



# SPONSORSHIP OPPORTUNITIES

10-12 September 2025 | Hamburg Messe & Congress, Hamburg, Germany | [seatrade-europe.com](https://seatrade-europe.com)

Organised by: Hamburg Messe & Congress and in partnership with: **SeatradeCruise**

## NEW OPPORTUNITIES START HERE

Create a splash at Seatrade Europe 2025 with our range of sponsorship opportunities designed to get your business in front of thousands of cruise industry professionals and increase your brand's visibility, attract new leads, and penetrate the European cruise market.

### DRIVE NEW BUSINESS

Attracting a powerful network of industry influencers, Seatrade Europe is the home of new opportunities:



**250+**

personnel from over  
50 cruise line brands  
and 40 countries



**3,500+**

2023 event  
attendees



Representatives  
attended from

**80+**

Countries

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

Port of Hamburg cruise  
ships in 2024

 **45** 

**294**

Cruise ship calls  
scheduled for 2025

**93%**

of all ocean-going  
ships are built in  
Europe

### Powerful Online Presence

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



**3,200+**



**8,900+**



**26,370+**



**4,300+**



# BRAND RECOGNITION BUNDLE

Included with all sponsorship opportunities. Your logo shown in the following places:



Mobile  
app

Receives  
several  
hundred  
views over  
2 days

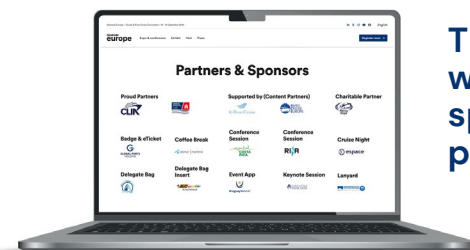


Digital  
material  
onsite



The opening  
presentation for the  
State of the European  
Industry Keynote

Most well-attended  
session



The event  
website  
sponsorship  
page

## PREVIOUS CRUISE LINES IN ATTENDANCE INCLUDE:





Seatrade  
**europe**

# NETWORKING SPONSORSHIPS



## COMMANDERS CLUB

The Commanders Club is an exclusive concierge club for cruise line executives from all major cruise lines. It includes an extensive cruise line marketing campaign, concierge service as well as a purpose-built lounge on the show floor. Access to the onsite lounge will be strictly for cruise lines and their guests. As the sponsor of the Commanders Club, you will be granted access into the lounge, providing you with unrivaled brand visibility and extensive networking opportunities.

### SPONSORSHIP INCLUDES:

€30,000

- Brand recognition bundle
- Exclusive access to the Commanders Club lounge and network exclusively with cruise line executives (limited to 10 sponsor employees)
- Dedicated meeting room within the lounge for your exclusive use throughout the event
- Association with the Commanders Club throughout entire cruise line marketing campaign including digital and printed materials
- Prominent signage in the lounge area to enhance your onsite presence
- Your company logo displayed on all emails sent out to cruise line executives about the Commanders Club
- Opportunity to show a video within the lounge (sponsor to provide video footage)
- Opportunity to supply a piece of collateral or gift to be placed in the lounge (subject to show management approval)
- Your company logo displayed in the online Exhibitor Directory\*
- Five complimentary conference delegate passes, including access to the Commanders Club Lounge and to our social programme

\*Only available to exhibiting sponsors



## COMMANDERS CLUB/ VIP GIFT BAGS

Harness the attention of an elite audience of 250+ C–Suite cruise executives and VIP delegates as the exclusive sponsor of the Commanders Club VIP Gift Bags (distributed from the lounge).

