



# Opportunity Awaits

**2021 Exhibition & Sponsorship Kit**

8 to 10 September 2021 | Hamburg, Germany • **NEW VENUE: Congress Center Hamburg** | [seatrade-europe.com](http://seatrade-europe.com)

# The World Has Changed... and So Has Cruising

The last year has brought unforeseen and unprecedented issues into the spotlight, disrupting the daily lives of individuals and institutions across the entire world.

The challenges brought about by the novel coronavirus have forced global industries to re-evaluate their strengths and weaknesses and re-calibrate for a new reality – one that seeks to prioritize the health and safety of our communities above all else.

Despite its famed resilience, the cruise industry is no exception.

This year, **Seatrade Europe moves to a new location, Congress Center Hamburg**, where we pledge to adhere to the highest standards of hygienic protocol to protect the wellbeing of all participants.

**With an ever-growing orderbook and an entirely undaunted consumer base**, we hope you will join us at Seatrade Europe 2021 as we chart a course forward for the fastest-growing category in leisure travel – cruising.

Sincerely,

*Seatrade Cruise & Hamburg Messe + Congress*



# Enter the European Gateway to the International Cruise Industry

As the heart of an incredibly resilient industry experiencing historic change, there has never been a more relevant time to explore business opportunities with the European cruise market.



Europe is one of the largest cruise markets in the world, ranking only behind North America for passenger numbers.

EUROPEAN SOURCED CRUISE PASSENGERS

**7.71m**



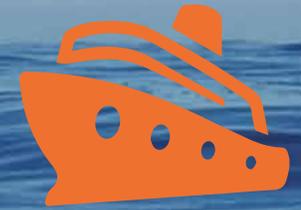
Cruise industry revenues in Europe are predicted to increase to around **€7.3bn by 2023.**

EUROPEAN SHARE OF GLOBAL CRUISE INDUSTRY DEPLOYMENT 2019

**28%**

“ We’re at an important tipping point. How much we’ve learned, how far we’ve come in six months. The time seems right. All the forces are coming together. ”

Richard Fain, Chairman & CEO | Royal Caribbean Group



**63**

**cruise lines**

active in European waters



**89**

**cruise ships**

are currently on the orderbooks of European shipyards for delivery by 2027, with a total value of more than **€52.2bn**

# Connect with Decision Makers at Seatrade Europe 2021

Driven by a strategic year-round marketing campaign, we pride ourselves on facilitating business opportunities that no other cruise event in Europe can match. As a result, we've seen tremendous engagement from across the globe.



**250+**

personnel from over 20 cruise line brands and **40 countries**



Footfall of

**5000+ attendees**



**80+**

of cruise line personnel had **purchasing influence or authority**



**32**

different **industry sectors** represented by visitors

## Powerful Online Presence

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



**1,600+**



**16,400+**



**2,200+**

# Who Attends Seatrade Europe 2021

As the largest and most prestigious cruise event in the region, Seatrade Europe dominates the market as the meeting point for the European cruise industry.



## REMINDER FOR RETURNING EXHIBITORS & SPONSORS:

The venue has moved to the Congress Center Hamburg!

## The industry is looking for:

- Shipbuilders & repair • Marine equipment manufacturers • Interior outfitters / refurbishers • Hotel equipment & onboard suppliers
- Entertainment & leisure suppliers • Food & beverage suppliers • IT suppliers • Classification societies • Cruise terminal suppliers • Cruise ports
- Tourism authorities • Destination management companies • Tour operators & ground handlers • Ship agents • Cruise associations • Hotels, airports & airlines

