



engage

The Beurs Van Berlage
Amsterdam
November 11 | 2024

Sponsorship Brochure



SPC Engage 2024 will be a co-located event with Sustainable Packaging Summit in Amsterdam at the Beurs van Berlage.

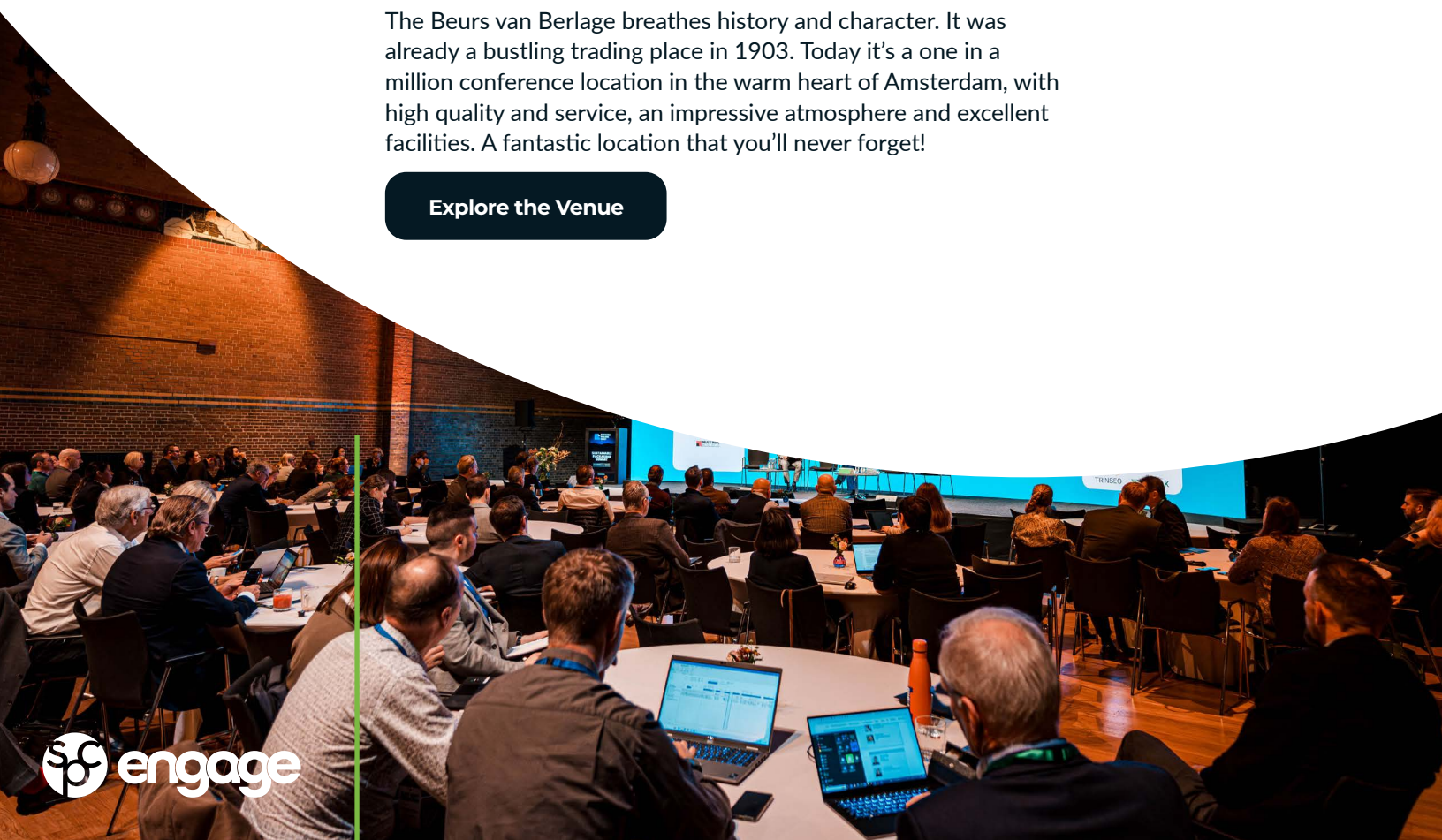
SPC Engage is the deep dive event from the Sustainable Packaging Coalition. This event has empowered SPC members and event attendees to tackle big challenges towards implementing their sustainable packaging goals; showcase impactful initiatives from around the world and address the role that retailers have in driving collaboration and impactful change.