### SPONSORSHIP INCLUDES:

€12,000

- Brand recognition bundle
- Logo on both sides of Commanders Club VIP Gift Bags
- VIP Gift Bag Insert – promotional collateral/gift (Subject to show management approval)
- Your company logo displayed in the online Exhibitor Directory – only available to exhibiting sponsors
- One complimentary conference delegate pass including access to the Commanders Club Lounge and to our social programme



## VIP GIFT BAG INSERT

Showcase your latest products, services & capabilities to all Seatrade Europe cruise line attendees. Use VIP gift bag inserts to bring attendees to your stand and generate leads throughout the year. Note: only available if VIP Gift Bag is sponsored.

### SPONSORSHIP INCLUDES:

€1,700

- Brand recognition bundle
- VIP Gift Bag Insert – promotional collateral/gift (Subject to show management approval)



# REGISTRATION

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 during the event.

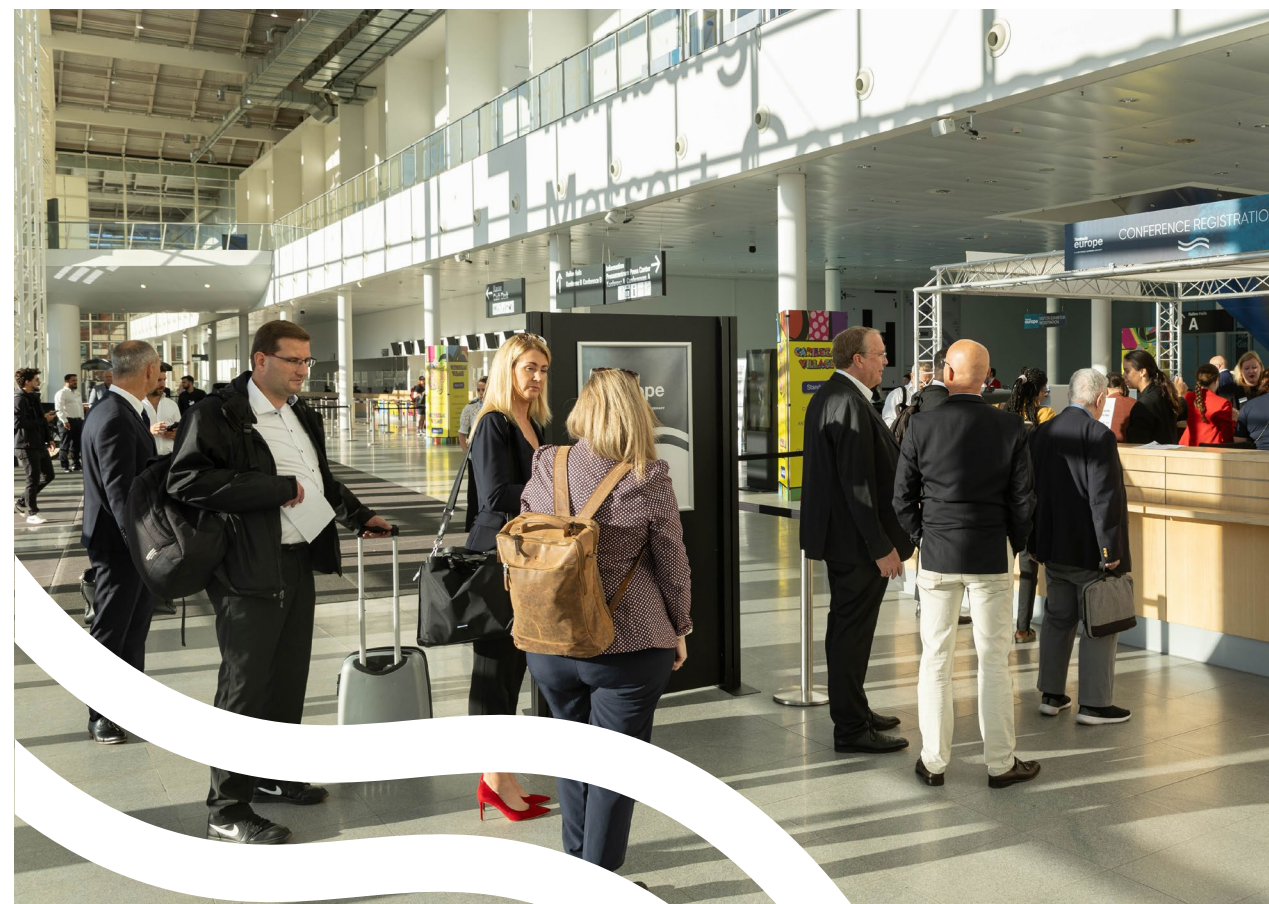
## SPONSORSHIP INCLUDES:

