

# Sponsorship Opportunities

**Seatrade  
europe<sup>®</sup>**

Cruise & River Cruise Convention

**11 - 13 September 2019**

Hamburg Messe und Congress

Hamburg, Germany



Organised by



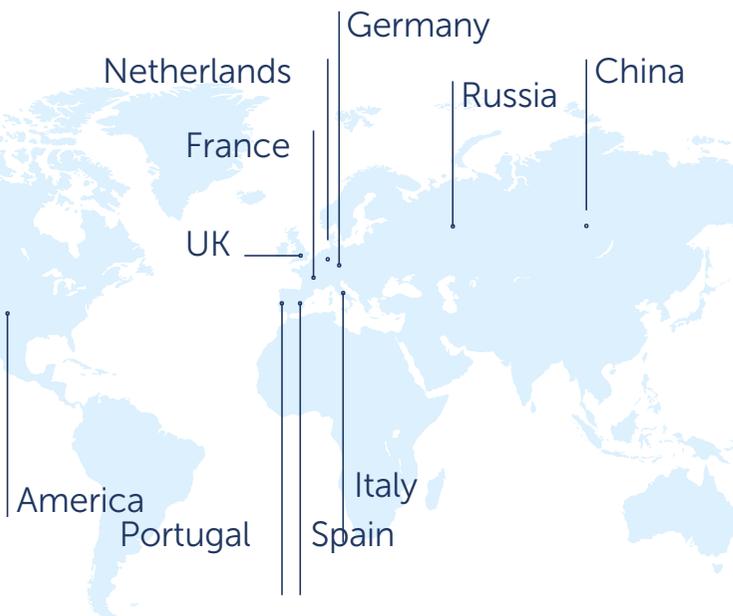
In partnership with



## New opportunities start here

Driven by a strategic year-round marketing campaign, we strive to deliver your business opportunities that no other cruise event in Europe can.

**40**  
countries represented



**250+**  
personnel from  
over 20 cruise  
line brands



Footfall of  
**5000+**  
attendees



**80%**  
+ of cruise line  
personnel had purchasing  
influence or authority



**32**  
different industry  
sectors represented  
by visitors

Take a look at some of the cruise lines who have previously attended Seatrade Europe:



### Powerful online presence

Our online reach goes further than you might think. Be seen online and speak to our engaged social following.

**f 1,600+**

**t 16,400+**

**in 2,200+**

Join us in 2019!

## Think sponsorship isn't worth the investment? Think again...

### Seeing is believing

Visitors who encounter you at live events think your brand, product or service is 28% more innovative than they did before they attended.



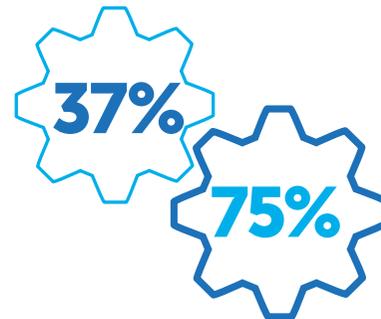
### Live events are good for your image

Perception of the quality and value of your brand or service is improved by 21% after visitors experience you at a show.



### Live events change minds

Before an event 37% of people thought they would make new contacts and 38% thought attending an event would make buying easier. This doubled to 75% and 76% respectively following the event.



### Not being at an event can damage your brand!

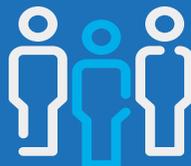
The perception of a brand that is not represented at an event actually deteriorated by 5%. This is true even for extremely well-known or global brands.



### Live events leave a lasting impression

**69%**

of visitors surveyed two weeks after attending live events said they had already recommended or would be recommending brands they had seen at the event.



### Watch sales rocket

**76%**



of visitors at B2B exhibitions make new purchasing decisions and have existing ones reinforced.



