

EAC



EUROPEAN ASSOCIATIONS COOPERATION

Together for Europe's promotional products industry:

EAC European Associations Cooperation

International Summit 2025 – **Sponsorship** Guide



What is it about

Short info about the Event

The **International EAC Summit 2025** marks the beginning of a new era of collaboration and innovation within the industry. Organized by PPAI in partnership with the European Associations Cooperation (EAC) and leading European promotional products associations, the Summit offers exclusive value to its members.

Participants will experience high-profile keynotes, inspiring presentations, and hands-on workshops focused on sustainability, digital transformation, global supply chains, and cross-border politics.

Join us as top specialists and thought leaders share insights and strategies to shape the future of the industry. This is an event you cannot miss.

Together, we can better overcome challenges, drive innovation and promote sustainable growth.

Our path to change

About

The **International EAC Summit 2025**, taking place from **May 19 to 21, 2025**, in **Leuven, Belgium**, provides a global platform for industry leaders to exchange ideas, gain inspiration, and foster collaboration. Organized by the **European Associations Cooperation (EAC)** in partnership with the **Promotional Products Association International (PPAI)**, this unique event sets new standards. The Summit marks the beginning of an annual series that aims to establish itself as an essential gathering for the industry.

Be part of the conversation shaping the future of the industry and take this opportunity to prominently position your brand and business.

Our path to change

Facts & Figures

Date and Location: May 19–21, 2025, Leuven, Belgium

The International Summit brings together leading decision-makers and visionaries from the industry to address the challenges and opportunities of the future.

Key focus areas include:

- **Sustainability:** Solutions for a more environmentally friendly industry.
- **Digital Transformation:** Unlocking the potential of new technologies.
- **Global Supply Chains:** Ensuring security and resilience in a rapidly changing world.
- **Cross-Border Politics:** Regulatory developments and their impact on the industry.

The Summit aims to foster innovative ideas, create synergies, and prepare the industry for the future.

The location

The center of Europe

Leuven, a charming city in the heart of Europe, provides the perfect backdrop for the Summit.

- A blend of historical charm and modern infrastructure.
- Centrally located and easily accessible for participants from across Europe.
- Inspiring venues ideal for networking and collaboration.
- Home to the European Associations Cooperation (EAC), making it the operational hub and strategic heart of the industry's European activities.

Together, we can better overcome challenges, drive innovation and promote sustainable growth.

Sponsoring Options

Tailored sponsorship opportunities

The **International EAC Summit 2025** provides global industry leaders with a platform for exchange, inspiration, and collaboration. Organized by the **European Associations Cooperation (EAC)** in partnership with the **Promotional Products Association International (PPAI)**, this unique event sets new standards. The Summit marks the launch of an annual series that aims to establish itself as an essential meeting point for the industry.

[Join the conversation shaping the future of the industry and take this opportunity to showcase your brand and business prominently.](#)

Platinum Sponsor

(Limited Availability)

€ 7.500

01

Two (2) complimentary registrations.

02

Speaking opportunity as a „Subject Matter Expert“ (20 minutes).*

03

Option to distribute a branded product to attendees.**

04

Sponsorship of one (1) of the general sessions.

05

On-site recognition as sponsor – logo when possible.

06

Recognition as sponsor in pre- and post-event marketing and communications.



€ 5.000

Gold Sponsor

(Limited Availability)

- 01** One (1) complimentary registrations.
- 02** Opportunity to introduce a session.
- 03** Option to distribute a branded product to attendees.**
- 04** Named sponsor of one (1) of the lunches or dinners.
- 05** On-site recognition as sponsor – logo when possible.
- 06** Recognition as sponsor in pre- and post-event marketing and communications.

* Content must be approved by EAC and meet at least a 60% education versus self-promo threshold.

Silver Sponsor

(Limited Availability)

€ 2.500

01

Named sponsor of one (1) of the breakfast, morning break or afternoon break.

02

On-site recognition as sponsor – logo when possible.

03

Recognition as sponsor in pre- and post-event marketing and communications.

Base Sponsor

€ 1.000

01

On-site recognition as sponsor – logo when possible.

02

Recognition as sponsor in pre- and post-event marketing and communications.

