

PARIS, FRANCE

April 25  
2024

# ESTA AWARDS OF EXCELLENCE

Awards 🏆 Networking 🏆 Gala Dinner 🏆 Conference

*Sponsorship opportunities*



[www.estaeurope.eu](http://www.estaeurope.eu)

# Introduction from Fabio Belli, ESTA President



The ESTA Awards are a highlight in the calendar for those involved in the heavy and abnormal transport sector. They provide an opportunity to network with peers from Europe and around the world, which is both important and enjoyable.

However, the real significance of these awards is that they showcase the excellence within our industry. It goes beyond positive public relations; it fosters a platform for mutual learning, continuous improvement and an opportunity to inspire the next generation with the greatness of our field.

With a regular audience of over 400 attendees, these awards are generously supported by a diverse group of committed sponsors, all demonstrating their support for an industry that is constantly striving to improve and innovate. While companies and nations may compete, ESTA and its awards unite us as Europeans.

I firmly believe that the strength of Europe's future lies in our shared journey. As Europeans, it is imperative that we take a common path. My message is simple: if you are a committed supporter of the ESTA Awards, we look forward to seeing you next April!

For those who haven't yet been part of the ESTA Awards, now is the time to get involved. Embrace the experience by participating, sponsoring and attending. You won't regret it.

**Fabio Belli | President, ESTA | CEO, Fagioli**



# ESTA EUROPE

ESTA is the leading European association for the abnormal road transport and mobile crane rental industry. We represent national trade associations whose members are crane rental or abnormal road transport companies.

Formed in 1976, ESTA has members in 25 countries and has close ties with the equipment manufacturers who supply the heavy transport and mobile crane industries.

ESTA's primary objectives are:

1. European harmonization of rules and regulations
2. To represent our industry in Europe
3. To enhance safety standards

Today, ESTA has developed into a European authority with extensive expertise in European regulations and legislation involving heavy lifting and abnormal road transport.



# ESTA Awards of Excellence

The ESTA Awards of Excellence event is firmly established as the major annual event for the abnormal transport, crane rental and heavy lifting industry.

Each year, participating companies submit their most challenging and innovative projects and developments. The independent jury produces its list of finalists in each category in the Spring, with the winners announced at the gala dinner itself.

With ten award categories and up to 400 senior industry attendees, the ESTA Awards of Excellence truly might be called the Oscars of the European heavy lift and abnormal transport sector.

The categories are:

- Cranes telescopic lifting capacity  $\leq 120$  t [including knuckle boom cranes of any type and lifting capacity]
- Cranes telescopic lifting capacity  $> 120$  t
- Cranes Lattice Boom
- Transport – trailer and load under 120t GCW
- Transport- trailer and load over 120t GCW
- Combined Techniques
- SPMT
- Safety
- Innovation
- Training and education



# Meetings and awards details

## FREE ATTENDANCE AT ESTA SECTION MEETINGS

Sponsors and their guests are also welcome to attend - for free - the ESTA Section conference meetings that take place in the afternoon before the awards dinner.

The meetings are hosted by ESTA's two sections covering cranes and transport and discuss important issues facing member associations and companies around Europe.

Recent discussions have covered:

- safety during the transport and erection of onshore wind turbines
- the European Crane Operators Licence
- the need for SPMT operator training
- European Machinery Regulations
- heavy transport permit delays
- infrastructure investment requirements

### **Thursday April 25<sup>th</sup> 2024**

Section Meeting Cranes and Section Meeting Transport meetings held simultaneously 13:00|15:30

### **Thursday April 25<sup>th</sup> 2024**

Sections Joint Meeting  
Time: 16:00|17:00

### **Thursday April 25<sup>th</sup> 2024**

### **ESTA Users Night and Awards Dinner**

### **Hilton Paris Charles de Gaulle Airport**

Roissy-pôle – 8 Rue de Rome  
93290 Tremblay-en-France, France

#### PROGRAMME [TBC]

18.45 Pre-dinner drinks  
20.05 President's welcome address  
20.20 Dinner  
21.45 Awards presentations  
22.30 After dinner drinks

### **Friday April 26<sup>st</sup> 2024**

ESTA General Assembly meeting  
Time 10:00 – 12:30

[For ESTA Ordinary Members, Special Members only]



# Benefits of sponsoring



Promote your company and services to a key group of equipment buyers



Demonstrate your commitment to safety and professionalism of the industry and advocacy on European level



Strengthen brand loyalty by supporting a major industry event



Network with key existing and potential customers



Demonstrate your industry leadership and positive involvement in the industry



Gain exposure from the event promotion campaign



# Three reasons why your company should sponsor the ESTA Awards of Excellence!

**1. Brand visibility** – sponsoring the ESTA Awards of Excellence event brings your company into the limelight of a European audience of professionals

**2. Lead generation** – with the ESTA event sponsorship you reach your engaged target audience in one place

**3. Business relationships** – the ESTA event sponsorship offers you a great opportunity to maintain and extend your network in the industry

## Publicity campaign

As soon as you sign up to be a sponsor, your promotion starts.

