



TAPA^{EMEA}
Transported Asset Protection Association

PREMIER
PARTNER



MAKING VALUABLE
BUSINESS CONNECTIONS

MORE BENEFITS MORE GROWTH

As the world's leading Security Expert Network for everyone in the supply chain, the Transported Asset Protection Association (TAPA) brings together industry leaders who all share one goal; to prevent cargo thefts and increase the resilience of global supply chains.

In the Europe, Middle East & Africa (EMEA) region, TAPA is today bigger and stronger than at any time in its 23-year history, and consistently setting new records for membership growth, security standards certifications, annual incident intelligence and training. We also have an ambitious strategy to grow our great Association, to deliver new digital tools, and to provide more benefits for our Manufacturer and Logistics Service Provider members.

In 2021, to support this ambition, we are launching a new commercial arm which, for the first time, will enable TAPA EMEA to engage more proactively with key partners to give them a bigger and more consistent profile with our fast-growing membership.

By delivering more value to these key partners, we will, together, lead TAPA EMEA to the next level.

As one of the Association's biggest supporters at our conferences in recent years, it is, therefore, my pleasure to offer you the opportunity to join with us as one of just 10 **TAPA EMEA Premier Partners** in 2021.

This brochure explains the benefits we will be delivering and, of course, I am available to answer any other questions you may have. You can contact me directly at **Thorsten.Neumann@tapaemea.org**. I very much hope you will see the value in joining us in this initiative.



THORSTEN NEUMANN
President & CEO
TAPA EMEA





**TAPA EMEA'S NEW
PREMIER PARTNERS**

TAPA EMEA'S NEW PREMIER PARTNERS

In recent years, many leading companies have taken the opportunity to promote their products and services to TAPA EMEA members at our annual conferences, as both sponsors and exhibitors.

Many of these companies have sought broader partnerships with TAPA and, now, the Association in EMEA is able to offer a programme of benefits which not only deliver a strong profile at our main conference of 2021 in Amsterdam on 10 & 11 June, but will also offer our *Premier Partners* the opportunity to grow their brand awareness using a broad package of benefits designed to support their communications campaigns throughout the year to TAPA EMEA's unique audience.

TAPA EMEA's new *Premier Partner* programme replaces the Platinum and Gold levels of sponsorship available at previous conference events and aims to give all 10 *Premier Partners* year-round benefits and equal status.



**MORE AWARENESS
& GROWTH OPPORTUNITIES**

AN AUDIENCE OF INDUSTRY LEADERS

As a TAPA EMEA Premier Partner, you will gain from a series of profile-boosting opportunities across the year, which will be seen by the region's growing membership ... which already includes industry leaders such as...

- Acer
 - Adidas
 - Agility Logistics
 - Ahlers Group
 - AIG Europe
 - Allianz
 - Amazon
 - Amgen Europe
 - Apple
 - Arvato
 - Astellas Pharma Europe
 - AstraZeneca
 - Audi
 - BASF
 - Biogen
 - Boehringer Ingelheim
 - Bolloré Logistics
 - Bristol Myers Squibb
 - British American Tobacco
 - Burberry
 - CH Robinson Europe
 - CEVA Logistics
 - Chanel
 - Clipper Logistics
 - Coca-Cola
 - Cummins
 - Dachser Netherlands
 - Damco
 - Danone Trading
 - DB Schenker
 - Dell
 - Desigual
 - DFDS Logistics
 - DHL Express
 - DHL Global Forwarding
 - DSV
 - Dyson Technology
 - Electrolux
 - Eli Lilly
 - Emirates Airline
 - Epson Europe
 - Estée Lauder Companies
 - Expeditors International
 - F. Hoffman La Roche
 - Facebook
 - FedEx Trade Networks
 - Flextronics
 - Foot Locker Europe
 - Foxconn Forwarding
 - Geodis
 - GlaxoSmithKline
 - GoPro
 - HP
 - Imperial Tobacco
 - Infineon Technologies
 - Ingram Micro
 - Intel Corporation
 - IATA
 - Japan Tobacco International
 - JD Sports Fashion
 - Johnson & Johnson
 - Johnson Matthey
 - KLG Europe
 - Kuehne + Nagel
 - La Poste Group (France)
 - Levi Strauss & Co.
 - Lufthansa Cargo
 - Michael Kors
 - Microsoft
 - Mobil in Deutschland e.V
 - Mondelez International
 - Motorola
 - MSD France
 - Napp Pharmaceuticals
 - Nike
 - Nippon Express
 - Parcelforce Worldwide
 - Pharmafreight
 - Philip Morris International
 - Philips International
 - PostNord Group
 - Procter and Gamble
 - Ralph Lauren
 - RB Health
 - Richemont
 - Samsung SDS
 - SanDisk International
 - Sanofi
 - SC Johnson
 - Sodexo
 - Solvay
 - Sony Interactive Entertainment Europe
 - Swiss Post
 - Tech Data
 - TEVA Pharmaceuticals Europe
 - TJX Europe
 - Unilever
 - Unipart Group
 - United Pharmaceutical Distributors
 - UPS
 - Volkswagen
 - Volvo
 - Wincanton
 - Worldwide Pharma Logistics
 - Yamato Transport Europe
 - Yusen Logistics
- ... and many, many more.



