

BREAKBULK

AMERICAS 26-28 SEPT 2023

**Sponsorship
Opportunities**



DRAMATICALLY INCREASE YOUR VISIBILITY

As a sponsor at Breakbulk Americas, there are many ways to showcase your vision, brand, products or solutions to the Breakbulk community, including the region's top energy companies.

6 REASONS TO SPONSOR

- 1** You have lots of competition on the show floor and want to stand out from the rest.
Consider: High-impact, Medal-level
- 2** Your company wants to raise its business profile across the region.
Consider: High-impact, Medal-level, Main Stage
- 3** Your brand has a unique identity that can be expanded with a related sponsorship. For instance, your company strategy includes environmental or digitalization initiatives, or is known for hiring recent graduates.
Consider: Main Stage Session, Education Partner or tell your story in Breakbulk Studios
- 4** You want to gain an edge in meeting shippers/project owners—the decision-makers when it comes to how oversized cargoes will be moved—so a sponsorship that includes cargo owners' participation would be a good fit.
Consider: Main Stage, Session Sponsor, Breakbulk Studios
- 5** You want to show the world you have the resources to leverage your company's participation in the event.
Consider: Medal-level, Main Stage, Preview Show
- 6** Your marketing team knows the value of promotion before, during and after the event. Sponsors appear on every event website page, are included in multiple mailings and are promoted across Breakbulk social media platforms.
Consider: Preview Show, Session Sponsor

MEDAL-LEVEL SPONSORS

Platinum Sponsor

\$10,000

- Platinum sponsorship billing on onsite signage and pre-event marketing
- Floor sticker located in the exhibition hall, directing people to your stand
- Digital custom invitations, including personalized registration
- Platinum billing on the pre-show email
- Included in the footer of Day 1 and Day 2 recap emails sent to all event participants
- Featured in the Breakbulk Americas 2023 official video
- Private meeting room to invite your clients during the event
- Beverage station on opening night near your booth, serving both beer and wine
- Leaderboard ad on Breakbulk websites
- Ad in BreakbulkONE - 2 weeks
- Lead retrieval device and opportunity from someone within your company to scan at booth
- 25 event passes



Gold Sponsor

\$7500 (3 available)

- Signage onsite denoting Gold Sponsorship and pre-event marketing
- Floor sticker located in the exhibition hall, directing people to your stand
- Digital custom invitations, including personalized registration
- Gold billing on the pre-show email
- Included in the footer of Day 1 and Day 2 recap emails sent to all event participants
- Featured in the Breakbulk Americas 2023 official video
- Lead retrieval device and opportunity from someone within your company to scan at booth
- Leaderboard ad on Breakbulk websites - 1 month prior
- 20 event passes

Silver Sponsor

\$5000 (3 available)

- Signage onsite denoting Silver Sponsorship and pre-event marketing
- Floor sticker located in the exhibition hall, directing people to your stand
- Digital custom invitations, including personalized registration
- Lead retrieval device and opportunity for someone within your company to scan at booth
- 15 event passes

Bronze Sponsor

\$3500 (Unlimited)

- Signage onsite denoting Bronze Sponsorship and pre-event marketing
- Floor sticker located next to your booth
- Digital custom invitations, including personalized registration
- 10 event passes

Breakbulk Main Stage Sponsor

SOLD

- Prominent branding on information carriers on the backdrop of the room (banners and billboards to be designed by Breakbulk)
- Logo on Main Stage holding slides
- Logo and link on the online Main Stage agenda
- Opportunity to give a 5-minute Breakbulk Main Stage Welcome Address on Day 1 on the Main Stage after Host Port
- Opportunity for a speaker to participate in a panel discussion (panel to be agreed with Content Director)
- Company representative to be interviewed in the Breakbulk Studios
- 25 event passes

