



Weds 6 – Fri 8 September 2017

Requirements for media partnerships for Seatrade Europe

In-line with UBM policies, this document sets out barter requirements for media partners at Seatrade Europe 2017.

- Ability to provide online advertising: a minimum of 1 x web banner and/or 1 x email banner, to be 'live' at least 2 months prior to the start of the event in question. Digital tracking of the performance of barter is one of UBM's KPI, hence the need for online promotions as part of any media partnerships.
- Ability to provide offline advertising: a minimum of 1 x FP advertisement in a publication which is distributed/land on desks at least 2 months prior to the start of the event in question.
- Enhanced distribution: A media partner for Seatrade Europe must offer enhanced distribution to that already available with our in-house publications offer (Seatrade Cruise Review and Seatrade Cruise News), i.e. in terms of geographical reach, non-English language publications or industry sector reach (e.g., technical, F&B etc).

Should all three points not be possible, or suitable, a lower level of barter may be available or a publication may choose to purchase an exhibition stand at the event*.

If you have any questions, please do not hesitate to contact me.

Best wishes,

Nina Marston
Marketing Manager, Seatrade Cruise Portfolio
UBM EMEA
E: nina.marston@ubm.com
T: +44 (0)1206 201522
W: www.seatrade-europe.com

*Terms and conditions below.

Transfer of space without permission, joint participation, co-exhibitors, additionally represented companies

4.1 It is not permitted to exchange allocated space with another Exhibitor, or to transfer or sub-let stand space to a third party without the consent of HMC.

In the event of failure to comply with the above obligation, HMC shall be entitled to terminate the contract with immediate effect for good cause in accordance with clause 20. Exhibitors jointly renting space shall be jointly and severally liable to HMC.

4.2 The Exhibitor may take on co-exhibitors and/or additionally represented companies only after the prior consent of HMC.

Co-exhibitors are all companies other than the applicant/Exhibitor which are represented on the stand with their own personnel. They shall still be considered co-exhibitors if they have close economic or organisational relations to the Exhibitor. Additionally Represented Companies are all companies other than the applicant/Exhibitor which are represented on the stand with their own products but without their own personnel. All companies must already be indicated by the Exhibitor in the application. Companies not specified in the application are not permitted to show exhibits at the Exhibitor's stand.

NB: Distribution of collateral at the event can only take place from your own exhibition stand