



# CECE CONGRESS

M A D R I D 2 0 2 4

## SPONSORSHIP OPPORTUNITIES

23-25 OCTOBER 2024  
MADRID, SPAIN



COMMITTEE FOR EUROPEAN  
CONSTRUCTION EQUIPMENT

[www.cece.eu/congress](http://www.cece.eu/congress)

#CECEcongress



The Committee for European Construction Equipment (CECE) hosts its Industry Congress every two years in the country of its current presidency. In 2024 it will be in Madrid, due to the new Spanish presidency, answering the question **“Reindustrializing Europe: Where is the construction equipment sector going?”**.

The CECE Congress is an excellent opportunity for the industry heads to meet and discuss the main challenges they face in terms of market development, changes in demand, current trends and investment climate. There are also technical and regulatory sessions held for participants.

CECE Congress sponsorship brings:

- an exclusive opportunity for networking and meeting construction equipment industry leaders and experts:

**CECE  
CONGRESS  
REGISTRATIONS**

CECE Congress 2023: 165 registrants  
CECE Congress 2020 (virtual): 541 registrants  
CECE Congress 2018: 165 registrants

- a unique reach throughout the CECE online platforms:

CECE Website: ~13,000 visits per month  
CECE Newsletter: > 3,000 subscribers  
LinkedIn: > 3,300 followers  
Platform X: > 1,800 followers

**CECE'S  
OUTREACH**

CECE Congress sponsorship is possible within the following packages:

**CECE CONGRESS SUPPORTER**

**€ 5,000**

- Partner's logo and website displayed on Congress's website
- Partner's logo and website displayed on Congress invitations/social media accounts
- Right to use the title of "CECE Congress partner" until Dec. 31, 2024
- Right to use the "CECE Logo" until Dec. 31, 2024
- Mention by the moderator throughout the event
- Free table space at CECE Congress (leaflets & roll-up)





CECE Congress sponsorship is possible within the following packages:

## NETWORKING LUNCH DAY 1

€ 10,000

+ CECE Congress Supporter (see above)

- Information by the moderator to the attendees of the Networking lunch sponsor
- Introduction of the sponsor during the break (live presentation, promotional video,..)
- Sponsor promotional material (provided by the sponsor) on the lunch tables
- Product placement welcome (coffee cups, goodies,..)
- CECE Congress tickets: 1, including the Gala Dinner (excl. accommodation)

## NETWORKING LUNCH DAY 2

€ 10,000

+ CECE Congress Supporter (see above)

- Information by the moderator to the attendees of the Networking lunch sponsor
- Introduction of the sponsor during the break (live presentation, promotional video,..)
- Sponsor promotional material (provided by the sponsor) on the lunch tables
- Product placement welcome (coffee cups, goodies,..)
- CECE Congress tickets: 1, including the Gala Dinner (excl. accommodation)

## NETWORKING COFFEE BREAKS

€ 10,000

+ CECE Congress Supporter (see above)

- Information by the moderator to the attendees of the Networking breaks sponsor
- Introduction of the sponsor during the break (live presentation, promotional video,..)
- Sponsor promotional material (provided by the sponsor) on the tables
- Product placement welcome (coffee cups, goodies,..)
- CECE Congress tickets: 1, including the Gala Dinner (excl. accommodation)



CECE Congress sponsorship is possible within the following packages:

## NETWORKING DINNER DAY 1

€ 10,000

- + CECE Congress Supporter (see above)
  - Information by the moderator to the attendees of the Networking Dinner sponsor
  - Introduction of the sponsor during the break (live presentation, promotional video,..)
  - Sponsor promotional material (provided by the sponsor) on the tables
  - Product placement welcome (coffee cups, goodies,..)
  - CECE Congress tickets: 1, including the Gala Dinner (excl. accommodation)

## GALA DINNER DAY 2

€ 12,000

- + CECE Congress Supporter (see above)
  - Information by the moderator to the attendees of the Gala Dinner sponsor
  - Introduction of the sponsor during the break (live presentation, promotional video,..)
  - Sponsor promotional material (provided by the sponsor) on the tables
  - Product placement welcome (coffee cups, goodies,..)
  - Short speech opportunity during the Gala Dinner
  - Opportunity to host a table at the Gala Dinner
  - CECE Congress tickets: 1, including the Gala Dinner (excl. accommodation)

## TECHNICAL FORUM PARTNER

€ 15,000

- + CECE Congress Supporter (see above)
  - Speaking slot during the CECE Technical forum
  - 1 commercial slot (short promotional video or presentation): content provided by the sponsor
  - Sponsor promotional material (provided by the sponsor) on the tables of the attendees
  - Logo displayed at the beginning and end of the session
  - CECE Congress tickets: 2, including the Gala Dinner (excl. accommodation)





CECE Congress sponsorship is possible within the following packages:

## GOLD PARTNERSHIP

€ 25,000

+ CECE Congress Supporter (see above)

- **Highlight as the main Congress partner**
- Speaking slot during the CECE Economic forum
- Sponsor logo on Congress lanyards
- Information by the moderator during the Congress
- Introduction by the sponsor at the beginning of the dinner (live presentation)
- Sponsor promotional material (provided by the sponsor) on the table
- Sponsor goodies welcome
- CECE Congress tickets: 2, including the Gala and Welcome Dinner (excl. accommodation)



Other packages:

## **RUNNERS CLUB PACKAGE**

**€ 2,000**

For those who enjoy exercising in the morning, there will be an organised group run to the Retiro Park before the start of each Congress day.

- Partner's logo and website displayed on Congress's website
- Partner's logo and website displayed on Congress invitations/social media accounts
- Right to use the title of "CECE Congress partner" until Dec. 31, 2024
- Right to use the "CECE Logo" until Dec. 31, 2024
- Mention by the moderator throughout the event
- Sponsor promotional material (provided by the sponsor) for the runners

## **SOCIAL ACTIVITIES PACKAGE**

**€ 2,000**

During the Congress, a series of social activities will be run in parallel for participants to join.

- Partner's logo and website displayed on Congress's website
- Partner's logo and website displayed on Congress invitations/social media accounts
- Right to use the title of "CECE Congress partner" until Dec. 31, 2024
- Right to use the "CECE Logo" until Dec. 31, 2024
- Mention by the moderator throughout the event
- Sponsor promotional material (provided by the sponsor) for the attendees of these activities