Registration Sponsor

\$15,000 / Exclusive

- Registration area branded with your logo, including registration signage and denoted kiosks (in conjunction with Breakbulk Americas)
- Logo/banner ad on the registration confirmation emails to visitors and exhibitors
- Opportunity to provide a QR code to company website on top of registration desks
- Piece of literature or gift in the attendee bags (Gift to be approved by Breakbulk) depending on regulations at time of event
- Sponsorship billing on onsite signage and pre-event marketing - including online, email and print
- 20 event passes



FEATURE AREAS

Lobby

\$10,500 / Exclusive

- 2 customized floor stickers by the entrance to the foyer (72" x 72"; designed and produced by Breakbulk, sponsor to sign off)
- 8 window stickers in foyer (designed and produced by Breakbulk, sponsor to sign off)
- 2 free-standing signs in the foyer (designed and produced by Breakbulk, sponsor to sign off)

Breakbulk Studios

\$10,000 / Exclusive

- Logo branding on all communications around Breakbulk Studios
- Logo branding across studio walls
- Opportunity to provide 1-3 high resolution images to be incorporated within design
- 'Sponsored by' logo on the floorplan
- Interview in the Studios
- Sponsor recognition and web link on the event video web page
- Sponsor recognition and web link on the event video web page

Photo Contest Area

\$6500 / Exclusive

- Logo prominently displayed in the Photo Contest Area
- 'Sponsored by' logo on the floorplan
- Opportunity to distribute materials in the area

Exhibitor Locator

\$5000 / Exclusive

SOLD

- Sponsor logo prominently displayed on the exhibitor locator signs
- Logo displayed on the exhibitor locator maps in the event guide
- Dotted line from entrance to exhibitor's booth, highlighted on floorplan
- Banner ad on Exhibitor Locator
- Logo recognition included in pre-event branding (web, email and print)
- 10 event passes



OPENING NIGHT

The traditional welcome reception will be held Tuesday evening at the GRB from 5:00 pm - 8:00 pm, followed by the after-party at The Rustic. This is the time to stand out from the crowd with one of these showstopper sponsorships, paving the way to more traffic to your stand over the next two days.

Welcome Reception

Grand Entrance

\$15,000 / Exclusive

Provide a memorable experience as VIPs, visitors and exhibitors enter the venue:

- Drinks to be served to attendees while they enter the exhibit hall with your branding on napkins and cups.
- Logo branded backdrop at the entrance as a photo opportunity for attendees. Post-event album will feature a digital frame incorporating your branding on all photos available for download.
- Opportunity for a bar to be placed on or near your booth (depending on booth location and fire marshal approval) with a full bar that includes bottled beer, house wine and liquor. All party promo materials include your sponsorship.
- Full page ad in the September/October issue of *Breakbulk* magazine, distributed in attendee bags and featured in the Media Lounge
- Interview in Breakbulk Studios
- Featured in the Official Recap Video and in the event recap published in the November/December issue of *Breakbulk* magazine.

Main Aisle

\$10,500 / Exclusive

Sponsor the main aisle from end to end where the Breakbulk Bars are located. Includes floor clings and signage that point the way to your booth along with other event feature areas.

In addition to signage, you'll receive:

- Sponsor logo to be included on branded napkins and koozies'
- Full page ad in the September/October issue *Breakbulk* magazine
- Interview in Breakbulk Studios

Breakbulk Bars

\$6,000 each

Drinks and food always draw guests in. *(All items will be ordered and organized by show management)*

- Opportunity for a bar placed on or near your booth (depending on booth location and fire marshal approval) with bottled beer and house wine
- Signage placed near the bar denoting you are the sponsor
- Napkins and beer koozies branded with your company logo at the bar
- Salty/sweet snacks



After-party at The Rustic

Join Port Houston, the main sponsor for the after-party, as a co-sponsor and bring this party to life. Live band, specialty food and/or beverages, line dancing instruction are all possibilities, and your ideas are welcome! Talk to your Breakbulk sales team member to create the perfect party addition.



