

**BREAKBULK BREAKBULK**



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**EUROPE 13-15 MAY 2025**

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# WELCOME



**Patrick Hyslop**  
Event Director  
Breakbulk Europe

This year marks a remarkable milestone as Breakbulk Europe turns 20! Since its inception, our event has become the premier gathering place for the world's project cargo and breakbulk professionals, bringing together visionaries, innovators, and industry leaders from every corner of the globe. We are thrilled to welcome you to this special edition which will be the biggest one yet! Where you'll experience the same vibrant energy, unparalleled networking, and cutting-edge insights that have shaped Breakbulk Europe over two incredible decades.

Whether you are a seasoned participant or a first-time attendee, this year you can expect more than ever before. Join us in celebrating two decades of achievement and growth while exploring the future of our industry, connecting with old friends, and forging new partnerships that will shape the next 20 years of success in the breakbulk and project cargo.

Here's to another unforgettable Breakbulk Europe – and to all of you who make it extraordinary.

**WELCOME TO THE CELEBRATION!**

# AMPLIFY YOUR MESSAGE, ELEVATE YOUR BRAND

As an exhibitor at Breakbulk Europe, you open the door to international recognition as a thought leader and top brand. Our family of media products – Breakbulk Magazine, BreakbulkONE and Breakbulk Studios offers a variety of opportunities.

- 1

Preferred placement for exhibitors, including far front, right side and specific editorial adjacent
- 2

Consideration as an interview resource for Breakbulk editorial
- 3

Featured case study in the magazine
- 4

Opportunity to contribute as a Thought Leader on a specific topic of interest to the Breakbulk community
- 5

Interview in Breakbulk Studios onsite at the event
- 6

On location filming to capture your story and share with the industry
- 7

Preferred rates on session sponsorships that include speaking opportunities

All article content from BreakbulkONE and Breakbulk Magazine is posted to the Breakbulk website and to Breakbulk's LinkedIn company page with 22,000+ followers.

Ask your sales rep about custom packages. Sponsorships, advertising and editorial preference available to exhibitors and BGSN members.

# EXHIBITOR PROMOTION IN ACTION

Our event content and editorial teams work closely with industry leaders, including exhibitors and Breakbulk Global Shipper Network members, to identify emerging opportunities that hold promise for breakbulk and project cargo service providers. As a global exhibitor and sponsor, the opportunities extend throughout the year.

## THE CUSTOMER

As a Global Event Partner and Main Stage global sponsor, DHL Industrial Projects received editorial preference in a variety of formats, positioning the company as a global thought leader.



Credit: DHL

## PROMOTION TIMELINE

### JAN/FEB

#### Breakbulk Magazine:

- Priority placement: 2nd cover
- "Reinventing Recruiting, Retaining Dynamics" with Andy Tite, Commercial Director
- "Breakbulk Visits DHL Innovation Center in Chicago"



#### Breakbulk Studios

##### On Location:

- "Walk & Talk with Jim Giedraitis"
- "Seeing Double: Digital Twins" with Jake Swanson

**Onsite at Breakbulk Middle East:** Breakbulk Studios interview with Peter Dudas on "DHL Strategy Provides Stability in an Uncertain Market"



#### Breakbulk Middle East Main Stage

Session speaker: "Women in Breakbulk: Becoming a More Influential Leader"



### MAR/APR

#### BreakbulkONE news:

- "Chile Seeks to Speed Up Project Approvals"
- "Mitigating and Managing Project Risks"

**Breakbulk Magazine:** "Call for Supply Chain Agility, Resilience"



### MAY/JUNE

#### Breakbulk Europe Main Stage

Session speaker: "Capacity & Contingency Planning"

**Breakbulk Studios On Location/Breakbulk Magazine:** "Breakbulk Visits DHL Innovation Center in Dubai"



### JULY/AUG

#### Breakbulk Magazine:

Pablo Hanacek, head of industrial projects in Argentina, reveals "How to Unlock the Highway of Development in Latin Americas"



### SEP/OCT

#### Breakbulk Americas Main Stage

- **Session speakers:** "Energy Project Outlook" and "Big Tech, Chips & SMRs"
- **Breakbulk Studios:** "How Many Transports to Build a Fab With John Lu"



### NOV/DEC

#### Breakbulk Magazine:

Yaneth Castaneda, head of industrial products for Central America and the Caribbean, in "Can the Panama Canal Mitigate Endless Drought?"