„The International Summit 2025 marks the beginning of a new era of collaboration and innovation in our industry. With leading experts, engaging discussions, and a strong focus on sustainability and digital transformation, we are setting new standards. This event is a must for anyone looking to actively shape the future.“

Steven Baumgaertner, Chairman of the EAC Board

www.eaconline.net

„The International Summit brings together the brightest minds in our industry to develop solutions for the greatest challenges of our time. This is a unique opportunity to exchange knowledge, build connections, and lead the industry into a sustainable and successful future. “

Kjell Harborm, Member of the Supervisory Board

www.eaconline.net

„With the International EAC Summit 2025, we are creating a platform that goes beyond dialogue, driving real change in the industry. Collaboration with global experts and thought leaders is key to advancing innovation and progress.“

Pierre Mirlit, Member of the Board

www.eaconline.net

Who we are

Introduction of the EAC

The EAC (European Associations Cooperation) is a newly founded umbrella organization for the promotional products industry in Europe. This association was created to pool the **strengths and knowledge** of the various national associations.

Our aim is to promote and **strengthen intensive cooperation** between the various national associations of the promotional products industry in Europe.

Together, we can better overcome challenges, drive innovation and promote sustainable growth.

Our path to change

Mission & vision EAC

MISSION.

The EAC promotes cooperation between the national associations of the promotional products industry in Europe. Our aim is to raise the profile of the promotional products and textile industry at European level by sharing best practice between member countries.

VISION.

We want to raise the profile of the promotional products and textile industry in Europe and establish it as an essential part of the marketing mix. By working together and sharing best practice, we strive to create a stronger, more innovative and sustainable industry. Our aim is to raise the profile of the industry and promote a harmonized, competitive market landscape in Europe.

Our focus

The cornerstones of the EAC

01

Greater visibility in politics and industry through targeted lobbying

02

Saving resources by pooling them

03

Raising the profile of the industry in Europe

04

Supporting national associations by sharing knowledge

05

Promoting innovation and sustainable practices



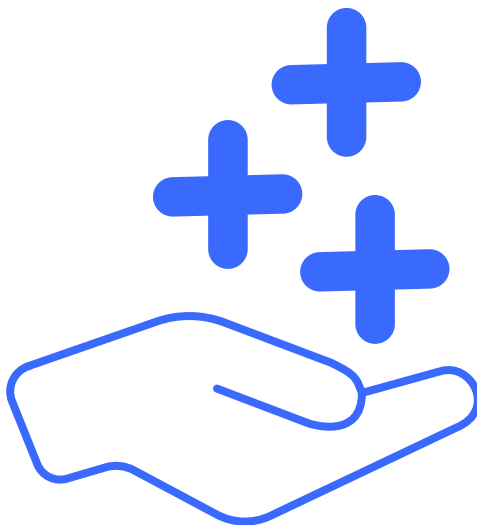
The power of community

EAC membership

EAC – your platform for national associations of the promotional products and textile industry as well as an open membership for all relevant associations in Europe.

BENEFIT FROM:

- Building valuable networks
- Acces to exclusive resources
- Participation in events and workshops
- Efficient resource management



