

BREAKBULK

MIDDLE EAST 10-11 FEB 2025

SPONSORSHIP

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Patron



وزارة الطاقة والبنية التحتية
MINISTRY OF ENERGY & INFRASTRUCTURE

Host Port



DP WORLD

BREAKBULK

MIDDLE EAST 10-11 FEB 2025

There are many ways to showcase your vision, brand, products or solutions to the Breakbulk community with an eye toward winning new project cargo business. With over 8,000 attendees from Middle East, India, Africa, Europe and beyond, this is your opportunity to rise above the competition and magnify your exhibition space with a targeted sponsorship.

OPPORTUNITIES INSIDE

Onsite

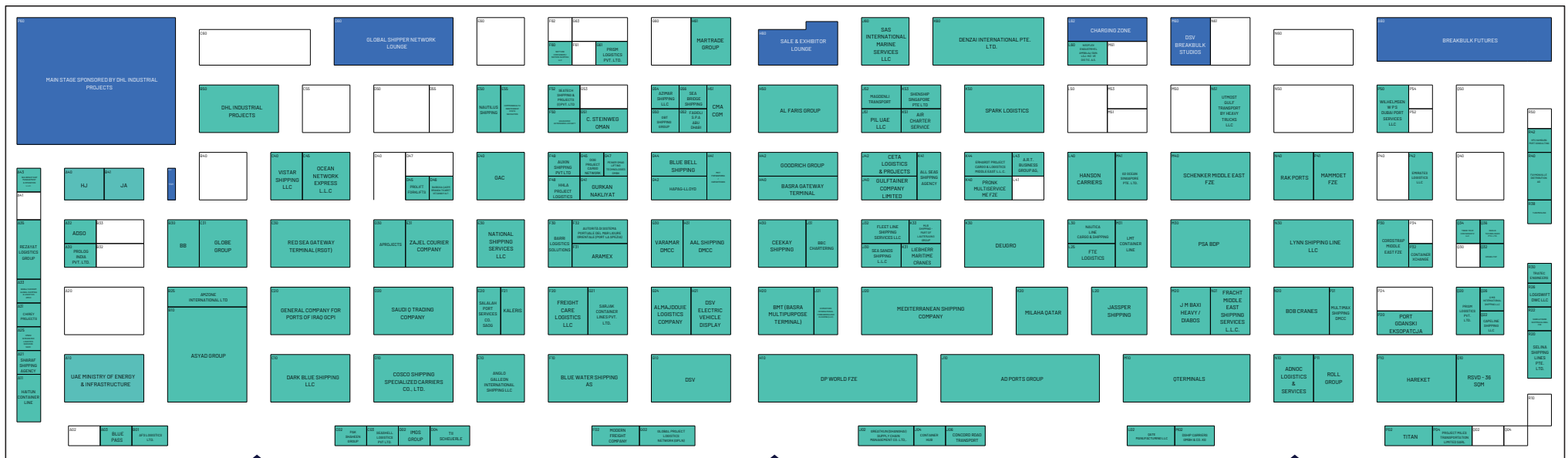
Thought Leadership

Branding

Advertising & Digital

2025 FLOOR PLAN

With over 2400 companies representing the industrial supply chain, this is the perfect platform to showcase your brand to the breakbulk and project cargo industry.



WHY 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

MEDAL LEVELS



Tiered Medal Levels: Platinum, Gold, Silver and Bronze

Breakbulk Middle East offers four tiered sponsorship packages that allow you to promote your brand before, during and after the show. Sponsorship gives your brand visibility and more opportunities for customer engagement within the Breakbulk community.

BENEFITS	BRONZE	SILVER	GOLD	PLATINUM
Logo included on onsite sponsor array	●	●	●	●
Logo on pre-event marketing materials	●	●	●	●
Logo and company profile listed digitally on Breakbulk website on sponsor page		●	●	●
Included in the footer of Day 1 and Day 2 Recap emails sent to all event participants			●	●
Featured in the Breakbulk Middle East 2025 post-event video			●	●
1x Lead retrieval license on app				●
Opportunity to provide suitable speakers for conference agenda in relevant sessions (agreed with Breakbulk Content Director)				●

SPONSORSHIP

Maximise your exposure at the regions 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 categorised into three key areas:

BRANDING

DIGITAL

THOUGHT LEADERSHIP

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.