€13,000

- Brand recognition bundle
- Prominent digital signage and branding in the registration area to
  - Sponsor ad on two digital steles
  - Sponsor ad and short sponsor video on a digital screen (above the escalators)
  - Sponsor ad and sponsor video on a digital screen (behind registration desks)\*
  - Three triangle positioners with sponsor design in entrance hall
  - Branding underneath registration desks
- Opportunity to use the registration area to share collateral or gifts
- Your company logo displayed on the visitor information page and linked to your company website
- Your company logo displayed in the online Exhibitor Directory\*\*
- One complimentary conference delegate pass, including access to our social programme

\*All digital signage will be displayed with alternating event content

\*\*Only available to exhibiting sponsors



## DELEGATE BAG

Visually impressive, get your brand noticed onsite and become one of the most recognized names at the show! Handed to all delegates, our official bags contain sought-after samples and info.

### SPONSORSHIP INCLUDES:

€15,500

- Brand recognition bundle
- Your company logo printed on official show bag – which will be distributed to all conference delegates
- Opportunity to supply a piece of collateral or gift to be inserted into all delegate bags
- Your company logo displayed in the online Exhibitor Directory\*
- Two complimentary conference delegate passes, including access to our social programme

\*Only available to exhibiting sponsors



## DELEGATE BAG INSERT

Showcase your latest products, services & capabilities to all Seatrade Europe delegates. Use delegate bag inserts to bring attendees to your booth and generate leads throughout the year.

Note: only available if Delegate Bag is sponsored.

### SPONSORSHIP INCLUDES:

€3,000

- Brand recognition bundle
- Delegate Bag Insert  
(Subject to show management approval)



## BADGES AND ETICKETS

Visually impressive, get your brand noticed onsite and become one of the most recognized names at the show! Handed to all delegates, our official bags contain sought-after samples and info.

### SPONSORSHIP INCLUDES:

€15,500

- Brand recognition bundle
- 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
- Your company logo displayed in the online Exhibitor Directory\*
- Two complimentary conference delegate passes, including access to our social programme



