

9
TO
10 JUNE | Reykjavík
2022 | Iceland

4th Fish Waste 2022
FOR PROFIT
Icelandic Fisheries Conference
IN PERSON | ONLINE

In association with



SPONSORSHIP **OPPORTUNITIES**

Organiser **mercatormedia**³
magazines|events|online

About the conference

4th Fish Waste **FOR PROFIT** 2022 Icelandic Fisheries Conference IN PERSON | ONLINE

Fish Waste for Profit 2022 (FWP) is the 4th edition of the Icelandic Fisheries Conference, which will run alongside the IceFish Exhibition from **9-10 June 2022**.

The reutilisation of fish processing by-products is a lucrative add-on to regular fish processing, serving the cosmetic, pharmaceutical and agricultural industries. Estimates reveal that 43% of fish and shellfish resources end up as wastage, which represents a significant amount of potential profit that could be generated from otherwise discarded material.

Fish Waste for Profit provides attendees with knowledge on how to maximise their return on investment from potentially discarded parts of the catch that can be turned into high value products for non-food sectors. This is a must attend event for owners and CEOs from the fishing, aquaculture and processing sectors as well as those in the associated supply chain looking to discover new innovations and industry insights, and to develop relations with key industry stakeholders.

The latest edition of **Fish Waste for Profit** took place in April 2019, delivering case-study-based presentations, selected with the aim of informing attendees about recent industry developments and the 'big business' that fish waste is becoming. 130 delegates came from across Northern Europe, the USA and Canada, with over 50% holding senior positions within their associated companies.

The 2022 edition of **Fish Waste for Profit** will include more opportunities than ever before for delegates to work with an Icelandic and international cohort of experts in attendance. Over two days, delegates will benefit from a one-and-a-half-day packed schedule of insightful technical presentations from expert speakers in addition to a welcome drinks reception and a complimentary pass for the Icelandic Fisheries Exhibition.

Iceland has been chosen once again for the location of **Fish Waste for Profit**, this year taking place during the Icelandic Fisheries Exhibition 2022 which runs from 8-10 June at Smarinn, Kopavogur. Iceland is also home to the pioneers paving the way in the waste reutilisation industry. Little known two decades ago, this industry is rapidly growing with many successful Icelandic companies dedicated exclusively to developing technologies for by-product processing. Between 1981 and 2017 Iceland achieved a staggering increase in value creation of 218 million XDR from cod catch. This equates to a revenue of around 36,216,340,000 ISK which is particularly impressive when you consider the time during which this significant increase has taken place; between 1981 and 2017 gross catch tonnage saw a reduction of 45%, or 207,800 tonnes. (Matis, 2018)

Fish Waste for Profit provides an exceptional platform for your company to market itself through our varied sponsorship packages. It brings all the benefits of your brand being associated with premium content in a face-to-face thought leadership environment.



“ Very informative of utilisation of raw materials, and by products in Fishing Industry. Great opportunity to network with the industry. ”
Jody Crook, Vice President & General Manager, Kenny + Ross Ltd



All levels of sponsorship include the FWP Corporate Branding & Awareness Package

- Logo included on advertisements and marketing collateral
- Company logo, profile and hyperlink on the conference website, plus an online advertisement, size subject to package chosen
- Logo on 8,900 programmes distributed globally
- Logo on cover of FWP Delegate Handbook and FWP Complete Conference Handbook download, plus a full-page advertisement and a live announcement of sponsorship by FWP chair
- Acknowledgement postings on FWP social media channels (Twitter, Facebook, LinkedIn)
- 25 % discount on the delegate rate for colleagues and guests to attend

GOLD SPONSORSHIP

7,375EUR
1,032,500ISK

A single opportunity that brings all the brand prestige of being recognised as the major sponsor of Fish Waste for Profit.

