



The Med's leading cruise event
Palais des Festivals et des Congrès, Cannes 30 November - 2 December 2010
www.seatrade-med.com



SPONSORSHIP OPPORTUNITIES

Seatrade Med 2010 – the perfect platform to promote your brand to the world's leading cruise organisations.

Established since 1996, **Seatrade Med** is the region's only event to encompass **all sectors** of the **cruise industries**.

Become a sponsor, receive maximum coverage from now until the event.

Reasons to consider sponsorship:

- Enhance awareness of your products and services
- Stand out from the competition
- Raise your company profile
- Communicate your brand values
- Increase customer loyalty
- Gain customer insight
- Attract more people to your stand
- Make your marketing more targeted

Whatever your event objectives are, sponsorship is an integral part in achieving your goals

We have devised a comprehensive list of attention grabbing opportunities – before, during and after the event. We also offer bespoke packages that will address your objectives and your budget and will be pleased to discuss any other ideas you may have.

**Use these sponsorship opportunities to get
MAXIMUM IMPACT!**

Organised by
Seatrade
Exhibitor | Online | All Events

Owned by
 IBM event
in partnership
with Seatrade

In association with
French Riviera
CRUISE CLUB
Official Partner





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SPONSORSHIP BENEFITS – Marketing and Publicity

Sponsors will benefit from their logo or name appearing on all marketing/event communication following confirmation of their sponsorship package. These will be seen by key players in the cruise markets, and include:

- **Exhibition brochure.**
- **Visitor invitations** - to be mailed out to targeted contacts, inserted into Seatrade Cruise Review and available at leading international events. Sponsors can request copies for their own use, either as hard copy or pdf.
- **Conference brochure** - to be mailed out to targeted contacts, inserted into Seatrade Cruise Review and available at leading international events.
Please note that the conference brochure and visitor invitations will be mailed out separately using two different lists.
- **Adverts in leading cruise publications** including Seatrade Cruise Review, the highest paid-circulation cruise industry magazine and official magazine at leading international events. Adverts will appear in Seatrade Cruise Review quarterly from September 2009.
- Sponsor's logo on the official event website, www.seatrade-med.com, linked to a website/web page as specified by the sponsor.
- **An animated Seatrade Med banner** created for the sponsor's website to promote their support of the event.
- Inclusion of sponsor's logo on the Seatrade Med **HTML template**. This will be used for all marketing emails specific to the event.
- **VIP delegate invitations.**
- **Event Catalogue** – all sponsors will receive a corporate entry in the catalogue.

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SPONSORSHIP BENEFITS – Generic

The following sponsorship benefits will apply to all Seatrade Med sponsors:

PRE EVENT BENEFITS

- Company identified as a sponsor on all pre-event sales brochures printed after confirmation of sponsorship. Company logo will be used where space permits.
- Company listed as a sponsor on all pre-event publicity including – advertisements, press releases, Cruise Connection etc.
- Sponsor's logo will appear on the Sponsor page of the event website, which will link through to their own website for the duration of the campaign.

POST EVENT BENEFITS

- A complimentary subscription to Seatrade Cruise Review for one year.
- Sponsor's logo to be included in any post-event newsletters/publications*

* where applicable

Organised by
Seatrade
CRUISE CONVENTION

Owned by

A UBM event in partnership with Seatrade

In association with
French Riviera
CRUISE CLUB
FRANCE

EVENT BENEFITS

- Company logo featured in the event programme as a sponsor.
- 100 word editorial entry and logo (must be of high resolution – 300 dpi) in event programme.
- A verbal thank you from the conference chairman at an appropriate time.





KEY SPONSORSHIP OPPORTUNITIES

To promote your company to this targeted audience and be closely associated with Seatrade Med 2010, consider one of these key sponsorship opportunities. These packages will give you extensive promotion; pre – during – post event and include a valuable benefits package.