## Previous attendees held titles like:

**Association VP, Marine Operations** – Royal Caribbean Cruises Ltd

**COO** - Celestyal Cruises

**Director, Global Port Operations** – Royal Caribbean Cruises Ltd

**Director, Newbuild Logistics** - Norwegian Cruise Line

**Group CEO** - Costa Group and Carnival Asia - Costa Group

**Head of Destination Management** – Silversea

**Head of Marine Operations** – Saga Cruises

**President** - Disney Cruise Line

**Senior Director Business Development Continental Europe** - Norwegian Cruise Line

**Shore Excursion Manager** - Hapag-Lloyd Cruises

**Shore Excursion Manager** - TUI Cruises GmbH

**Specialist Destination Management Sourcing Costa Group** - Costa Crociere Sp.A

**SVP Corporate Shipbuilding** - Carnival Corporation

**Vice President Corporate Marine Technology** - Carnival Corporation

**Vice President Customer Experience & OBR** - AIDA Cruises

**VP of Deployment & Itinerary Planning** – Royal Caribbean Cruises Ltd

# Why Participate in Seatrade Europe 2021

## Seeing is believing

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



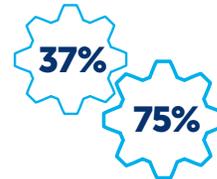
## Good for your image

Perception of the quality and value of your brand 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 attending an event would make buying easier. **This perception doubled to 75% following the event.**



## Watch sales rocket

**76% of visitors** at B2B exhibitions make new purchasing decisions and have existing ones reinforced.



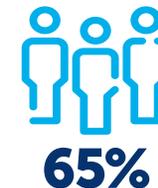
## Not being here can damage your brand!

**The perception of a brand not represented at an event deteriorates by 5%.** This is true even for well-known, global brands.



## Live events leave a lasting impression

**65% of visitors** surveyed two weeks after attending live events said they had already recommended/would be recommending brands they had seen at the event.



### Network

with a powerful network of the industry's most influential movers and shakers



### Build

meaningful relationships that lead to new business opportunities



### Launch

new products and services on a global stage



### Elevate

brand visibility and awareness in front of an engaged audience



### Achieve

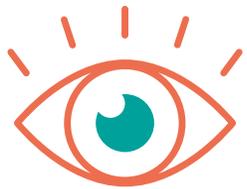
tangible business results in just 2.5 days

# Become a Seatrade Europe 2021 Sponsor

Seatrade Europe will bring the region's leading voices together to explore solutions to shared challenges and seize upon new opportunities.

As a sponsor, you stand to **gain the undivided attention of a highly targeted selection of cruise industry decision-makers.**

A Seatrade Europe sponsorship empowers you to present these executives with your best branding and messaging, whether or not you have a physical presence at the show.



## Increase Your Brand Visibility

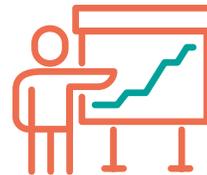
Consistent branding across platforms leads to an average **33% increase in revenue**



## Generate More Leads

Onsite:  
An average **24% increase in booth traffic**

Online:  
**Measurable results** driving leads to your site



## Establish Your Brand as a Thought Leader

**70% of consumers** would rather learn about a product through content



## Core Sponsorship Benefits

**As standard, all sponsors can look forward to:**

- Company logo on the Seatrade Europe website linking to your company 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 on the onsite event app
- 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

# Seatrade Europe 2021 Thought-Leader Sponsorships



## State of the Industry Conference Session

€15,500

Opening the show, the State of the Industry Conference Session is the focal point of 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:

- Association with the State of the Industry session throughout entire marketing campaign
- Opportunity to provide a two-minute welcome message or a two-minute video before the start of the session
- On-screen recognition of your company logo at the start of the session and during breaks
- Credit as session sponsor on the website and online app
- Opportunity to include one piece of collateral or gift on all delegate chairs alongside Seatrade Cruise Review
- Two complimentary conference delegate places, including access to our social programme

## Conference Session €12,500

Featuring carefully curated topics presented by expert faculty, our conference sessions attract high level cruise executives and influencers, ensuring a valuable, actively engaged audience throughout the session.

### Additional benefits include:

- Association with conference session throughout pre-event marketing campaign
- Opportunity to open the conference with a two-minute welcome message or a two-minute video at the start of the session
- On-screen recognition of your company logo at the start of the session
- Credit as session sponsor on the on the website and online app
- Opportunity to include one piece of collateral or gift on all delegate chairs for your sponsored session
- Two complimentary conference delegate places, including access to our social programme



# Seatrade Europe 2021 High Visibility Sponsorships



## Matchmaking Mobile App €12,500

Putting your brand at the fingertips of our attendees, the matchmaking app holds the key to all event knowledge, from networking opportunities to conference sessions, exhibitor profiles, the event timetable and more!

