BREAKBULK AMERICAS SPONSORSHIP OPORTUNITIES





PORTHOUSTON



MEDIA LEVELS

- PLATINUM \$10,000 Platinum sponsorship billing on onsite signage and pre-event marketing
- Floor cling located in the exhibition hall, directing people to your stand
- Opportunity to provide a piece of A4 literature or gift in the attendee bags
- Custom invitations, including personalized registration, for up to 75 guests
- 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 2019 official video
- Private meeting room to invite your clients duration of event
- \$5k a day Sponsorship (New traffic driver sponsorship for 2019)
- 25 event passes

- GOLD Gold sponsorship billing on onsite signage and pre-event marketing
- Floor cling located in the exhibition hall, directing people to your stand
- Opportunity to provide a piece of A4 literature or gift in the attendee bags
- Custom invitations, including personalized registration, for up to 50 guests • 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 2019 official video
- \$5k a day sponsorship (New traffic driver sponsorship for 2019)
- 20 event passes

SILVER

- Silver sponsorship billing on onsite signage and pre-event marketing
- Floor cling located in the exhibition hall, directing people to your stand
- Opportunity to provide a piece of A4 literature or gift in the attendee bags

. \$5.000

- Custom invitations, including personalized registration, for up to 25 guests
- 15 event passes

BRONZE \$3,500 • Bronze sponsorship billing on onsite signage and pre-event marketing

- Floor cling located next to your booth Opportunity to provide a piece of A4 literature or gift
- in the attendee bags
- Custom invitations, including personalized registration, for up to 15 guests
- 10 event passes

HIGH IMPACT OPPORTUNITIES

EVENT AT-A-GLANCE \$10,000 Logo on the front of the fold-out guide, distributed at registration

• Full panel ad on fold-out guide

15 event passes

Logo branding on all communications around Breakbulk Studios

- Logo on the Studio backdrop
- Complimentary interview in the Studios
- Sponsor recognition and web link on the event video web page
- Presented by' credit on the post-event video and photo email
- 20 event passes

EXHIBITOR LOCATOR SOLD

- Logo on the Exhibitor Locator in the Exhibition Hall
- 4 event passes

| SIGNAGE | SOLD |
|---|------|
| Logo on all directional signage and aisle signs | |
| • 10 event passes | |
| | |

| HOTEL KEY | | SOLD |
|-------------------------------------|--|------|
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- Logo printed on the hotel key card in partnered hotels
- 8 event passes

- Listed as Photo Contest Area sponsor on the website on
- · 'Sponsored by' logo on the, floorplan, contest mailings, online contest pages and on the winner issue page in Issue 5 of Breakbulk magazine
- Logo prominently displayed on the build of the area Table top branding
- Opportunity to distribute marketing materials in the area
- 2 event passes

- Logo prominently displayed in the Wi-Fi Recharge Lounge
- Opportunity to customize the WiFi username and password
- Opportunity to distribute marketing materials within the area
- 15 event passes

ATTENDEE BAGS \$15,000

- Logo on attendee bags
- Opportunity to provide a piece of literature or gift in the attendee bags
- 15 event passes

- Logo printed in 4 color, double sided on Lanyards
- 20 event passes

THOUGHT LEADERSHIP / CONTENT SPONSORSHIP OPPORTUNITIES

BREAKBULK MAIN STAGE – SESSION OPPORTUNITY (AVAILABILITY DEPENDENT ON FINAL AGENDA)

.... \$5,000

- Opportunity to give a 3-minute company and session introduction before one of the main sessions
- (introductory remarks to be agreed with Content Director)
- Logo on holding slide for designated session
- Logo and link on the online Main Stage agenda
 Session seat drop (collateral to be provided by the sponsor)
- Speaker to be listed on Main Stage agenda online and printed versions
- Speaker to be interviewed in Breakbulk Studios
- 5 event passes

- Opportunity to deliver a 30-minute case study / live demo / tech talk in the Tech & Innovation Hub
- (content to be agreed with Content Director) • Logo and link on the online Tech & Innovation
- Hub agendaPre-session marketing collateral seat drop (collateral to be provided by the sponsor)
- Speaker to be interviewed in Breakbulk Studios
- 5 event passes

