

Sponsor and Exhibition Invitation

5TH ESTAD 2021

European Steel Technology and Application Days

Stockholm, Sweden

Digital Platform and 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



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Dear Potential Sponsor and Exhibitor,

After careful consideration and considering the ongoing Coronavirus (COVID-19) developments, it has become clear that conducting ESTAD2021 on August 30 to September 2, 2021 as digital conference is our only option. But keep reading, there are great options to be on-site in our "Steel-bar" as well for you who can travel to Stockholm!

Although the Swedish government have lifted many restrictions recently, it is still challenging to travel to Stockholm from other countries and many organizations still have travel restrictions for their employees. Therefore, we have decided it best to adapt in accordance. For those of you that are able to come to Stockholm, don't hesitate. We will offer you a great event! There are 50% of already registered participants who want to be on-site, so there will be great networking opportunities.

Since most attendance is going to be digital and the restrictions make an exhibition difficult, we have decided to transform the on-site exhibition to a digital exhibition which will be reached via the digital platform that provide exposure to our participants. You will also be able to communicate with all participants, on-site and digital, via the digital platform. You can read about the digital packages below.

With the current restrictions in Sweden it is possible to attend physically at the venue for the digital conference. All presentations except plenary on Monday, REUSteel on Tuesday, and HYBRIT on Wednesday, are pre-recorded, to level the circumstances for the presenters and audience. The sessions will be hosted similar to a sports bar, our very own "Steel-bar", with wall screens enabling you to follow and switch between the different sessions and presentations and of course talk to other present colleagues during breaks. These wall screens will be placed around the conference venue and are a great possibility for you as an exhibitor to brand.

Making the conference a digital event will enable us to provide the experience that our attendees, speakers, partners, employees, sponsors, and exhibitors expect and deserve, while keeping everybody safe and staying within all safety regulations. We want to thank all of you for your support, open discussions, and encouragement. As everyone has been reminding us, great things happen when the steel community comes together and connects at ESTAD. We firmly believe this to be valid also for our digital event.

We look forward to greeting you digitally or for you who can come to Stockholm, we look forward to greeting you in person!

Stockholm July 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. There will also be a digital platform.

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 and digital platform, start page (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 and digital platform, start page (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 DIGITAL EVENT

Exhibition booth in the hybrid platform, advertising and company branding in the “Steel bar”

- Digital booth with great visibility in the conference platform. Possibility to upload three videos and links to the company’s social media, LinkedIn, Twitter and Facebook, possibility to book meetings with delegates as well as upload of three documents. Please see below for more details.
- 20 second ad during parallel session at least once a day
- Company branding in the “Steel bar” from where the on-site participants will watch the sessions. (branding of one of the six parallel topics)
- Logo & link on 5th ESTAD 2021 homepage and digital platform (from date of contract)

Entry

4 entry tickets to digital version alt. 2 tickets to digital version and 1 for on-site

40 000 SEK (excl. VAT)

Exhibition booth in the digital platform and advertising

- Digital booth with great visibility in the conference platform. Possibility to upload three videos and links to the company’s social media, LinkedIn, Twitter and Facebook, possibility to book meetings with delegates as well as upload of three documents. Please see below for more details.
- 20 second ad during parallel session at least once a day
- Logo & link on 5th ESTAD 2021 homepage and digital platform

Entry

3 entry tickets to digital version alt. 2 tickets to digital version and 1 for on-site

30 000 SEK (excl. VAT)

Exhibition booth in the digital platform

- Digital booth with great visibility in the conference platform. Possibility to upload three videos and links to the company’s social media, LinkedIn, Twitter and Facebook, possibility to book meetings with delegates as well as upload of three documents. Please see below for more details.
- Logo & link on 5th ESTAD 2021 homepage and digital platform (from date of contract)

Entry

3 entry tickets to digital version alt. 1 ticket to digital version and 1 ticket for on-site

20 000 SEK (excl. VAT)

LAYOUT OF EXHIBITION BOOTH IN DIGITAL PLATFORM

BANNER

The exact dimensions 1200x500 pixels. Format PNG or JPEG.

LOGO

Preferably a square design, at least 500x500 pixels. Format PNG.

VIDEOS

Maximum 3 videos / company. Sent as a link to YouTube, Vimeo or another platform, such as your own website.

TEXT & CONTACT

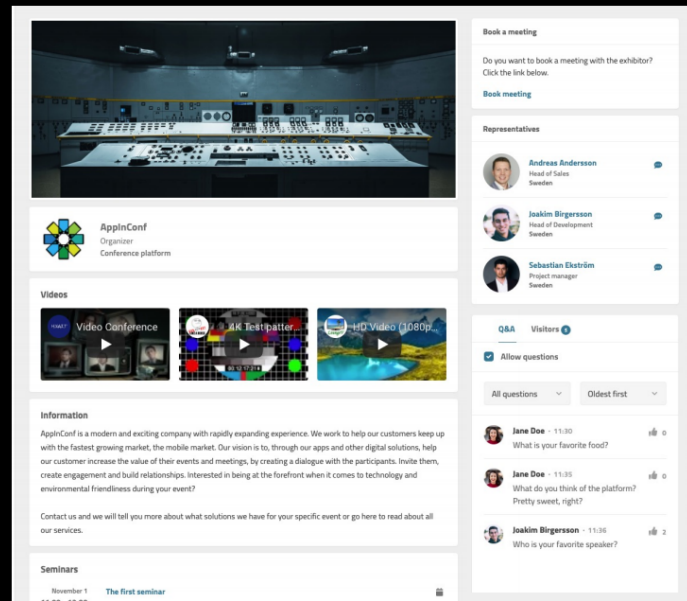
Recommended maximum of 400 words. The text should be relevant for the target group. Link to website, email address, phone number.

SOCIAL MEDIA

Links to social media for the company; LinkedIn, Twitter, Facebook.

DOCUMENTS

Maximum 3 per company. Format PDF.



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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