### Additional benefits include:

- Association with matchmaking app throughout the entire marketing campaign
- A clickable banner on the app home page that redirects to your company page in the mobile app
- A promotional advertisement that displays upon opening the event on the mobile app
- Ad will be permanently displayed to the right of the event logo in the web app
- Two customised push notifications (140-character limit) sent out to all mobile app users
- Two complimentary conference delegate passes, including access to our social programme



## Registration €10,500

This high-profile, exclusive sponsorship ensures you are the very first thing every attendee sees each day. Capture the attention of attendees through eye-catching visuals, digital distribution points, and interactive engagement before, during and after the event.

### 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 company website
- Opportunity to use the registration area to share collateral or gifts
- One complimentary conference delegate place, including access to our social programme

# Seatrade Europe 2021 Product & Service Sponsorships

## Delegate Bag €12,500

Become one of the most recognized names at the show! Handed to all delegates, our official bags contain sought-after samples and info.

### 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
- Two complimentary conference delegate places, including access to our social programme

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## Delegate Bag Insert €2,250

Showcase your latest products, services and capabilities to all delegates and cruise line attendees. Inserts bring attendees to your booth and generate leads throughout the year!

### Additional benefits include:

- Opportunity to supply a piece of corporate literature to be inserted into all delegate bags

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## Badges and/or Lanyards €8,250

Imagine every Seatrade Europe attendee wearing your company's logo! An exclusive, eye-catching opportunity, Badges and lanyards position your brand in clear sight for the entire event.

### Additional benefits include:

- BADGE: Your logo present alongside the event logo on the event badges worn by all attendees
- LANYARD: Your logo present on the lanyards worn by all attendees
- One complimentary conference delegate place, including access to our social programme



## Coffee Breaks €8,250

### 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
- One complimentary conference delegate place, including access to our conference programme

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## Wi-Fi €5,250

### Additional benefits include:

- Your company logo published on the Wi-Fi landing page
- One complimentary conference delegate place, including access to our conference programme

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## Logo Sponsor €5,000

### Additional benefits include:

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

# Seatrade Europe 2021 Networking & Exhibit Hall Sponsorships

## Co-Sponsor of the Seatrade Europe Party

€POA

Sponsor a relaxed and sociable party held for all Seatrade Europe participants, including fellow exhibitors, delegates, speakers, VIPs and press at a venue in Hamburg on the evening of the second day of the event.

**Package limited to 6 companies.**

**Additional benefits include:**

- Your company logo displayed on screen on stage (if available)
- Your company logo printed on invitations distributed to all attendees
- One complimentary conference delegate place, including access to our social programme

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## Hall Banner Advertising

€POA

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



# Seatrade Europe 2021 Exhibitor Packages

Whether you're searching for an something comprehensive or the simply floor space to bring your vision to life, we have a solution that meets your needs.

## Choose your package

### Shell Scheme Minimum of 12m<sup>2</sup>

**Early Bird:** € 546 per square meter

**Full rate:** € 573 per square meter

#### Includes:

- Stand walls
- Fascia board with company name
- Carpet
- Stand cleaning
- Furniture package
  - 1 table, 4 chairs, 1 lockable cupboard, 1 lockable counter, 1 electric socket
- Lighting
- Print catalogue and internet database entry
- 50% discount on conference passes

### Space Only Minimum of 32m<sup>2</sup>

**Early Bird:** € 440 per square meter

**Full rate:** € 481 per square meter

#### Includes:

- An area of exhibition space
- Print catalogue and internet database entry
- Conference places at an exclusive 50% discount

### Newcomers Boulevard

Standard 8m<sup>2</sup>

**Set rate:** € 3,465

#### Includes:

- 8m<sup>2</sup> stand space in a dedicated Newcomers' Area
- Stand walls
- 50% discount on conference passes
- Fascia board with company name
- Furniture package
  - 1 lockable counter, 2 bar stools
- Lighting
- Electric socket
- Print catalogue and internet database entry
- Carpet

**EARLY BIRD RATE ENDS ON FRIDAY 18 JUNE 2021**

All exhibitors receive:



**50% off** conference passes



**Invitation** to the Seatrade Europe social networking programme



**Free wifi** throughout the venue during event hours



**Exhibitor marketing** programme access



**Post-event report**

# Looking for Another Way to Showcase Your Products & Services?

With all that's happening in the world right now, Seatrade Europe will be the #1 place the regional community looks for product launches and innovation in cruise. We are happy to develop custom sponsorship opportunities to fit every budget and directly engage with your target audience.



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