FEATURE AREAS

EXCLUSIVE GLOBAL SHIPPER NETWORK LOUNGE SPONSOR

DESCRIPTION:

Where shippers from oil & gas companies, EPCs, manufacturers, government officials and more meet to network and hold on the floor meetings. An exclusive opportunity to showcase your brand to the decision makers and VIPs in the breakbulk and project cargo industry.

INCLUSION:

- Logo prominently displayed in the feature design (design by Breakbulk, sponsor to approve logo placement)
- Access to the exclusive area, session and activities (must be staff of Senior Level)
- Opportunity to host 1 hour presentation (agreed with Breakbulk)
- Opportunity to distribute marketing materials in the lounge (sponsor to provide)
- Logo included on onsite sponsor array
- Logo and company profile listed digitally on Breakbulk website on sponsor page



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



BB 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.

Sponsored by



EXCLUSIVE BREAKBULK FUTURES SPONSOR

DESCRIPTION:

Sponsoring the Futures Feature Area is the perfect opportunity to gain exposure for your company and present yourself in front of thousands of industry leaders from maritime transport to ports, terminals, EPC's, manufacturers, logistics services and much more!

INCLUSION:

- Logo prominently displayed in the feature design (design by Breakbulk, sponsor to approve logo placement)
- Opportunity to host a 20-minute presentation/session
- 30-second company video to run from stage screen during programming/content breaks (provided by sponsor)
- 1x onsite video interview at Breakbulk Studios. Questions can be pre-arranged, video to be shared for post-event marketing on Breakbulk social channels (footage will be provided to sponsor)
- Included in the footer of Day 1 and Day 2 recap emails, sent to all participants together with other sponsors
- 1x individual post across all social media channels pre-event
- Logo included on onsite sponsor array
- Logo and company profile listed digitally on Breakbulk website on sponsor page