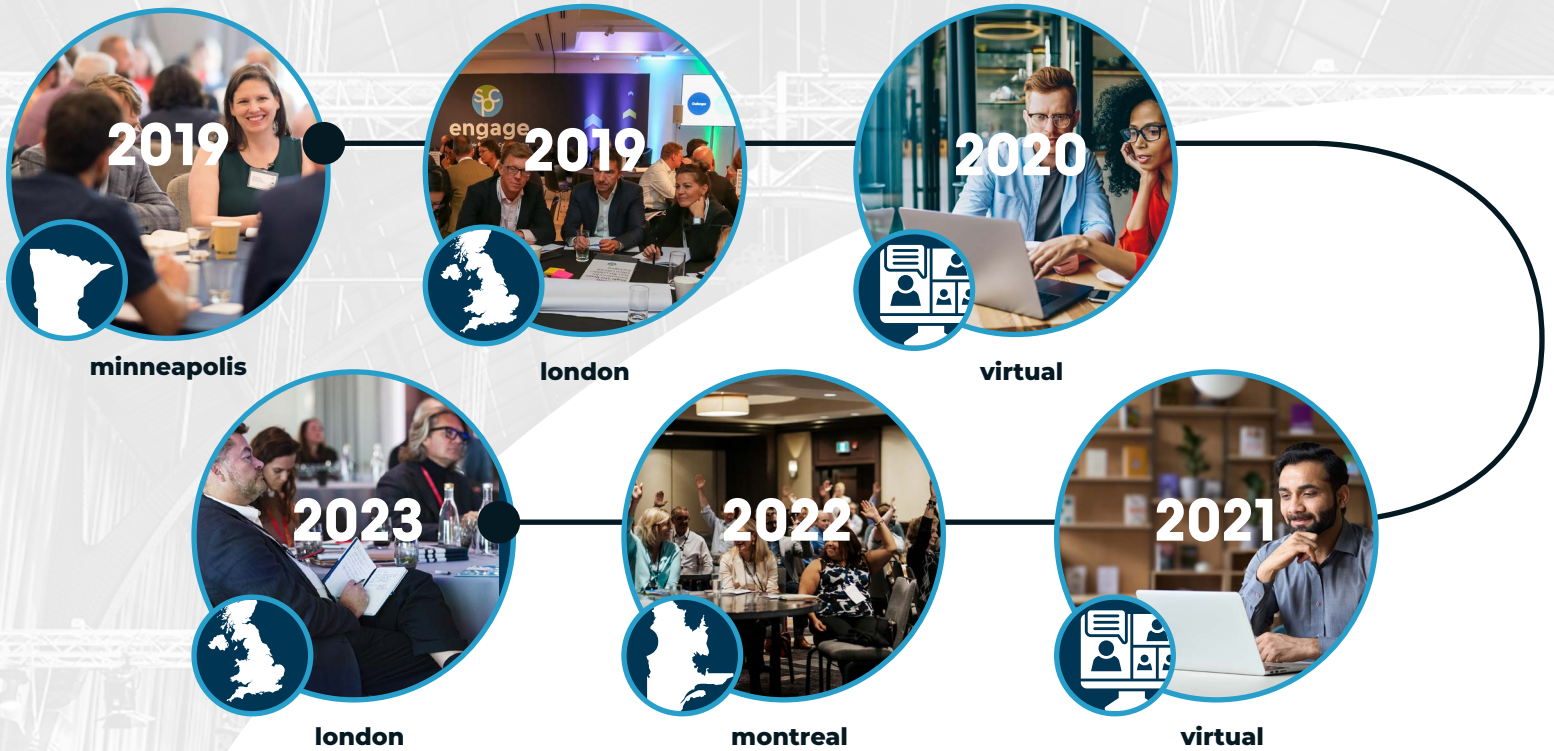
[Visit Sustainable Packaging Summit Site](#)

The Venue

The Beurs van Berlage breathes history and character. It was already a bustling trading place in 1903. Today it's a one in a million conference location in the warm heart of Amsterdam, with high quality and service, an impressive atmosphere and excellent facilities. A fantastic location that you'll never forget!