**YEAR-ROUND
BRAND RECOGNITION**

PREMIER PARTNERS BENEFITS PACKAGE

In 2021, TAPA EMEA will offer a maximum of 10 *Premier Partner* opportunities.

The annual cost to each *Premier Partner* will be €20,000.00 (plus VAT if applicable).

A 12-month relationship

The *Premier Partner* package is a 12-month programme designed to give companies opportunities to keep their brands in front of TAPA EMEA's members across the year... not only those who attend the annual TAPA EMEA conference but the full membership in the region on a consistent basis.

Premier Partners will benefit from:

- A profile in the *Premier Partners* section of the new TAPA EMEA website, launching Q4 2020
- The opportunity to use the official TAPA EMEA *Premier Partner* logo on their own marketing materials throughout 2021
- Branding on all pre-main conference marketing communications
- Prominent branding at the main conference
- 2x conference passes (in addition to the allowance covered by annual membership) + 2 additional invitations to the conference dinner
- Joint hosting of the new *Premier Partners* drinks reception on the first evening of the Amsterdam 2021 conference, with prominent branding
- A 1-minute video slot to be shown between conference sessions and breaks* at the Amsterdam 2021 conference (see note below)
- A 3x2 exhibition space at the Amsterdam 2021 conference
- Branding on the conference bag produced by TAPA EMEA

- Profile content on the conference app
- An opportunity to provide a souvenir gift at their own cost for the official conference bag
- Branding on the sponsor's 'thank you' advertisement in TAPA's *Vigilant* e-Magazine post the conference
- Branding at TAPA's regional conferences in 2021
- 2x full page advertisements in TAPA's *Vigilant* e-Magazine throughout the year
- The opportunity to host/produce one webinar per year for TAPA EMEA members (non-commercial and on a topic to be agreed with the Association)
- 1x Subject Matter Expert article in *Vigilant* (non-commercial and on a topic to be agreed with the Association)
- Branding in the TAPA EMEA *Incident Information Service (IIS) Annual Report 2020*, to be published in Q1 2021
- The opportunity to publish one white paper a year to the TAPA EMEA membership (non-commercial and on a topic to be agreed with the Association)
- 2x full advertisement/advertorial pages in TAPA EMEA's annual *Supply Chain Resilience Products & Services Guide*
- 15% discount on the purchase of any other conference sponsorship opportunities

Note: * The cost of video production to be paid for separately by the partner



ACCELERATING OUR
GROWTH, TOGETHER

MANAGING YOUR BENEFITS PACKAGE

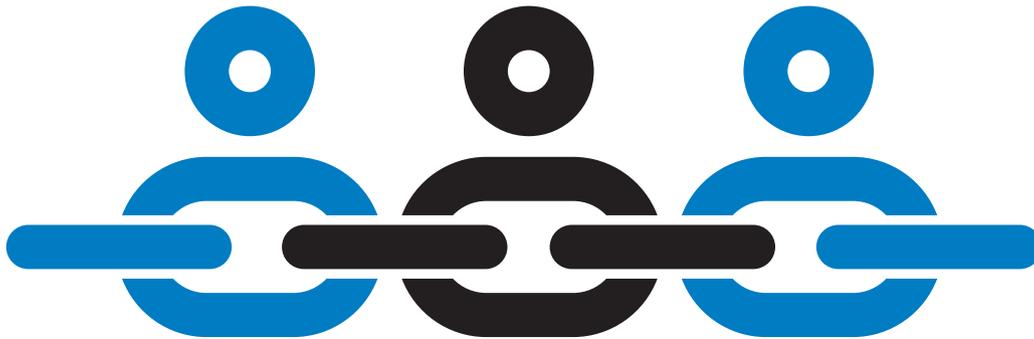
Once you sign up to become a TAPA EMEA Premier Partner, we will work closely with you to create your annual calendar of activities, based on the benefits listed in this brochure.

This will be reviewed with you on a quarterly basis and will be flexible to changes you may wish to make throughout the year to maximise the benefits for your business.

This initiative aims to deliver the best ROI for TAPA EMEA's *Premier Partners* by providing a broad range of marketing solutions to maintain their profiles to our members across the whole of 2021.

Premier Partners in 2021 will also be given first option to renew their packages for 2022.

We look forward to partnering with you.



BRINGING TOGETHER LEADERS IN
SUPPLY CHAIN RESILIENCE

www.tapaemea.org

TAPA  **EMEA**
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