



# the FRESH conference

Crowne Plaza, Copenhagen Towers in Denmark  
**13-15<sup>th</sup> January 2013**

Organized by

meeting support institute

## FRESH Partners



## FRESH – unique, effective and innovative

Organised by the Meeting Support Institute, FRESH is a stimulating two day conference that provides meeting planners and industry leaders with new ideas, concepts and initiatives that are hard to find elsewhere. This innovative conference provides all delegates with a progressive forum to explore new ideas, share ground-breaking content and network at a new level with the most influential contacts in the industry.

## FRESH – network at a new level

Our audience brings together key decision makers and influencers from the worlds of corporate and association meetings. Meeting owners, meeting planners and meeting architects, some of these individuals are the key opinion leaders of meeting design in Europe. They are looking for the new meeting technologies, designs and experiences they can deploy in the coming year to give their institutions and clients the competitive edge they need. FRESH is fast establishing itself as THE place to find them.

## FRESH – gain the competitive edge

You will be one of a limited number of suppliers spending time with your potential clients during the two days. You will be able to “pitch” your product to the delegates as well as spend valuable time with them to develop mutual business opportunities. Don’t miss out on this exclusive chance to gain that competitive edge. Become a FRESH partner at the 2013 conference as well as reap the benefits of a year’s membership of the Meeting Support Institute if you are not a member already.

## FRESH – partnership benefits

- Instantly raise your brand awareness and networking opportunities within an influential forum
- Be recognised as a key player and innovative leader in the industry
- Receive exclusive promotional recognition in your status as a Meeting Support Institute member
- Be one of a few to gain new expertise and knowledge content uncovered during the conference

FRESH is committed to building on the experience of the inaugural conference in 2012 and establishing it as the most cutting-edge symposium in the industry today. With 20 key industry experts involved in the design and format of the conference including: Maarten Vanneste - Founding Member of Project Meeting Architecture and CEO of Meeting Support Institute; Ruud W. Janssen - Marketing Entrepreneur @TNOC; and Elling Hamso - Meeting Management Consultant of the ROI Institute, there is no doubt that this can be done.

FRESH creates a new opportunity for learning, collaboration and business development. FRESH involves participants in discussion, exploration and learning through immersive experiences, case studies and best practice examples. Be an instrumental part of FRESH13 and take you and your business to new heights.

## Introduction

The FRESH brand was born out of the Meeting Support Institute that itself, grew from a growing market demand for improving meeting effectiveness.

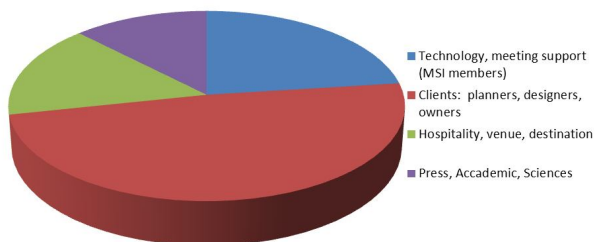
The FRESH dinners started in 2006 (at EIBTM and IMEX) and were the first events focused around meeting content design. These dinners now regularly attract over 100 participants. The conference in Copenhagen was the next logical step to handle the increasing demand for more knowledge and experience about designing meeting content.

The introduction of innovative tools for meeting design, and the priority given to networking, were always typical of the FRESH dinners. The FRESH conference flows out of that format and is the ultimate gathering where a wide audience of industry players in meeting design can learn, build relationships and make new industry contacts.

