

BULK BREAKBULK BR
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EUROPE 21-23 MAY 2024

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SPONSORSHIPS
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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.

BREAKBULK

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NEW FOR 2024

BREAKBULK ROUNDTABLES

New for 2024, Round Tables will bring together professionals from across industry sectors to share insights, address issues and generate actionable takeaways.

Discussions will focus on key breakbulk topics to fuel business solutions and foster collaboration. Round Tables themes will include, Decarbonisation, Rates & Capacity, Women in Breakbulk, The Talent Gap and Energy Transition.

Breakbulk's brand-new, innovative programme, Round Tables are 1-hour peer group round table discussions connecting groups of up to 10 industry professionals based on their topic of interest.

You can only sign up to one Round Table at Breakbulk Europe 2024, so make sure you select the topic most interesting to you!

Round Tables sponsorship opportunities on next page



BREAKBULK ROUNDTABLES

Option 1: BREAKBULK ROUND TABLES OVERALL SPONSOR

A company can sponsor the whole Round Tables event. The sponsoring company will be a Round Tables Thought Leadership Partner.

Cost: €30,000

- Opening remarks (5 mins) before Round Tables start
- Branding on tables in the form of your logo on the table placard identifying table number
- Branding on sponsor directory and Round Tables webpage
- Onsite branding and signage in Round Tables room
- Company representative to be interviewed in Breakbulk Studios
- Logo on Round Tables webpage as Round Tables Main Sponsor
- Opportunity to provide marketing material / gifts on tables
- Social media post announcing Round Tables sponsor
- Logo included as Round Tables sponsor in all pre/post-event Round Tables emails
- Logo included on sponsor array and website sponsor list
- Data sharing of all registrants to Round Tables

Option 2: ROUNDTABLE TOPIC SPONSOR

Companies can sponsor a Round Tables topic based on topics presented by Breakbulk. We work with sponsors to identify a topic that is aligned with their organisation and is valuable to participants. The number of Round Tables scheduled for each topic will depend on factors such as the number of attendees interested in that topic.

Cost: €5,000 per topic

- Sponsor name included with the topic, for example "Using AI to Create Value in Project Cargo OR create value in project cargo (sponsored by Company XYZ)"
- Invitation to moderate at the relevant topic's Round Tables
- Work with Breakbulk team to put together prompts/questions for moderators
- Branding on tables in the form of your logo on the table placard identifying the topic for that table
- Logo on Round Tables webpage as Topic Sponsor
- Company representative to be interviewed in Breakbulk Studios
- Sponsor able to provide marketing material / gifts on relevant topic's table
- Social media post announcing Topic Sponsor
- Logo included as Topic Sponsor in all pre-event Round Tables emails
- Logo included on sponsor array and website sponsor list

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 upon 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
- 1x gift placed in each of the attendee bags
- Sponsor to design and produce collateral and send to venue

PRICE:

From €5,000

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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

PRICE:

From €20,000



WELCOME RECEPTION

DESCRIPTION:

Opening the show, we present this top tier sponsorship opportunity: the welcome reception. This exclusive moment is your chance to unveil your brand in a dynamic and unforgettable way, ensuring that your presence resonates throughout all three days of the event. As the initial touchpoint for our attendees, your brand will set the tone for their entire experience, leaving a lasting impression. This is your opportunity to seize the spotlight and showcase your brand to a captive audience ready to engage with your story.

INCLUSION:

- Branding as Welcome Reception Sponsor
- Option to add entertainment, food & beverage, décor in collaboration with our operations team at your cost
- Invite sent to all visitors with sponsored branding preshow
- Social promotion
- 10 free event passes

PRICE:

From €40,000



DIGITAL

BREAKBULK EUROPE APP

DESCRIPTION:

Embrace the digital age and make a significant impact at the event by becoming the mobile app sponsor. In today's tech-savvy world, 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

PRICE:

From
€15,000



WEBSITE LEADERBOARD AD

DESCRIPTION:

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

As the homepage banner sponsor, your brand's banner will be prominently displayed on the platform's homepage, making it one of the first things attendees see. This strategic placement 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. It's an opportunity to showcase your brand as a leader and influencer in the event space.

INCLUSION:

- Homepage branded banner with company logo, stand and hall number

PRICE:

From €2,000

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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 personalized email send

PRICE:

From €50,000



FUTURES SESSION

INCLUSION:

- 20-minute speaking slot in Breakbulk Futures Hub - content to be agreed with Content Director
- Speaker to be interviewed in Breakbulk Studios
- Access to Global Shipper Lounge for Speaker
- Company profile in event app / event guide
- 2 event passes

PRICE:

From €3,500 for exhibitors

From €4,500 for non-exhibitors



WOMEN IN BREAKBULK BRUNCH

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.

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

In 2024, the Women in Breakbulk Brunch will be held on Tuesday, 21 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

PRICE:

From €20,000

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MAIN STAGE SESSION

DESCRIPTION:

Position your brand as a key player at the heart of the event by becoming a Main Stage session sponsor. This sponsorship opportunity places your brand in the spotlight during a specific session, allowing you to align your message with a particular theme or topic of interest. As a session sponsor, your brand will receive prominent recognition during the sponsored session. Your logo and messaging will be featured on stage banners, promotional materials, and the agenda, ensuring that your brand is synonymous with the session's content and discussions. This sponsorship offers a focused and targeted approach to reaching your desired audience, as attendees engage with the session's content and look to your brand as a source of expertise and support. It's a chance to showcase your brand's commitment to specific industry topics and thought leadership.

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

PRICE:

From €2,500 for Exhibitors
From €3,500 for Non-exhibitors



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

PRICE:

From €9,000



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

PRICE:

From €10,000

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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

PRICE:

€16,000



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The Breakbulk team are on hand to help support your business needs, so have another idea not listed? We are eager to work with you in customising a program to support elevating your profile.

SPEAK TO THE TEAM TODAY

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