### Trade events:

are a sound investment and offer a guaranteed ROI

### Core sponsorship benefits

As standard, all sponsors can look forward to:

- Company logo on Seatrade Europe website with 250-word profile and link through to your website
- Brand presence throughout Seatrade's multi-channel, year-round marketing campaign
- Presence in all pre-event marketing collateral; both online and offline
- 250-word company profile and logo in the onsite event guide
- Exhibiting sponsors will see their exhibition stand highlighted on on-site floorplans
- Exhibiting sponsors receive a 50% discount on conference passes
- Company logo displayed on event signage (where space permits)
- Inclusion in post event social media posts and emails



## Packages prices are subject to VAT

### State of the Industry Conference Session

€ 15,000

The State of the Industry opening session is the focal point of the conference at Seatrade Europe. Featuring spotlight interviews with the top executives from Europe's major cruise lines, and the industry's most influential individuals, this is your opportunity to associate your brand with the region's most prominent conference session

#### Additional benefits include:

- Opportunity to provide a two-minute welcome message at the start of the session
- Association with the State of the Industry session throughout entire marketing campaign
- Opportunity to show a video before the start of the session
- On-screen recognition of your company logo at the start of the session and during the breaks
- Your company credited as session sponsor on the online and printed conference programme
- Opportunity to include one piece of collateral or gift on all delegate chairs alongside Seatrade Cruise Review
- Email communication announcing your sponsorship to our influential database of cruise professionals
- One full page advertisement in the onsite event guide
- Two complimentary conference delegate places, including access to our social programme



### Content Excellence Theatre

€ 15,000

#### NEW to Seatrade Europe for 2019

The Excellence Theatre is a key feature of the Show, featuring insights from a combination of market-leading stakeholders. As a sponsor, the theatre provides an exceptional opportunity to showcase and demonstrate the features and benefits of your products and services to a captive audience.

#### Additional benefits include:

- Your company branding along one wall in the Content Excellence Theatre (sponsor to provide artwork)
- Opportunity for your company to host a one hour session in the Content Excellence Theatre (subject matter to be discussed with Seatrade)
- Opportunity for your company to distribute literature on seats during your company's one hour session
- Dedicated email communication sent out to Seatrade Europe attendees to promote your company's sponsored content session
- Your company logo displayed on the Content Excellence Theatre time table page on the event website with hyperlink to your website
- Opportunity to show a video on loop in the Content Excellence Theatre (when the theatre is not in use/break between sessions)
- One full page advertisement in the onsite event guide
- Two complimentary conference delegate places, including access to our social programme



## Conference session

€ 12,000

The ultimate way to put your brand in lights. Pick a conference session relevant to your business and highlight your commitment to the cruise industry.

**Additional benefits include:**

- Opportunity to open the conference with a two-minute welcome message at the start of the session
- Association with conference session throughout pre-event marketing campaign
- Your company credited as session sponsor on the online and printed conference programme
- On-screen recognition of your company logo at the start of the session
- Opportunity to include one piece of collateral or gift on all delegate chairs for your sponsored session
- Email communication announcing your sponsorship to our influential database of cruise professionals (other sponsors may be included in the announcement)
- One full page advertisement in the event guide
- Two complimentary conference delegate places, including access to our social programme



## Delegate bag

€ 12,000

Visually impressive, get your brand noticed on-site.

**Additional benefits include:**

- Company logo printed on official show bag - which will be distributed to all delegates
- Opportunity to supply a piece of corporate literature to be inserted into all delegate bags
- Email communication announcing your sponsorship to our influential database of cruise professionals (other sponsors may be included in the announcement)
- One full page advertisement in the event guide
- Two complimentary conference delegate places, including access to our social programme



## Lunch – Day 1 or Day 2

€ 12,000

Get instant brand visibility by sponsoring the lunch area, located within the exhibition hall, ensuring your brand will be seen by key decision makers, including cruise line executives.

**Additional benefits include:**

- Your company logo displayed on highly visible signage at the lunch area
- Your company credited as lunch sponsor on the online and printed conference programme
- Opportunity to supply corporate literature, table-flags, gifts and other branding for the lunch area
- Your company logo printed on invitations distributed to all lunch guests
- Your own reserved table on the day of the sponsorship, plus two extra lunch tickets. Host other conference delegates on your table and invite an extra two guests from outside the conference
- Email communication announcing your sponsorship to our influential database of cruise professionals (other sponsors may be included in the announcement)
- One full page advertisement in the event guide
- Two complimentary conference delegate places, including access to our social programme



## Registration

€ 10,000

From registration to badge pick-up, see your brand positioned at the forefront of our attendee's event experience.