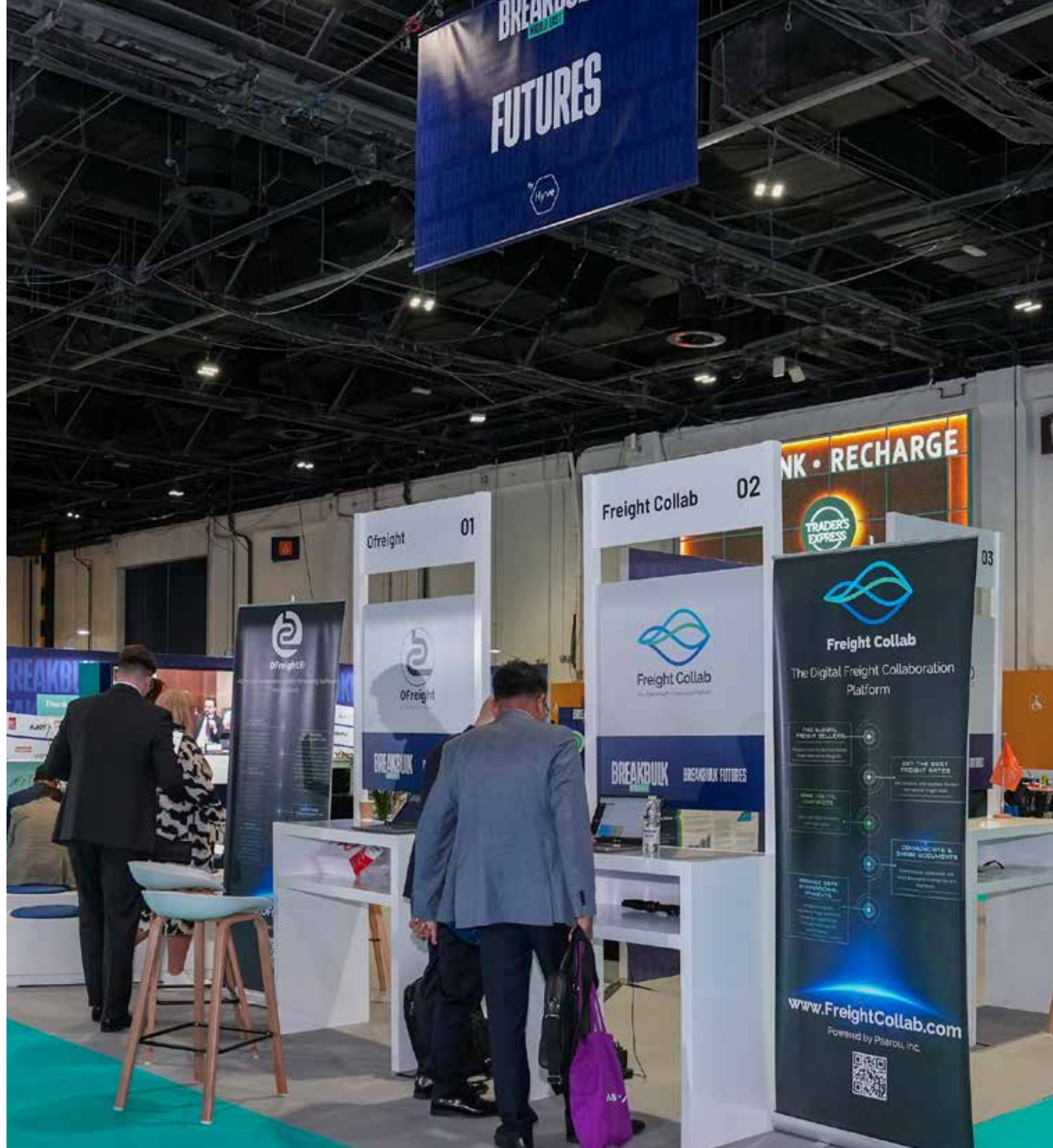
BREAKBULK FUTURES SESSION

DESCRIPTION:

Breakbulk futures showcases true innovation at the show and presents start-up companies and groups to highlight new and ingenious solutions to solve some of the industry's biggest challenges. Does your company have a passion for innovation? This is the sponsorship for you.

INCLUSION:

- Opportunity to host a 20-minute presentation in Breakbulk Futures (session to be agreed with Content Director)
- Logo on holding slide for designated session
- Logo and link on the online agenda
- Access to Global Shipper Lounge for Speaker
- Logo included on onsite sponsor array
- Logo and company profile listed digitally on Breakbulk website on sponsor page



CHARGING ZONE

DESCRIPTION:

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

INCLUSION:

- Logo prominently displayed in the feature design (design by Breakbulk, sponsor to approve logo placement)
- Logo included on onsite sponsor array
- Logo and company profile listed digitally on Breakbulk website on sponsor page



NEW FOR 2025

SIGNAGE SPONSOR

DESCRIPTION:

Becoming an aisle signage sponsor offers an incredible opportunity for increased brand exposure. Your logo will be prominently displayed on all aisle signs at the event, ensuring high visibility to all attendees as they navigate the show floor.

INCLUSION:

- Logo on all aisle banner signs at the show
- Logo on website and marketing materials denoting you are the signage sponsor
- Logo included on onsite sponsor array
- Logo and company profile listed digitally on Breakbulk website on sponsor page



BRANDING

ATTENDEE BAGS

DESCRIPTION:

Attendee Bags offer a unique way to promote your brand, engage with attendees and enhance their event experience. All attendees receive these bags upon registration, and they become a valuable accessory throughout the event.

INCLUSION:

- Bag exclusively branded with sponsor logo and BBME logo
- Sustainable bag material is preferred
- Opportunity to provide a brochure/ leaflet or gift to be inserted in bags
- Logo included on onsite sponsor array
- Logo and company profile listed digitally on Breakbulk website on sponsor page



ATTENDEE BAG INSERT

DESCRIPTION:

Attendee Bag inserts offer a unique way to promote your brand, engage with attendees and enhance their event experience.

INCLUSION:

- Opportunity to provide a brochure/ leaflet or gift (A4 maximum size and non-exclusive sponsorship package, item to be approved by Breakbulk). Sponsor to design/ produce collateral and send to venue
- Logo included on onsite sponsor array
- Logo and company profile listed digitally on Breakbulk website on sponsor page



LANYARDS



SOLD

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

Sponsored by



ATTENDEE BADGE



SOLD

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

Sponsored by



WELCOME RECEPTION

DESCRIPTION:

Sponsoring the Welcome Reception not only offers great brand visibility but also networking and engagement opportunities. As the sponsor, you will be prominently featured on onsite signage, pre-event marketing materials, and registration confirmation emails, ensuring extensive exposure.

