest quality, safe, and legal, protecting consumers worldwide.

Why sponsor BRCGS Connect?

- Global reach and influence - position your brand alongside BRCGS, a name synonymous with excellence and trust in the industry. Gain exposure to a diverse audience of retailers, manufacturers, and major brands from around the world.
- Exclusive networking opportunities - engage with industry leaders, experts, and peers. BRCGS Connect provides a unique platform to connect, collaborate, and build lasting relationships.
- Insightful agendas - crafted in collaboration with industry experts, our agendas address the most pressing challenges and opportunities in today's global landscape. Stay ahead of the curve with cutting-edge insights into technical trends, quality, and safety.
- Impactful dialogue - participate in meaningful discussions with all industry players. BRCGS Connect ensures relevance and impact for technical industry professionals, fostering a collaborative environment to share best practices and exchange ideas.
- Showcase your brand - take advantage of this unparalleled opportunity to showcase your business to a global audience. Highlight your commitment to quality and innovation by aligning with a trusted industry leader.

We are excited to bring BRCGS Connect to Barcelona!

Join us at the forefront of the global food industry. Don't miss this chance to be part of an event that shapes the future of manufacturing and supply chains. We look forward to welcoming you!

An *unparalleled opportunity* to showcase **your brand** to a diverse audience of retailers, manufacturers, *and major brands*, opening doors to **exciting new possibilities.**

Who attends BRCGS Connect?

BRCGS Connect typically draws an audience of over 300 attendees. With a strong emphasis on food and product safety, the event attracts a diverse range of decision-makers from across the industry. This includes professionals from food and packaging manufacturing, retail, logistics, warehousing, as well as agents and brokers.

"Everyone should be a *part of this event* in the **food safety industry**. It's a great opportunity for vendors to interface with people **that are hard to catch… We'll be back next year for sure!"**
Bryan Calvetti, Amerisan

Example job titles

- Director of Global Food Safety and Quality Assurance
- Sustainability Manager
- Technical Development Manager
- Business Development Manager
- Technical Manager
- Auditor
- Vice President of Food Safety and Quality Assurance
- Consultant
- Associate Director of Sustainability Standards
- Global Key Account Manager
- Senior Director for Food Protection
- Training and Quality Manager
- Certification Manager
- Supplier Quality Assurance Officer
- Trainer
- Associate Director of Certification Programmes
- Quality Assurance Technical Services Supervisor
- Senior Manager for Certification and Compliance
- Quality Assurance Manager
- Associate Director Food Safety and Regulatory Compliance
- Market Director of Food Safety

Attendee profile

- Brand owners
- Supply chain
- Organisations manufacturers
- Industry bodies
- Regulators
- Professionals

Ahold Delhaize · Carlsberg · KraftHeinz · ALDI · Co-op · LIDL

Arden's · EATALY · M · ASDA · GREGGS

M&S · Barilla · HELLO FRESH · The Walt Disney Company · Butternut Box

Hotel Chocolat · WAITROSE & PARTNERS · CAMPARI · Jude's Ice Cream · Yum!

"I always *look forward* to exhibiting at the **BRCGS Connect events**, mostly because the conversations that I get to have with these **really passionate professionals** are always *very high quality*. They are super interested in how we can support them".
Jessie Presswood, AXIO

Unlock exclusive opportunities as a BRCGS Connect sponsor

We invite businesses with potential strategic synergy to join us as event sponsors. While the following list gives some examples, it is by no means exhaustive. If you believe our event aligns with your business, do not hesitate to reach out to our team to discuss your options.

– Certification bodies
– Pest control
– Hygiene equipment
– Product safety testing materials
– Diagnostic solutions for food safety
– Protective workwear
– Lubricant manufacturers
– Metal and x-ray detection
– Specialist food safety equipment.

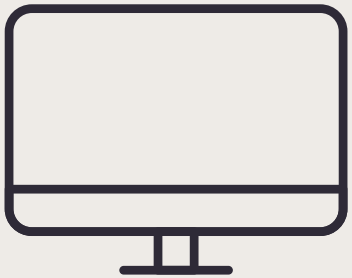
Boost your brand visibility

Sponsoring BRCGS Connect goes beyond simply attending the event. It provides your business with an extremely high level of exposure to the BRCGS database through extensive event promotion. Not only will yourbrand be showcased to BRCGS contacts, it will position your brand as a trusted BRCGS partner.

Exposure to the **BRCGS database** of approximately 60k *global contacts*.

Multi-channel **social media promotio**n to an audience of *90k followers* post engagement rates of **up to 80%**.

Feature in the monthly **BRCGS newsletter** with over *50k subscribers*.



