

ESTA

50th ANNIVERSARY CELEBRATION



Awards  Networking  Gala Dinner  Conference  50th Celebration

Sponsorship opportunities



www.estaeurope.eu



Introduction by the ESTA President

ESTA 50th Anniversary – 50 Years of Progress and Partnership



In 2026, ESTA will celebrate a remarkable milestone: 50 years of cooperation, innovation, and leadership within the heavy transport and crane rental industries. What began in 1976 with just six national associations has grown into a powerful European community, connecting organisations and companies from 27 countries today.

Our golden anniversary offers us a chance to reflect on five decades of technical progress, improved safety and our collective engagement with policymakers. Above all, it is an opportunity to honour the people and companies who have shaped our industry, and to look ahead together to the challenges and opportunities of the future.

Throughout this special year, ESTA will bring the industry together at three major events:

- ESTA Awards of Excellence
- ESTA 50th Anniversary Celebration Event
- ESTA 50th Anniversary Conference.

Moreover, we will publish the ESTA 50th Anniversary Commemorative Book, which captures the key innovations, milestones and personalities that have defined our industry over the past half-century.

You are warmly invited to be part of this unique events. Sponsoring our anniversary activities is a great way to link your brand with innovation, professionalism and the future of our sector.

Join us in celebrating this historic milestone and leading our industry with confidence into the next 50 years.

Fabio Belli



2026: ESTA celebrates its 50th Anniversary

In 2026, ESTA will celebrate **50 years of European cooperation and industry representation**. Since its establishment by six national associations in 1976, ESTA has grown into a leading European association, uniting associations and companies from 27 countries. This anniversary marks five decades of progress, collaboration and dedication to making heavy transport and lifting safer and smarter.

This 50-year milestone makes 2026 the perfect moment to bring the sector together. To celebrate our shared history and look ahead to the future, ESTA will host a series of key events:

- ESTA Awards of Excellence Event
- 50th Anniversary Celebration Event
- 50th Anniversary Conference

ESTA's 50th Anniversary Commemorative Book

To mark this special occasion, ESTA will publish a commemorative book highlighting five decades of achievements and progress in the industry. This book is a lasting tribute to the people and innovations that have shaped Europe's heavy transport and lifting industry.

Connect with us!

ESTA's 50th anniversary presents a unique opportunity to connect your company with the industry's past, present and future. Sponsoring the ESTA Awards of Excellence, the 50th Anniversary celebrations and the dedicated 50th Anniversary Conference will give your company unrivalled visibility.



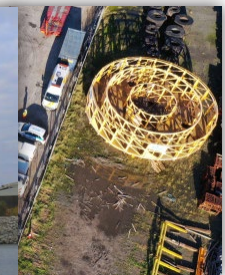
Event Information

ESTA Awards of Excellence Event	ESTA 50th Anniversary Conference	ESTA 50th Anniversary Celebration
Date: 16 April 2026	Date: 23 October 2026	Date: 23 October 2026
Time schedule: 18.45 - 00.00 h	Time schedule: 13.00 - 18.00 h	Time schedule: 18.30 - 00.00 h
Venue: Huis ter Duin, Noordwijk, NL	Venue: Okura Hotel Amsterdam, NL	Venue: Okura Hotel Amsterdam, NL

Sponsor Benefits

- Brand prominence across all ESTA flagship events, communications, press releases, and digital channels.
- Thought leadership positioning through participation in discussions on European regulations, safety, sustainability and innovation.
- Networking opportunities in both professional and celebratory settings.
- Enduring recognition by linking your company with ESTA's 50 years of leadership — and its vision for the future

Partner with ESTA at this historic moment to maximize your brand's impact and position it at the heart of the industry's most important gatherings.



ESTA Awards of Excellence Event

The ESTA Awards of Excellence is firmly established as the premier annual event for the abnormal transport, crane rental and heavy lifting industries. Each year, participating companies submit their most challenging and innovative projects and developments. In the spring, the independent judging panel produces its list of finalists in each category, with the winners being announced at the gala dinner itself. With ten award categories and up to 450 industry leaders in attendance, the ESTA Awards of Excellence could truly be called the Oscars of the European heavy and abnormal transport sector.

Date: 16 April 2026
Time schedule: 18.45 - 00.00 h
Venue: Huis ter Duin, Noordwijk, NL
Expected audience: 400-450

Why sponsor the ESTA Awards of Excellence?

Sponsoring the ESTA Awards of Excellence Event is a powerful way to showcase your brand at the most prestigious event to key players in the European heavy transport and lifting industry. You will gain high-profile visibility through extensive pre- and post-event publicity, generate quality leads by reaching an engaged audience of industry professionals, and strengthen your business relationships with decision-makers and peers from across Europe. BY sponsoring, you will position your company at the heart of innovation, safety, and excellence in our sector.