\*Only available to exhibiting sponsors

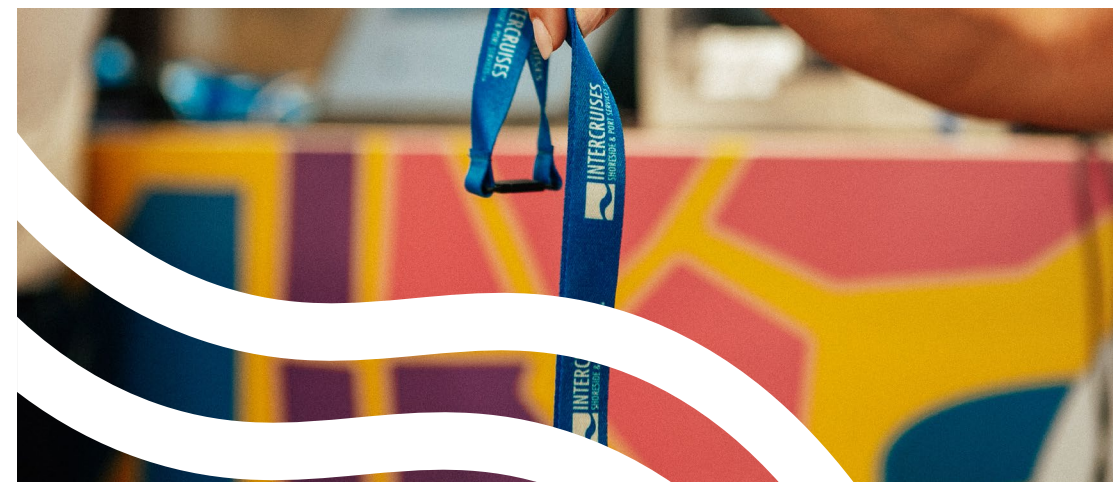
## LANYARDS

Worn by all event attendees, which means the badge will be seen by everyone.

### SPONSORSHIP INCLUDES:

€16,000

- Brand recognition bundle
- Your company logo present on the lanyards worn by all attendees
- Your company logo displayed in the online Exhibitor Directory\*
- Two complimentary conference delegate passes, including access to our social programme



## COFFEE BREAKS

Opportunity to sponsor the daily coffee breaks outside the conference rooms (covering all conference days).

### SPONSORSHIP INCLUDES:

€10,000

- Brand recognition bundle
- Your company branding displayed on signage in the coffee area (sponsor to provide artwork)
  - Buffet branding at the coffee station in front of room “Chicago”
  - Sponsor logo displayed on two roll ups
  - Sponsor logo displayed on digital screen\*
  - Sponsor logo displayed on window and door stickers in the conference area
- Opportunity to display your corporate literature in the coffee area
- Your company logo displayed in the online Exhibitor Directory\*\*
- One complimentary conference delegate pass, including access to our social programme

\*All digital signage will be displayed with alternating event content

\*\*Only available to exhibiting sponsors





## WIFI

Ready for your logo to appear on every attendee laptop, tablet, and cell phone in the convention center automatically? WiFi is one of the most used services at Seatrade Europe. Put your name and messaging on the login page and instantly capture the attention of our entire attendee audience – and that's just the beginning!

### SPONSORSHIP INCLUDES:

€7,000

- Brand recognition bundle
- Your company logo published on the Wi-Fi landing page
- Your company logo displayed in the online Exhibitor Directory\*
- One complimentary conference delegate pass, including access to our social programme