# WHY SHOULD YOU EXHIBIT?

## MEET DECISION-MAKERS

Including leading EPCs, oil & gas companies, energy companies, mining & metals producers and manufacturers.

## BREAKBULK APP OFFERS CONVENIENT NETWORKING

The app makes it easy to plan your meeting schedule in advance.

## INCREASE BRAND AWARENESS AND LAUNCH NEW PRODUCTS

Branded meeting area for business development teams plus full marketing support to promote exhibitors before, during and after the event.

## THE BREAKBULK PLATFORM

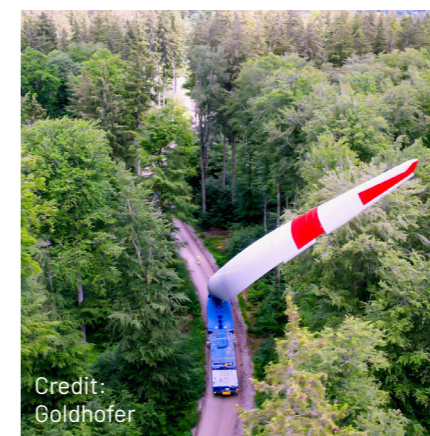
At Breakbulk Europe, the exhibitor experience is more than a stand on the floor. Our marketing team supports your participation from the moment you sign your contract, which means the earlier you sign, the more marketing exposure you will receive.



