

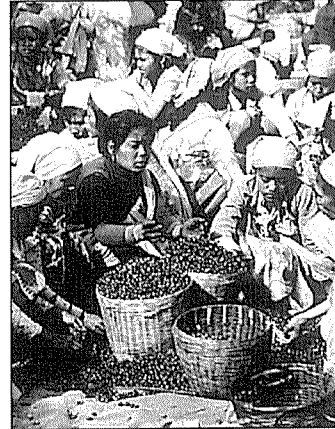
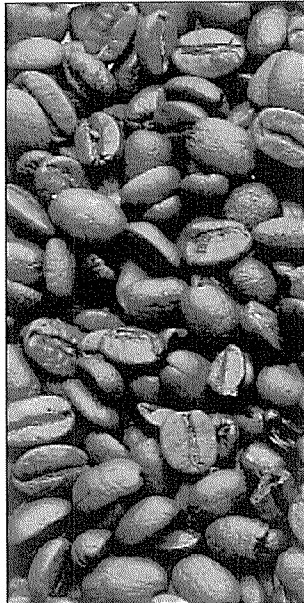
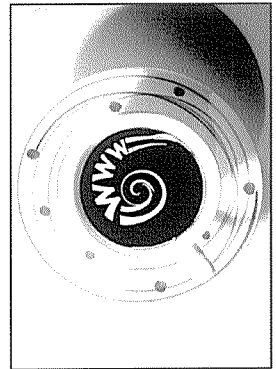
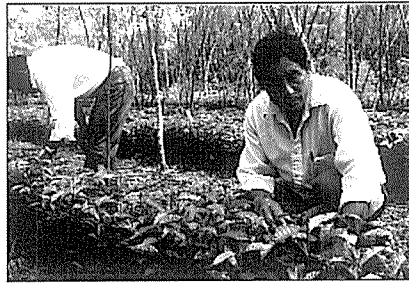
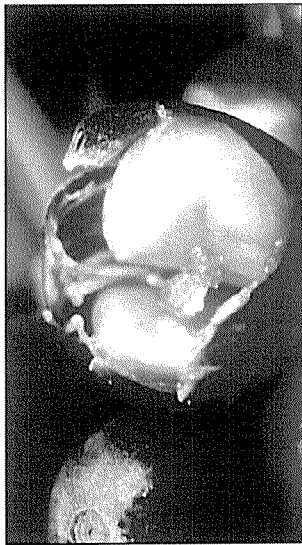
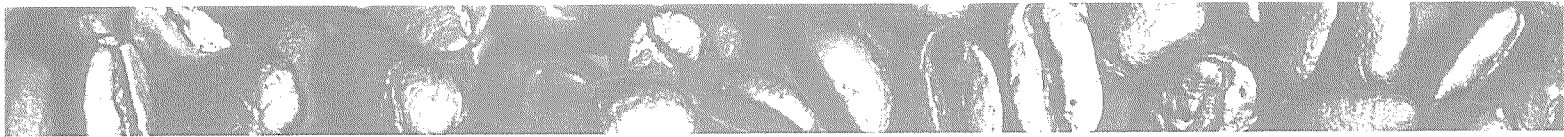
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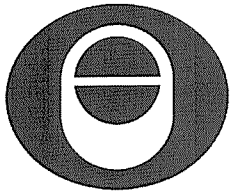
INTERNATIONAL COFFEE ORGANIZATION WORLD COFFEE CONFERENCE

17 - 19 May 2001, Hilton Park Lane, London

Dr. Jorge Cárdenas, Conference Chairman

General Manager, Federación Nacional de Cafeteros de Colombia





INTERNATIONAL COFFEE ORGANIZATION WORLD COFFEE CONFERENCE

The Executive Director of the International Coffee Organization, Celsius A. Lodder is pleased to announce the inaugural World Coffee Conference. Organised in association with the leading coffee analyst F.O. Licht, on the invitation of the International Coffee Council, the conference will be chaired by Dr. Jorge Cárdenas and will bring together a panel of speakers drawn from the highest levels of industry, commerce, government and research institutes. Heads of State, Directors of multilateral organizations and regional development banks, CEOs of private sector companies and senior academics will be present.