THOUGHT LEADERSHIP

Session Sponsor

\$3500 (Exhibitors) / \$4500 (Non-exhibitors)

Build your company's reputation as a thought leader and expert around a Main Stage conference session. Each session sponsorship includes:

- Brought to you by "Your company logo/name" on the online agenda, one of the most viewed pages during the event period
- Same branding in the MEET app on the associated conference session page
- Branding also on related session social media posts, before and during the event
- Chose an executive from your company to give opening remarks for the selected session
- Interview in Breakbulk Studios to then be posted to our website, on YouTube, and will be given to you for your own marketing use
- Company branding displayed on Main Stage screen before and after session
- Lead retrieval device and opportunity from someone within your company to scan during session

Education Day

\$7500 (Exclusive)

- Opportunity to deliver a 30-minute session during Education Day (session and content to be agreed with Content Director)
- Listed as Education Partner on all communications around Education Day
- Logo on holding slides for designated sessions during Education Day
- Logo and link on the online Education Day agendas
- Speaker(s) to be listed on Education Day agenda online
- Logo and company name on digital and printed signage for Education Day
- Speaker(s) to be interviewed in Breakbulk Studios
- Sponsor's booth to be part of Education Day tour
- Lead retrieval device and opportunity from someone within your company to scan during session
- 5 event passes

Women in Breakbulk Breakfast

\$7500 / Exclusive

Demonstrate your support for diversity across the industry.

- Featured as sponsor on all agenda materials
- May deliver opening remarks and/or a seat on the panel
- Branded napkins and signage promoting you as the sponsor
- May distribute materials and a gift to attendees
- May run a promotional video before start of session
- Interview in Breakbulk Studios
- 10 event passes

Sponsor a Table \$800 (Maximum 6)

Secure 8 seats for your team at the breakfast close to the stage. Each sponsored table will have a 'RESERVED' sign featuring your company logo.



HIGH IMPACT OPPORTUNITIES

Breakbulk Global Shipper Network Lounge

\$19,000 / Exclusive

Strategic branding and thought leadership opportunity. Stand out from the crowd as you position yourself as an industry thought leader and welcome Breakbulk shippers to discussions and networking sessions focused around their business needs.

- Prominent branding on structure of the BGSN Lounge (banners and billboards to be designed by Breakbulk)
- Opportunity to provide 1-3 high resolution images to be incorporated within design
- Logo and link on the event website
- Distribution of company's promotional marketing materials in the BGSN Lounge (materials refreshed at the start of each day)
- Opportunity to host a Breakfast Briefing or lunch in the lounge
- Access to lounge for 5 members of your team
- Floor cling (1) located in the exhibition hall, directing people to your designated area in the BGSN Lounge
- Digital custom invitations, including personalized registration
- Included in the footer of Day 1 and Day 2 Recap emails sent to all event participants
- Featured in the Breakbulk Americas 2023 official video
- 25 event passes



Breakbulk Studios Interview

\$1250

- Interview with Leslie Meredith onsite in the Breakbulk Studios
- Interview to be posted on the Breakbulk website post-event



Beer Garden Café

\$19,000 / Exclusive

Introduced at Breakbulk Americas 2021, this area has become a favorite as a spot to network and hold meetings.

- Logo branding in conjunction with Breakbulk Americas on the Beer Garden structure area and hanging banner
- Branded decals on top of the bar counter denoting the sponsor
- Branded napkins in the bar area for when clients visit and grab a drink or snack
- Branded koozies in the Beer Garden
- Branded popcorn bags or cups
- Branded signage and directionals leading attendees to the Beer Garden
- Featured area on Exhibitor Floorplan and Locator
- Full page ad in Event Guide



HIGH IMPACT OPPORTUNITIES

Attendee Bags

\$5000 + COST OF BAGS (Exclusive)