Activities & Programs

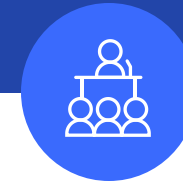
Our key to success



Joint lobbying at
European level



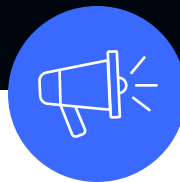
Harmonization of
legal issues



Regular conferences
and workshops



Exchange programs
for members



Joint marketing and
advertising initiatives



Research and
development of
industry standards

Taskforces of the EAC

Stronger together

AUSTRIA



Fiscal / Legal

Focus on tax and legal issues

BELGIUM



Politics / Lobby

Political interest representation and lobbying

GERMANY



Communication / Marketing / Fairs / Events

Communication strategies marketing activities, organization of trade fairs

NETHERLANDS



Education / Academy

Educational programs and academy activities

SWITZERLAND



Digitalization

Promoting digitalization in the industry

FRANCE



European / Global Monitor / Numbers

Focus on tax and legal issues

SWEDEN



Sustainability

Developing and promoting sustainable practices

FUTURE TASKFORCE



Young Professionals

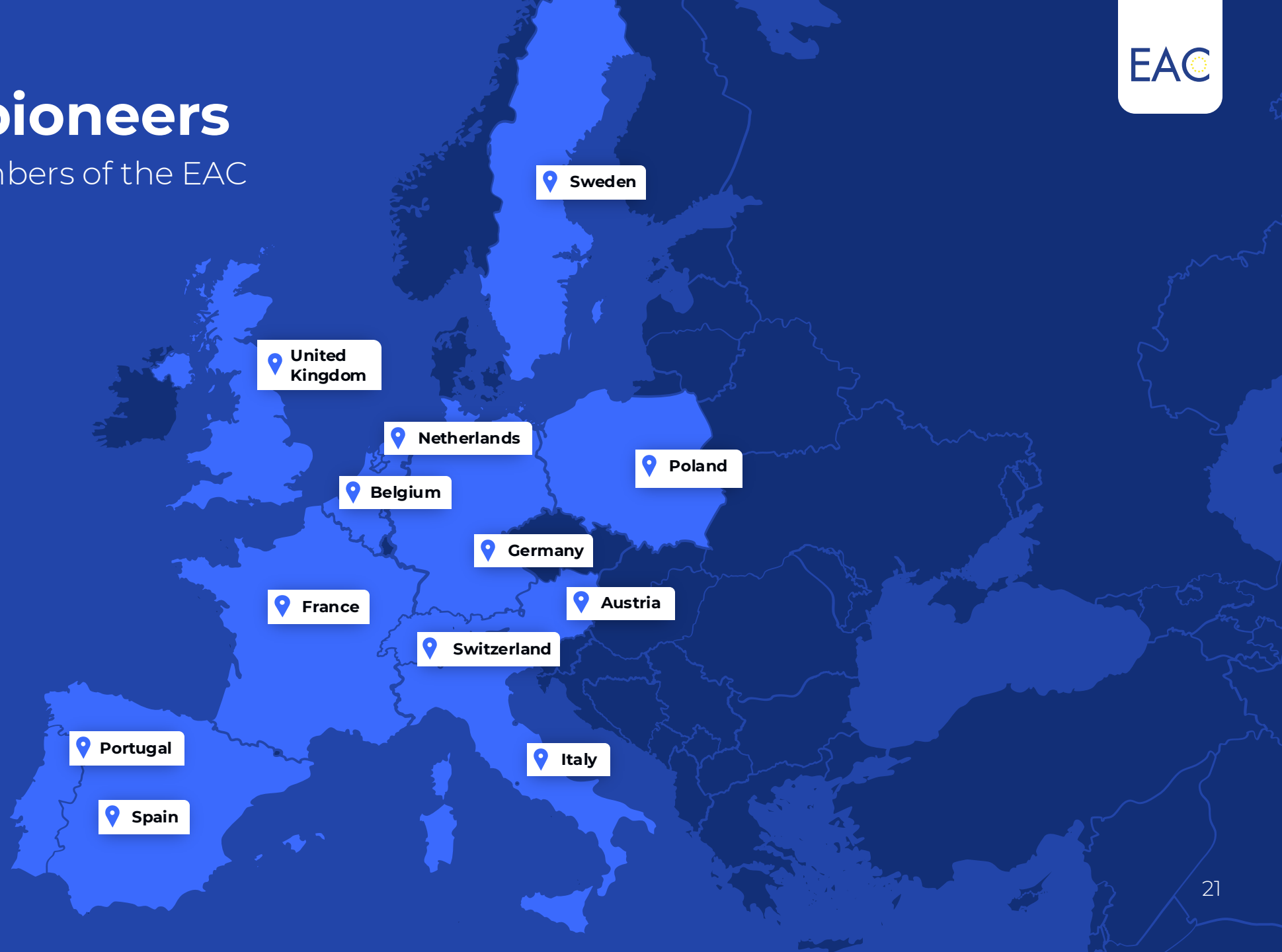
Promotion and support of young skilled workers in industry

Europe's pioneers

The founding members of the EAC

PARTNERS

- PPAI
- PPPC
- PSI
- GXN



Best practices

Leading the future

In our mission to shape the future, the EAC plays a crucial role. Our aim is to identify, disseminate, and promote best practices. The EAC serves as a central hub for **innovation and excellence**, providing our members with access to the latest insights and strategies to shape and **advance the future**.

OUR SCOPE:

- Knowledge Exchange Platforms
- Successful Project Case Studies
- Webinars and Online Resources
- Benchmarking and Industry Analyses



Effective solutions & opportunities

Advantages for the industry



**Stronger European
presence and
recognition**



**Better market
conditions through
joint efforts**



**Increased innovative
strength and
competitiveness**

The power of community

Benefits of the Partnership with PPAI

This partnership ensures that the Summit brings together the most relevant topics and the brightest minds in the industry..

BENEFIT FROM:

- Access to PPAI's global network
- Integration of expertise and best practices from international markets
- Opportunity to connect European and international trends
- Efficient resource management



There for you

Your contact to the EAC



Steven Baumgaertner
Chairman of the Board



Imperiastraat 6
B-1930 Zaventem
Tel +32 2 883 11 98
Info@eaconline.net

**Let's seize this opportunity to unite and grow,
making the promotional products and textile
industries even more successful!**

www.eaconline.net