The World Coffee Conference will be held at the London Hilton, 17 – 19 May 2001 and the special Conference Banquet will be at The Victoria and Albert Museum on the evening of 18 May 2001.

Opportunities are open to a limited number of companies to support this prestigious forum and access the international audience to promote your products and services.



PROGRAMME OF EVENTS

Thursday 17 May

Registration and Welcome Cocktail Reception
The Crystal Suite – London Hilton, Park Lane

Friday 18 May

First day of conference – London Hilton, Park Lane
Conference Luncheon in The Grand Ballroom

Evening Programme

Pre-Dinner Reception – The Gamble Room – Victoria and Albert Museum
Conference Banquet – The Dome – Victoria and Albert Museum

Saturday 19 May

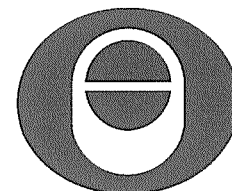
Second day of conference – London Hilton, Park Lane
Conference Luncheon in The Grand Ballroom

Could your company play the first forum to bring together all global coffee players and have to invite senior executives to the Banquet?

As the Platinum Sponsor you will

- ❖ Invite more than 300 senior coffee executives to the **Conference Banquet at the Albert Museum**
- ❖ Send **Personal Invitations** to all speakers and sponsors to attend the Banquet. These will be included in the registration confirmation
- ❖ Maximise your visibility with **Coffee Conference Banner Signage in The Dome** during the Conference Banquet **conference auditorium** showing as 'Platinum Sponsor'
- ❖ Create additional visibility throughout the conference by having **your logo displayed on the front screen** during the session breaks
- ❖ Maximise advertising and direct mail opportunities by featuring **your logo on the front cover** of the Conference Brochure as 'Platinum Sponsor' placing your **Company Profile** inside. Your logo will be featured on selected advertisements on the Conference Webpage
- ❖ Gain exposure with your **Company Profile on the front cover of the documentation** 'Platinum Sponsor' and include **Literature** inside
- ❖ Maximise networking opportunities with **complimentary delegate passes** for presentations, lunches, cocktail and the Conference Banquet
- ❖ All delegates will receive a **welcome letter** from your organisation at registration

FREE ORGANIZATION CONFERENCE



SPONSORSHIP OPPORTUNITIES

Key role in the
the major
opportunity
conference

Senior executives to
Victoria and

Delegates,
the Conference
with their

Comprehensive
the V&A
held in the main
your company

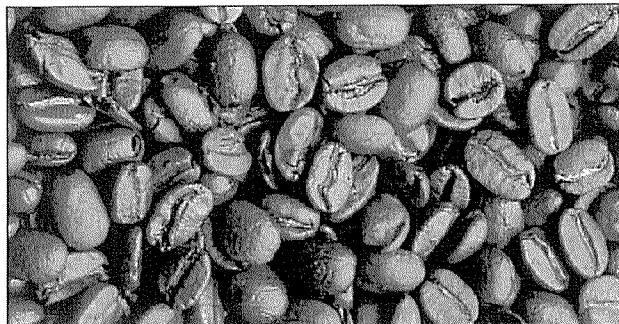
Would your company like to welcome senior coffee executives to the most important industry meeting of the year?

As the Diamond Sponsor you will -

- ❖ Maximise your visibility with **Comprehensive Signage** in the The Crystal Suite clearly identifying your company as "Host of the Welcome Cocktail Reception"
- ❖ Have **Invitations Branded** with your company logo sent to all speakers and delegates when registering for the conference
- ❖ Gain exposure with your **Company Logo featured** in the inside of the Conference Brochure announcing your company as the Host of the Welcome Cocktail Reception distributed to over 20,000 industry professionals
- ❖ Add visibility by **displaying your logo** on the table flags and napkins throughout the reception

As Diamond Sponsor you will also receive

- ❖ **2 complimentary delegate passes**
- ❖ **Corporate literature insert**
- ❖ **Drinks and canapé costs included**
- ❖ **Logo on Menu Cards**
- ❖ **Logistical support**



Would you like to invite over 300 clients to lunch at the premier coffee industry meeting?