[Explore the Venue](#)





Our SPC Engage Programs

Our most recent SPC Engage event was themed **A New Era of Retailer Driven Collaboration**. It featured speakers from Bain & Co, the British Retail Consortium, Packaging Europe, Fyllar, Ellen MacArthur Foundation, Appetite Creative, Pearlfisher, John Lewis Partnership, Abel & Cole, Cepi, Amazon, Danone, WWF, Mars, WRAP, Kantar, Mondi, McDonald's, Metsa Group, SYSTEMIQ, Walmart and Ecosurey among others. During our two days at The Science Museum in London, we took a deep dive to talk about sustainability trends, policy and regulations, food waste, reusable packaging systems, compostable packaging, innovations and science-based decisions, the Global Plastics Treaty, EU Commission's regulations and directives, EPR, Films and Flexibles Recovery, on-pack labeling and so much more.

Past Attendees





Collaboration & Co-location

GreenBlue's Sustainable Packaging Coalition and Packaging Europe have been collaborating for a long time and decided to join forces in 2024 to have their events in the same place, co-located. SPC Engage will be November 11th, and the Sustainable Packaging Summit will be on November 12-13, 2024, giving attendees the chance to attend both events in just one trip. Registration for each event will be separate (as well as sponsorship) but there will be discounts if attendees decide to do both.



Sponsorship Opportunities at SPC Engage 2024

Event Connection Sponsorships

Sponsorship Type	Evening Social	Breakfast	Breaks (2 available)	Lunch
Benefits	Showcase your brand at the Evening Social at the end of SPC Engage. This event will be offsite from the event venue.	Showcase your brand on the first event of the day: breakfast and welcome attendees to the day!	Networking breaks are a great chance to make new connections and dive deeper into the event's conversations.	Sponsor that magical time when we recharge for an afternoon ahead packed with sessions.
Event Passes	8	5	4	5
Exhibit (Table Top Optional)	Y	Y	Y	Y
Price (USD)	\$20,000	\$8,500	\$6,500	\$8,500

Event Experience Sponsorships

Sponsorship Type	Event App	Name Badges & Lanyards	Notebooks	Reusable Water Bottles
Benefits	Showcase your logo in the app deployment email and in the app.	Visibility can't be beaten with this sponsorship. Your logo on the name badges and lanyards that attendees will sport during the event.	Give attendees a place to jot down all the great ideas they will hear during their day at SPC Engage.	SPC Events are curating events. Enhance the attendee's experience with a reusable water bottle with your logo.
Event Passes	4	4	4	5
Exhibit (Table Top Optional)	Y	Y	Y	Y
Price (USD)	\$8,500	\$7,500	\$8,000	\$9,000

Branding & Content Sponsorships

Our branding and content sponsorships give sponsors the opportunity to showcase their logo during our sessions (digitally, on screen), during the event (on printed signage, app) and during the event promotion (marketing eblasts, website, social media posts).

These sponsorships will help the SPC underwrite the costs of event production and bring the event to life!

Price: \$5,500

Includes 3 event passes in addition to the benefits listed above.
(Does not include exhibit table top, which can be added for an additional \$2K)

To Discuss and Book one of these SPC Engage options please contact Barbara Fowler at barbara.fowler@greenblue.org.

If you would like to book your Sustainable Packaging Summit sponsorship in addition to the SPC Engage one, please contact Jesse Roberts at jr@packagingeurope.com





GreenBlue's mission is to advance sustainable practices through education and collaboration, providing the necessary tools and resources for our stakeholders to take action.

We facilitate collaboration and impact across industries and sectors, because the changes we're working towards require transforming systems and organizations at scale. Since our members are the ones putting materials into the world, we need them at the table if we are going to change their outputs and impacts for the better. Our projects include: Sustainable Packaging Coalition, How2Recycle, Recycled Material Standard, How2Compost, CleanGredients, and CleanPackage



**SUSTAINABLE PACKAGING
COALITION®**

The Sustainable Packaging Coalition is a membership-based collaborative that believes in the power of industry to make packaging more sustainable. As the leading voice on sustainable packaging, we are passionate about creating packaging that is good for people and good for the environment.

Our mission is to bring sustainable packaging stakeholders together to catalyze actionable improvements to packaging systems and lend an authoritative voice on issues related to packaging sustainability.

IMPACT

SPC Impact is the flagship spring event from the Sustainable Packaging Coalition for SPC member companies and open to stakeholders from organizations interested in exploring and learning about sustainable packaging.

ADVANCE

This exclusive event for SPC Members, is a collaboration platform for attendees to connect with fellow member companies and start spearheading projects and initiatives to advance sustainable packaging.

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