

ERA CONVENTION 2026 and European Rental Awards Ceremony

Sponsorship Package

JUNE 3-4

Maastricht, The Netherlands

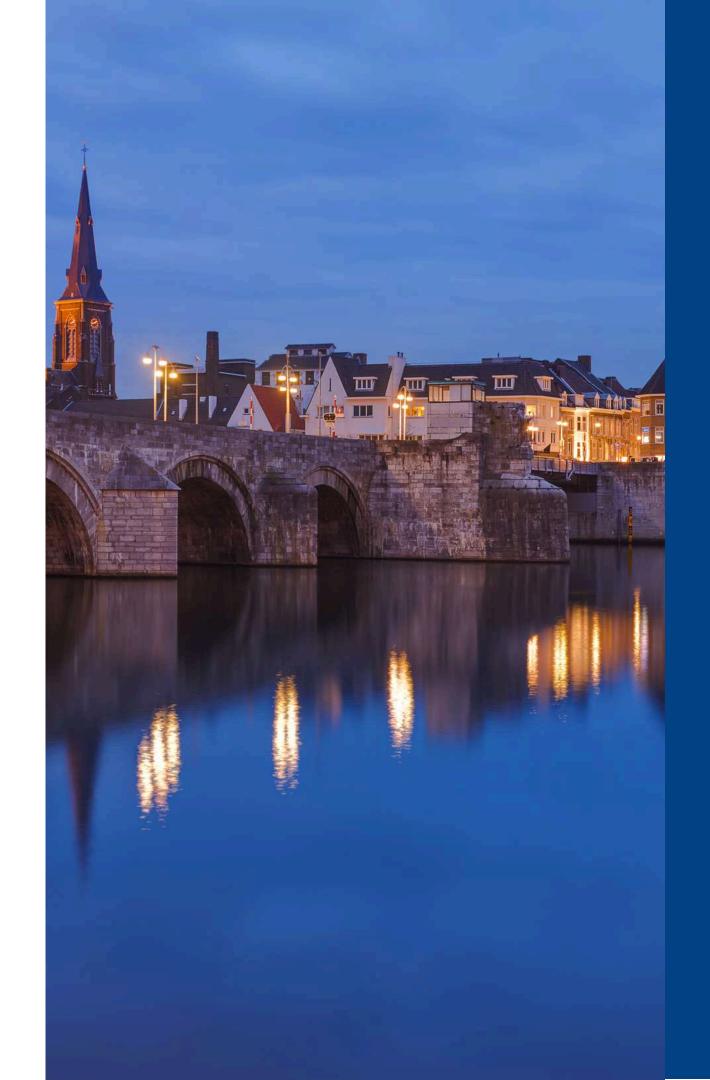
For more information visit: erarental.org



IN 2026, WE'RE BACK TO MAASTRICHT

This brochure introduces **sponsorship opportunities** for the ERA 2026 Convention and European Rental Awards, showing how partners can boost visibility and connect with rental industry professionals.

Learn More....



Our **2026 Convention** will be held at MECC, in Maastricht, Netherlands.

Join us for this celebratory edition as we mark **20 years of ERA** and **connect** with peers from across the **industry**.

Our flexible sponsorship
packages help you reach your
marketing goals while gaining
high-impact visibility at the ERA
Convention and European Rental
Awards, connecting you directly
with over 350 rental industry
leaders and decision-makers.



ERA Convention 2026















European Rental Award Cocktail PAGE 11



Anniversary Party PAGE 12



Price Overview

Sponsorship Package	Early-Bird Price (€)	2026 Price (€)		
Lanyards	8,000	9,000		
App Sponsor	4,500	5,000		
Networking Lunch	3,500	4,000		
Coffee Break	3,000	3,500		
Gold Award Sponsor	9,000	10,000		
Silver Award Sponsor	6,500	7,000		
ERA Cocktail	6,500	7,000		
Anniversary Party	9,000	10,000		