- Sponsor to provide bags
- Bags can be branded as the sponsor wishes, but to also include the Breakbulk logo (Breakbulk to sign off visual)
- Opportunity to provide a piece of literature or gift in the attendee bags
- 5 event passes

Lanyards

\$20,000 (Exclusive)

SOLD

- Logo printed in full color, double-sided on the lanyards
- Lanyards to be ordered by Breakbulk Operations team with approval of sponsor
- Logo on website and marketing materials denoting you are the lanyard sponsor

Skybridge

\$12,000 (Exclusive)

- Branding on and above the sliding doors in the Level 2 skybridge connecting our host hotels Hilton Americas and Marriott Marquis to the George R. Brown Convention Center
- Floor cling in each Level 2 skybridge - in front of sliding doors
- Logo on website showcasing you are the Skybridge Sponsor
- 10 event passes

Hotel Key

\$9000

- Logo or image printed on the the hotel key in partnered hotels
- Keys given to attendees who have booked through the Breakbulk hotel block
- Where printing on RFID cards is not available, keys will be supplied in branded key packets

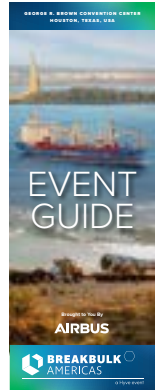
Signage

\$10,000 (Exclusive)

- Logo on all directional signage and aisle signs
- Logo on website and marketing materials denoting you are the signage sponsor

Pocket Event Guide

\$9500 (Exclusive)



The Pocket Event Guide is distributed at registration and available throughout the halls. It features a fold-out floorplan, exhibitor listing, and Main Stage agenda.

- Logo on the front of the guide
- Opportunity to provide the cover image
- Full page ad on back cover
- 15 event passes

Pocket Guide Ads
\$1800 / full page | 3 available

Floor Decal

\$800

- 1 meter x 1 meter floor sticker to drive traffic to your booth



DIGITAL OPPORTUNITIES

Preview Video Series

\$3400 (Exclusive)

This series of short, informative videos gives visitors the information they need to make the most of their time at Breakbulk Americas. This is an excellent way to promote your participation, collect pre-show leads and drive traffic to your stand.

- Your company interview included in the series
- All videos will feature "Brought to you by" with logo on intro and outro of each video
- Your video prominently displayed on the Preview Series webpage
- Pre- and post-show marketing exposure through email, social media and website
- Included in the press release sent to Breakbulk media partners and distributed to readers of more than 50 publications/websites



MEET App

\$4,000 (Exclusive)

- Logo on login screen
- Logo on page where users can link their social accounts
- Logo on page while calculating recommendations
- Personalised targeted push notification - one sent each day
- Dedicated listing at the bottom of all matchmaking emails
- Special dedicated 'featured' section in the sidebar on the web



MEET App Push Notifications

\$900 per day (Wednesday / Thursday)

