



GLOBAL EVENT PARTNERS

If you do business in more than one region in the world, your marketing program should reflect your coverage. Each Breakbulk event is designed to support your business goals, and together, our three events—in Dubai, Rotterdam and Houston—over worldwide exposure throughout the year. We invite you to consider becoming a Global Event Partner to maximise your reach to the decision-makers who matter for new project cargo business.

As a Global Event Partner, your elevated status opens the door to a host of marketing opportunities, which are detailed on the next page. In sum, GEPs receive targeted, more frequent exposure to the Breakbulk community before, during and after each event. In fact, GEPs are a big part of our Breakbulk365 initiative as we connect the industry all year round through live events, virtual gatherings and our media products.

To achieve GEP status, your company (or one of its entities) must participate in the three Breakbulk events within a 12-month period as an exhibitor, a sponsor or both.

While each event offers consistent return on your investment, each event also comes with its own advantages. Sitting in central Europe, **Breakbulk Europe** in Rotterdam attracts attendees from more than 120 countries. If you're looking for far-flung business opportunities or operate in a local market, this is the place to find new business with global players. **Breakbulk Americas** offers access to decision-makers from Canada, the U.S. and Latin America where oil & gas, mining and alternative energy projects are thriving. **Breakbulk Middle East** has the support of many of the region's state-run and private project owners, offering direct access to key decision-makers in the Middle East and resource-rich countries in Africa.



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28-30 September 2021 a Hyve event
Houston, USA



01-02 February 2022 a Hyve event
Dubai, UAE



17-19 May 2022 a Hyve event
Rotterdam, Netherlands

PRE-EVENT BENEFITS

- Branding on emails announcing event registration
- Your logo on the online registration pages visited by every registrant and on all registration confirmations sent individually to all event registrants
- GEP icon placed on your exhibitor listing online, personalised marketing materials and in all floor plan images
- Submit a 1-minute video to run in the all-new video Previews

ONSITE BENEFITS

- GEP branding in selected event feature areas: Panel wall around lobby/ registration area/entrance unit to show, panel wall in Main Stage theatre, branding on exit unit as you leave the show
- 5 free event passes in addition to your allotment (does not apply to Middle East)
- GEP logo placed next to your company name on the exhibitor list in the pocket guide/event guide and floor plan signage (Exhibitor Locator)
- GEP logo on your listing in the MEET app
- Interview in Breakbulk Studios

YEAR-ROUND BENEFITS

- Quarterly GEP recognition across Breakbulk social media channels that reach more than 26,500 followers
- One month of online website advertising (Leaderboard) plus 2x inclusion in BreakbulkONE newsletter per event
- Opportunity to host one on-demand BreakbulkONE Show per 12-month cycle (must be educational, such as a case study or expert advice on an industry topic)
- Inclusion in an annual press release showcasing GEPs
- Thought leader interview for publication in *Breakbulk* magazine (one per cycle)

Talk with your account representative or request information at breakbulk.com/page/gep