Connect with attendees in a relaxed, informal environment, with food, drinks and entertainment.

INCLUSION:

- Logo included for Welcome Reception onsite signage
- All registration confirmation emails for the Welcome Reception to include sponsor logo
- Option to add entertainment, food and beverage, decor in collaboration with Breakbulk operations team at sponsors cost
- Private area available for the sponsor at the Welcome Reception
- Giveaway table available at the Welcome Reception for sponsor collateral
- Logo included on onsite sponsor array
- Logo and company profile listed digitally on Breakbulk website on sponsor page



**THOUGHT
LEADERSHIP**

NEW FOR 2025

BREAKBULK ROUNDTABLES

New for 2025, 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 may include, Decarbonisation, Rates & Capacity, Women in Breakbulk, The Talent Gap and Energy Transition.

Breakbulk's new innovative programme Round Tables are a 1-hour peer group discussion 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 Middle East 2025, 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 TITLE SPONSOR

- Showcase your branding by incorporating your logo on table number placards
- 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: ROUND TABLE TOPIC SPONSOR

Companies have the opportunity to sponsor a Round Tables topic based on themes provided by Breakbulk. We'll work closely with sponsors to identify a topic that is valuable to attendees and aligns with their organisation.

- 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 is 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

WOMEN IN BREAKBULK

DESCRIPTION:

To encourage further inclusion, Breakbulk Middle East 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.

INCLUSION:

- Logo included on Women in Breakbulk signage (banners, back drop)
- Opportunity to distribute materials and/or a gift to attendees
- Option to run a promotional video before start of session
- Opportunity to provide brief introductory remarks or lead a session, subject to curriculum and approval by Marketing Director
- Logo included on onsite sponsor array
- Logo and company profile listed digitally on Breakbulk website on sponsor page



MAIN STAGE SESSION

DESCRIPTION:

This sponsorship opportunity places your brand in the spotlight during a specific session in our conference agenda, allowing you to align your message with a particular theme or topic of interest. 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 expertise to specific industry topics and thought leadership.

INCLUSION:

- Opportunity to deliver a 3-minute opening remark for main stage session
- Logo on holding slide for designated panel session
- Logo and link on the online agenda
- Access to Global Shipper Lounge for speaker
- Logo included on onsite sponsor array
- Logo and company profile listed digitally on Breakbulk website on sponsor page



EDUCATION DAY

DESCRIPTION:

This is the perfect sponsorship opportunity to put your brand in front of the next generation. Breakbulk Middle East'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 included on Education Day signage (banners, back drop)
- Sponsor's exhibition stand to be part of the Education Day tour
- Opportunity to provide brief introductory remarks at Education Day and lead a session, subject to curriculum and Content Director sign off
- Logo included on onsite sponsor array
- Logo and company profile listed digitally on Breakbulk website on sponsor page



