

Zenith Global Events 2021

Sponsorship
opportunities

▶ Virtual events



Overview

Zenith Global Virtual Events



Zenith Global's [Events team](#) organises a programme of established and innovative industry conferences and awards schemes across water, soft drinks, dairy and vertical farming.

Our events provide detailed market insights and explore future market trends. They cover a range of key themes and provide networking opportunities for industry leaders, suppliers, customers, entrepreneurs and analysts to gain strategic insight essential for business planning.

Due to current Covid-19 restrictions, we will be hosting our H1 2021 events virtually, fully embracing the advantages and interactive capabilities online events enable, with exciting results.

The benefits of online sponsorship include:

- Increased participation due to remote accessibility enables you to reach a larger audience.
- Networking functions enable you to contact all event attendees through instant chat and video calls.
- Stay relevant and connected to your existing clients and reach new audiences.
- Brand presence across the complete virtual event platform, with logo, custom boards and virtual sponsorship booth.
- Access to event analytics that capture real-time valuable data and insights, promoting lead generation.
- Provide attendees with immediate virtual connectivity to your social media pages, website and staff
- Use your time more effectively, as you no longer need to worry about logistics, travel, accommodation etc.
- Reduce your impact on the environment as you lower your carbon footprint by going digital.
- Raise your brand awareness and learn from your industry peers.

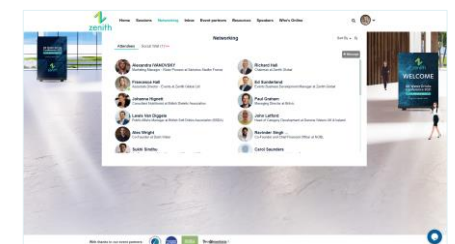
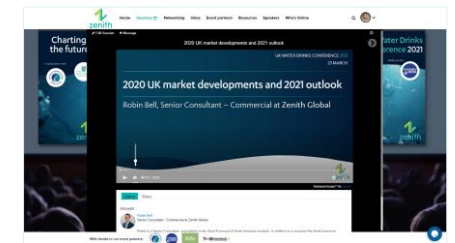
Overview

Zenith Global Virtual Events



Zenith Global virtual event sponsorship packages include the following capabilities:

- Deliver a presentation of up to 15 minutes within the main event programme.
- Host a roundtable or workshop.
- Virtual tour of your factory or plant.
- Regular mentions in Zenith Global's event marketing emails and social media posts.
- View all event attendees and use search filters to find those individuals who are most relevant to your needs.
- Give attendees an instant introduction to who you are and your networking goals through your customisable profile. Build your profile with additional links, such as your company website and LinkedIn.
- Invite and schedule meaningful 1-1 video meetings with delegates and speakers throughout the day. Invite additional delegates to join the call to facilitate a wider conversation.
- Take advantage of your virtual booth where you can instantly connect with interested attendees, simulating a real-life event.
- Customise your dedicated sponsor page with downloadable multimedia content and messaging.
- Instant feedback and interaction using real-time interactive features such as polling and Q&A. Attendees can share documents, chat with other attendees and share their views and opinions.
- Use measurable event analytics that captures real-time valuable data and insights, promoting lead generation and showing positive ROI.
- Revisit the portal in the weeks following the event to re-watch recorded sessions and access important information and contact details that may have been missed initially.
- Headline or category sponsorship of our award schemes.
- Discounts on Zenith Global market reports and discounted access to our Globaldrinks.com database.