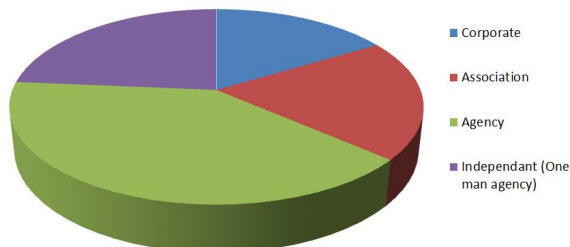


## Some numbers from FRESH12

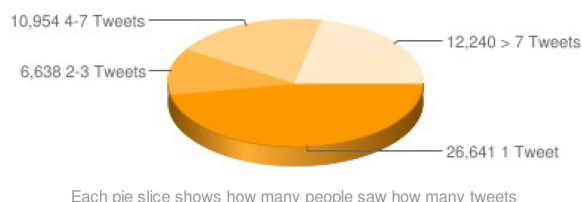
**Main categories of participants**



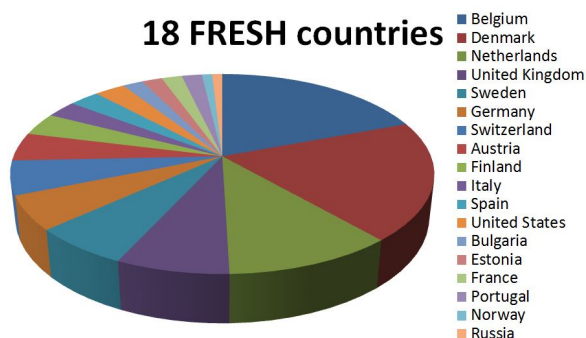
**Client categories**



**Exposure: 480,171 Impressions**



**18 FRESH countries**



# FRESH: Levels of Partnership

Be a partner at the FRESH conference and automatically gain a slot at the Learning Carousel to pitch your product to planners and convince them also to vote for your product in the FRESH Awards...



## This is your chance...

...to meet exclusively with 200 meeting planners, meeting designers and other meeting industry professionals to stay ahead of the game, and of your competition!

All partnership levels include: an interview-based poster to be displayed in the Toolbox Networking Zone alongside coffee and lunch breaks; promotion on the FRESH on-line Knowledge Base; and a slot at the Learning Carousel to “elevator pitch” your product!

The standard prices include membership of the Meeting Support Institute for one year, including all the membership benefits.

Meeting Support Institute members get a €450.00 discount on the standard prices.

### THE BASIC PARTNER PACKAGE

All FRESH partners receive:

1. The right to demo your product if the FRESH team can fit it in the program
2. 50% discount code (unlimited use) to invite your clients (planners, designers, ...) to the FRESH conference
3. A slot in the Learning Carousel where you can pitch your product to planners and win their vote at the FRESH Awards
4. Publication in the FRESH on-line Knowledge Base
5. Listing in the printed FRESH/MSI catalogue
6. The opportunity to display your product poster in the Toolbox Networking Zone
7. Your name, logo and link on the FRESH conference website: [www.thefreshconference.com](http://www.thefreshconference.com)
8. Promotion pre-show and on-site
9. Free WiFi at the FRESH conference
10. Member discount at the FRESH dinners alongside other industry tradeshow for staff and clients
11. Free interview for the video channels at FRESH and other industry tradeshow
12. Logo promotion at major tradeshow throughout the year on the MSI Stand
13. MSI Membership (if eligible) and all other standard Meeting Support Institute member benefits



As of BRONZE level, all FRESH Partner levels include a space/showcase area in the Toolbox Networking Zone where coffee breaks and lunches take place.

\* MSI members get a €450.00 discount on the partner rates.