As Gold Sponsor you will -

- ❖ Sponsor the **Conference Luncheon** in The Grand Ballroom of the London Hilton on day one or day two of the conference
- ❖ Maximise your visibility with **Comprehensive Signage, Branded Table Flags and Napkins** within the conference lunch room identifying your company as "Luncheon Sponsor"
- ❖ Gain exposure with your **Company Logo featured** on the inside of the Conference Brochure and displayed on the screen in the main auditorium announcing your company as the "Luncheon Sponsor"

As Gold Sponsor you will also receive

- ❖ **2 complimentary delegate passes**
- ❖ **Corporate literature insert**
- ❖ **Logistical support**



Diamond Sponsor' and

will also be
and the

Company Logo on the
1 pack as
our Corporate

comes with 2
to all
delegates and

the letter from

Greet key contacts and potential clients by sponsoring the coffee breaks on day one or day two of the conference.

As Silver Sponsor you will -

- ❖ Sponsor the two **Coffee Breaks** on day one or day two
- ❖ Maximise your visibility with **Comprehensive Signage and Branded Table Flags** within the coffee area, identifying your company as "Coffee Break Sponsor"

As Silver Sponsor you will also receive

- ❖ **Company logo featured on the inside of the Conference Brochure**
- ❖ **2 complimentary delegate passes**
- ❖ **Corporate literature insert**
- ❖ **Company logo displayed at intervals on the screen in the main auditorium**
- ❖ **Logistical support**



CONFERENCE VENUE

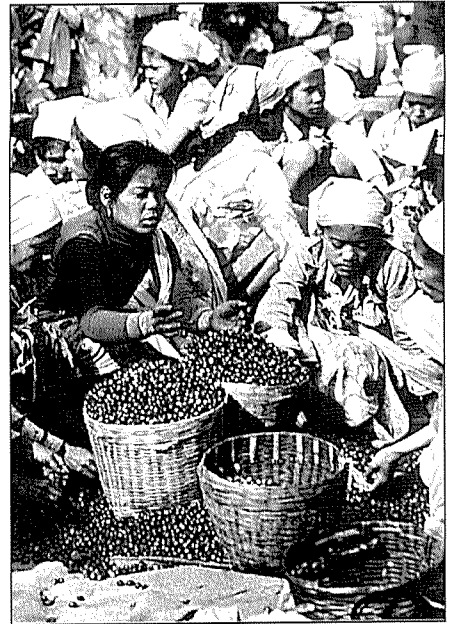
The Hilton Park Lane, London

Overlooking beautiful Hyde Park, in the heart of London, the Hilton Park Lane is the place where international business people gather. The hotel has been designed not simply to meet, but to exceed, the expectations of the most experienced international visitor.

BANQUET VENUE

The Victoria and Albert Museum

The V&A is one of the world's great museums, a vast treasure-house of art and design reflecting every civilisation, style and subject. An exhibit in its own right, it is a magnificent Victorian building with remarkable rooms of the period. Pre-dinner aperitifs will be served in the Gamble Room, one of the most fascinating and original venues the V&A has to offer. Stained glass windows incorporate the Royal Arms and quotations on eating and drinking taken from the Bible and Ingoldsby Legends. The Conference Banquet will take place in The Dome. Arcaded and pillared, with impressive sculptures, marble floors and glittering décor, it will lend an air of great opulence and excitement to this prestigious international gathering.



Play a major role in the largest and most distinguished coffee industry meeting of the decade. Return the form below or contact: Eleanor Page, Sponsorship and Exhibitions Manager
Tel: +44 (0)1892 511807 Fax: +44 (0)1892 527758 e-mail: eleanor.page@informa.com

PRIORITY INFORMATION REQUEST FORM

Please contact me with more information about:

Platinum Sponsorship Diamond Sponsorship Gold Sponsorship Silver Sponsorship

The World Coffee Conference agenda.

Exhibition areas are available to a limited number of companies to market your products and services at this exclusive forum. Stands will be located in prime delegate traffic areas throughout the conference and allocated on a first come first served basis.

Please send me full exhibition details

Name: Position:

Dept: Company:

Address:

Post Code: Country:

Phone: Fax:

E-Mail: Website:

BusinessType:

Please return by post or fax to:

ICO World Coffee Conference, 80 Calverley Road, Tunbridge Wells, Kent, TN1 2UN, UK.
Phone: +44 (0) 1892 511807 Fax: +44 (0) 1892 527758 e-mail: eleanor.page@informa.com

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