



# BREAKBULK

## 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—offer worldwide exposure throughout the year. We invite you to become a Global Event Partner to maximize 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. 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 with top priority for editorial and event coverage in our publications and digital 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.

All Breakbulk events are the leaders in their regions and, each comes with its own advantages.

- **Breakbulk Middle East**, our fastest-growing event, 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.
- **Breakbulk Europe** attracts attendees from more than 120 countries, so if you're looking to reach the world this is the place to be.
- **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.

### Contact Us



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# BREAKBULK

## EVENTS & MEDIA

# BREAKBULK

MIDDLE EAST 12-13 FEB 2024

# BREAKBULK

EUROPE 21-23 MAY 2024

# BREAKBULK

AMERICAS 15-17 OCT 2024

### 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, personalized marketing materials and in all floor plan images
- Submit a 1-minute video to be posted across Breakbulk social media channels prior to the event

### ONSITE BENEFITS

- GEP branding in selected event features and high traffic areas throughout the show
- 3 free event passes in addition to your allotment (does not apply to Middle East)
- Highlighted logo on Exhibitor Locator floor plan display, in the pocket guide and in the online listing
- Interview in Breakbulk Studios

### YEAR-ROUND BENEFITS

- Quarterly GEP recognition across Breakbulk social media channels that reach more than 35,000 followers
- One month of online advertising plus 4-week inclusion in BreakbulkONE newsletter per event
- Inclusion in an annual press release showcasing GEPs
- Thought leader interview for publication in *Breakbulk* magazine (one per year, GEP chooses issue)

Talk with your account representative or request information at [breakbulk.com/page/gep](https://breakbulk.com/page/gep)