\*Only available to exhibiting sponsors



## EVENT APP

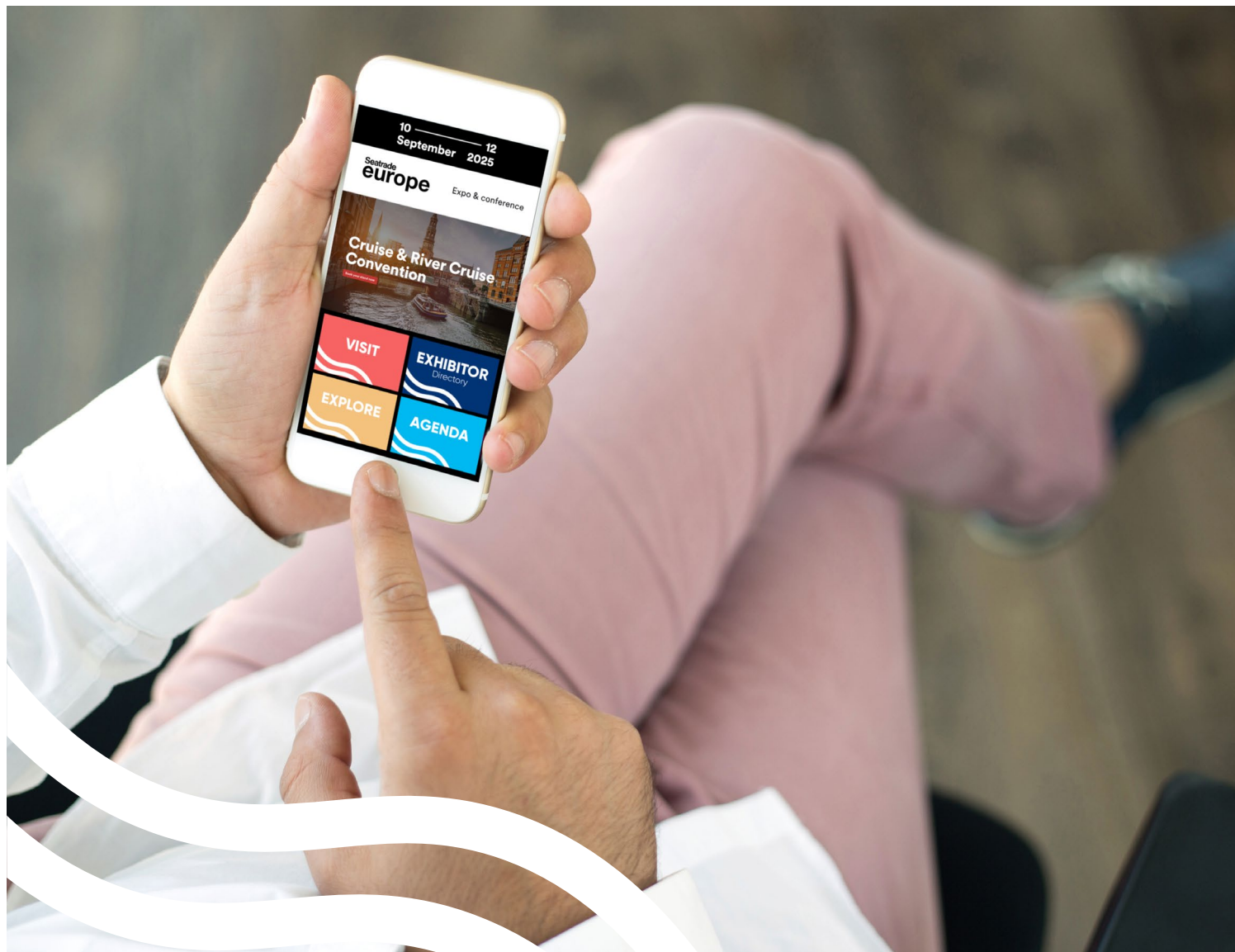
Associate your brand with the event's #1 resource, accumulating repeat daily views amongst our most active attendees.

### SPONSORSHIP INCLUDES:

€9,000

- Brand recognition bundle
- Landing page banner (aspect ratio 7:2, 875 x 250 px minimum resolution) linked to your exhibitor entry in app
- Your company logo displayed in the online Exhibitor Directory\*
- One complimentary conference delegate pass, including access to our social programme

\*Only available to exhibiting sponsors





## CHARGING STATIONS\*

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.

### SPONSORSHIP INCLUDES:

€8,500

- Brand recognition bundle
- 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
- Your company logo displayed in the online Exhibitor Directory\*\*
- One complimentary conference delegate pass, including access to our social programme



## DRINKING WATER STATION\*

€6,000

### SPONSORSHIP INCLUDES:

- Brand recognition bundle
- Sponsor branding on the water station
- Sponsor to choose from a selection of carpet colours for the water station
- Your company logo displayed in the online Exhibitor Directory\*\*
- One complimentary conference delegate pass, including access to our social programme

\* Only available to be sponsored if sufficient free space is available

\*\*Only available to exhibiting sponsors



## DELEGATE LUNCH

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

### SPONSORSHIP INCLUDES:

- Brand recognition bundle
- 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 (sponsor to provide)
- Your own reserved table on the day of the sponsorship, plus eight lunch tickets to invite your own guests
- Your company logo displayed in the online Exhibitor Directory\*
- Two complimentary conference delegate passes, including access to our social programme

DAY 1/DAY 2  
**€13,000**  
per day

\*Only available to exhibiting sponsors





# CO-SPONSOR OF THE SEATRADE EUROPE PARTY

Co-sponsor a relaxed and sociable party held for all Seatrade Europe exhibitors, delegates, speakers, VIPs and press at the International Maritime Museum Hamburg on the evening of Thursday 11th September.