Detailed Benefits Overview

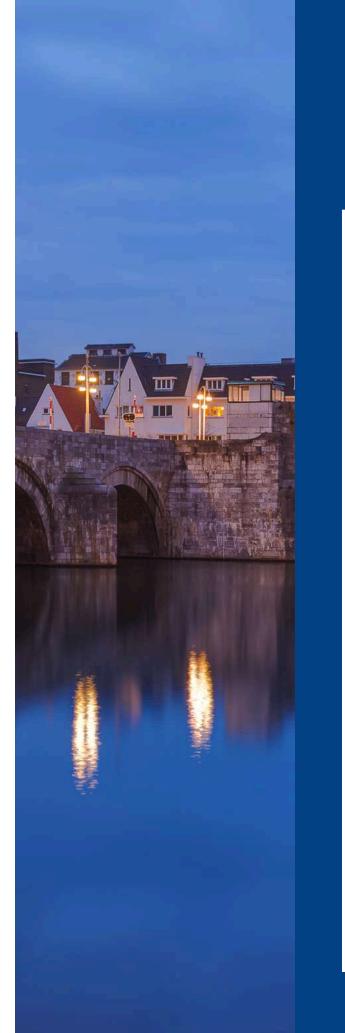
Pre-Event

01

During Event

02

This is an **exclusive sponsorship** opportunity, available to one sponsor only.