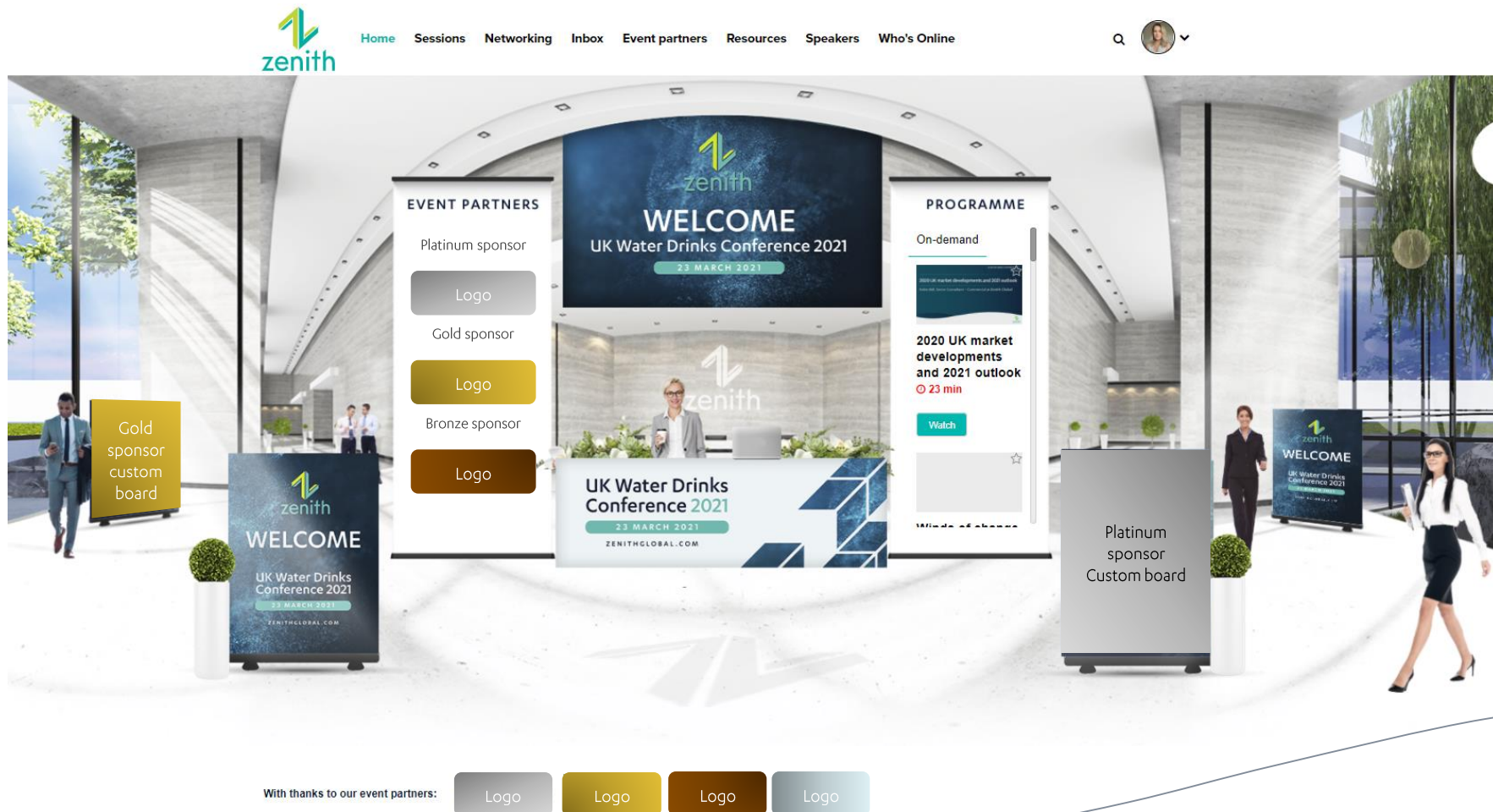


For a guided tour of Zenith Global's 2021 virtual event platform, please [view our preview video](#).