## SPONSORSHIP INCLUDES:

€10,000

- Brand recognition bundle
- Sponsor logo displayed on outdoor beach flags at the venue (together with co-sponsor beach flags)
- Sponsor logo displayed on roll ups in entrance (together with co-sponsor roll ups)
- Sponsor video displayed on screens in the entrance and registration area of party venue\*
- Sponsor logo included on the menu cards on tables
- Sponsor to receive five invites to the party
- One social media post sent out pre-event via Seatrade Cruise social channels
- One blurb (50 word and images) sent out pre-event via Seatrade Cruise Event e-newsletter
- Your company logo displayed in the online Exhibitor Directory\*\*
- Two complimentary conference delegate passes, including access to our social programme

\*All digital signage will be displayed with alternating event/sponsor content

\*\*Only available to exhibiting sponsors





Seatrade  
**europe**

# THOUGHT LEADERSHIP SPONSORSHIPS



# STATE OF THE EUROPEAN CRUISE INDUSTRY KEYNOTE

The State of the European Cruise Industry Keynote is the focal point of the conference at Seatrade Europe. Featuring spotlight interviews with the industry's most influential individuals, this is your opportunity to associate your brand with the region's most prominent conference session.

## SPONSORSHIP INCLUDES:

€19,500

- Brand recognition bundle
- Opportunity to provide either a two-minute welcome message OR a two-minute video at the start of the session
- Association with the session throughout entire marketing campaign
- 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 conference programme
- Opportunity to include a piece of collateral or gift on all delegate chairs
- One social media post sent out pre-event via Seatrade Cruise social channels
- Your company logo displayed in the online Exhibitor Directory\*
- Two complimentary conference delegate passes, including access to our social programme

\*Only available to exhibiting sponsors



## SHOWCASE DECK

The home of innovation, inspiration and insight. The Showcase Deck is a key feature of the show and features insights from a combination of market-leading stakeholders. As a sponsor, the area provides an exceptional opportunity to showcase and demonstrate the features and benefits of your products and services to a captive audience.

### SPONSORSHIP INCLUDES:

€17,000

- Brand recognition bundle
- Your company branding along the walls in the Showcase Deck
- Opportunity for your company to host a 25-minute session to showcase your product/service as well as engage with other speakers in a topic lead discussion (subject matter to be discussed with show management)
- Opportunity for your company to distribute literature on seats during your company's session
- Dedicated email communication sent out to Seatrade Europe attendees to promote your company's sponsored content session
- Your company logo displayed on the Showcase Deck sessions on the event website and mobile app
- One social media post sent out pre-event via Seatrade Cruise social channels
- Opportunity to show a video on loop in the Showcase Deck
- (when the area is not in use/ break between sessions)
- Your company logo displayed in the online Exhibitor Directory\*
- Two complimentary conference delegate passes, including access to our social programme

\*Only available to exhibiting sponsors





## CONFERENCE SESSION

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.

### SPONSORSHIP INCLUDES:

€12,500

- Brand recognition bundle
- Opportunity to provide either a two-minute welcome message OR a two-minute video at the start of the session
- Association with conference session throughout the entire marketing campaign
- On-screen recognition of your logo at the start of the session and during the breaks
- Your company credited as session sponsor on the online conference programme and the mobile app
- Opportunity to include a piece of collateral or gift on all delegate chairs for your sponsored session
- One social media post sent out pre-event via Seatrade Cruise social channels
- Your company logo displayed in the online Exhibitor Directory\*