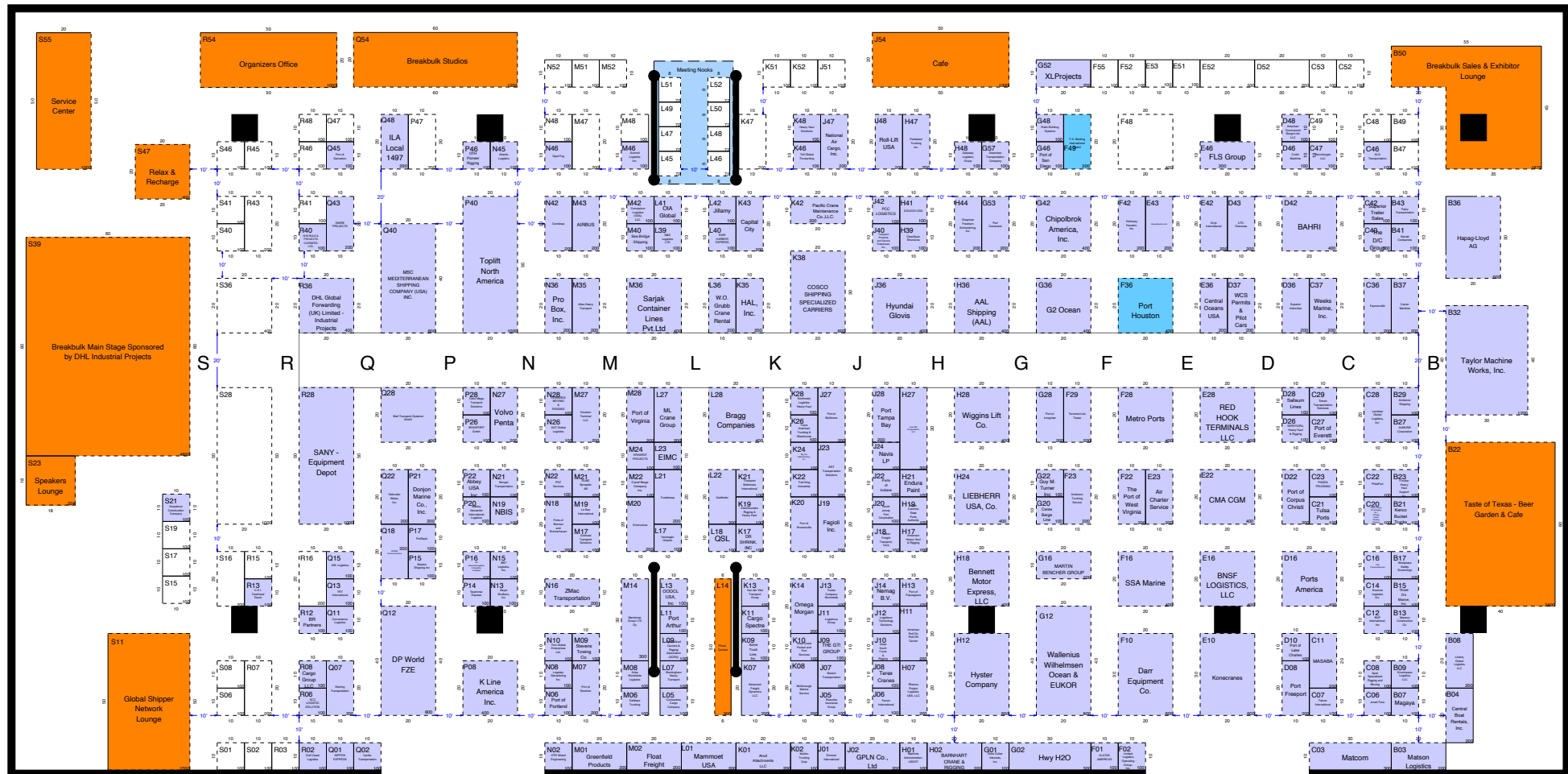
- One personalized targeted push notification sent on the day of the event
- Dedicated listing at the bottom of all matchmaking emails
- Special dedicated 'featured' section in the sidebar on the web

Event Email Sponsor

\$6500

- Logo and link to website prominently displayed at the top of 5 emails sent to all registrants
- Emails: 1x Pre-event, 1x 24 hours before event, 1x Day 1 Recap, 1x Day 2 Recap, 1x Post-event
- Note: other sponsor logos will be displayed at a reduced size at the bottom of the email

2023 FLOOR PLAN



HALL A



HALL B



GET IN TOUCH

Reserve your Breakbulk Americas 2023 sponsorship today. And, ask about Breakbulk global sponsorships to build your brand consistently around the world.



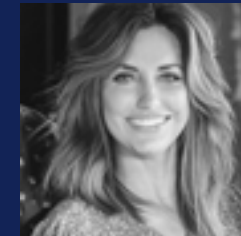
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