# WHO SHOULD EXHIBIT?



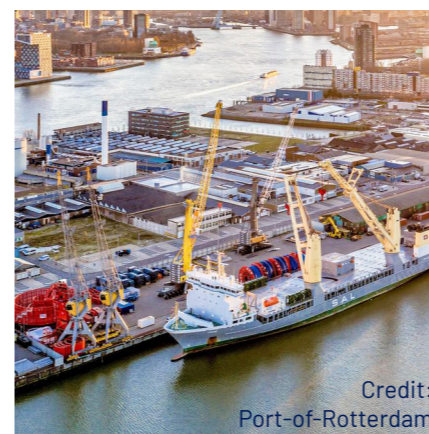
## FREIGHT FORWARDER



## EQUIPMENT



## ROAD TRANSPORT



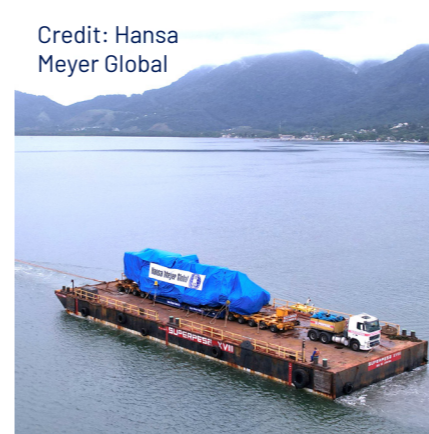
## PORTS & TERMINALS



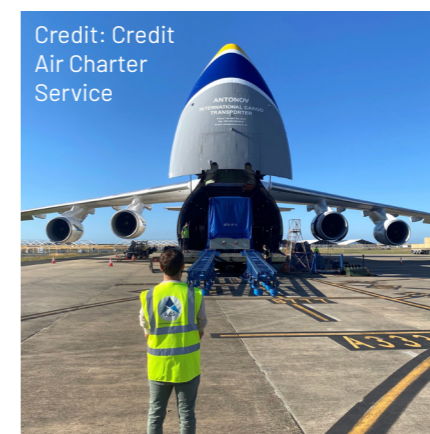
## MARITIME TRANSPORT



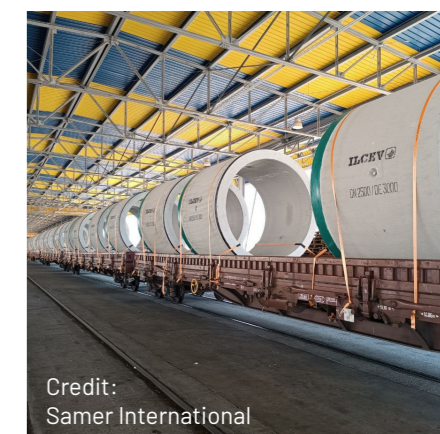
## INDUSTRY-RELATED SERVICES



## BARGE & INLAND TRANSPORT



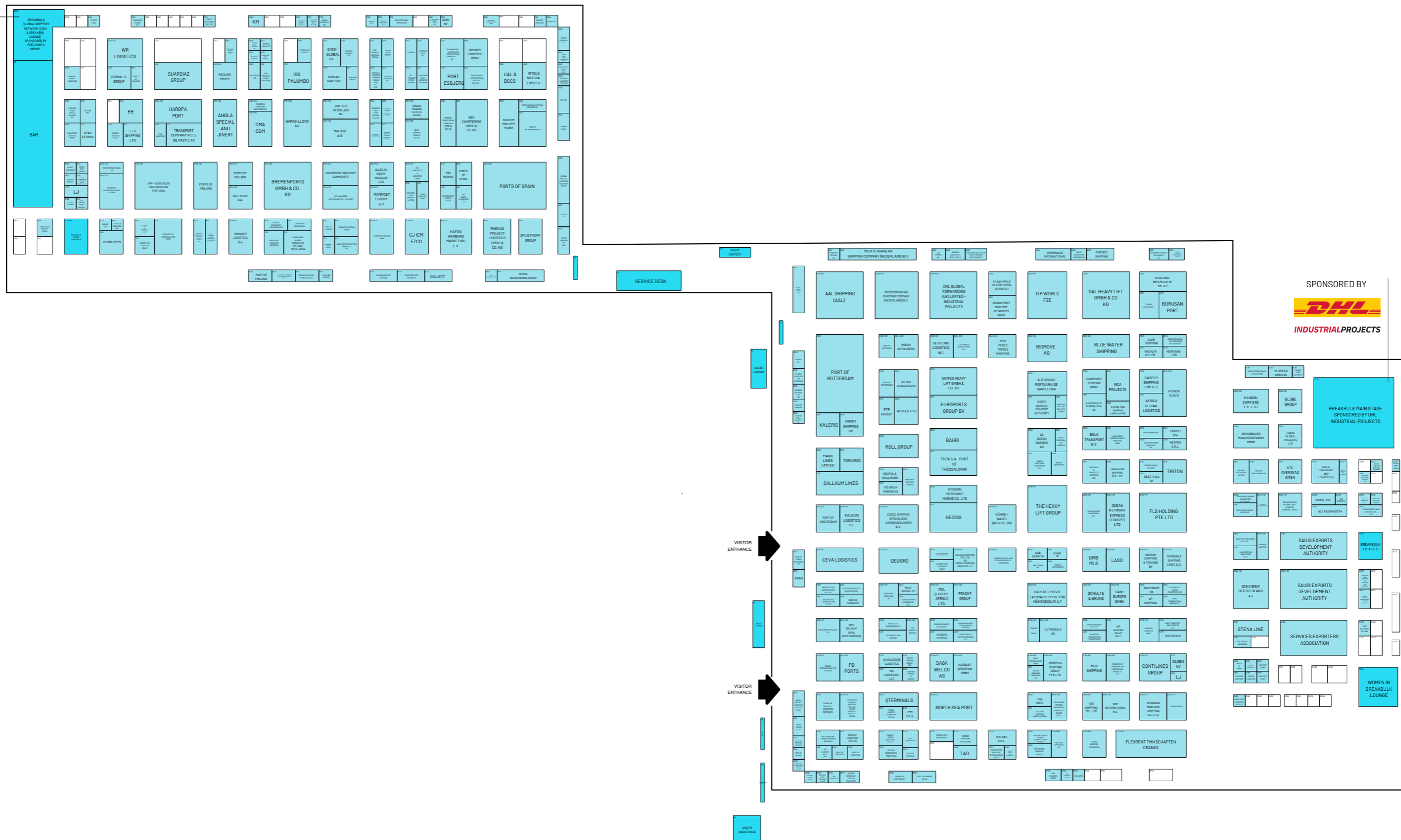
## AIR TRANSPORT



## RAIL TRANSPORT

# FLOORPLAN

SPONSORED BY



# BREAKBULK EUROPE 2024 IN NUMBERS

## RESULTS AT A GLANCE

Attendees:

11,128

(all-time Breakbulk events record)

Companies

4,967

15% increase over 2022

Exhibitors

500+

## ATTENDEE BREAKDOWN

Exhibitor Reps:

6,257

18% increase over 2023

Visitors:

4,420

8% increase over 2023

Breakbulk Global Shipper  
Network Members:

451

100% increase over 2023

SHIPPERS –  
THE DECISION-  
MAKERS EVERYONE  
WANTS TO MEET



## BIG NAME SHIPPERS AT BREAKBULK EUROPE

Air Liquide, Air Products, ALCOA, Alstom, Andritz, Aramco, Baker Hughes, Bechtel Corp., BMW, Bouygues Construction, BP, British Steel, Caterpillar, Chevron, Enel, Enercon, Enkern, Europipe, FLSmidth, Fluor, GE, Glencore, Halliburton, Hitachi Energy, Jacobs Engineering, Kiewit, Linde Engineering, McDermott, MercedesBenz, NOV, NEOM, Nordex, Repsol, Saipem, Samsung Engineering, Shell, Siemens, Sumitomo, Tata Steel, Technip Energies, Técnicas Reunidas, Tecnimont, thyssenkrupp, TotalEnergies, Vallourec, Vestas, Volvo, Wärtsilä, Westinghouse Electric Company

25%

EPC  
(Engineering,  
Procurement &  
Construction)

BY  
SECTOR

42%

33%

Manufacturer  
(of Project Cargo)

Project Owner  
(inc. Aerospace, Chemical,  
Construction, Metals & Heavy  
Industries, Military & Defense,  
Mining, Oil & Gas, Power,  
Renewables etc.)

## NETWORKING BEYOND THE EXHIBITION FLOOR

### BREAKBULK BOULEVARD



1,000+

guests on Schiedamse Vest

### WOMEN IN BREAKBULK BREAKFAST



130+

women

### ROTTERDAM BOAT TOUR



130+

guests

OFFICIAL  
EVENT VIDEO:





# TESTIMONIALS

**John Pittalis,  
Head of Marketing and Communications,  
AAL Shipping**

“Shipping is a global industry, with all of our supply chain partners based around the world. So it’s hugely important for us to have opportunities where we can have some face-to-face time. Breakbulk Europe represents one of the best opportunities within our sector to do exactly that and we appreciate all Breakbulk’s efforts to put this extremely strong event together.”



**Samuel Semple,  
Group Pricing Manager for Ocean  
Freight, Bertling Logistics**

“Breakbulk is about great networking – we get to put our name out there and approach new customers. It is a very lively event, the biggest Breakbulk event, and actionpacked.”



**Luz Marina Espiau,  
Moreno Chief Commercial and Marketing  
Officer, Port of Tenerife**

“What makes this event unique is its ability to bring together a diverse group of global professionals under one roof, providing an unmatched platform to discuss challenges and opportunities in the breakbulk and project cargo industry. This year, our focus was on highlighting the recent development of the Port of Granadilla as a key logistical hub for renewable energies and offshore operations, which generated significant interest and opened several doors for future initiatives.”



**Garnaud Tsika,  
Commercial Manager,  
Allelys**

We’ve been coming here for years and that’s not going to change any time soon. The show gets bigger as we get bigger – it’s the place to be for networking. We get to see so many of our clients all in the same place at the same time.



# SPONSORSHIP

## REASONS TO SPONSOR

Put your brand in front of the project cargo community at a time when prospects for new business are high.

- Establish and reinforce leadership in your company's sector
- Meet with project owners, shippers, specialised transport and logistics companies both in-region and global
- Launch new products and services to a captive buying audience
- Tap into Breakbulk's global social media presence and promote your company to the world
- Match your company's sales objectives with a sponsorship to reinforce your message
- Have another idea? Our sponsorship team is eager to work with you in customising a program that's exactly right for you

## ONSITE OPPORTUNITIES



### BREKBUK MAIN STAGE

Conference sessions will take place throughout the event on the Main Stage, which will include sponsor branding. This is the hub for the region's thought leaders who deliver compelling content on the issues critical to new business for project cargo professionals.