Lanyards Sponsorship

What you get

01

Announcement on ERA LinkedIn Visibility on ERA website

02

Logo on lanyards
Interactive app profile





Detailed Benefits Overview

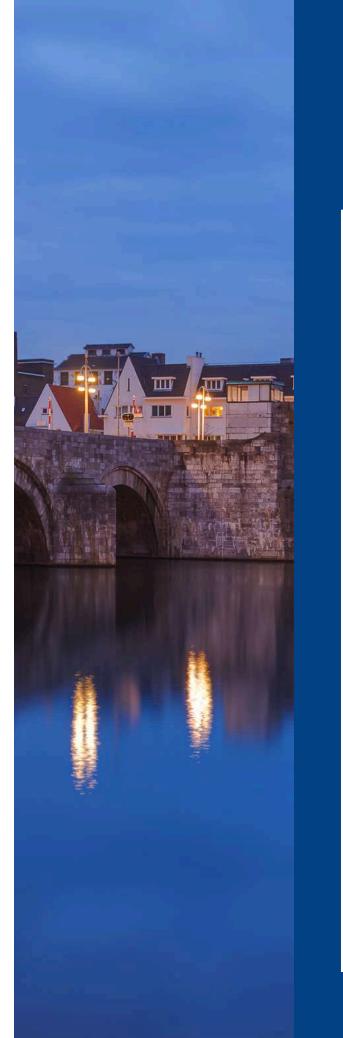
Pre-Event

01

During Event

02

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App Sponsorship

What you get

01

Announcement on ERA LinkedIn Visibility on ERA website

02

Permanent app banner Interactive app profile





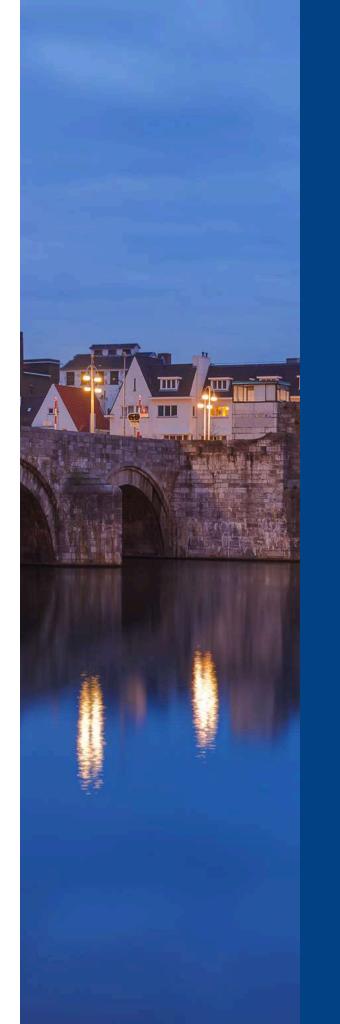
Detailed Benefits Overview

Pre-Event

01

During Event

02



Networking Lunch

What you get

01

Announcement on ERA LinkedIn Visibility on ERA website

02

Interactive app profile Logo on screens Promotional video Logo in lunch area





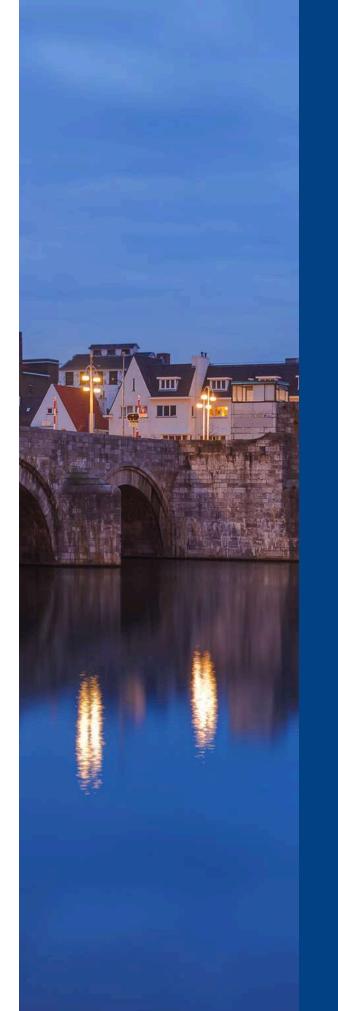
Detailed Benefits Overview

Pre-Event

01

During Event

02



Coffee Break

What you get

01

Announcement on ERA LinkedIn Visibility on ERA website

02

Interactive app profile Logo on screens Logo in coffee break area





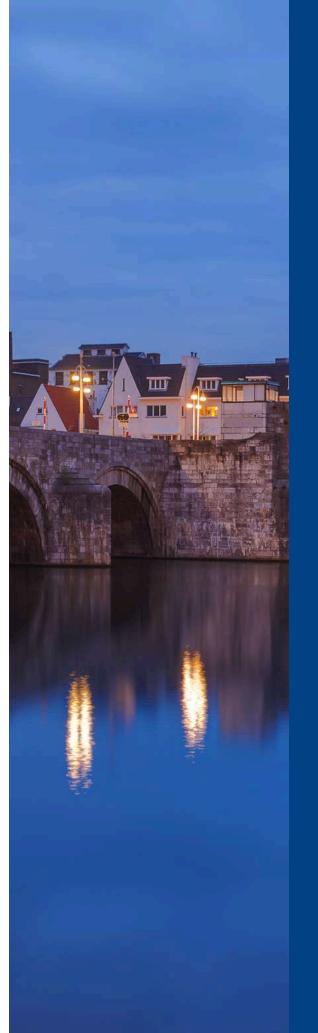
Detailed Benefits Overview

Pre-Event

01

During Event

02



Gold Award Sponsor

What you get

01

Announcement on ERA LinkedIn
Visibility on ERA website
Sponsor interview
Logo on ERA Communications

02

Logo on screens
Logo on dinner menu
Logo on stage
Logo on European Rental Awards
website
Promotional video
Mention by moderator
Advert in brochure
Trophy handover
Interactive profile in mobile app



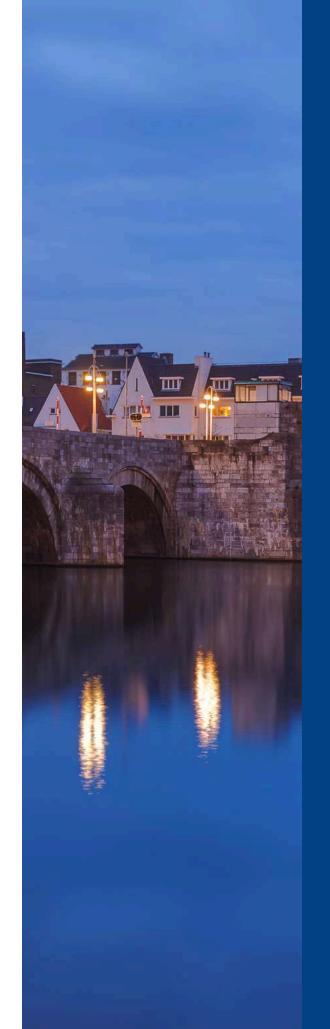
Detailed Benefits Overview

Pre-Event

01

During Event

02



Silver Award Sponsor

What you get

01

Announcement on ERA LinkedIn
Visibility on ERA website
Logo on ERA Communications
Logo on European Rental Awards
website