Enhance opportunities through our event platform

To facilitate seamless networking and provide delegates with all essential conference information, BRCGS Connect will feature a dedicated event platform.

As a sponsor, you will have the opportunity to showcase your company, connect directly with attendees, view real-time attendee lists, and schedule meet-ups with ease. The platform remains valuable even after the event, serving as a tool for ongoing engagement and conversation with delegates.

Sponsorship packages *prices start from €3,795.00*

Headline sponsor *Only one space available*

- 'Headline Sponsor' feature on the conference webpage including a hyperlinked logo.
- Exclusive 'Headline Sponsor' promotional e-shot featuring company information, a 50-word description and contact details.
- Logo included on pre-event promotion.
- Three complimentary conference passes for your VIP clients.
- Up to five conference passes for staff
- Company name and logo on attendee badges.
- Dedicated pre-event e-shot to registered delegates.
- Speaker platform on the day (session/subject to be agreed with BRCGS).
- Company logo on relevant conference slides.
- Exhibition space in the networking room.
- Company logo featured on conference signage.
- Access to the delegate list (name, company, job title).
- Dedicated 'call outs' from BRCGS presenters during the conference sessions.
- Exclusive use of meeting room space on main conference day.

Evening networking Sponsor

Only one space available

- Exclusive branding package to dress the area/venue (additional branding subject to approval and at sponsors cost).
- Opportunity for a short welcome or thank-you address during the evening event.
- Exhibition space in the networking room during the conference.
- Up to three conference passes for staff.
- Company logo featured on relevant promotional materials including conference webpage, print advertising and signage.
- Feature in pre-event marketing and promotion.
- Hyperlinked company logo featured in post-event email follow up with all conference attendees.
- Access to the delegate list (name, company, job title).
- Two complimentary conference passes for your VIP clients.

Thought leader

Only one space available

- Participation in a discussion panel or client case study session that features on the main conference agenda (topic subject to BRCGS approval).
- Hyperlinked company logo featured on the conference webpage.
- Up to three conference passes for staff.
- Company logo displayed on relevant promotional materials.
- Feature in pre-event marketing and promotion.
- Exhibition space in the networking room during the conference.
- Access to the delegate list (name, company, job title).
- Two complimentary conference passes for your VIP clients.

Thought leader video showcase

Two spaces available

- Company promotional video to feature in the main conference agenda and be played live during the conference (topic subject to BRCGS approval).
- Hyperlinked company logo featured on the conference webpage.
- Up to three conference passes for staff.
- Company logo displayed on relevant promotional materials.
- Feature in pre-event marketing and promotion.
- Exhibition space in the networking room during the conference.
- Access to the delegate list (name, company, job title).
- Two complimentary conference passes for your VIP clients.

Sponsorship packages *continued*

Masterclass *Four spaces available*

- Participation in a Masterclass session (topic subject to BRCGS approval).
- Hyperlinked company logo featured on the conference webpage.
- Up to three complimentary delegate places to attend the conference.
- Company logo displayed on relevant promotional materials.
- Feature in pre-event marketing and promotion.
- Exhibition space in the networking room during the conference.
- Access to the delegate list (name, company, job title).

Exhibitor *Spaces available*

- Hyperlinked company logo featured on the conference webpage.
- Up to two complimentary delegate places to attend the conference.
- Company logo displayed on relevant promotional materials.
- Feature in pre-event marketing and promotion.
- Exhibition space in the networking room during the conference.
- Access to the delegate list (name, company, job title).
- One conference pass for your VIP client

Additional sponsorship opportunities

These exclusive sponsorship opportunities are available only to those who have already secured a sponsorship package and cannot be purchased as standalone options. They provide additional options to amplify your presence at the event, maximise your impact, and ensure your brand gets noticed.

Break time

- Company logo/branding featured on catering points during refreshment and lunch breaks.
- One additional complimentary delegate place to attend the conference and networking events.

Breakfast

- Opportunity to brand the breakfast area (subject to BRCGS approval).
- Additional complimentary delegate place to attend the conference and associated networking events.

Welcome pack

- Company logo alongside the BRCGS logo on hotel key cards.
- Branded welcome mes sage on bedroom screens for conference delegates staying at the hotel, subject to venue capability.
- Provide a welcome pack to every delegate staying at the conference hotel.

Wi-fi

- Delegates must visit company's exhibition stand to get the Wi-Fi connection code.
  OR
- Delegate login experience can be customised to feature company logo and branding.

Notepads

- Company logo featured alongside the BRCGS logo on branded notebooks distributed to every conference delegate.

Meeting room

- Exclusive use of personal meeting room during the conference.
- Subject to availability at time of booking.

BRCGS Connect Europe

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