



**16 - 17 September 2020**

Trade Fairs and Congress Center of  
Málaga, Málaga, Spain

# SPONSORSHIP OPPORTUNITIES



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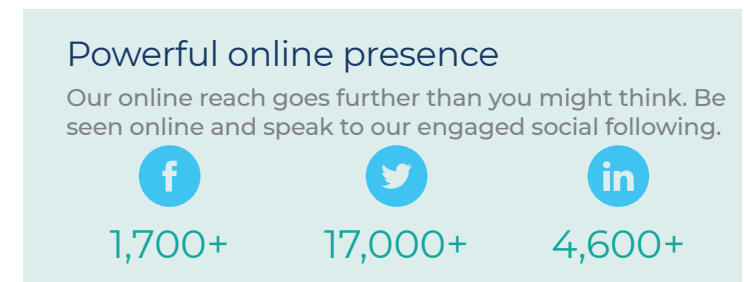
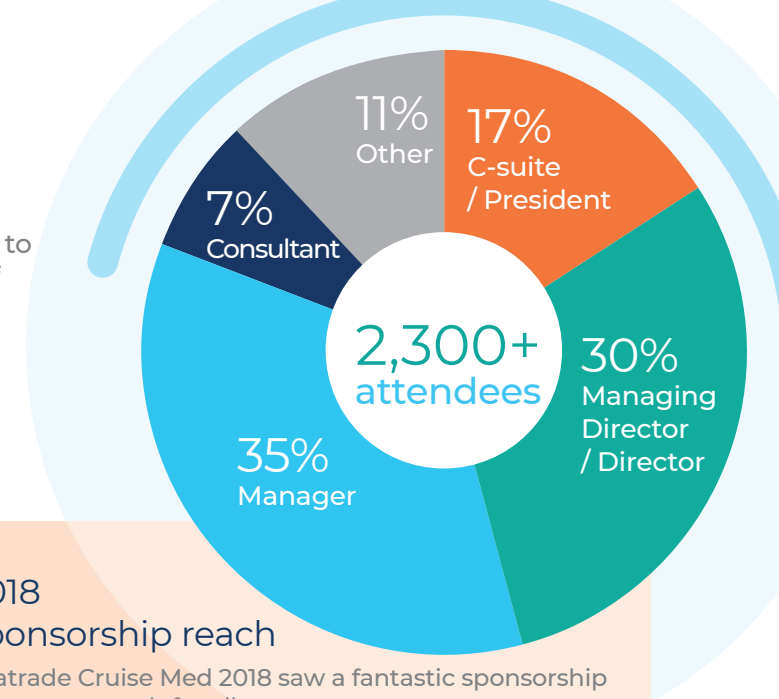
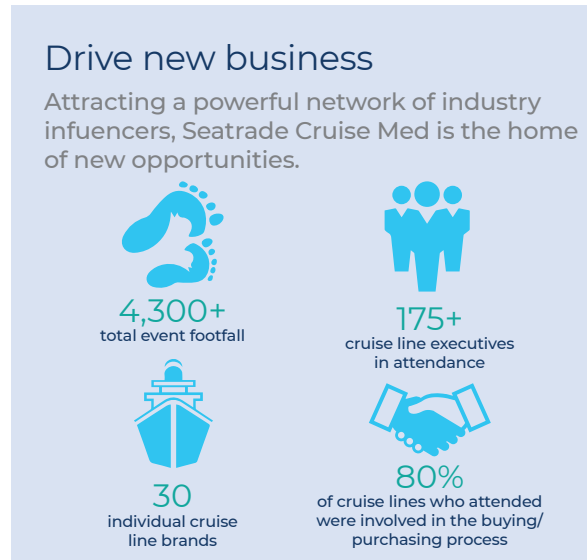
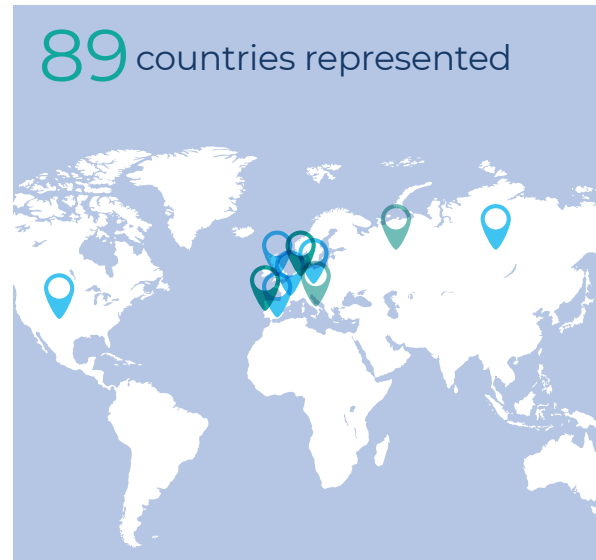