- ESTA Europe website [www.estaeurope.eu](http://www.estaeurope.eu)
- LinkedIn posts
- ESTA Newsletter
- Magazine press releases, articles and advertisements



# Sponsor packages

**GOLD - 9.500 euros [only available for 4 sponsors]**

## Pre event publicity

- High profile logo on promotional material [save the date and call for entry ads]
- Press release coverage for third party publishers in English, French, Italian, Spanish and German
- Profile on ESTA website, logo and profile on awards website|pages
- Logo on regular ESTA newsletters
- Logo and website link on three special ESTA Awards newsletters [call for entries, shortlists, winners]

## During awards event

- High profile solus logo and images on screen during network reception, dinner and after-dinner drinks
- Logo on banners at the awards
- Logo and concise profile in menu|finalists booklet
- Ten awards dinner seats

## Post event publicity

- Thank you in post event ESTA newsletter, on website and in press release.
- Logo on post-conference publicity

**GOLD SPONSOR**

## Table Tops

Table tops in the network reception and post-awards reception area [for gold and silver sponsors only] are available for an extra 550 euros





# Sponsor packages

## SILVER - 6,000 euros [no maximum number]

### Pre event publicity

- Logo on promotional material [save the date and call for entry ads]
- Press release coverage for third party publishers in English, French, Italian, Spanish and German
- Logo on ESTA website, logo and profile on awards website|pages
- Logo on regular ESTA newsletters
- Logo and website link on three special ESTA Awards newsletters [call for entries, shortlists, winners]

### During awards event

- Logo and images on screen during network reception, dinner and after-dinner drinks
- Logo on banners at the awards
- Logo and concise profile in menu|finalists booklet
- Five awards dinner seats

### Post event publicity

- Thank you in post event ESTA newsletter, on website and in press release.
- Logo on post-conference publicity

# SILVER SPONSOR

### Table Tops

Table tops in the network reception and post-awards reception area [for gold and silver sponsors only] are available for an extra 550 euros



# Sponsor packages

## EVENT SUPPORTER - 2,500 euros [no maximum number]

### Pre event publicity

- Logo on promotional material [save the date and call for entry ads]
- Press release coverage for third party publishers in English, French, Italian, Spanish and German
- Logo on ESTA website,
- Name check on regular ESTA newsletters
- Name check on three special ESTA Awards newsletters [call for entries, shortlists, winners]

### During awards event

- Logo jointly on screen during network reception, dinner and after-dinner drinks
- Logo on banners at the awards
- Logo in menu| finalists booklet
- One awards dinner seat

### Post event publicity

- Thank you in post event ESTA newsletter, on website and in press release.
- Logo on post-conference publicity

# Event Supporter

### Table gifts

Limited dinner table gift|leaflet drop available on request



# Sponsor packages

## NETWORK RECEPTION SPONSORS – 3,000 euros

### Pre event publicity

- Logo on promotional material [save the date and call for entry ads]
- Press release coverage for third party publishers in English, French, Italian, Spanish and German
- Logo on regular ESTA newsletters
- Logo on three special ESTA Awards newsletters [call for entries, shortlists, winners]

### During awards event

- Solus logo on screen during network reception
- Logo on banners at the drink receptions
- Logo in menu| finalists booklet

### Post event publicity

- Thank you in post event ESTA newsletter, on website and in press release.



# Contact details

## Sponsorship Opportunities

### ESTA Marketing Officer

Connie Lindhoud  
[marketing@estaeurope.eu](mailto:marketing@estaeurope.eu)

### ESTA Communications Officer

Graham Anderson  
[andersonmedia@btinternet.com](mailto:andersonmedia@btinternet.com)



## Awards Events Information

### ESTA Office Manager

Caroline van Geest  
[officemanager@estaeurope.eu](mailto:officemanager@estaeurope.eu)

## Booking and registration

### ESTA Office Manager

Caroline van Geest  
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