SIGNAGE

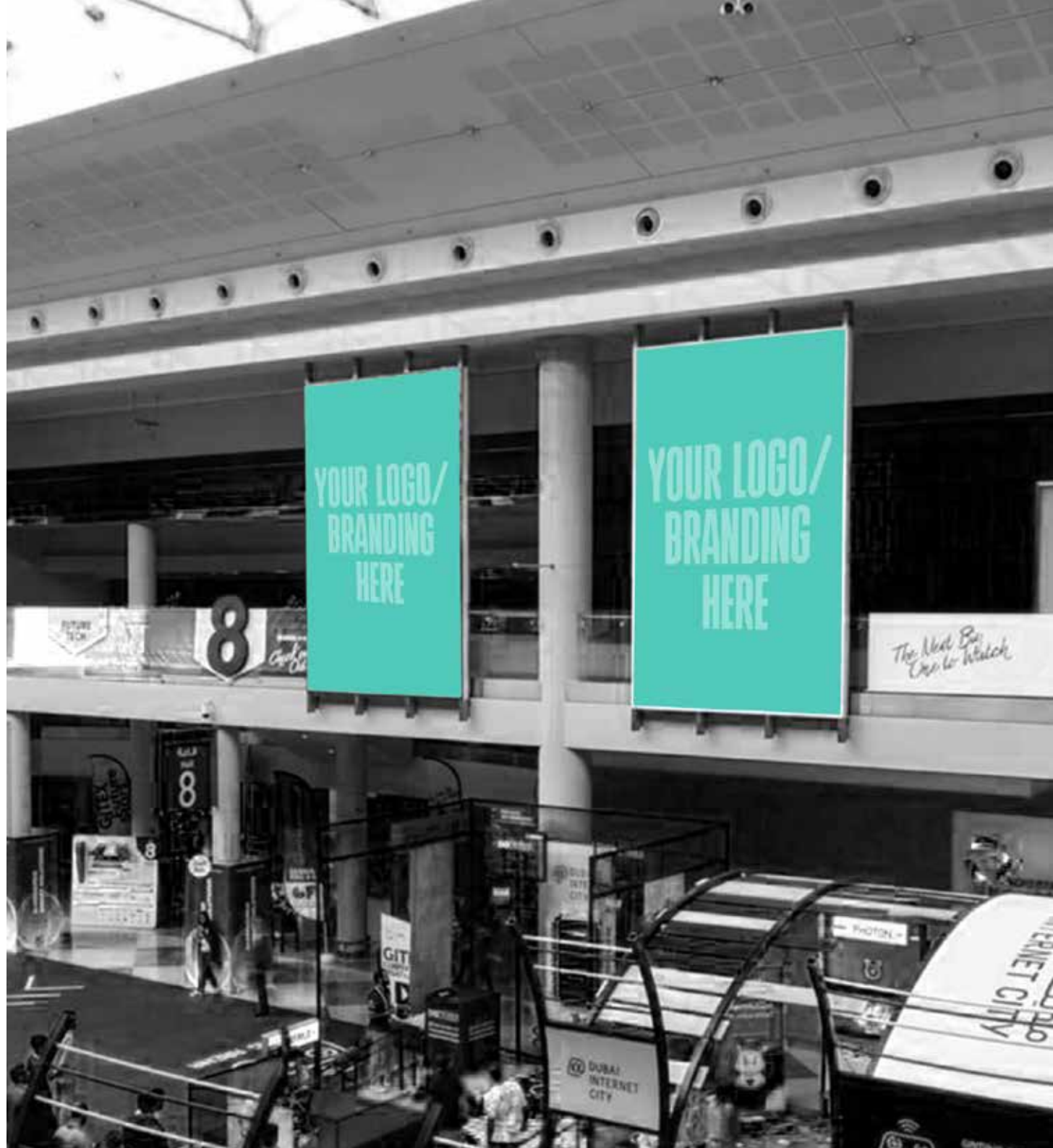
GRID BANNERS

DESCRIPTION:

This exclusive network of sites are situated in the concourse area, right on top of halls entrances. Targeted directly at visitors entering the halls, these sites provide a “supersite” location in the heart of the Exhibition center.

INCLUSION:

- Logo included on onsite sponsor array
- Logo and company profile listed digitally on Breakbulk website on sponsor page



BRIDGE BANNER HALL 6 / 7 / 8

DESCRIPTION:

This exclusive network of sites are placed at the entrance of the exhibition center for high visibility, these are the perfect sites for advertisers aiming to deliver mass reach messages.

INCLUSION:

- Logo included on onsite sponsor array
- Logo and company profile listed digitally on Breakbulk website on sponsor page