EDUCATION DAY \$3,500

- Logo and company name on Education Day print and digital signage
- Sponsor's exhibition booth to be part for the Education Day tour
- Opportunity to guide one of the tours
- Recognition on website and marketing materials as
 Education Day sponsor
- Opportunity to provide brief introductory remarks at Education Day
- Opportunity to provide marketing materials to distribute in the room
- 15 event passes

TUESDAY TECHNICAL WORKSHOP HOST

..... \$10,000

- Opportunity to deliver a 90-minute workshop
- (content to be agreed with Content Director)Coffee and water included, provided to
- workshop attendees
- Logo and link on the online event agenda
- Sponsor logo on two pieces of free-standing signage in the room
- Workshop seat drop (collateral to be provided by the sponsor)
- Basic PA system provided screen, projector, microphone and lectern to be provided
- Thank you email sent out to participants of the workshop. Sponsor may also provide content for the email (to be signed off by Breakbulk)
- · Workshop leader to be interviewed in
- Breakbulk Studios
- 10 event passes

Thought leadership opportunity. This is your chance to showcase your expertise and leave a lasting impression of your brand with a targeted group of attendees.

- Use of space for 1 hour (time between 8.00-10.00 to be agreed with Breakbulk)
- Sponsor logo to feature on invitations and menus (Menus to be decided by Breakbulk organiser)
- Opportunity to deliver a presentation/briefing during the breakfast
- Basic PA system provided screen, projector, microphone and lectern to be provided
- Sponsor logo on two pieces of free-standing signage in the room
- Thank you email sent out to attendees at the breakfast. Sponsor may also provide content for the email (to be signed off by Breakbulk)
- Professional photos from the breakfast to be shared with sponsor post-event
- 15 event passes

MASTERS LUNCH SPONSOR (2 AVAILABLE)

(2 AVAILABLE) \$15,000 Host one of our VIP lunches at the event. This is your chance to have meaningful conversations and leave a lasting impression of your brand with a targeted group of attendees.

- Opportunity to sponsor a 1-hour VIP Masters lunch (time to be confirmed by Breakbulk)
- Sponsor logo to feature on invitations and menus (Menus to be decided by Breakbulk organiser)
- Option to deliver a welcome address at the lunch
 Basic PA system provided screen, projector,
- microphone and lectern to be provided
- Sponsor logo on two pieces of free-standing signage in the room
- Thank you email sent out to attendees at the breakfast. Sponsor may also provide content for the email (to be signed off by Breakbulk)
- Professional photos from the breakfast to be shared with sponsor post-event
- 15 event passes

EXHIBIT HALL CONTENT FEATURE AREA OPPORTUNITIES

BREAKBULK MAIN STAGE SPONSOR (EXCLUSIVE) \$20,000

- 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
- Distribution of company's promotional marketing materials in the Main Stage (materials refreshed at the start of each day)
- 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 Breakbulk Studios • 25 event passes

MASTERS ARENA SPONSOR

(EXCLUSIVE) \$20,000 Strategic branding and thought leadership opportunity. Stand out from the crowd as you position yourself as an industry thought leader and welcome Breakbulk Masters visitors to discussions and networking

- sessions focused around their business needs. • Prominent branding on structure of the Masters Arena (banners
- and billboards to be designed by Breakbulk)
- Logo and link on the event website
- Distribution of company's promotional marketing materials in the Masters Arena (materials refreshed at the start of each day)
- Opportunity to choose from Lunch or Breakfast Briefing in Masters Arena
- Access to Masters Arena for 5 members of your team
- 25 Event Passes

BREAKBULK TECH & INNOVATION

- • Prominent branding on structure of the Innovation Stage (banners and billboards to be designed by Breakbulk)
- Logo on Innovation Stage holding slides
- Logo and link on the online Innovation Stage agenda
- Distribution of company's promotional marketing materials in the Innovation Stage (materials refreshed at the start of each day)
- Opportunity to deliver a 30-minute case study on Day 1 of the event (content to be agreed with the Content Director)
- Speaker to be interviewed in Breakbulk Studios
- 15 event passes