\*Only available to exhibiting sponsors





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**europe**

# HALL BRANDING SPONSORSHIPS



## MEGA BANNER SPONSORSHIP

### SPONSORSHIP INCLUDES:

€8,000  
1 available

- Brand recognition bundle
- Two Mega Banners located inside Hall A4, with double-sided print (3.50 m X 3.50 m)
- One social media post sent out pre-event via Seatrade Cruise social channels
- Two floor tiles located inside the exhibition hall with image/logo of your choice (sponsor to provide)
- Your company logo displayed in the online Exhibitor Directory\*
- One complimentary conference delegate pass, including access to our social programme

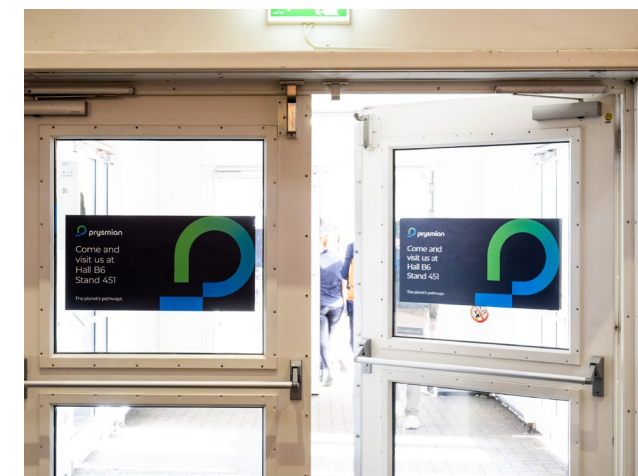


## ADD ON TO MEGA BANNER SPONSORSHIP

### SPONSORSHIP INCLUDES:

€2,000  
1 available

- Your company logo on Hall A4 entrance door windows



\*Only available to exhibiting sponsors

## ATRIUM BANNER SPONSORSHIP

### SPONSORSHIP INCLUDES:

€8,000  
2 available

- Brand recognition bundle
- One Hanging banner located in the Atrium area outside of Hall A4 (3m wide X 10m high)
- One social media post sent out pre-event via Seatrade Cruise social channels
- Two floor tiles located inside the exhibition hall with image/logo of your choice (sponsor to provide)
- Your company logo displayed in the online Exhibitor Directory\*
- One complimentary conference delegate pass, including access to our social programme



\*Only available to exhibiting sponsors

## ADD ON TO ATRIUM BANNER SPONSORSHIP

### SPONSORSHIP INCLUDES:

€2,500  
1 available

- Two banners placed over hall A4 entrance doors – supplied with magnet so can be used again by sponsor.





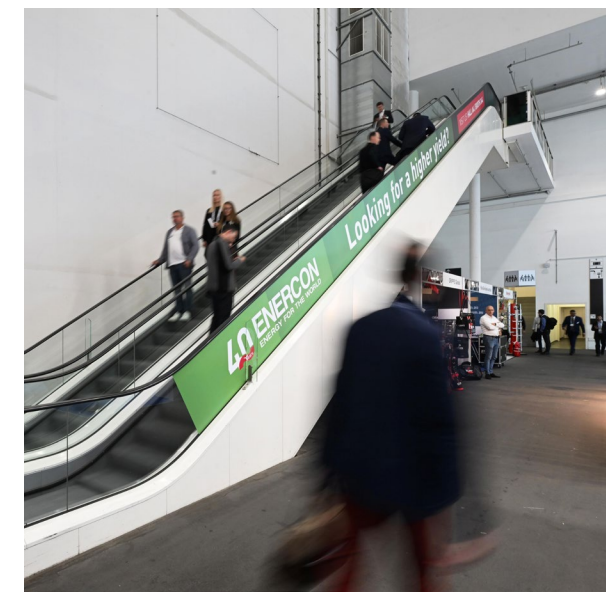
## ESCALATOR SIGNAGE SPONSORSHIP

### SPONSORSHIP INCLUDES:

€10,500  
1 available

- Brand recognition bundle
- Sponsor branding on escalator leading from show floor to conference rooms (15m width x 75cm with foil)
- Sponsor branding on balcony windows on the 1st floor – outside only (visible from inside the hall)
- Sponsor branding on balcony windows, 1st floor – inside only (visible from the 1st floor overlooking hall A4)
- One social media post sent out pre-event via Seatrade Cruise social channels
- Two floor tiles located inside the exhibition hall with image/logo of your choice (sponsor to provide)
- Your company logo displayed in the online Exhibitor Directory\*
- One complimentary conference delegate pass, including access to our social programme