@SeatradeCruise | #STCMed

seatrade-cruisemed.com

# New opportunities start here

Create a splash at Seatrade Cruise Med 2020 with our range of sponsorship opportunities designed to help your business benefit from the exposure at this flourishing event. Get your business in front of thousands of cruise industry professionals and increase your brand's visibility at this premier event.



# Core benefits

Standard as part of each package, each sponsor will receive:

## Enhanced pre-event exposure across all channels

- Company logo on Seatrade Cruise Med 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

## Dominant on-site presence

- 250-word company profile and logo in the onsite event catalogue; which will also be distributed online
- Exhibiting sponsors will see their exhibition stand highlighted on on-site floorplans
- Exhibiting sponsors receive one complimentary delegate place per 12sqm, and a further 50% discount on additional passes
- Non-exhibiting sponsors enjoy a 30% discount from the full price of conference delegate passes
- Company logo displayed on event signage (where space permits)

## Post-event awareness

- Dedicated post-event fulfilment report; helping you to evaluate the power of your sponsorship package
- Inclusion in post-event social media posts
- Presence on post-event round-up emails

Previous cruise lines in attendance include:





# Packages

## Commanders Club – NEW €30,000

The Commanders Club is an exclusive concierge club for cruise line executives from all the major cruise lines. The Commanders Club 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 unlimited access into the lounge, providing you with unrivalled brand visibility and extensive networking opportunities.

### *Additional benefits include:*

- Exclusive access to the Commanders Club lounge and network exclusively with cruise line executives
- Dedicated meeting room within the lounge for your exclusive use throughout the event
- Association with the Commanders Club throughout entire cruise line marketing campaign which includes digital and printed materials
- Prominent signage in the lounge area to enhance your onsite presence (sponsor to provide artwork)
- Your company logo credited as sponsor on the dedicated page on the Seatrade Cruise Med website
- 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
- The hostess on the welcome desk of the lounge will wear a shirt with your company logo on
- Dedicated email communication announcing sponsorship to our influential database of cruise professionals
- One full page advertisement in the event guide
- Five complimentary conference delegate passes, including access to the lounge and to our social programme

## Seatrade Cruise Expedition Zone – NEW €25,000

Exciting. New. Unique.

Expedition – such a hot topic that we are bringing a dedicated zone to the event to allow those engaged in the sector a place to meet and share dialogue, learn, explore new opportunities and network. As sponsor of this area it will allow your brand to be at the forefront of everyone's mind.

### *Additional benefits include:*

- 8sqm shell scheme stand within the Expedition Zone including meeting with buyers
- Exclusive sponsorship of the lounge and bar in the Expedition Zone
- Prominent signage in the zone to enhance your onsite presence (sponsor to provide artwork)
- Your company logo credited as sponsor on the dedicated page on the Seatrade Cruise Med website
- Your company logo displayed on all emails sent out about the Expedition Zone
- Opportunity to show a video on loop in the Expedition Zone's theatre (when the area is not in use/break between sessions)
- Opportunity for your company to provide a 20 minute showcase to demonstrate your product/service to a receptive audience onstage in the Expedition Zone's theatre
- Opportunity for your company to distribute literature on seats during your company's 20 minute session
- Dedicated email communication announcing sponsorship to our influential database of cruise professionals
- One full page advertisement in the event guide
- Five complimentary conference delegate passes, including access to our social programme



# Packages continued

## State of the Industry Conference Session

€17,000

Powerful. Unmissable. Dynamic.