Lead up to FWP

- Leaderboard banner advert on the conference website (from booking until 60 days after FWP)
- 2 x solus sponsorship of a FWP eNews to over 14,100 named industry contacts
- A 'sponsored content' article on the conference website homepage (as above), including text and graphics.
- Opportunity to list 1 x white paper on the conference website
- Promotion of the white paper in 1 x eNews
- Recognition in the FWP Delegate Handbook and FWP complete conference handbook download welcome letter
- FWP corporate branding & awareness package

During FWP

- 4 x complimentary delegate passes
- An opportunity to deliver a short speech at the start of FWP
- Complimentary exhibition stand area
- A pop-up banner in the conference room
- 2 x complimentary insert into the delegate bags
- Recognition in the conference proceedings welcome letter
- 1 x pop up banner in the conference registration area
- Sponsorship of live Twitter stream - sponsors link 3 x a day

SILVER SPONSORSHIP

5,190EUR
726,800ISK

Three opportunities for priority branding, just below Gold status.

Lead up to FWP

- MPU on the conference website from booking until 60 days after FWP
- A 'sponsored content' article on the conference website homepage (as above), including text and graphics.
- Sponsorship of 1 x FWP eNews
- FWP corporate branding & awareness package

During FWP

- 3 x complimentary delegate passes
- Complimentary exhibition stand area
- A pop-up banner in the conference room
- Promotion literature seat drop on day 1 or 2 of FWP
- Recognition in the FWP delegate handbook and FWP complete conference handbook download



FWP DELEGATE BAGS

Branded FWP Delegate bags handed out to all delegates and speakers on arrival and registration at FWP, with the option of inserted brochure and/or gift provided by sponsor. FWP bags will display your company name and logo alongside the FWP brand in 4 colour print.

Lead up to FWP

- Homepage listing
- Sponsorship of 1 x FWP eNews
- FWP corporate branding & awareness package

During FWP

- 2 x complimentary delegate passes
- Logo on delegate bags
- 1 x FWP delegate bag insert (up to 4 page A4)

4,135EUR
579,000ISK

BRANDED WATER

Branded water with sponsor's logo available on all delegate & speakers' tables and replenished during each break

Lead up to FWP

- Homepage listing
- FWP corporate branding & awareness package

During FWP

- 1 x complimentary delegate pass

2,880EUR
403,000ISK

PENS AND NOTEPADS

Placed on the conference table of all delegates and speakers with constant visibility for the whole of FWP

Lead up to FWP

- Homepage listing
- FWP corporate branding & awareness package.

During FWP

- 1 x complimentary delegate pass
- Logo on all pens and notepads provided to each delegate on the conference tables (pens can be supplied by organisers for an additional cost)

2,830EUR
395,800ISK

NETWORKING LUNCH- 1 DAY NETWORKING LUNCHES - 2 DAYS

There are two single sponsor opportunities to display your brand or logo prominently during the two lunch breaks across two days. This package can be exclusive for one sponsor over both days.

Lead up to FWP

- MPU on the conference website
- Sponsorship of 1 x eNews
- FWP corporate branding & awareness package

During FWP

- 1 x complimentary delegate pass to attend the conference for sponsorship of one lunch
- 2 x complimentary delegate passes to attend the conference for sponsorship of two lunches
- Logo on promotional materials such as table pennants and napkins

1 DAY
2,780EUR
390,300ISK

2 DAYS
3,820EUR
535,000ISK

COFFEE BREAKS - 2 days

There is a single sponsor opportunity to display your brand or logo prominently during the three coffee breaks across 2 days.

Lead up to FWP

- MPU on the conference website
- Sponsorship of 1 x eNews
- FWP corporate branding & awareness package

During FWP

- 1 x complimentary delegate pass to attend the conference
- Logo on promotional materials such as table runner and table pennants

2,650EUR
370,600ISK

LANYARDS

Exclusive branding worn each day by all attendees, delegates and speakers during the conference.

