

Sponsor and Exhibition Invitation

5TH ESTAD 2021

European Steel Technology and Application Days

Stockholm, Sweden
The Brewery Conference Centre
August 30 – September 2, 2021

IRONMAKING

STEELMAKING

ROLLING AND FORGING

STEEL MATERIALS AND THEIR APPLICATION,
ADDITIVE MANUFACTURING, SURFACE TECHNOLOGIES

INDUSTRY 4.0

ENVIRONMENTAL AND
ENERGY ASPECTS

Jernkontoret

Photo: Henrik Trygg/mediabank.visitstockholm.com



Photo: Henrik Trygg/mediabank.visitsweden.com

Dear Potential Sponsor or Exhibitor,

After careful consideration, and in light of the ongoing Coronavirus (COVID-19) developments, Jernkontoret will host the postponed 5th ESTAD Conference ESTAD2021 in August 30 to September 2, 2021. (www.estad2021.com).

Today the ESTAD (European Steel Technology Application Days) conference is established as an important meeting place for steel producers, steel users, plant suppliers, research institutes, as well as universities. As everyone has been reminding us, great things happen when the steel community comes together and connects at ESTAD. For this reason, we postpone the event in the hope that we thereby ensure a physical conference. Still, we will be offering a digital option of the conference. The latest information will always be available at estad2021.com.

The venue will be the Brewery Conference Centre (<http://www.munchenbryggeriet.se/eng>) in the centre of Stockholm, which offers a spectacular view over the water and Stockholm City Hall. The Brewery Conference Centre offers outstanding exhibition facilities, located in the centre of the building and surrounded by the session rooms. The exhibition area will be an integrated part of the conference, which ensures "great value for money". Our ambition is to offer excellent exhibition opportunities for all, small companies with limited budgets as well as large companies with exclusive demands. Therefore, exhibition areas will be allocated on a first come, first served basis. You find Exhibition Packages as well as the layout of the exhibition area in this document as well as on our web site www.estad2021.com.

For those who want to be associated with the conference through sponsorship, we have an attractive package that will assure high visibility during the run up to the conference as well as during the conference itself.

We warmly welcome you to participate as a sponsor or exhibitor at this event in Stockholm in 2021. Don't hesitate to book your sponsor package or exhibition stands soon as possible in order to get maximum exposure of your company.

We will do our utmost to give you a pleasant stay in what many regard as the most beautiful city in Europe.

Stockholm March 2021



Bo-Erik Pers
Managing Director
Jernkontoret



Gert Nilson
Technical Director
Jernkontoret

ABOUT THE CONFERENCE

In 2021, ASMET (Austria), AIM (Italy), Steel Institute VDEh (Germany) and Jernkontoret (Sweden) will organize the 5th European Steel Technology & Application Days (ESTAD), the leading European technical conference for the Steel industry.

This event will offer the opportunity to be informed about the most recent developments of steelmaking processes and steel products.

FOCUS

This international conference focuses on the latest trends and issues and provides a wide networking and information platform for equipment and service suppliers, plant manufacturers, steelmakers and scientists.

At this event you will acquire the latest information on new ideas and developments as well as on the state-of-the-art in metallurgical process technologies for iron and steel production, steel materials and steel application.

The Conference will focus on all technical aspects within the following six main fields:

- Ironmaking
- Steelmaking
- Rolling and forging
- Steel materials and their application, powder metallurgy and surface technologies
- Industry 4.0
- Environment and energy

CONFERENCE DATES

The conference will take place on August 30 – September 2, 2021 in Stockholm, Sweden.

VENUE

The conference will be held at the Brewery Conference Centre (www.munchenbryggeriet.se) in the centre of Stockholm with a spectacular view over the water and Stockholm City Hall. Until 1971 the venue served as a brewery but today it is a meeting place with modern facilities.

PRELIMINARY PROGRAM

| | |
|-------------------------------------|--|
| August 30, Monday afternoon | Plenary session, opening of the exhibition (if possible), get-together |
| Aug 30-Sept 1, Tuesday to Wednesday | Parallel sessions, exhibition (if possible) |
| Sept 2, Thursday | Parallel sessions, exhibition close at noon |
| | Company visits cancelled |

SPONSOR PACKAGES FOR PHYSICAL AND DIGITAL EVENT

Gold Sponsor

Advertising

- 90 second ad in plenary session
- 90 second and 20 second ad during parallel session at least two times a day
- Logo & link on 5th ESTAD 2021 homepage (from date of contract)
- Company logo in the final conference program
- Company name listed on all printed and electronic newsletters
- Possibility to put up company roll-up
- Mention in press releases

Entry

- 2 full-entry tickets or 4 entry tickets to digital conference
- 2 tickets to conference dinner

75 000 SEK (excl. VAT)

Silver Sponsor

Advertising

- 20 second ad during parallel session at least once a day
- Logo & link on 5th ESTAD 2021 homepage (from date of contract)
- Company logo in the final conference program
- Company name listed on all printed and electronic newsletters
- Mention in press releases

Entry

- 1 full-entry ticket or 2 entry tickets to digital version
- 1 ticket to conference dinner

35 000 SEK (excl. VAT)

Other solutions on request, please contact nathalie.krumm@jernkontoret.se or estad2021@akademikonferens.se

EXHIBITION PACKAGES FOR PHYSICAL EVENT

General information

The exhibition is located in two halls on the same level, Mässtorget (approx. 180m²) and Mässhallen (approx. 760m²), see the exhibition area layout below. All participants will pass the area on their way to the session rooms. Coffee and lunch will also be served in the area, which guarantees full visibility of the exhibition. The exhibition area is divided into three zones, A, B and C.

- Zone A (blue) is Mässtorget, the first hall the delegates will reach after registration
- Zone B (red) is the south part of Mässhallen with the exhibition surrounding the catering tables
- Zone C (green) is the northern part of Mässhallen with the view over the water and the City Hall. From zone C you can also reach the outdoor terrace (with standing tables for lunch and coffee)

Each exhibitor will have access to power supply and Wi-Fi. The exhibition area can be reached by trucks and lorries for shipping of exhibition goods. Exhibition areas will be allocated on a first come, first served basis.

Exclusive stands (12-18 m²)

Booth 24-25, 27-29

This "exclusive stands" package will offer:

- Logo & link on 5th ESTAD 2021 homepage
- 3 full-entry tickets
- 50% of delegate fee for another three company representatives
- Logotype splash in the mobile app
- Conference bag insert – 1 flat items (e.g. brochure, CD-ROM)

100 000 SEK (excl. VAT)

Standard premium stands (10 m²)

Booth 1-3, 26

This "standard premium stands" package will offer:

- Logo & link on 5th ESTAD 2021 homepage
- 2 full-entry tickets
- 50% of delegate fee for another two company representatives
- Conference bag insert – 1 flat item (e.g. brochure, CD-ROM)

65 000 SEK (excl. VAT)

Standard stands (4 m²)

No. 4 – 23

This "standard stands" package will offer:

- Logo & link on 5th ESTAD 2021 homepage
- 1 full-entry ticket
- 50% of delegate fee for one company representatives

30 000 SEK (excl. VAT)

EXHIBITION AREA LAYOUT



HOW TO RESERVE AN EXHIBITION STAND

Please reserve your exhibition area via the conference website

<https://www.estad2021.com/exhibitors/>.

CONTACT INFORMATION

Follow us on the web, information is continuously updated: www.estad2021.com

Contact us on e-mail: estad2021@akademikonferens.se

You can contact the organisers directly:

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