Sponsored by   
INDUSTRIALPROJECTS



### BREKBUK STUDIOS

Breakbulk Studios is the place for live interviews with speakers, dignitaries and exhibitors. Sponsor logo will be displayed in the background for all video interviews, giving the sponsor high visibility during the event, as well as post-event.

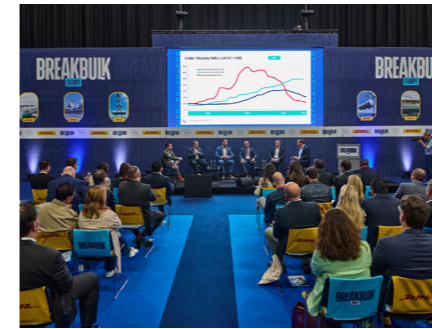


### ATTENDEE BAGS

Every event attendee will receive a complimentary bag to hold sales material they've collected for future reference. This is a straight forward branding opportunity for a sponsor who wants full visibility throughout the event and the potential to have a lasting impact with your business profiled on these reusable tote bags.

Sponsored by 

## THOUGHT LEADERSHIP



### Breakbulk Main Stage Session

Showcase your company to an engaged audience during a high-level strategic session on the Main Stage and participate in the session with opening remarks or a seat on the panel.



### Women in Breakbulk

With the growing drive for diversity, this is a sponsorship to show support for equality across the industry. A panel of female industry leaders will share their stories and advice, while providing a lively forum for networking.



### Education Day

Breakbulk Education Day is known throughout the region for its role in educating students from partnering institutions about the opportunities for a career in maritime, transportation, logistics and other related fields.

## BRANDING OPPORTUNITIES



### LANYARDS

An essential item for all attendees that offers repeated exposure for sponsor's brand throughout the show.

Sponsored by 



### ATTENDEE BADGE

Designed into the badge layout for every attendee, a sponsor's message or offer will receive the attention it deserves.