# FRESH: LEVELS OF PARTNERSHIP

ENTRY LEVEL All basic partner benefits +
<ul style="list-style-type: none"> <li>1 free conference entrance ticket for a company staff member (value €975.00)</li> <li>1 free conference entrance ticket for a client (non-supplier) (value €595.00)</li> <li>Entrance tickets to the conference dinner (Sunday evening 13<sup>th</sup> January)</li> </ul> <p><b>Price €1,900.00</b> (€1,450.00 for MSI members)</p>
BRONZE LEVEL All basic partner benefits +
<ul style="list-style-type: none"> <li>1 free conference entrance ticket for a company staff member (value €975.00)</li> <li>2 free conference entrance tickets for clients (non-suppliers) (value €595.00 each)</li> <li>Entrance tickets to the conference dinner (Sunday evening 13th January)</li> <li>1x 2 m<sup>2</sup> space in the Toolbox Networking Zone (lunch and coffee breaks), including 1x high table with logo</li> </ul> <p><b>Price €2,900.00</b> (€2,450.00 for MSI members)</p>
SILVER LEVEL All basic partner benefits +
<ul style="list-style-type: none"> <li>1 free conference entrance ticket for a company staff member (value €975.00)</li> <li>3 free conference entrance tickets for clients (non-suppliers) (value €595.00 each)</li> <li>Entrance tickets to the conference dinner (Sunday evening 13th January)</li> <li>1x 3 m<sup>2</sup> space in the Toolbox Networking Zone, including 2 x high tables with logo and right to display 1x roll-up banner</li> <li>List of all delegates to the conference to target pre- and post-conference</li> </ul> <p><b>Price €3,900.00</b> (€3,450.00 for MSI members)</p>
GOLD LEVEL All basic partner benefits +
<ul style="list-style-type: none"> <li>2 free conference entrance tickets for company staff members (value €975.00 each)</li> <li>4 free conference entrance tickets for clients (non-suppliers) (value €595)</li> <li>Entrance tickets to the conference dinner (Sunday evening 13th January)</li> <li>1x 3 m<sup>2</sup> space in the Toolbox Networking Zone, including 3x high tables with logo and right to display 2x roll-up banners</li> <li>List of all delegates to the conference to target pre- and post-conference</li> <li>Webcasting: logo on playback screen</li> </ul> <p><b>Price €4,900.00</b> (€4,450.00 for MSI members)</p>
PLATINUM LEVEL All basic partner benefits +
<ul style="list-style-type: none"> <li>3 free conference entrance tickets for company staff members (value €975.00 each)</li> <li>6 free conference entrance tickets for clients (non-suppliers) (value €595.00 each)</li> <li>Entrance tickets to the conference dinner (Sunday evening 13th January)</li> <li>2x 3 m<sup>2</sup> space in the Toolbox Networking Zone including 4x high tables with logo and right to display 3x roll-up banners</li> <li>List of all delegates to the conference to target pre- and post-conference</li> <li>Webcasting: logo on playback screen</li> </ul> <p><b>Price €8,900.00</b> (€8,450.00 for MSI members)</p>
HOST LEVEL All basic partner benefits +
<p>Destination , Venue and Production/AV sponsorship : <b>SOLD</b></p> <p><b>Price €25,000.00</b></p>

\* MSI members get a €450.00 discount on all partner rates

\* Suppliers fee is €975.00 and includes a corporate Meeting Support Institute membership

\* Meeting Support Institute members get a €380.00 discount on the supplier entrance fee (remains €595.00)

\* The right to demo is NOT included in the supplier entrance fee

\* All benefits are guaranteed for normal, paying partners. Barter deals don't include most benefits that generate a direct cost to the Meeting Support Institute.



# THEME YOUR PARTNERSHIP:

## Select one of these packages and profile your partnership

### SILVER - Choice of sponsorship of:

Opportunity to sponsor the FRESH Cool Bag: distributed to attendees for their use in daily life the FRESH COOL BAG is ideal for shopping of fresh produce. The bag will have a modest FRESH and Partner logo to maximise the re-use. Recognition of you as sponsor on-site.

### GOLD - Choice of sponsorship of:

**The FRESH video production and photography program:** considered essential for FRESH media use and on-line promotion. You will receive an opening video slot and promotion

**The FRESH Conference Report.** The report will comprise of approximately 20 pages summarising the sessions and highlighting key trends from the conference. The Report will also be made available to non-attendees and will include your logo and a brief description of your product or service.

### PLATINUM - Choice of sponsorship of:

**Conference Dinner** – Sunday evening 13th January. You will get branding on the dinner menu, signage and all promotion relating to the FRESH Dinner. You will also be mentioned during the welcome address and have an opportunity to speak on stage during the evening.

Additional opportunity: To sponsor an additional conference dinner on Monday evening 14th January (not currently planned)

**The FRESH Conference Awards** - The Award Ceremony will be on Tuesday 15th January during the conference proceedings. Your logo and branding will be on all promotion relating to the FRESH Conference Awards. You will also be mentioned during the Awards and have the opportunity to present an Award of your choice.

**The FRESH Industry Research Report** – taking place throughout the year, the sponsorship will cover the cost of an industry researcher to research and conduct interviews enabling a comprehensive 40.page report to be produced by MSI. Your logo and branding will be on all promotion relating to the FRESH Industry Research Report and we will work out a time with you to present the Report during an industry event in 2013.

