



BREAKBULK

EUROPE 13-15 MAY 2025

SPONSORSHIP OPPORTUNITIES

EUROPE.BREAKBULK.COM

SPONSORSHIP

Maximise your exposure at the worlds leading event for project cargo and breakbulk industries.

Generate awareness, impressions, and leads for your business and put your brand at the forefront of the project cargo and Breakbulk community with our onsite sponsorship opportunities.

Our sponsorship opportunities are thoughtfully categorised into three key areas:

BRANDING

CONTENT

DIGITAL

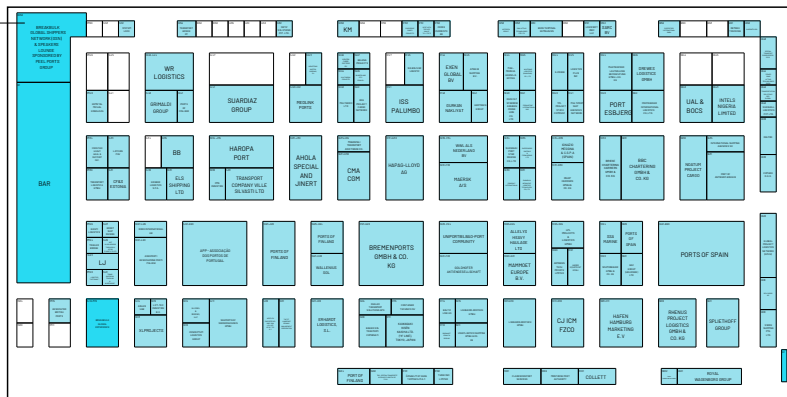
This means you can tailor your sponsorship to align perfectly with your marketing goals and reach your target audience in the most impactful way.

Whether you're looking to enhance your brand visibility, share valuable content with industry professionals, or expand your digital footprint, we have a sponsorship package designed to help you achieve your objectives.

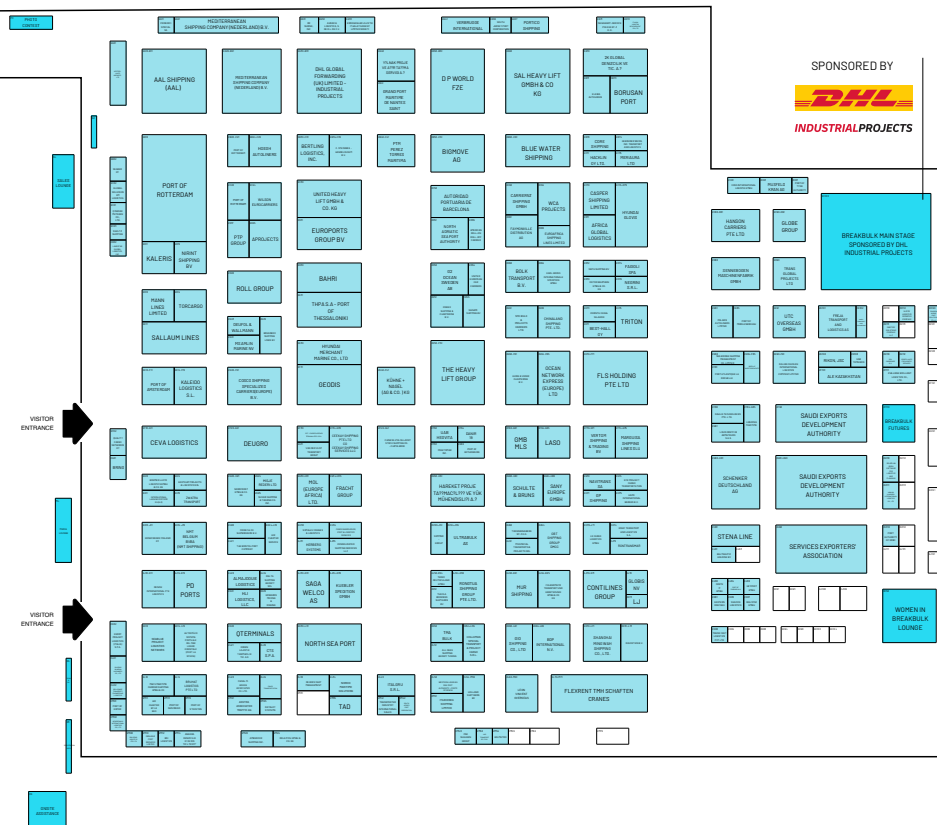


FLOORPLAN

SPONSORED BY



SERVICE DESK



SPONSORED BY

**INDUSTRIALPROJECTS**

BRANDING



BAG INSERTS

DESCRIPTION:

Bag inserts offer a unique way to promote your brand, engage with attendees and enhance their event experience. Attendees receive these bags at registration, and they become a valuable accessory throughout the event. Inserts in the show bags provide excellent exposure and a tangible connection with your brand as they are reminded of your brand when they get home.