\*Only available to exhibiting sponsors



## OUTSIDE FLAG SPONSORSHIP

### SPONSORSHIP INCLUDES:

€6,000  
2 available

- Brand recognition bundle
- Two flags outside the venue (main entrance) with sponsor branding
- One social media post sent out pre-event via Seatrade Cruise social channels
- Two floor tiles located inside the exhibition hall with image/logo of your choice (sponsor to provide)
- Your company logo displayed in the online Exhibitor Directory\*
- One complimentary conference delegate pass, including access to our social programme



Copyright: HMC/Romanus Fuhrmann

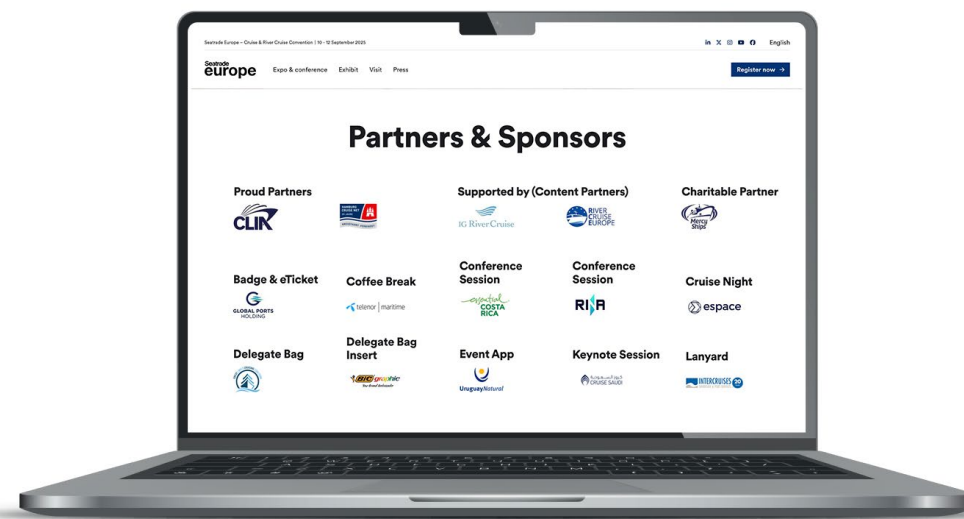
\*Only available to exhibiting sponsors

## LOGO SPONSOR

### SPONSORSHIP INCLUDES:

€5,000

- Brand recognition bundle
- Logo recognition as a sponsor on pre-event, digital and onsite material
- Your company logo displayed in the online Exhibitor Directory\*





# BATHROOM BRANDING SPONSORSHIP

Visually impactful, get your brand noticed onsite in an area that experiences heavy traffic consistently throughout the show. Your branding will be visible in both men's and women's bathrooms inside Hall A4, the location of Seatrade Europe 2025.

## SPONSORSHIP INCLUDES:

€5,500

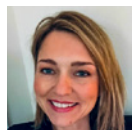
- Brand recognition bundle
- Sponsor branded A4 advertising frames above sanitary facilities with your marketing message.
- Sponsor branded mirror stickers with your marketing message (0.30 m x 0.10m).
- Your company logo displayed in the online Exhibitor Directory\*
- One complimentary conference delegate pass, including access to our social programme

\*Only available to exhibiting sponsors



## 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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