<p>ONSCREEN VISITOR REGISTRATION TERMINALS</p> <p>High visibility sponsorship at the first point of call for all visitors. The area will comprise of up to six registration terminals which will be branded with the sponsor's company and logo on the screens, all of which are outward facing.</p> <p>Fee: €8,000</p>	<p>LANYARDS</p> <p>Sponsorship of high quality lanyards to be worn by delegates, exhibitors, visitors, conference speakers, VIPS and press, providing a high-visibility marketing platform at the event. Price includes manufacture and supply to the event. Lanyards will be printed with sponsor's name/logo alongside event logo.</p> <p>Fee: €8,000</p>
<p>BADGES</p> <p>Sponsorship of high quality badges and holders to be worn by all participants at the event. The badges will feature the sponsor's name/logo alongside the event logo providing a high-visibility marketing platform. Price includes production and printing of badges.</p> <p>Fee: €6,000</p>	<p>VISITOR CARRIER BAGS</p> <p>Sponsorship of high quality carrier bags featuring the sponsor's name/logo alongside the event logo. Bags are distributed to visitors on arrival at the exhibition. Price includes manufacture and supply to the event.</p> <p>Fee: €8,000</p>
<p>CONFERENCE SESSION</p> <p>Take advantage of a key opportunity to be associated with a high-level conference session chosen with relevance and interest to your company. The package includes on-screen recognition of your company logo or message before the conference session commences and during the session when the speakers are not using the screen. Conference session sponsors may supply and place an item of company literature on delegate chairs. Sponsor will receive 2 complimentary delegate passes for ALL sessions and may also invite up to 10 guests or colleagues to attend the sponsored session free of charge.</p> <p>Fee: €8,000 per session</p>	
<p>CONFERENCE DELEGATE BAGS</p> <p>Sponsorship of professional bags for all conference participants provides the sponsor with key brand awareness during the event as well as a lasting association with the event. Sponsors name/logo will be prominently placed on the bag alongside the event logo. Sponsor has the opportunity to include one promotional item in the bag (brochure, flyer, etc.). Price includes design, manufacture and supply.</p> <p>Fee: €10,000</p>	<p>DELEGATE NOTEPADS & PENS</p> <p>Sponsored notepads and pens will be inserted into delegate bags as well as made freely available in the conference auditorium. These items are always well used during and after the event and offer the perfect opportunity to promote your company to a captive audience. Price includes design, manufacture and supply.</p> <p>Fee: €6,500</p>



INTERNET CAFÉ

Sponsorship of the Internet Café, located on the exhibition floor, presents the opportunity to provide a valuable and essential service to all participants. This package includes a fully functional internet area with four stations, furniture, equipment and power. Approximately 20 Sq m will be allocated for the Internet Café, offering a great opportunity for the sponsor to brand the area. Sponsor's logo/website will be featured as the homepage for the terminals.

Fee: €8,500

PRESS OFFICE

A fantastic opportunity to highlight your company to industry press. Sponsorship of a fully equipped press office with internet access and refreshments. The sponsor will benefit from the highly visible signage on the outside of the press office featuring the sponsor's name/logo and the opportunity to customise the interior (at sponsor's own cost). Sponsor's logo/website to be the homepage for the terminals.

Fee: €6,000

EXHIBITION FLOORPLAN

Branding of the exhibition floorplans located strategically around the exhibition. This branding offers a unique opportunity to provide a high profile and valuable service, helping to guide all participants around the exhibition halls.

Fee: €6,000

WATER & MINTCARDS

All delegates, speakers and travel agents will be given mintcards and bottles of water branded with the sponsor's name and logo. These are always well received and used throughout the event, putting the sponsor's name in front of delegates throughout the conference. Price includes manufacture and supply to the event.

Fee: €8,000

SPONSORSHIP OF ONLINE CONFERENCE PAPERS

All delegates will be given a unique password to read and download all conference presentations after the event via a protected Internet web page. The sponsor's name and logo will be used extensively throughout the web pages and used on email communication to delegates post event.

Fee: €4,000

ADVERTISING OPPORTUNITIES:

The perfect medium to market your product/company to ALL attendees of Seatrade MED.

ADVERTISING IN THE EXHIBITION CATALOGUE

The exhibition catalogue will be distributed to all **exhibitors, visitors, conference delegates, speakers, VIPs and press**. The catalogue incorporates full information on the exhibiting organisations, sponsors and supporting organisations and will be used subsequently by the international cruise and superyacht communities as a book of reference. The format is A4, providing full display for advertisers and a good readable text for users.

Cost: Full page, full colour: €2,750

Half page, full colour: €2,065



PRE SHOW E-SHOTS

Promotional emails sent to a worldwide audience – an excellent marketing opportunity for any company large or small.

Fee: €2,500

ADVERTISING IN THE EXHIBITION CATALOGUE AND SEATRADE CRUISE REVIEW

You can also extend your reach by combining advertising in the Exhibition Catalogue with advertising in Seatrade Cruise Review (Issue TBC) and save with specially negotiated rates. Seatrade Cruise Review is the highest paid-circulation cruise industry magazine – 6,291 average net circulation per issue (01/01/07 – 31/12/07)

Cost: Full page, full colour €6,830

Half page, full colour €4,850

CATALOGUE GATEFOLD

The sponsor's name and logo featured beside the exhibition floorplan on the gatefold of the Exhibition Catalogue. Sponsorship includes one full page, full cover advertisement on the gatefold of or within the Exhibition Catalogue.

Fee: €5,000

BOOKMARK

Your opportunity to alert attendees to your company. Produced to sponsor's own design (two sided).

Fee: €4,000

These opportunities are available on first-come-first-served basis. Please contact our sales representatives today.

Victoria Kellner and Sarah Barron

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