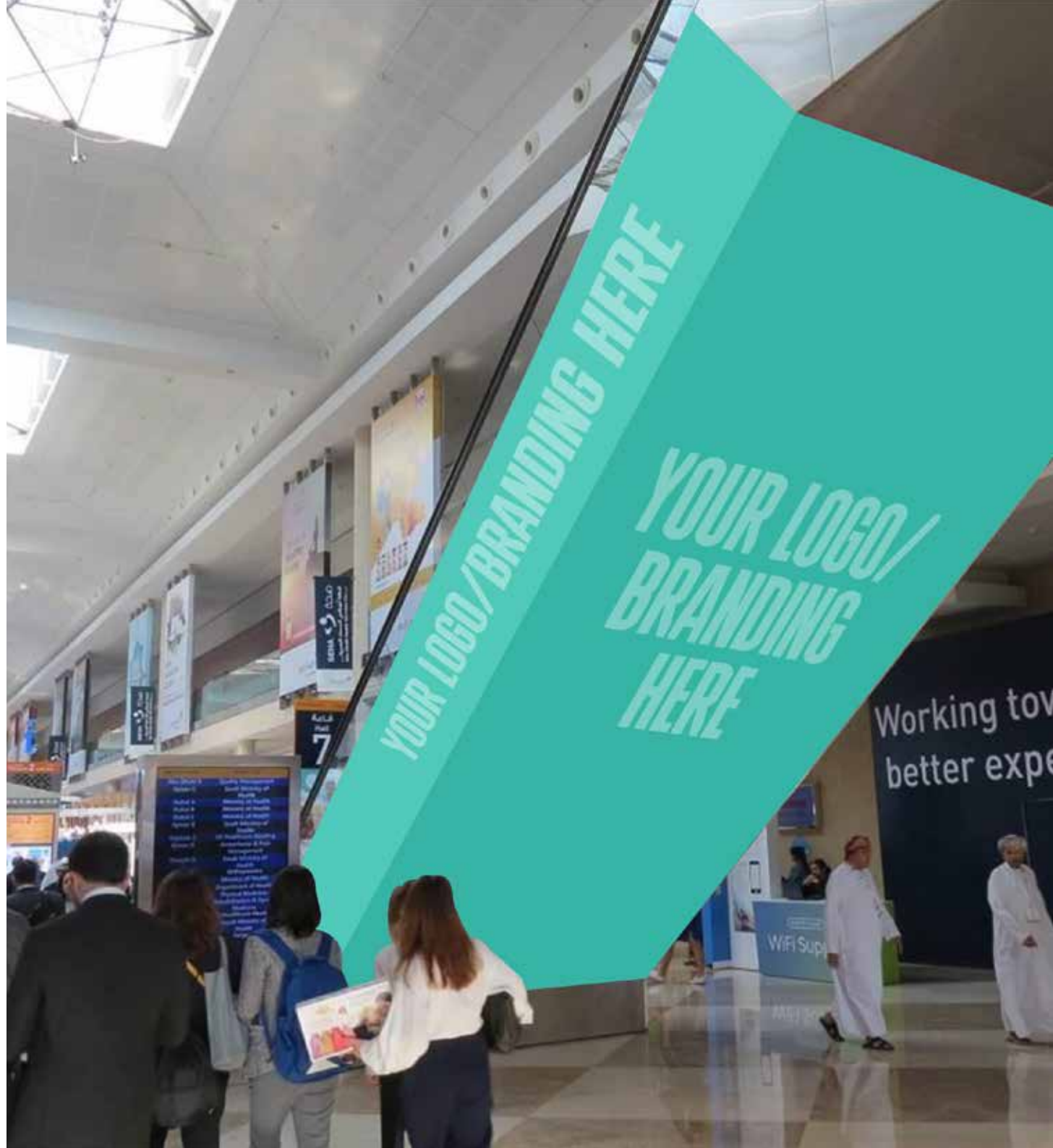
ESCALATOR BRANDING

DESCRIPTION:

Wrapped with a vinyl sticker, the escalator bottom and side area is a eye-catching site situated in a high traffic zone at the Exhibition center.

INCLUSION:

- Logo included on onsite sponsor array
- Logo and company profile listed digitally on Breakbulk website on sponsor page