Sponsor benefits:

- Boost your brand visibility at Europe's leading heavy transport and lifting event
- Connect with key industry decision-makers and engaged professionals
- Demonstrate your commitment to innovation, safety and operational excellence



ESTA Awards of Excellence Event

Benefits	Platinum [€20,000 – 1 sponsor]	Gold [€11,500 – 3 sponsors]	Silver [€7,500 – unlimited]
Pre-event publicity			
Logo type on all promo materials	Solus logo	Solus logo	Combined
Multilingual press releases	X	X	X
Profile on ESTA Awards webpage	X	X	X
Logo in regular & special newsletters	X	X	X
During the event			
Logo type on screens, banners, finalists' booklet	Solus logo	Solus logo	Solus logo
Logo type on stage screen winner announcement	Solus logo	-	-
Opportunity to present an award	X	-	-
Table top display	Free	€ 550	€ 550
Table gift/ leaflet drop	On request	On request	On request
Number of dinner seats	20	10	5
Post-event publicity			
Thank-you in post event newsletter & press releases	X	X	X
Logo on post-event publicity	X	X	X



ESTA Awards of Excellence Event

Benefits	Event Supporter [€3,250 – unlimited]	Network Reception Sponsor [€5,000 - 1 sponsor]
Pre-event publicity		
Logo type on all promo materials	Combined	Solus logo
Multilingual press releases	X	X
Profile on ESTA Awards webpage	X	X
Logo in regular & special newsletters	X	X
During the event		
Logo type on screens, banners, finalists' booklet	Combined	Solus logo
Logo type on stage screen winner announcement	-	-
Opportunity to present an award	-	-
Table top display	-	Free
Table gift/ leaflet drop	On request	On request
Number of dinner seats	1	-
Post-event publicity		
Thank-you in post event newsletter & press releases	X	X
Logo on post-event publicity	-	-



ESTA 50th Anniversary Celebration Event

The 50th Anniversary Celebration Event will bring together ESTA members, partners and industry leaders to honour five decades of European cooperation in heavy transport and lifting.

This festive evening will celebrate ESTA's achievements, our shared journey and look ahead to a strong future, while offering exceptional networking opportunities in an inspiring and memorable setting.

Date: 23 October 2026
Time schedule: 18.30 - 00.00 h
Venue: Okura Hotel Amsterdam, NL
Expected audience: 300-350

Why sponsor the ESTA 50th Anniversary Celebration Event?

Sponsoring ESTA's golden jubilee offers your company **unique visibility at this once-in-a-generation event**. It will also give you the chance to connect with key industry leaders in a festive setting and an opportunity to **show your commitment to innovation, safety, and progress**. Join us in celebrating half a century of achievement — and shaping the next 50 years.

Sponsor benefits:

- Unique exposure at a once-in-a-generation industry celebration
- Network with senior leaders in a festive, high-profile setting
- Associate your brand with progress, innovation and industry leadership



Contact details

Sponsorship Opportunities

ESTA Marketing Officer

Connie Lindhoud
marketing@estaeurope.eu

ESTA Communications Officer

Graham Anderson
andersonmedia@btinternet.com



Awards Events Information

ESTA Office Manager

Caroline van Geest
officemanager@estaeurope.eu

Booking and registration

ESTA Office Manager

Caroline van Geest
officemanager@estaeurope.eu



European Association of Abnormal Road Transport and Mobile Cranes [ESTA]

postal address: Lotte Beesestraat 4, NL-2331 KJ Leiden, The Netherlands

contact: Mrs. Caroline van Geest | e-mail address: awards@estaeurope.eu

ESTA 50th Anniversary Celebration Event

Benefits	Platinum [€15,000 – 1 sponsor]	Gold [€9,500 – 3 sponsors]	Silver [€6,000 – unlimited]
Pre-event publicity			
Logo type on all promo materials	Solus logo	Solus logo	Combined
Multilingual press releases	X	X	X
Profile on ESTA 50th Anniversary webpage	X	X	X
Logo in regular & special newsletters	X	X	X
Congrats advertisement	X	X	X
During the event			
Logo type on screens, banners, finalists' booklet	Solus logo	Solus logo	Solus logo
Opportunity to give a five-minute speech	X	-	-
Table top display	Free	€ 550	€ 550
Table gift/ leaflet drop	On request	On request	On request
Number of dinner seats	10	6	3
Post-event publicity			
Thank-you in post event newsletter & press releases	X	X	X
Logo on post-event publicity	X	X	X