02

Logo on screens
Logo on stage
Logo on dinner menu
Mention by moderator
Advert in brochure
Interactive profile in mobile app





Detailed Benefits Overview

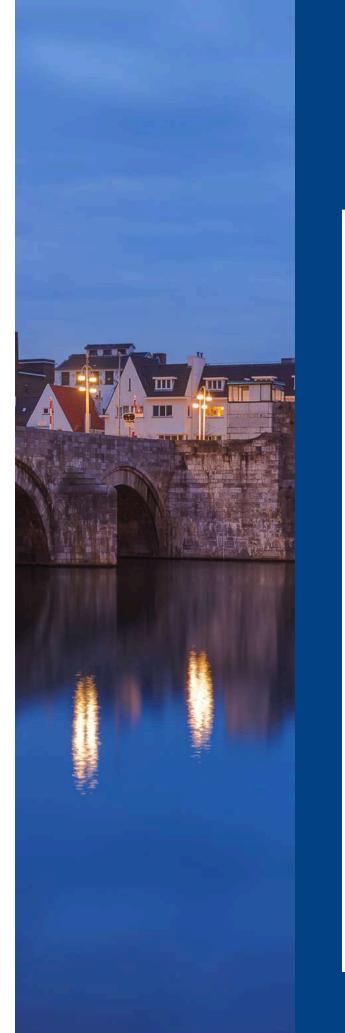
Pre-Event

01

During Event

02

This is an **exclusive sponsorship** opportunity, available to one sponsor only.



European Rental Award Cocktail

What you get

01

Announcement on ERA LinkedIn
Visibility on ERA website
Logo on ERA communications
Logo on Awards website

02

Interactive app profile
Logo on screens
Logo on stage
Logo printed on dinner menu
Mention by moderator
Advert in Awards brochure
Logo during cocktail





Detailed Benefits Overview

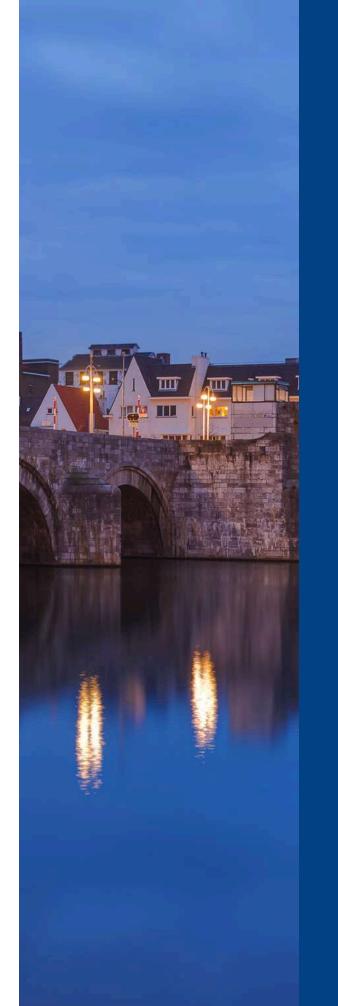
Pre-Event

01

During Event

02

This is an **exclusive sponsorship** opportunity, available to one sponsor only.



Anniversary Party

What you get

01

Announcement on ERA LinkedIn
Visibility on ERA website
Logo on ERA communications
Logo on Awards website

02

Interactive app profile Logo on screens Logo during party Mention by moderator





Benefits Comparison

Pre-Event

Benefits	Lanyards	App Sponsor	Networking Lunch	Coffee Break	Gold Award	Silver Award	ERA Cocktail	Anniversary Party
Announcement on LinkedIn	✓	✓	✓	✓	✓	✓	✓	✓
Visibility on website	✓	✓	✓	✓	✓	✓	✓	✓
Logo on ERA Communications	-	-	-	-	✓	√	✓	✓ (Awards + Convention comms)
Logo on European Rental Awards website	-	-	-	-	✓	✓	✓	✓
Quote from the Sponsor explaining why they support this initiative & publication on LinkedIn	-	-	-	-	-	-	-	-
Mention in press release	-	-	-	-	-	-	-	-
Interview with sponsor (LinkedIn)	-	-	-	-	✓	-	-	✓