Lead up to FWP

- Homepage listing
- FWP corporate branding & awareness package

During FWP

- 1 x complimentary delegate pass
- Logo on lanyards, provided to all delegates at the event (lanyards can be supplied by organisers for an additional cost)

2,740EUR
383,600ISK



DELEGATE HANDBOOK AND COMPLETE CONFERENCE DOWNLOAD

4,195EUR
587,600ISK

At FWP

- Sponsorship of 1 eNews
- Homepage listing
- FWP corporate branding & awareness package

During FWP

- Logo on 'What's on, speakers, papers' section of website
- Branded USB flash drive
- 2 x complimentary delegate passes
- 1 x full page advert in both the FWP delegate handbook and complete conference handbook download

Post FWP

- Logo on the complete conference handbook download, speakers, papers, presentations and PowerPoints
- 1 x company brochure to be added to the download webpage
- Web banner advert on the download webpage

VISITOR BADGES

2,265EUR
317,200ISK

Exclusive branding worn each day by all attendees, delegates and speakers during the Conference.

Lead up to FWP

- Homepage listing
- FWP corporate branding & awareness package

During FWP

- 1 x complimentary delegate pass
- Logo on delegate badges

OFFICIAL APP SPONSORSHIP

2,345EUR
328,000ISK

The Fish Waste For Profit app is an interactive experience that connects delegates, speakers, exhibitors and sponsors. More details available upon request.

GIFT

1,165EUR
163,000ISK

A branded gift to be presented to all delegates as a take-away memento. This will be distributed in the FWP delegate bags or by other arrangement. Gift can be supplied by FWP if required, by arrangement.

Lead up and during FWP

- Homepage listing
- Block advert on conference website

INSERT IN DELEGATE BAGS

1,165EUR
163,000ISK

• 1 x company brochure or marketing literature distributed in FWP delegate bag (up to 8 page A4). This can be produced by FWP if required by arrangement.

Lead up and during FWP

- Homepage listing
- * Block advert on conference website



ADVERTISE IN THE DELEGATE HANDBOOK AND COMPLETE CONFERENCE DOWNLOAD

Place an advertisement in the FWP delegate handbook and FWP complete conference handbook download. Includes a block advert on the conference website.

SPONSOR THE ENEWS

Solus sponsorship of a FWP eNews including top banner. The FWP eNews is sent to over 14,100 recipients. It includes hyperlinks to the URL of choice, plus sponsored message. Free artwork service available.

Full Page
1,195EUR
167,300ISK

Half Page
805EUR
112,500ISK

680EUR
95,200ISK

ADVERTISE ON THE FISH WASTE FOR PROFIT WEBSITE

The site is a regular reference source for all concerned and involved with FWP. 3 month tenancy.

MPU	675EUR	94,600ISK
Homepage banner	535EUR	75,000ISK
Homepage listing	325EUR	45,400ISK
eCast (Your content to 14,100 recipients)	1,290EUR	180,300ISK



EXHIBITION STAND

The exhibition area is positioned within the Icelandic Fisheries Exhibition Value Added Pavilion. Exhibiting is an integral part of FWP to ensure maximum delegate and speaker engagement during formal breaks and between sessions.

