



Opportunity Awaits

2021 Exhibition & Sponsorship Kit

8 to 10 September 2021 | Hamburg, Germany • **NEW VENUE: Congress Center Hamburg** | seatrade-europe.com

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

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

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

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

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

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.