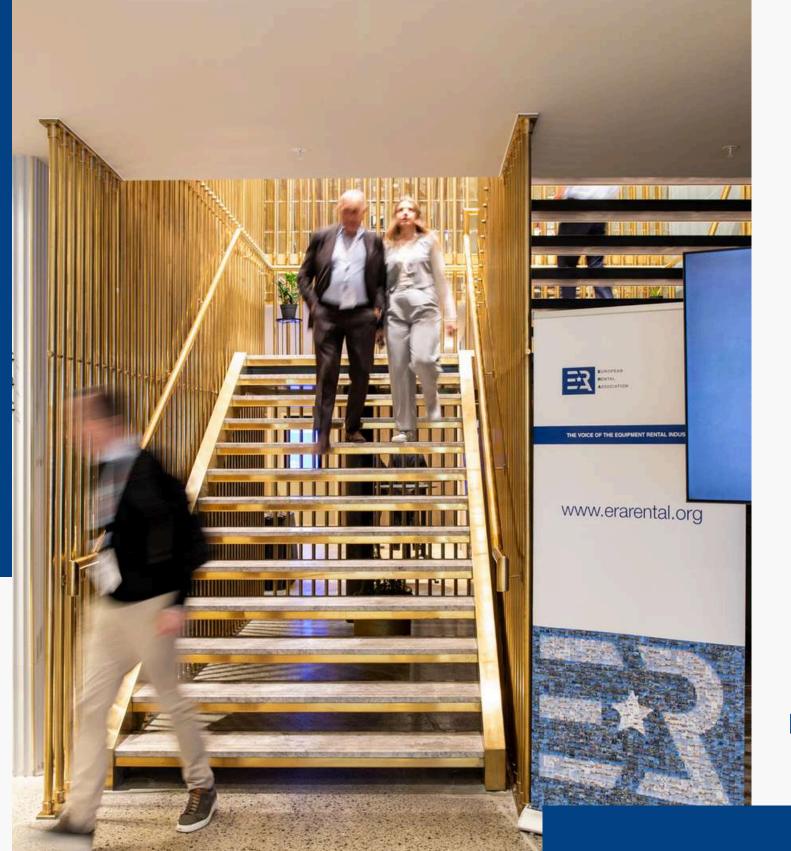


Benefits Comparison During Event

Benefits	Lanyards	App Sponsor	Networking Lunch	Coffee Break	Gold Award	Silver Award	ERA Cocktail	Anniversary Party
Logo on lanyards	✓	-	-	-	-	-	-	-
Permanent banner in mobile app	-	✓	-	-	-	-	-	-
Interactive profile in mobile app	✓	✓	✓	✓	✓	✓	✓	✓
Logo on event screens (general)	-	-	✓	✓	✓	✓	✓	✓
Logo specifically in luncheon area	-	-	✓	-	-	-	-	-
Promotional video played	-	-	✓	-	✓	-	-	-

Logo in coffee break area	-	-	-	✓	-	-	-	-
Logo on stage during Awards Dinner	-	-	-	-	✓	✓	√	-
Recognition by moderator (Awards Dinner)	-	-	-	-	✓	✓	√	√
Logo printed on Awards Dinner menu	-	-	-	-	✓	✓	✓	-
Advert in Awards brochure (menu QR)	-	-	-	-	✓	✓	✓	-
Handing of trophy	-	-	-	-	✓	-	-	-
Logo displayed during Cocktail	-	-	-	-	-	-	✓	-
Logo displayed during Anniversary Party	-	-	-	-	-	-	-	✓
Exclusive sponsorship (only 1 sponsor)	✓	√	-	-	-	-	✓	✓

The price paid for each sponsorship package covers the **full scope of benefits provided both prior to the event and during the event**. All pre-event and on-site activations listed for each package are included in the total price unless otherwise stated.





Interested?

Partner with ERA and position your brand at the heart of the European rental industry!

Fill the form and send it to era@erarental.org

For more information or questions: era@erarental.org

