

**Chemical Week** LIVE

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# Specialty Strategies Forum 2021

2021 Partner & Sponsorship Prospectus



# Specialty Strategies Forum 2021

Welcome to the **Specialty Strategies Forum 2021**, a one-day online gathering of top leaders and industry experts on strategies and trends that will define the sector around our theme of “Keeping Specialties Special.”

The Specialty Strategies Forum 2021 is a fantastic opportunity for you to partner with us as a sponsor, ensuring your organization's brand is part of this global platform showcasing industry achievements.

Our sponsorship packages are designed to complement your existing marketing plans and elevate your profile above your competitors, allowing you to generate international publicity and gain direct access to top decision makers within your industry community.



# Headline Partnership

Be seen above all others

**Price \$25,000**

**Headline Sponsorship** offers your brand the highest prominence throughout the event to an audience of industry leaders, providing a huge opportunity to highlight your brand above any others.

In addition to all the industry partnership features you will receive:

## Pre-event

- Ability to present a podcast and distribute it to **Chemical Week's** network of 100,000+ readers through chemweek.com and Chemical Week Insider newsletter. Attendees will opt-in to have their contact information shared with the sponsor.
- Your firm's branding in a prominent position on the event's homepage throughout 2021. Previous sponsors have noted it is the most valued marketing activity they benefit from, by partnering with us.

## At the event

- **Branded keynote** address at the Forum giving your organization a platform to talk to the industry.
- **Virtual Showcase** - So your firm can curate its own dedicated Online exhibition page and showcase your services using text, video, and hyperlinks.

## Post the event

- **A full-page, four-color display advert** in the event's official supplement, included in Chemical Week magazine's December issue.
- Full contact details of those who attended the event.\*

*\* Attendees will opt-in to have their contact information shared with the sponsor.*





# Content Partnership:

Be involved in debate that matters

**Price \$15,000**

The Forum provides attendees with insight into the latest industry developments and trends, looking at how these will potentially affect the strategy of their organization. Reach market leaders as they gather with our in-house experts for stimulating discussions on the issues.

In addition to all the industry partnership features, you will receive:

## Pre-event:

- Partner's **corporate video** will be distributed to **Chemical Week's** 100,000+ readers through chemweek.com and *Chemical Week Insider* newsletter.
- Video to be placed on the Events platform.

## Thought Leadership

Ability to submit a white paper or infographic etc. to be accessible by all conference attendees.



# Industry Partnership

Take the spotlight

Price \$10,000

## Pre-event

- Your company **mentioned in selected coverage** of the Specialty Strategies Forum 2021, published in Chemweek.com (100,000 unique visitors a month).
- Your company logo, hyperlink and profile will be placed on the Specialty Strategies Forum 2021 website homepage, with a link through to your website.
- Your **company logo** will appear on:
  - Specialty Strategies Forum 2021 **promotional campaigns to run regularly in the build up to the event**
  - **E-invites** to send to your guests.
- You receive the **event logo** to use on your own marketing and PR materials.



## At the event

- Your company logo is widely displayed throughout the event.
- Company brochure made available to attendees.
- Company profile made available to attendees.

## Post-event

- Your company logo in the post-event's highlights review.

# Additional Sponsorship Opportunities

## Chemical Week Magazine supplement – \$25,000

Work with **Chemical Week** to publish a supplement that generates awareness of your company's expertise and growing global capabilities.

Distribution: Hard copy / digital version distributed with Chemical Week Magazine to over 20,000 magazine readers globally.

## AI-powered sponsored content campaign – \$25,000

**Chemical Week's** Artificial Intelligence tool will predict what content you should present to Chemical Week's 100,000 digital users to increase user engagement and maximize commercial return for genuinely personalized marketing communications.

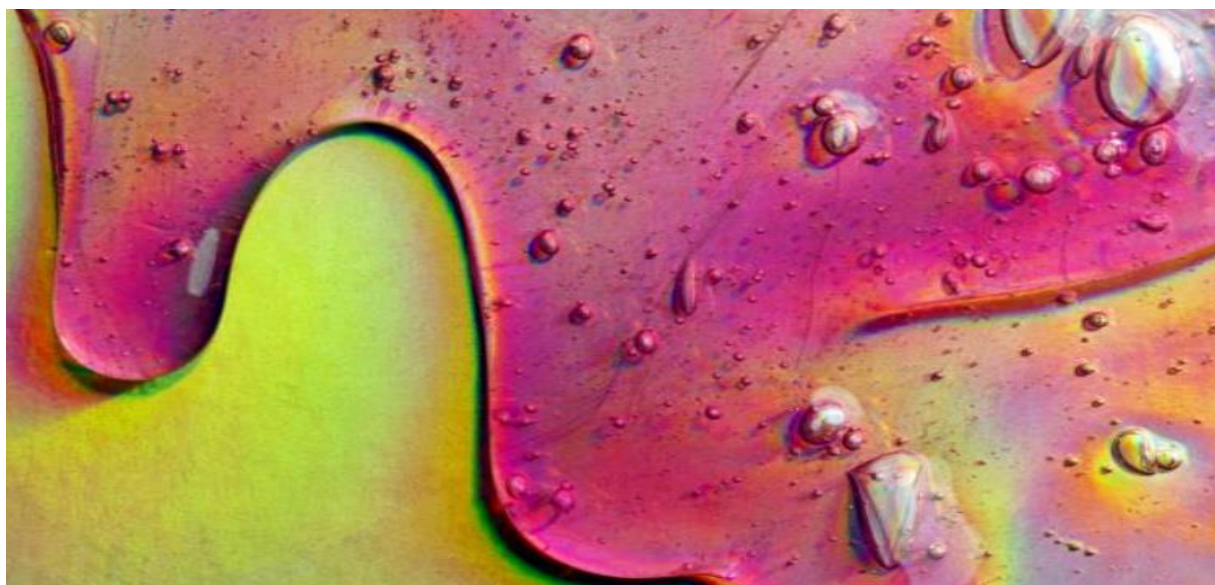
Your articles will be on chemweek.com for 3 months.

## LIVE conversation – \$25,000

Exclusive LIVE interviews, chaired by senior journalists from **Chemical Week**, focusing on the most disruptive technology reshaping the chemical industry right now.

Your content will feature in chemweek.com and other digital channels (newsletters and social media) for 3 months.





## Agenda

The Specialty Strategies Forum is a key event for anyone within the specialty chemicals industry to gain insights into the latest market developments, the state of the industry and trends driving the future of the industry. Leaders from the market will be invited to join our in-house experts for discussion and debate.

<https://www.chemweek.com/specialtychemicalsforum>

### Topics will cover:

- Keeping specialties special
- Deep dive on key industries:
  - Cleaning products, Soaps and cosmetics
  - Pharma ingredients, Fine chemicals
  - Mobility, Automotive, Lithium batteries
  - Electronics and 5G
- Top trends in specialties:
  - Digitalization
  - ESG and Decarbonization
  - Sourcing and supply-chain security

## CONTACT US:

To find out more about partnership opportunities at this and other Chemical Week events please contact:

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