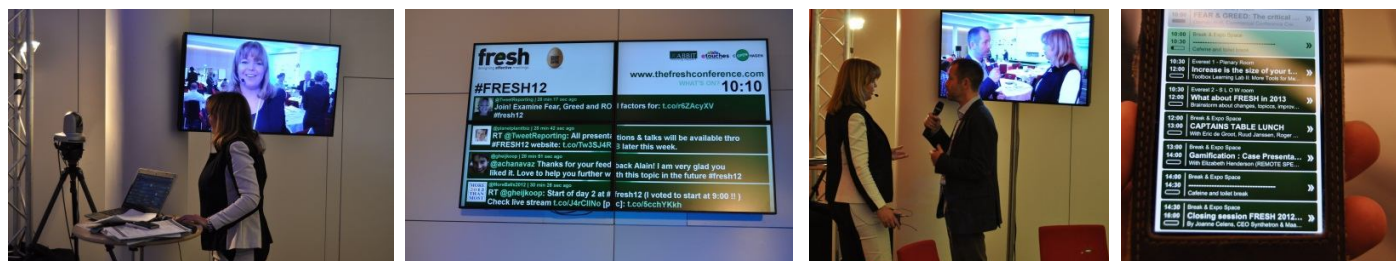
Available for partners that do not have the opportunity for a full demo of their product or the full use of their product by FRESH participants. This is to enable “non-demo-partners” to create a higher profile.

Not available for barter agreements.

## Link your brand to:



Innovative formats, iPad workshops, game changers, smart people, novel acting concepts in a high tech and professionally produced meeting



The world's leading hybrid meeting using social media, multi camera, online moderation, mobile apps, multi recording, multi hang-out spaces, etc.



## The FRESH conference is supported by:

AMI  
Borsen  
CIM

EIBTM  
International Meetings  
Review

IMEX  
Meetpie  
EventBranche.nl

TTG  
GMI portal

## Some general conditions

WE DO NOT allow suppliers in as participants unless they are a Meeting Support Institute member

All prices are plus VAT 21% (will mostly apply to Belgian Partners only)

In-kind partnerships include the right to demo; they are rarely considered, only for unique services that are qualified (by the FRESH team) as essential to FRESH.

In-kind partnerships always need to exclude the €475.00 membership fee: this membership fee is never bartered, but always paid for.

In-kind partnership for the FRESH organization is valued at 1/3rd of its market value to correspond with a partner level: eg for bronze €2,900.00 – €475.00 = €2,425.00 x 3 = minimum €7,275 to be provided in market value.

## How to book your partnership

Sales contact: Sandie McCoubrey:- email: [sandiemc@otenet.gr](mailto:sandiemc@otenet.gr) ; Skype: Sandie.Mccoubrey

Strategic partnerships: Maarten Vanneste: email: [maarten.vanneste@meetingsupport.org](mailto:maarten.vanneste@meetingsupport.org); Skype: maarten.vanneste;



Individual and close conversations at your table in the Toolbox Networking Zone. During coffee breaks, lunch and at the start and end of the day.



A wonderful lunch, prepared with health and brain in mind, is presented in bright colours: the ideal atmosphere for relaxed conversation.



Present on the coolest stage around, talk to a smart and captive audience, do the close contact carousel and... win the FRESH award!

## *What participants said:*

*"I loved the FRESH experience. It was a great conference in terms of content, people and facilities. As a sponsor I loved most the fact that my product was used and that I was able to do the pitch at the Learning Carousel for the FRESH Award".*

Gerrit Heijkoop, Executive Partner, How Can I Be Social (HCIBS)

*"I am, like many, very excited about the FRESH Congress in Copenhagen and I am promoting it here in the Netherlands. I brought FRESH to the attention of the Society for Event Managers, an interested target group for this conference. However, I do not hope that for the next edition 500 people will show up, because I found the size and composition of the group now very special! I look forward to the next edition."*

J. Bosma, Project leader Conferences and Events, NBA, Dutch Association of Accountants



meeting support institute



#FRESH13



group: Meeting Architecture

**[www.thefreshconference.com](http://www.thefreshconference.com)**