CATERING / HOSPITALITY

CATERING AREA (2 AVAILABLE) \$8,500

- Logo on a hanging banner above designated catering area
- Sponsored by logo on the floorplan
- Table top branding in the area
- Opportunity to distribute marketing materials in the area

OKTOBERFEST BAR \$12,000

- Hanging banner above area
- Sponsored by logo on the floorplan
- Themed area, serving beers and German-inspired food
- 150 beer vouchers for sponsor to distribute from their booth • Advert on the badge print out promoting the area and your stand number
- Floor cling outside Bar with sponsor's logo and stand number
- Branded napkins with sponsor's logo

COFFEE BREAK SPONSOR

- Sponsor logo displayed prominently at the coffee stations
- Branded napkins or coffee sleeves during the coffee break
- · Listed as the Coffee Break Sponsor online
- 5 event passes

EXHIBIT FLOOR TRAFFIC DRIVERS

\$5K-A-DAY GIVEAWAY (15 AVAILABLE) \$2,000

- Logo on a hanging banner above designated catering area
- Sponsored by logo on the floorplan
- Table top branding in the area • Opportunity to distribute marketing materials in the area

CIGAR ROLLING STATION \$5,000

Add the second cigar rolling station at the anniversary part and get both for \$8000.

- Wednesday Afternoon on Show Floor, 3:00 pm 6:00 pm
- Cigar Rolling Station set up within close proximity of your booth
- · Hand rolled cigars while attendees watch, labels branded with sponsors design placed on cigars
- Signage dictating you are the sponsor of the Cigar Rolling Station

SPECIALTY DRINK TASTING \$8,000

- · Beer or wine tasting station set up within close proximity of your booth. Sponsor to decide on beer or wine with event team
- Wednesday afternoon on show floor from 4:00 pm 6:00 pm
- Napkins branded at bar with sponsor's logo
- Signage dictating you are the sponsor of the beer or wine tasting

MEETING ROOM PACKAGE OPPORTUNITIES

OPTION A \$5,000

- Opportunity for your company to invite clients to private meeting during the duration of the event
 - Meeting room includes basic set-up boardroom style
 - Audio/visual and food/beverage at company's cost
- 5 Event Passes

OPTION B \$8,000

- Opportunity for your company to invite clients to private meeting during the duration of the event
 - Meeting room includes basic set-up boardroom style
 - Coffee service provided twice throughout the day, morning and afternoon
 - Audio/visual at company's cost
- 10 event passes

DIGITAL PACKAGES

BBAM DIGITAL EVENT PREVIEW \$2,500

- · Sponsor company logo on the front cover
- 1-page feature story
- Full page advertisement on page facing feature story
- Logo on table of contents and sponsor page
- Preview to be featured on Breakbulk website as well as available to view on other digital platforms

EVENT MEET APP \$4,000

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

EVENT MEET APP – FEATURED LISTING

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

CUSTOM ITEMS

| BAG INSERT | \$2,000 |
|--|---------|
| Opportunity to insert an item into the attendee bags | |
| | _ |

EVENT-AT-A-GLANCE ADVERT – FULL PAGE

(2 AVAILABLE) \$2,500 • Full page advert in Event-at-a-Glance

EVENT-AT-A-GLANCE ADVERT - HALF PAGE

(2 AVAILABLE) \$1,200 • Half page advert in Event-at-a-Glance

REMOTE GIVEAWAY\$1,250

Opportunity to distribute marketing materials/ gifts from a location away from your stand

• Based in a 1m x 1m area, denoted by a floor sticker with your logo

Cocktail table provided to place marketing materials on

FLOOR DECAL BRANDING \$250

• A 1m x 1m floor sticker placed in the exhibition hall, directing visitors to your stand

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We're celebrating big time at Breakbulk Americas this year in honor of 30 years as the industry's hub for breakbulk and project cargo from the northernmost reaches of Canada down to the tip of Argentina. Don't miss the opportunity to promote your company to the more than 5,000 guests expected across all three days—one party for each decade. And, we have special advertising packages as well!