**Additional benefits include:**

- Prominent digital signage and branding in the registration area to enhance your onsite presence
- Your company logo displayed on the visitor information page and linked to your website
- Opportunity to use the registration area to share collateral or gifts
- Email communication announcing your sponsorship to our influential database of cruise professionals (other sponsors may be included in the announcement)
- One full page advertisement in the event guide
- One complimentary conference delegate place, including access to our social programme



## Note pads & pens

€ 8,000

(Available on request). **Additional benefits include**

- Your company logo and website printed on the notepads distributed to all conference delegates
- Your company logo printed on pens distributed to all conference delegates
- Email communication announcing your sponsorship to our influential database of cruise professionals (other sponsors may be included in the announcement)
- One full page advertisement in the event guide
- One complimentary conference delegate place, including access to the social programme



## Badges

€ 8,000

Every participant will wear a name badge with your company logo displayed in colour on the reverse of the badge. Badge sponsorship must be confirmed by 1 June 2019.

**Additional benefits include:**

- Your logo present alongside the event logo on the event badges worn by all attendees
- Email communication announcing your sponsorship to our influential database of cruise professionals (other sponsors may be included in the announcement)
- One full page advertisement in the event guide
- One complimentary conference delegate place, including access to our social programme



## Coffee Breaks

€ 8,000

**Additional benefits include:**

- Opportunity to sponsor the daily coffee breaks outside the conference rooms
- Your company branding displayed on signage in the coffee area (sponsor to provide artwork)
- Opportunity to display your corporate literature in the coffee area
- Email communication announcing your sponsorship to our influential database of cruise professionals (other sponsors may be included in the announcement)
- One full page advertisement in the event guide
- One complimentary conference delegate place, including access to our conference programme

## Seating Area

€ 8,000

### Additional benefits include:

- Your company branding on the walls within the seating area (sponsor to provide artwork)
- Your logo highlighted as Seating Area sponsor on show floor plans
- Opportunity to include your corporate literature in the seating area
- Email communication announcing your sponsorship to our influential database of cruise professionals (other sponsors may be included in the announcement)
- One full page advertisement in the event guide
- One complimentary conference delegate place, including access to our conference programme

## Co-sponsor of the Seatrade Europe Party

€ price on application

Package limited to 6 companies. A party will be held for all Seatrade Europe participants; exhibitors, delegates, speakers, VIP's and press at a venue in Hamburg on the evening of the second day of the event. This is a relaxed and sociable evening.

### Additional benefits include:

- Your company logo displayed on screen on stage (if available)
- Your company logo printed on invitations distributed to all participants
- Email communication announcing your sponsorship to our influential database of cruise professionals (other sponsors may be included in the announcement)
- One full page advertisement in the event guide
- One complimentary conference delegate place, including access to our social programme

## Logo sponsor

€ 5,000

### Additional benefits include:

- Logo recognition as a sponsor on pre event and onsite material

## Hall Banner Advertising

Available upon request. There are various opportunities for banner and sponsor advertising around the exhibition hall. Please contact us for more information.

## Wifi sponsor

€ 5,000

### Additional benefits include:

- Your company logo published on the Wi-Fi landing page
- One full page advertisement in the event guide
- One complimentary conference delegate place, including access to our social programme

## Advertising in the event guide

The event guide will be distributed to all participants and will provide detailed information on the conference programme, exhibitors, sponsors etc. The international cruise community will subsequently use the event guide as a book of reference.

**Full page, full colour € 2,225 + VAT**  
**Half page, full colour € 1,485 + VAT**



## Contact

We have a wide range of packages designed to make sponsorship work for you. However, we appreciate that your business is unique; so we can create a sponsorship opportunity specific to your objectives.

### Get in touch today and discover the power of sponsorship at Seatrade Europe.

For more information or to discuss your individual requirements, please contact our sales representatives today:



**Kristina Hagemann**

Project Manager, Hamburg Messe und Congress GmbH

+49 (40) 3569 2436

kristina.hagemann@hamburg-messe.de



**Victoria Philpot**

Sales Manager, Seatrade Cruise Events

+44 1206 201 566

Victoria.Philpot@ubm.com