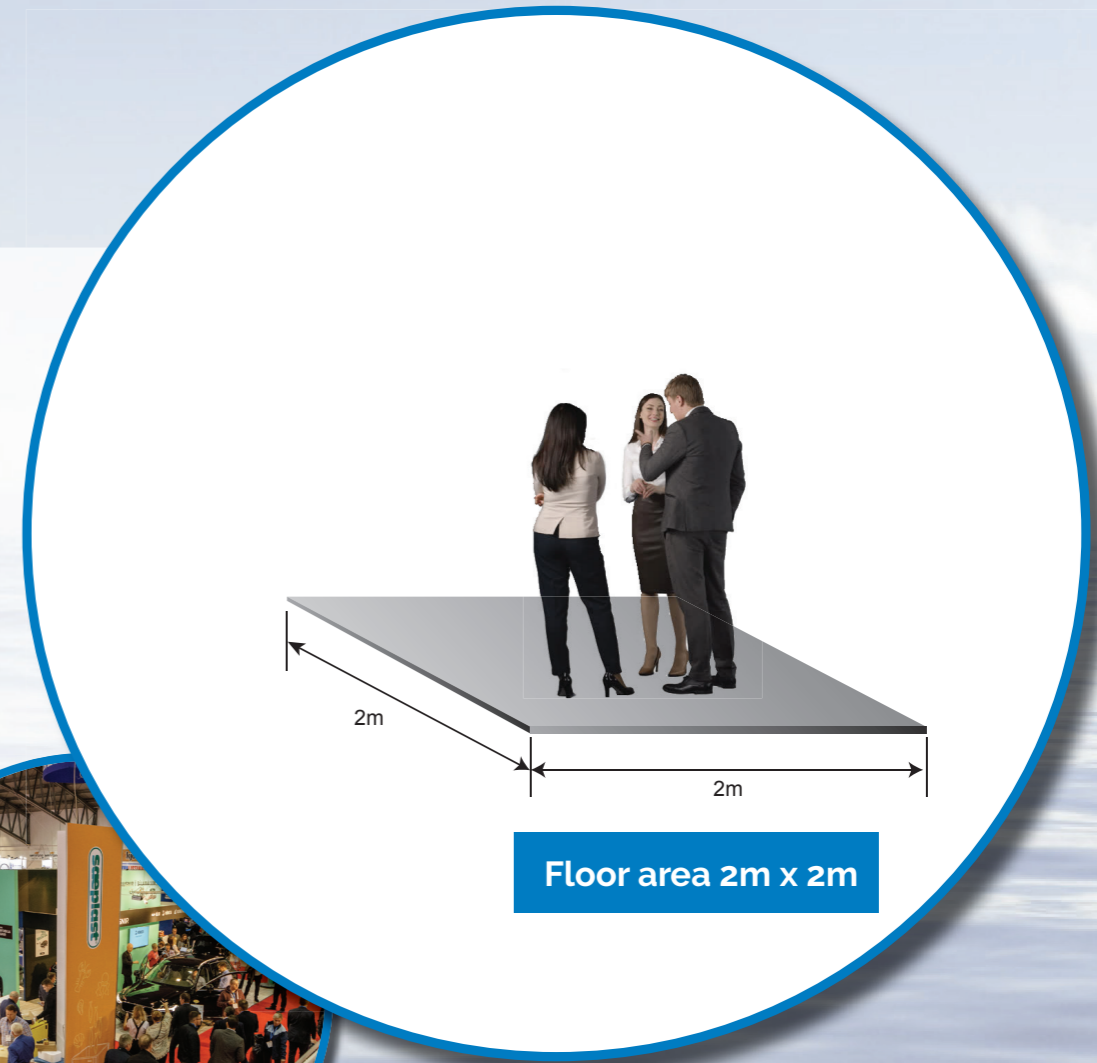
During FWP

- 2 x complimentary delegate passes
- Pull up directing FWP delegates to your stand (can be provided by the organisers for an extra cost)
- 2m x 2m exhibition area, including 1 x table, 2 x chairs and power supply
- 1 x full page advert in the FWP delegate handbook and FWP complete conference handbook download

Lead up to FWP

- Sponsorship of 1 x FWP eNews
- Homepage listing
- FWP corporate branding & awareness package

2m x 2m
2,595EUR
363,400ISK





Markell Charles-Bailey
Conference Producer

Telephone: +44 1329 825335
Email: mcharlesbailey@mercatormedia.com



Arrate Landera
Media Sales Manager

Telephone: +44 1329 825335
Email: alandera@mercatormedia.com

Organiser **mercatormedia**³
magazines | events | online

Mercator Media Limited
Spinnaker House Waterside Gardens
Fareham Hampshire PO16 8SD
UK

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Mercator Media Ltd magazines, events and online resources are produced by industry experts dedicated to providing the critical insight, analysis and relevant connections needed by business professionals who are advancing their specialist fields.

Tel: 01329 825335
Web: icefishconference.com

*Non Icelandic companies will be charged in EUR unless they specify otherwise. Icelandic VAT at the prevailing rate is only charged to Icelandic Companies. Non Icelandic companies will be exempted from Icelandic VAT provided they supply the organisers with a certification of VAT status by their national VAT office or equivalent.