The State of the Industry keynote is the focal point of the conference at Seatrade Cruise Med. Featuring spot light interviews with 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 for you 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 conference programme and the printed event guide
- Opportunity to include a piece of collateral or gift on all delegate chairs alongside Seatrade Cruise Review
- Dedicated email communication announcing sponsorship to our influential database of cruise professionals
- One full page advertisement in the event guide
- Two complimentary conference delegate passes, including access to our social programme

## Showcase Deck

€15,000

The home of innovation, inspiration and insight.

Rebranded from the 'Excellence Theatre' to the 'Showcase Deck' the area 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.

*Additional benefits include:*

- Your company branding along the walls in the Showcase Deck (sponsor to provide artwork)
- Opportunity for your company to provide a 20 minute showcase to demonstrate your product/service to a receptive audience
- 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 company's one hour session
- Dedicated email communication sent out to Seatrade Cruise Med attendees to promote your company's sponsored content session
- Your company logo displayed on the Showcase Deck timetable on the event website with a hyperlink to your company website
- Opportunity to show a video on loop in the Showcase Deck (when the area is not in use/break between sessions)
- One full page advertisement in the event guide
- Two complimentary conference delegate passes, including access to our social programme



# Packages continued

## Registration

€13,000

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

*Additional benefits include:*

- Your company logo displayed on the online booking form and linked to your corporate website
- Your company credited in all registration confirmation emails
- Prominent signage in the registration area to enhance your onsite presence
- Opportunity to use the registration area to share collateral or gifts
- Dedicated email communication announcing sponsorship to our influential database of cruise professionals
- One full page advertisement in the event guide
- Two complimentary conference delegate passes, including access to our social programme

## Delegate bag

€12,500

Visually impressive, get your brand noticed onsite.

*Additional benefits include:*

- Your company logo printed on official show bag - which will be distributed to all event participants
- Opportunity to supply a piece of collateral or gift to be inserted into all delegate bags
- Dedicated email communication announcing sponsorship to our influential database of cruise professionals
- One full page advertisement in the event guide
- Two complimentary conference delegate passes, 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 for you to provide a two minute welcome message at the start of the session
- Association with conference session throughout the 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 and the printed event guide
- Opportunity to include a piece of collateral or gift on all delegate chairs for your sponsored session
- Dedicated email communication announcing sponsorship to our influential database of cruise professionals
- One full page advertisement in the event guide
- Two complimentary conference delegate passes, including access to our social programme

# Packages continued

## Seating Area

€10,500

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

*Additional benefits include:*

- Your company branding on walls within the seating area (sponsor to provide artwork)
- Your company logo displayed on tables within the seating area
- Your logo highlighted as Seating Area sponsor on show floorplans
- Opportunity to supply a piece of collateral or gift to be placed in seating area
- One full page advertisement in the event guide
- One complimentary conference delegate pass, including access to our social programme

## Lanyards

€10,000

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

*Additional benefits include:*

- Your company logo present on the lanyards worn by all attendees
- One complimentary conference delegate pass, including access to our social programme

## Event Guide

€6,250

Great brand presence as seen and used by all attendees.

*Additional benefits include:*

- Your company logo on the front of the event guide credited as event guide sponsor
- One full page advertisement on the inside front cover of the event guide

## Badges

€8,250

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

*Additional benefits include:*

- Your company logo present alongside the event logo on the event badges worn by all attendees
- One complimentary conference delegate pass, including access to our social programme

## Branding opportunities

Available on request

There are various opportunities for branding in and around the exhibition hall from branded pillars to hanging banners; window stickers to digital signage. Please contact us for more information.

\*All prices subject to VAT.





# Get in touch

We have a wide range of packages designed to make sponsorship work for you. However, we recognise that all businesses are unique; so please get in touch with us to talk about creating a bespoke package that specifically meets your objectives and benefits your business.

Get in touch and discover the power of sponsorship at Seatrade Cruise Med.



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