Virtual event opportunities

Event landing page

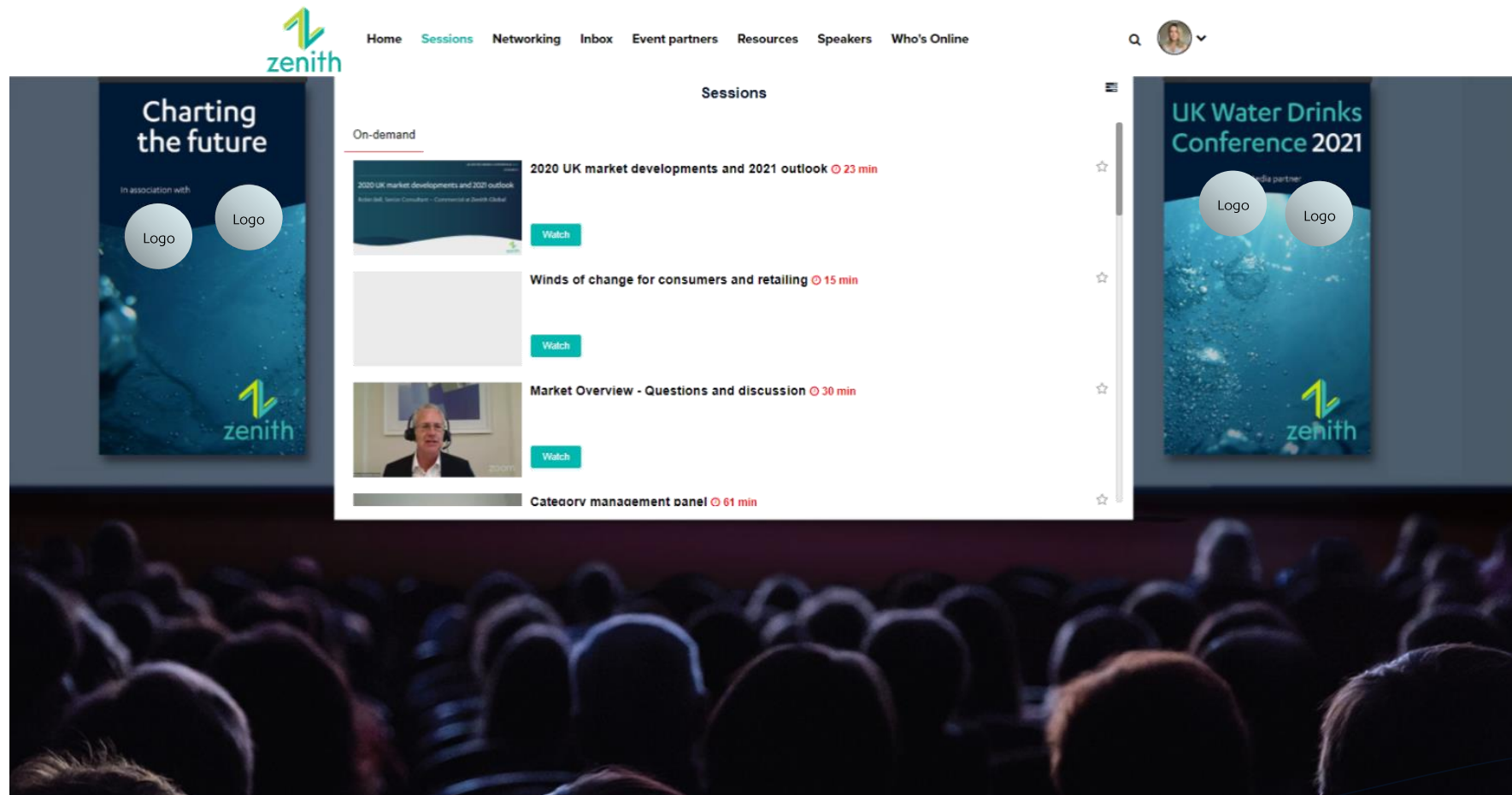
- As a virtual event sponsor you will benefit from significant brand visibility across the virtual event platform.
- In the main virtual event lobby, your sponsor logo will feature in the “Event partners” banner, under your respective sponsorship title.
- Your logo will also feature in the footer of the webpage, with a direct link to your virtual sponsorship booth.
- Platinum and gold sponsors are offered a custom branded board in the virtual event lobby.



Virtual event opportunities

Sessions

- ▶ Within the sessions page, your logo will feature in virtual banners under your respective sponsorship title
- Your logo will also feature in the footer of the webpage, with a direct link to your virtual sponsorship booth.



With thanks to our event partners:

Logo

Logo

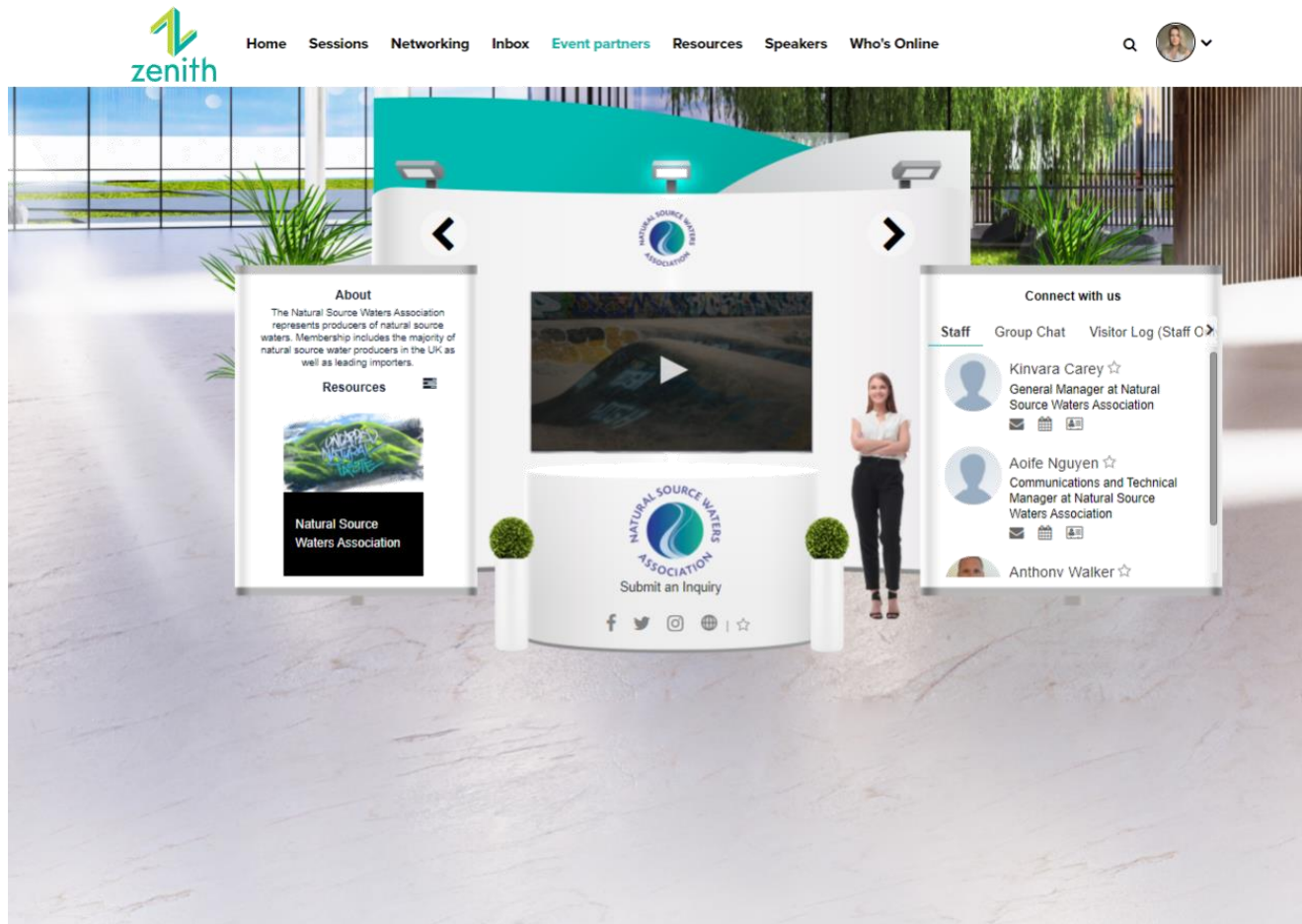
Logo

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Virtual event opportunities

Custom sponsorship booth

- ▶ Sponsors will be able to create a dynamic, engaging visual presence through their virtual sponsorship booth. Sponsors can use our virtual booth design, or create a custom template. The virtual booth functionality is available as follows:



- Branding – your company logo will appear in two locations on your booth page
- Hero image/video
- ‘Submit an enquiry’ field
- Link your social media pages and website
- Include a company description
- Upload documents for attendees to view and download (also uploaded to the “resources” centre)
- Staff – list delegates who are attending from your sponsor organisation, offering attendees quick access to locate and network with your team
- Include a group chat field
- Access you visitors log, where sponsor staff can view which attendees have visited the page, and when they have entered and exited it.

With thanks to our event partners:

Logo

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Testimonials

"The whole event was well planned, brilliantly executed and extremely informative. Thank you to all involved for a great day." **Roxane UK**

"The platform was incredibly easy to use and the networking was great. I already scheduled 3 follow up meetings to learn from other industry leaders!"

Megan Riggs, Crunchy Hydration

"Excellent platform to establish connections and networking too." **Martino Picotti, Prooriented**

"The platform used for this recent event was exceptionally intuitive and straightforward." **Innovation Agri Tech.**

"This is one of my best investments for value. Receiving the opportunity to speak with high level speakers is priceless for a company."

Olivier Van Migem, Reflective Shopper Worldwide Ltd

"Because of Zenith's outstanding reputation, events I have attended have always produced great opportunities for discussion and for gathering the most up to date market information, which proves invaluable."

Michael Cervin, Senior Editor, Bottled Water Web

"Great experience and well-prepared program in terms of content. I will definitely attend next year as well." **Ivana Králiková, Kofola ČeskoSlovensko**

"A great event with an excellent organization team behind and a good choice of topics. Outstanding moderator in the Q+A sessions."

**Christine Zimmermann-Loessl,
Association for Vertical Farming**



Contact



- ▶ For more information and to discuss your sponsorship requirements, please contact:

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