INCLUSION:

- 1 x A4 or smaller piece of literature placed in each of the attendee bags
- 1 x gift placed in each of the attendee bags
- Sponsor is responsible for designing, producing, and delivering all collateral to the venue



ROTTERDAM VISITORS GUIDE

DESCRIPTION:

Sent digitally to all pre-registered attendees before attending the show, have your branding front and center so they know to visit your stand when at Breakbulk Europe.

INCLUSION:

- Logo on front cover
- Recognition as sponsor on signage
- Recognition as sponsor on website and related social media posts



WELCOME RECEPTION

DESCRIPTION:

Kick off the event in style with this premier sponsorship opportunity: the Welcome Reception. Taking place in the vibrant Hall 1 Food Court, this exclusive gathering offers your brand the perfect stage to make a powerful and memorable debut. As the first major touchpoint for attendees, your sponsorship will set the tone for the entire three-day event, ensuring your brand becomes a lasting highlight of their experience.

INCLUSION:

Bars will be positioned around the floorplan including one near your booth.

- Branding on 5 welcome bars
- Only available on Day 1 of the show - Tuesday, 5pm - 8pm
- Option to add entertainment, food & beverage, décor in collaboration with our operations team at your cost
- 10 free event passes



NEW FOR 2025

BREAKBULK GREEN WORLD AWARDS – MAIN SPONSOR

DESCRIPTION:

The Main Sponsorship of the Green World Awards is a high-profile, long-running opportunity that ensures maximum brand visibility from the launch of award entries through to the final Winners Reception at Breakbulk Europe and beyond. As the exclusive top-tier sponsor, your company will be associated with the entire awards program, gaining unparalleled exposure to industry leaders and decision-makers throughout the competition.

INCLUSION:

- Premier logo placement across all Green World Awards communications
- Guaranteed reservations for six sponsor company employees at the Winners Reception
- Opportunity to deliver opening remarks at the Green World Awards ceremony
- Opportunity to present the Sustainability Champion Award during the Green World Awards ceremony
- Prominent branding on the stage backdrop at the awards ceremony and reception
- Featured in the official Green World Awards video
- Logo and “Sponsored by” recognition on the invitation to the Winners Reception
- Participation in the official Green World Awards event photos at the Winners Circle
- Inclusion in the digital Green World Awards publication
- Dedicated social media feature post
- Full-page advertisement and 500-word Thought Leader piece in Breakbulk Magazine Issue 3



NEW FOR 2025

BREKBUK GREEN WORLD AWARDS – WINNERS RECEPTION SPONSOR

DESCRIPTION:

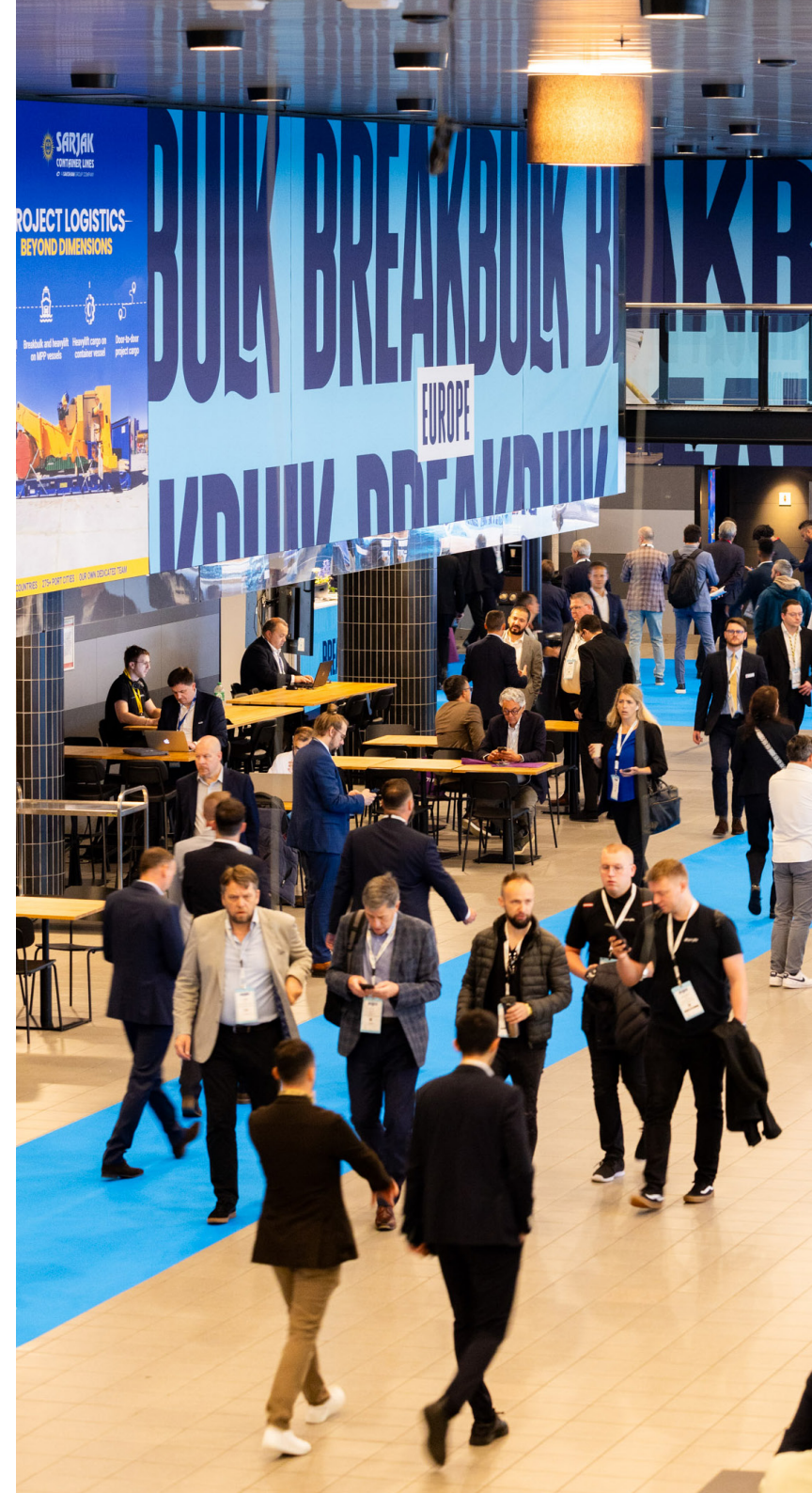
The Winners Reception is an exclusive gathering of award winners, finalists and top industry decision-makers immediately following the Green World Awards ceremony on Tuesday, May 13, at Rotterdam Ahoy. This elite networking event brings together executives and key stakeholders from across the project cargo and breakbulk industry, providing a high-value opportunity to connect with sustainability leaders.

INCLUSION:

- Exclusive branding as the Winners Reception Sponsor on all related event materials
- Guaranteed reservations for six sponsor company employees at the Winners Reception
- Lead role in the Winners' champagne toast, celebrating the honorees in front of an audience of industry leaders
- Invitation to the Winners Reception features your logo and "Sponsored by" at the top
- Logo and "Sponsored by" recognition included everywhere the reception is promoted: website, event app, onsite signage
- Inclusion in the digital Green World Awards publication, sent to the full Breakbulk Europe database, featured on the event website and accessible from the app
- Recognition in social media posts promoting the reception and award winners
- Short clip featured in the official Green World Awards video, filmed onsite at the reception
- Your logo included in the Winners Circle step-and-repeat backdrop, along with the main sponsor and the Green World Awards logo

For more sponsorship opportunities, you can visit this page:

[Sponsorship - Breakbulk Europe Awards](#)



DIGITAL



BREAKBULK EUROPE APP

DESCRIPTION:

Embrace the digital age and make a significant impact at the event by becoming the mobile app sponsor. With no printed show guide onsite, the event's mobile app is a vital tool for attendees, making it the perfect platform to showcase your brand.

As the mobile app sponsor, your brand will be seamlessly integrated into the event's official mobile app. Attendees will see your logo and messaging prominently displayed each time they open the app, creating strong brand recall and recognition.

