



Opportunity Awaits

2023 Exhibition & Sponsorship Kit

6 - 8 September 2023 | Hamburg Messe & Congress GmbH, Hamburg, Germany
seatrade-europe.com



Organised by: Hamburg Messe
In partnership with: Seatrade Cruise

Co-located with:

**MARINE
INTERIORS** | Cruise & Ferry
Global Expo
Powered by SMM



Cruising is Back... Bigger and Bolder Than Ever

With bookings set to exceed 2019 levels after an industry-wide reckoning and recovery, the European cruise market finds itself at the vanguard of innovation in leisure travel.

An exclusive and intimate gathering of cruise line executives and industry luminaries, Seatrade Europe connects the region's pre-eminent buyers and itinerary planners with innovative ports, destinations, hotel and entertainment suppliers, as well as ship equipment and technical service providers.

With the cruise lines fully committed to the European market amidst a changing landscape and a robust consumer base, we hope you will join us at Seatrade Europe 2023 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
JAN - JUNE 2022

1.72m

(25% OF ALL PASSENGERS GLOBALLY)*

“

The business is back and operating. Booking activity is very similar to what we were experiencing in 2019 and it's accelerating.

Jason Liberty, President/CEO, Royal Caribbean Group

With our return to guest cruise operations essentially complete, we are now relentlessly focused on driving top line growth and returning to strong profitability.

Josh Weinstein, CEO, Carnival Corp. & PLC

”



50+
Cruise Line Brands
active in European waters

*Source: CLIA

Connect with Decision Makers at Seatrade Europe 2023

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+
cruise line
executives from
40+ countries



Footfall of
5000+ attendees



80+
of cruise line
executives with **purchasing
influence or authority**

Powerful Online Presence

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



2,600+



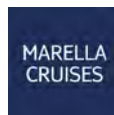
8,700+



18,300+

Who Attends Seatrade Europe?

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. Here is a curated list of some of our most influential attending cruise lines:



The cruise lines are looking for:

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

Previous attendees included:

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 S.p.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 2023

Seeing is believing

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



28%

Good for your image

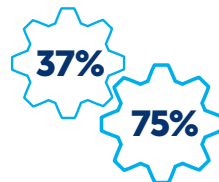
Perception of the quality and value of your brand is **improved by 21%** after visitors experience you at a show.



21%

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.



76%

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.



5%

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.



65%



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

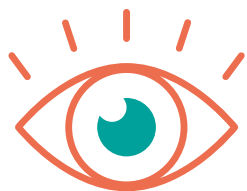


Become a Seatrade Europe 2023 Sponsor

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
- 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 2023 Thought-Leader Sponsorships



State of the European Cruise Industry Keynote

€16,500

Opening the show, the State of the European Cruise Industry Keynote 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
- Two complimentary conference delegate places, including access to our social programme

Conference Session €13,500

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 website
- 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 2023 High Visibility Sponsorships



Showcase Deck €16,500

Align your brand with innovative thought-leadership! A key show feature, the Showcase Deck shares insights from a combination of market-leading stakeholders. Demonstrate the benefits of your products and services to a captive audience.

Additional benefits include:

- Your company branding along one wall in the Showcase Deck (sponsor to provide artwork)
- Opportunity for your company to host a one hour session in the Showcase Deck (subject matter to be discussed with Seatrade)
- Opportunity for your company to distribute literature on seats during your session
- Dedicated email communication sent out to Seatrade Europe attendees to promote your company's sponsored session
- Your company logo displayed on the Showcase Deck timetable page on the event website with hyperlink to your website
- Opportunity to show a video on loop in the Showcase Deck (when not in use)
- Two complimentary conference delegate passes, including access to our social programme



Registration €11,500

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 2023 Product & Service Sponsorships

Delegate Bag €14,000

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 €3,000

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 & eTicket €14,000

Imagine every Seatrade Europe attendee wearing your company's logo! An exclusive, eye-catching opportunity, Badges position your brand in clear sight for the entire event, while the eTicket provides brand awareness amongst our most digital-savvy, proactive attendees who register via the eTicket shop. Your logo will be placed on the Seatrade Europe eTicket which will be exchanged for a Badge at the entrance to the show.