Benefits	Event Supporter [€2,500 – unlimited]	Network Reception Sponsor [€5,000 - 1 sponsor]
Pre-event publicity		
Logo type on all promo materials	Combined	Solus logo
Multilingual press releases	X	X
Profile on ESTA Awards webpage	X	X
Logo in regular & special newsletters	X	X
Congrats advertisement	€ 500	€ 500
During the event		
Logo type on screens, banners, finalists' booklet		
Logo type on stage screen winner announcement	Combined	Solus logo
Opportunity to present an award	-	-
Table top display	-	-
Table gift/ leaflet drop	On request	On request
Number of dinner seats	1	-
Post-event publicity		
Thank-you in post event newsletter & press releases	X	X
Logo on post-event publicity	-	-



ESTA 50th Anniversary Conference

The ESTA 50th Anniversary Conference event brings together industry leaders to discuss the sector's most important issues and opportunities.

With sessions on safety, regulation, innovation, technology and sustainability, the conference provides invaluable insights into how to build a resilient future for Europe's heavy transport and lifting industry. It is a unique platform for learning, dialogue and progress.

Date: 23 October 2026
Time schedule: 13.00 - 18.00 h
Venue: Okura Hotel Amsterdam, NL
Expected audience: 100-150

Why sponsor the ESTA 50th Anniversary Conference?

With a programme addressing relevant key issues, the conference offers sponsors a unique opportunity to **demonstrate thought leadership and commitment to the industry's future**. Sponsorship provides high-level visibility in all communications, direct access to influential stakeholders, and the chance to **connect your brand with innovation, safety and progress** in our sector.

Sponsor benefits:

- Establish your company as a thought leader in key discussions
- Reach influential stakeholders through high-visibility branding
- Associate your brand with safety, innovation and the development of the industry of the future



ESTA 50th Anniversary Conference

Benefits	Key Partner [€5,000 - 2 sponsors]	Gift Bag Sponsor [€ 3,500 - 1 sponsor]	Event Sponsor [€ 1,500 – unlimited]
Logo type on all promo materials	Solus logo	Solus logo	Combined
Multilingual press releases	X	X	X
Profile on ESTA Conference webpage	X	X	X
Logo in regular & special newsletters	X	X	X
During the event			
Logo type on screens, banners	Solus logo	Solus logo	Combined
Option to introduce conference session			
Table top setup next to conference room	Free	Free	€ 1.000
Leaflet/ gift for gift bag	Free	Free	€ 500
Number of conference seats	6	3	1
Post-event publicity			
Thank-you in post event newsletter & press releases	X	X	X
Logo on post-event publicity	X	X	X



ESTA 2026 Combined Sponsor Packages

Why should sponsor the ESTA 2026 events?

The year 2026 marks important milestones for ESTA and the European heavy transport and lifting industry. Sponsoring the ESTA Awards of Excellence Event, ESTA's 50th Anniversary Celebration Event and the dedicated 50th Anniversary Conference will give your company unrivalled visibility across these ESTA events and Europe's industry platforms.

Sponsor Benefits

- Brand prominence across all ESTA flagship events, communications, press releases, and digital channels
- Thought leadership positioning through participation in discussions on European regulations, safety, sustainability and innovation
- Networking opportunities in both professional and celebratory settings
- Enduring recognition by linking your company with ESTA's 50 years of leadership — and its vision for the future

ESTA's 50th Anniversary Commemorative Book

Combined sponsors will receive **prominent logo placement** in ESTA's 50th Anniversary Commemorative Book, ensuring lasting visibility and a strong association with five decades of progress in Europe's heavy transport and lifting industry.

Partner with ESTA at this historic moment to maximize your brand's impact and establish it at the heart of the industry's most significant events.



ESTA 2026 Combined Sponsor Packages

Benefits	Platinum Anniversary Sponsor	Gold Anniversary Sponsor
	2 x Platinum + Key Partner € 37,500	2 x Gold + Gift Bag Sponsor € 23,000
Pre-event visibility	High-profile logo on all materials	High-profile logo on all materials
	Multilingual press releases	Multilingual press releases
	Profile on ESTA event webpages	Profile on ESTA event webpages
	Strong newsletter & social media coverage	Strong newsletter & social media coverage
Seats & Passes	Awards Event: 20	Awards Event: 10
	Anniversary Event: 10	Anniversary Event: 6
	Conference: 6	Conference: 3
Branding during events	Solus logo on screens, banners, etc	Solus logo on screens, banners, etc
Table top display	Free at all events	Awards Event: € 550
		50th Anniv Celeb: € 550
		Conference: free
Speaking/ hosting	Option to introduce Conference session	-
	Option to present Award	-
	Option for 5 min Celebration speech	-
Commemorative Book (50 years)	Logo included	Logo included
Post-event publicity	Thank-you + logo in post event newsletter & press releases	Thank-you + logo in post event newsletter & press releases