Sponsored by 

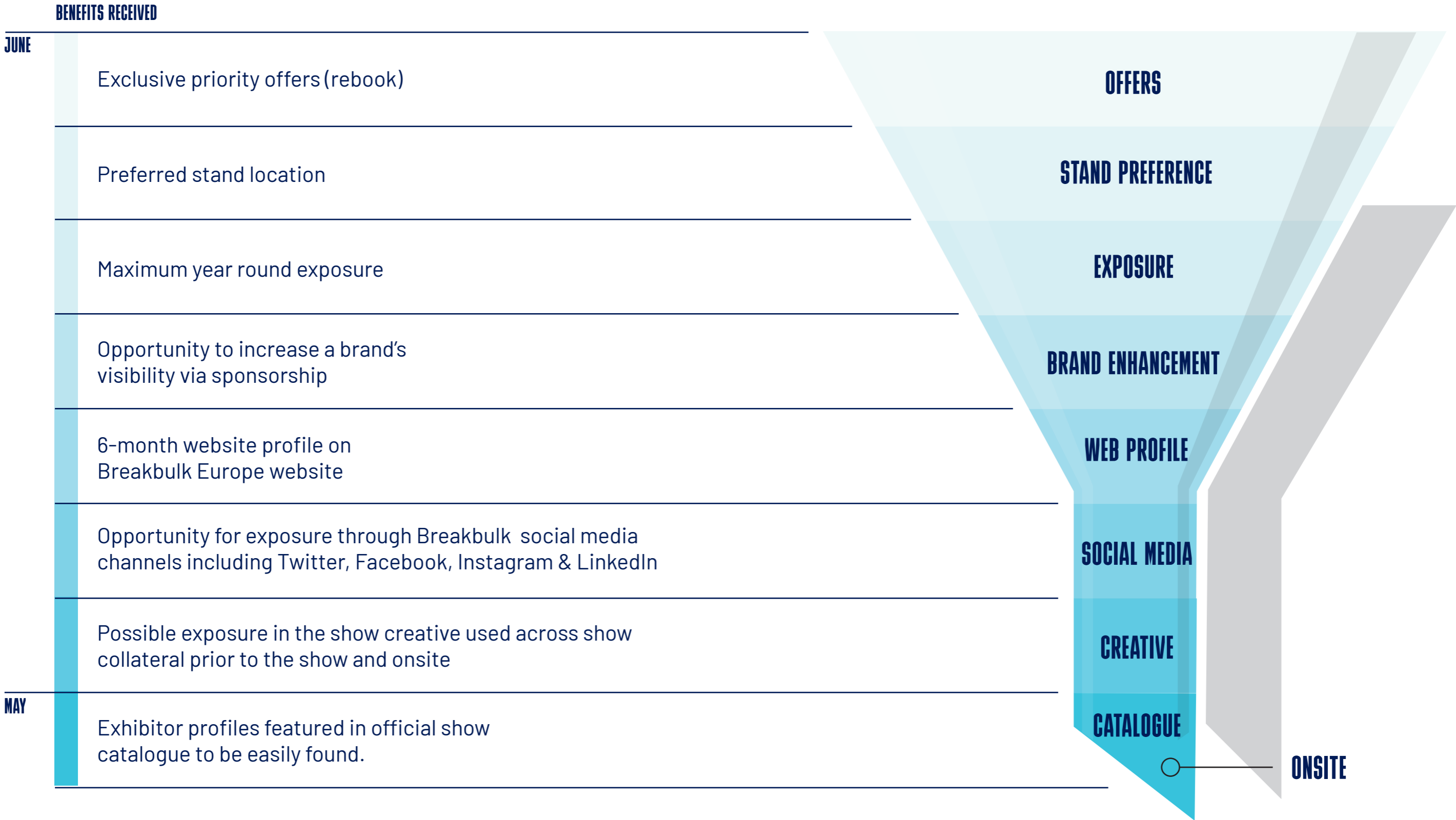


### EVENT MEET APP

The Breakbulk Meet App is available for exhibitors, shippers and attendees to schedule meetings and stay connected.

Find out more about our sponsorship opportunities by contacting the team:  
<https://europe.breakbulk.com/page/exhibitor-form>

# THE VALUE OF BOOKING NOW



# STAND PACKAGES

## SPACE ONLY

Space only allows for a bespoke design to bring your brand to life. We can connect you with our official event contractor to assist with the design and build.

SPACE ONLY EXCLUDES: Shell scheme booth, signage, power cable, DB board for electrics, lighting, furniture and all requirements for your custom stand will need to be provided by your design team and/or yourself as the exhibitor for your direct account.



## SHELL SCHEME 9SQM



## SHELL SCHEME 18-24 SQM

- Shell Scheme - 9 SQM contains:**
- Aluminium Sodem profile structure with white forex infill panels at overall height of 2.5 metre exhibition grade carpet
  - 1 x Arc table, black (code: MT21)
  - 2 x Iso chairs, black (code: MC12)
  - 1 x Lockable Counter, white (code: MD11)
  - 1 x Waste bin (code: MA10)
  - Exhibitor's banner name in vinyl lettering cut out per open side fascia
  - 1 x Exhibitor's fascia logo per fascia board (600mm W x 200mm H)
  - 1 x Exhibitor's front counter logo (940mm W x 940mm H)
  - 3 x 35W Halide Spotlights
  - 1 x 3-pin UK Standard Electrical Socket

**\*\*** Please note, lights and sockets will only be installed if power is ordered.

- Shell Scheme - 18 SQM contains:**
- Aluminium Sodem profile structure with white forex infill panels at overall height of 2.5 metre exhibition grade carpet
  - 2 x Arc table, black (code: MT21)
  - 4 x Iso chairs, black (code: MC12)
  - 2 x Lockable Counter, white (code: MD11)
  - 2 x Waste bin (code: MA10)
  - Exhibitor's banner name in vinyl lettering cut out per open side fascia
  - 1 x Exhibitor's fascia logo per fascia board (600mm W x 200mm H)
  - 2 x Exhibitor's front counter logo (940mm W x 940mm H)
  - 6 x 35W Halide Spotlights
  - 2 x 3-pin UK Standard Electrical Socket

**\*\*** Please note, lights and sockets will only be installed if power is ordered.

# SPONSORS

HOST PORT

GLOBAL PORT PARTNER & REGISTRATION SPONSOR

MAIN STAGE

LANYARD

SHOW SPONSORS

[europe.breakbulk.com](https://europe.breakbulk.com)

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**CONTACT US TODAY**

[europe.breakbulk.com/Page/exhibitor-form](https://europe.breakbulk.com/Page/exhibitor-form)

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