Additional benefits include:

- BADGE: Your logo present alongside the event logo on the event badges worn by all attendees
- ETICKET: Your logo on every eTicket requested via the Seatrade Europe eTicket Shop
- Two complimentary conference delegate places, including access to our social programme



Coffee Breaks €9,000

Additional benefits include:

- Opportunity to sponsor the daily coffee breaks outside the conference rooms (covering all conference days)
- 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 €6,000

Additional benefits include:

- Your company logo published on the Wi-Fi landing page
- 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

Seatrade Europe 2023 Product & Service Sponsorships



Seating Area €10,000

Get instant brand visibility by sponsoring a seating area, located within the busy exhibition hall.

Additional benefits include:

- Your company branding on the walls within the seating area (sponsor to provide artwork)
- Your company logo highlighted as Seating Area sponsor on show floor plans
- Opportunity to include your corporate literature in the seating area
- One complimentary conference delegate place, including access to our social programme

Lunch - Day 1 or Day 2 €12,000

Get guaranteed visibility amongst our most committed attendees in a key area surrounded with your branded products.

Additional benefits include:

- Your company logo displayed on highly visible signage at the lunch area
- Your company credited as lunch sponsor on the online event agenda
- Opportunity to supply corporate literature, table-flags, gifts and other branding for the lunch area
- Your own reserved table on the day of the sponsorship, plus two extra lunch tickets
- Two complimentary conference delegate places, including access to our social programme

Charging Stations €7,500

Strategically placed throughout the Convention Center, charging stations are both hugely popular and beneficial amongst attendees. These stations provide exclusive, extended brand coverage for the sponsor, ensuring invaluable recognition as attendees stop by for a charge and engage with your brand.

Additional benefits include:

- Your company logo placed on three illuminated 1.85x2.5 meter pixlip frames, each standing on one charging area inside the hall, equipped with charging cubes and cube seats for visitors

Event App €8,000

Associate your brand with the event's #1 resource, accumulating repeat daily views amongst our most active attendees.

Additional benefits include:

- Landing page banner (aspect ratio 7:2, 875 x 250 px minimum resolution) linked to your exhibitor entry in app

Pocket Guide €9,000

Included in delegate bags given to all Seatrade Europe and Marine Interiors Cruise and Ferry Global Expo attendees, be the first name they see as they browse the floor plan, exhibitor list and full event agenda.

Additional benefits include:

- Your logo and branding featured on the Pocket Guide
- Your stand location highlighted on the floor plan inside the guide
- One complimentary conference delegate place, including access to our social programme

Seatrade Europe 2023 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.

Additional benefits include:

- Your company logo printed on invitations distributed to all attendees
 - Your company logo displayed on screen on stage (if available)
 - Your company logo displayed in the entrance area of the party venue
 - Your company logo displayed on the tables
 - 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.



Seatrade Europe 2023 Exhibitor Packages

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

Choose your package

Shell Scheme Minimum of 12m²

Early Bird: € 562 per square meter

Full Rate: € 582 per square meter

Includes:

- Stand walls & Carpet
- Fascia board with company name
- Stand cleaning
- Furniture package
 - 1 table, 4 chairs, 1 lockable cupboard, 1 lockable counter, 1 electric socket
- Lighting
- 50% discount on conference passes
- Mandatory Marketing Package (€395):
Display your company in the online Exhibitor Directory. Includes company profile (contact details, social media and website), two digital product descriptions, two keyword assignments and one category and brand listing.

Space Only

Early Bird: € 457 per square meter

Full Rate: € 487 per square meter

Includes:

- An area of exhibition space
- 50% discount on conference passes
- Mandatory Marketing Package (€395):
Display your company in the online Exhibitor Directory. Includes company profile (contact details, social media and website), two digital product descriptions, two keyword assignments and one category and brand listing.

Newcomers Boulevard*

Standard 8m²

Set rate: € 3,552

Includes:

- 8m² stand space in a dedicated Newcomers' Area
- Stand walls & carpet
- 1 free conference pass
- Fascia board with company name
- Furniture package
 - 1 lockable counter, 2 bar stools
- Lighting & Electric socket
- Mandatory Marketing Package (€395):
Display your company in the online Exhibitor Directory. Includes company profile (contact details, social media and website), two digital product descriptions, two keyword assignments and one category and brand listing.

*Available to non-port/destinations only

EARLY BIRD RATE ENDS ON FRIDAY 31 MARCH 2023

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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