Your sponsorship provides a valuable opportunity to enhance attendees' event experience by offering exclusive content, features, or engagement opportunities within the app.

The mobile app sponsorship is a chance to align your brand with cutting-edge technology and innovation while providing attendees with a user-friendly and engaging event experience. With customisation options, you can tailor your involvement in the app to align perfectly with your brand identity, ensuring a cohesive and memorable presence.

INCLUSION:

- 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
- Special dedicated 'featured' section in the sidebar on the website
- Logo on sponsorship webpage



WEBSITE LEADERBOARD AD

DESCRIPTION:

Capture the attention of event attendees and make a powerful first impression by placing a web banner on the event's website. This prime sponsorship opportunity ensures your brand takes center stage, providing maximum visibility to eventgoers as they access the website.

Placing your banner on the Breakbulk website ensures that your logo, messaging, and branding are front and centre, creating strong brand recognition and a positive association with the event. This sponsorship offers a dynamic way to engage attendees and drive traffic to your brand's website, product pages, or other online assets.

INCLUSION:

- Branded banner with company logo, stand and hall number



FEATURES / SIGNAGE



EXHIBITION HALL BAR

INCLUSION:

- The bar areas are open to all registered Breakbulk participants
- Sponsor logo incorporated into bar area signage
- Sponsor branded accessories (coasters and napkins)
- Rigged banner advertising you as the bar sponsor
- 10 sponsor passes included in the package
- Preshow event marketing including logo in all emails and preshow personalised email send



WOMEN IN BREAKBULK NETWORKING BREAKFAST

DESCRIPTION:

To encourage further inclusion, Breakbulk Europe brings together women from different sectors to share their perspectives on building a successful career in the maritime, project cargo and breakbulk industry.

Influential women in the industry offer insightful tips and advice on how they can climb the ranks and change the narrative on an industry that is progressing in the right direction.

In 2025, the Women in Breakbulk Networking Breakfast will be held on Tuesday, 13 May to allow for a longer session filled with networking opportunities.

INCLUSION:

- 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
- Option to distribute materials and a gift to attendees
- Option to run a promotional video before start of session
- Interview in Breakbulk Studios



MAIN STAGE SESSION

DESCRIPTION:

Become a Main Stage session sponsor to highlight your brand during a specific session. This sponsorship provides prominent recognition with your logo and messaging on stage banners, promotional materials, and the agenda. It allows you to align your brand with a particular theme, engage with your target audience, and showcase your expertise and thought leadership in the industry.

INCLUSION:

- 3-minute opening remarks
- Logo on holding slide for designated panel session
- Logo and link on the Main Stage agenda
- Speaker to be interviewed in Breakbulk Studios
- Access to Global Shipper Lounge for speaker
- Company profile in event app / event guide
- 3 event passes



PHOTO CONTEST AREA

INCLUSION:

- Logo prominently displayed in the Photo Contest area
- 'Sponsored by' logo on the floorplan, website and in all contest mailings ad related materials
- Opportunity to distribute materials in the area
- Opportunity to run promotional video on built-in screen
- Opportunity to place logo on screen



EDUCATION DAY

DESCRIPTION:

This is the perfect sponsorship opportunity to put your brand in front of the next generation. Breakbulk Europe's Education Day aims to inform, inspire and entice students about breakbulk and project cargo, how it is handled, where the cargo often moves as well as the kinds of opportunities available in the sector.

INCLUSION:

- Logo and company name on Education Day print and digital signage
- Sponsor's exhibition stand to be part of Education Day tour
- Signage promoting you as the sponsor of Education Day
- Recognition on website and marketing materials as Education Day sponsor
- Opportunity to provide brief introductory remarks at Education Day and lead a session, subject to curriculum



CHARGING ZONE

DESCRIPTION:

The perfect dwell area for attendees to charge their phones and meet with potential business partners.

INCLUSION:

- Exclusive positioning and recognition as the Charging Area Sponsor on the floorplan, digitally and in print
- Company logo incorporated into the design of the area
- Listed as Charging Zone Sponsor on the online agenda
- 10 event passes



BREAKBULK

EUROPE 13-15 MAY 2025

The Breakbulk team is here to support your business needs. Have an idea that's not listed? We're excited to collaborate with you to create a tailored program that elevates your profile.

SPEAK TO THE TEAM TODAY

[EUROPE.BREAKBULK.COM](https://europe.breakbulk.com)