

EFTTEX 2025 BRUSSELS



**SPONSORSHIP
& ADVERTISING
OPPORTUNITIES**

10-12th September 2025

[ORGANISED BY THE TRADE FOR THE TRADE]



Europe's Premier Fishing Tackle Trade Show

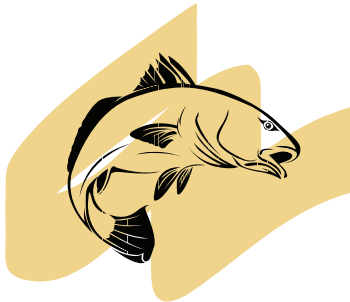


MAKE A LASTING IMPRESSION!

Benefits of being an EFTTEX 2025 sponsor

- Increase company visibility and exposure
- Additional recognition in EFTTEX show materials: show guide, website, press releases and social media
- Be remembered for more than having a stand
- Make a lasting impact on visitors, even after the show is over
- On-site sponsor recognition
- On-stand recognition

We have **3 levels of sponsorship** and their added bonuses catering for all budgets. To discuss further please contact info@efttex.com



GOLD
from €3,500

Gold level sponsors benefit from prominent and increased exposure positions throughout the hall.

Gold sponsors also get a complimentary full page advert in the show guide (not including prime locations), company logo next to company entry and show guide entry in gold.

- **Visitor registration** (from €3,500). Exclusive branding in this busy area. Your company name/brand will be seen by everyone who comes into the show.
- **Visitor bags** (from €4,000). Visitors will carry their visitor bags around the hall for the duration of the show. Outside the hall a branded visitor bag has visual impact beyond the show.
- **WiFi Sponsor** (from €4,000). Every time someone logs in to the WiFi your company name/brand will appear on the screen informing the user your company is sponsoring EFTTEX 2025 WiFi.
- **Visitor Lanyards SOLD!!**

Also available

Hot Spot Advertising from €50

Supply your own poster/artwork and we will place them in busy areas around the hall. These areas include:

Registration, Organisers Office, Information Point, Press Lounge and Catering Areas.





SILVER

€1,500 - €3,000

Unless stated there can be up to 3 sponsors in each of these categories.

Silver level sponsors' show guide entry will be highlighted in silver, company logo placed next to company in the show guide.

- **Gala Evening** €2,000. Become a sponsor of the annual gala dinner and presentation of the Best New Product awards for exhibitors and their guests. Your company will be highlighted in the menus and invitations, marketed on the EFTTEX website and social media and in the official show guide. You will receive 2 tickets to the event itself.
- **Visitor registration** €1,500. Silver sponsorship entitles you to partial branding in this high traffic area.
- **Visitor bags** €2,000. Shares the same benefits as the gold package but branding is shown on one side of the bag only.
- **Show Guide** €2,500 solo or shared between 2 companies €1,250 each. Max of 2 sponsors for the show guide.
- **Casting Pool** from €1,500. Brand advertising on 2 columns and placement of submersible posters in the pool as well as reserved time slots for casting demonstrations.
- **Press Lounge** €2,000. A lounge where all members of the press are welcome all 3 days of the exhibition. Why not sponsor their food and drinks each day. Your company will be prominently promoted and an area on the press stand will be dedicated for you to display your promotional material.
- **Innovation Stage** from €1,500. EFTTEX 2025 will see a hive of activity on the Innovation Stage. Hosted on the stage will be 20-minute talks that will cover business cases about implementing new trends among a vast variety of topics like retail operations, sustainability and technology.



BRONZE

€750 - €1,000

Unless stated there can be up to 6 sponsors in each of these categories.

BRONZE level sponsors show guide entry will be highlighted in bronze

- **Visitor bag promotional flyers and gifts** from €1,000. Reach EFTTEX visitors by placing a marketing flyer/brochure/gift in each visitor bag. Inserts are provided by the sponsor and must be approved by EFTTEX.
- **Trade Publications Rack** from €750. A great way to provide your company catalogue/magazine to visitors. They will be placed on the trade racks at the Information Counter in the busy registration area. There is also an opportunity to have your magazine/catalogue delivered to all stands. Contact info@efttex.com for further information.

For sponsorship packages please contact EFTTEX on info@efttex.com

* All sponsorship packages are subject to EFTTEX approval and EFTTEX reserves the right to modify or reject items that are deemed unacceptable.

Show Guide

Your company and products will be remembered!

The EFTTEX show guide offers an excellent opportunity to make an impact on visitors from around the world as it is used for reference long after the exhibition is over.

The deadline to send your artwork is **1st July 2025**.

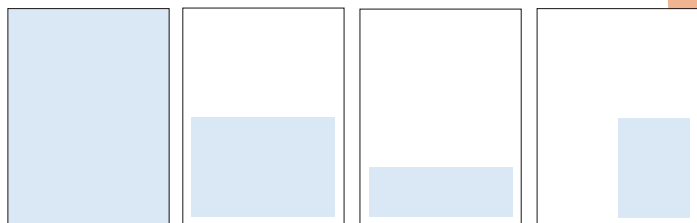
To book your advertising space and for any questions please contact info@efttex.com



Advertising rates

Size & Colour	Price
Quarter page, full colour.....	€350
Half page, full colour.....	€500
Whole page, full colour	€1,000

**Please note: The prices above are based on the advertiser supplying the artwork in a .tif, .jpeg or .pdf file.*



Whole page
297 x 210mm
(add 3mm bleed on all sides)

Half page
135 x 190mm

Quarter page strip
60 x 190mm

Quarter page box
135 x 100mm

Advertising prime locations rates

Prime locations*	Price
Inside Front Cover, full colour.....	€800
Opposite Contents, full colour.....	€900
Opposite Programme of Events.....	€600
Inside Back Cover.....	€600
Back Cover	€1,450

**Please note: The prices above are based on the advertiser supplying the artwork. Type of file TBC.*

Artwork specification

- All files must be submitted as PDF/x-1a • All files should be set up as CMYK • All fonts must be 100% embedded and subset • Overprint settings should be set correctly in the source application • A 3mm bleed area must be contained on full pages, and the file should contain cropmarks. • Total area of coverage (TAC) of elements on a page should not exceed 300%. • No object in a PDF should be transparent - transparencies must be flattened.