CELEBRATIONS

KICK-OFF PARTY

TUESDAY, OCT. 8 FROM 2:30 PM - 5:00 PM

THE WHARF (in front of George R. Brown Convention Center)

Enjoy live music throughout the afternoon and gather for anniversary cake and champagne at 4:30. Once we've toasted one another, we'll head on into the ribbon cutting for the official opening and Welcome Reception in the hall.

Logo on invitations

- 2 pieces of signage within the area
- Branded napkins with sponsor's logo
- 2 pieces of signage near drinks serving station
- 50 beer vouchers for sponsor to distribute
- · Sponsor logo included on 30th birthday cake

30th ANNIVERSARY PARTY

WEDNESDAY, OCT. 9 FROM 6:15 PM - 8:30 PM

THE RUSTIC (just a few steps from the exhibition hall)

This all-new outdoor venue offers a true taste of Houston hospitality. Food, bar and live music on hand. Tickets are \$25 in advance, \$30 at the door.

HEADLINE SPONSOR \$10,000

- Logo on invitations
- Branded napkins with sponsor's logo
- Branded drinks cups
- Signage throughout showcasing your company as the headline sponsor
- Private VIP area to invite your clients
- 2 pieces of signage at the party denoting your VIP Area
- · Appetizers to be provided for up to 25 clients
- 25 customized invitations to provide to your clients

- Private VIP area to invite your clients
- 2 pieces of signage at the party denoting your VIP Area
- Light appetizers to be provided for up to 25 clients
- 25 customized invitations to provide to your clients

CIGAR ROLLING STATION \$5,000

Add the second cigar rolling station on the show floor part and get both for \$8000.

| РНОТО ВООТН | \$5,000 |
|-------------|---------|
| | \$3,500 |

- Branded bags to be distributed at the end of the party
- Opportunity for sponsor to add giveaway into the bag
- Breakbulk to provide contents, e.g. Advil, mints and more

AFTER PARTY

THURSDAY, OCT. 10 FROM 2 PM - 5 PM

THE WHARF (in front of George R. Brown Convention Center)

Let's send off all our good friends-new and old-with a final celebration immediately once the exhibit hall closes.

AFTER PARTY SPONSOR \$6,000

Logo on invitations

- 2 pieces of signage within the area
- Branded napkins with sponsor's logo
- 2 pieces of signage near drinks serving station
- 50 beer vouchers for sponsor to distribute

ADVERTISING

SPECIAL ADVERTISING RATES FOR BREAKBULK AMERICAS EXHIBITORS

Be a part of Breakbulk's biggest issue of the year! Issue 5 will be distributed in delegate bags at the 30th annual Breakbulk Americas, October 8-10 in Houston, as well as to our 30,000+ print and digital subscribers.

As the official publication and editorial guide for Breakbulk events, Breakbulk magazine Issue 5 will include a 30th Anniversary Breakbulk Americas retrospective and event guide in one that's sure to become a keepsake. As an event exhibitor, we'd also like to offer you the following special advertising rates:

- Full page ad in Issue 5 or the Anniversary retrospective for only \$3,000
- Half page ad in Issue 5 or the Anniversary for only \$1,800
- Advertise in both Issue 5 and the retrospective and save - TWO full page ads are only \$5,400, two half page \$3,500.

ANNIVERSARY GUIDE SPONSORSHIP

Breakbulk has an exclusive opportunity for an Anniversary Guide sponsorship.

Deliverables include:

- Logo and "Sponsored by" on the cover
 Reference to sponsorship on Table of Contents
- Full-page ad and full page of advertorial
- Sponsorship addressed in all references to anniversary issue, including digital email notices, social media and other references.
- Event site notices and visibility.
- Notice of sponsorship in event notices and materials.

All this for only \$8,000!

An additional opportunity

for our Port & Terminal exhibitors: Choose to run a full-page ad in the Americas Ports Supplement for the same great rate of \$3,000 and we will include a one-page advertorial alongside it for no additional cost.



To learn more about sponsorship opportunities or to customize your own for Breakbulk Americas 2019, please contact a member of our America-based sales team:

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