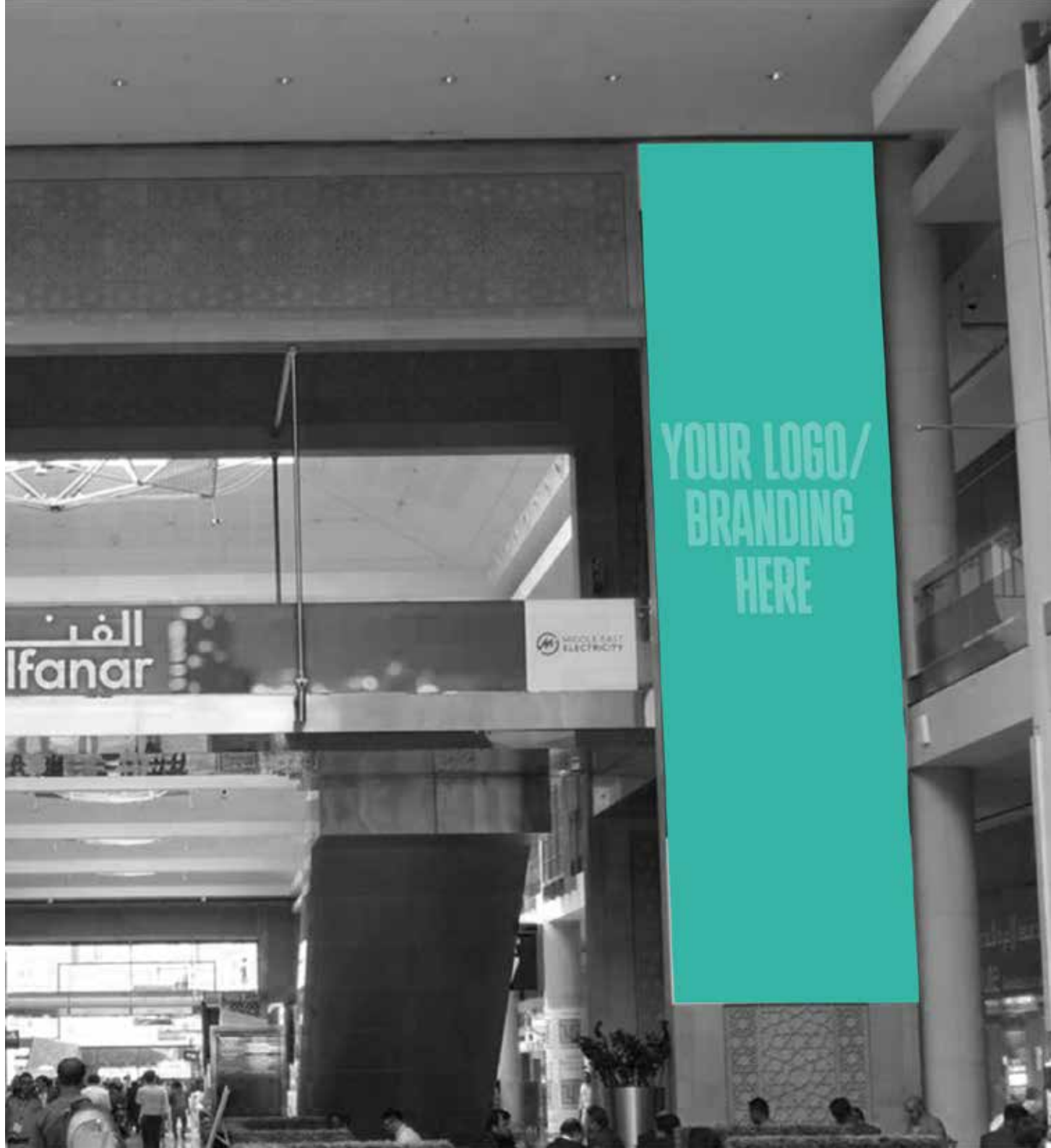
ELEVATOR BRANDING

DESCRIPTION:

These two spectacular displays grab the attention of all visitors walking in the concourse, as well as of visitors coming from the multi storey parking, and the main & rear gate. These high impact sites leave a lasting impression on the target audience before entering the halls.

INCLUSION:

- Logo included on onsite sponsor array
- Logo and company profile listed digitally on Breakbulk website on sponsor page



CONVENTION GATE GLASS WINDOW BANNER

DESCRIPTION:

Covering the Front Side of the Glass, your branding will be the first to be seen by all the visitors entering the Exhibition center. This offer a great opportunity for the exhibitors aiming to associate their names with the exhibition.

INCLUSION:

- Logo included on onsite sponsor array
- Logo and company profile listed digitally on Breakbulk website on sponsor page



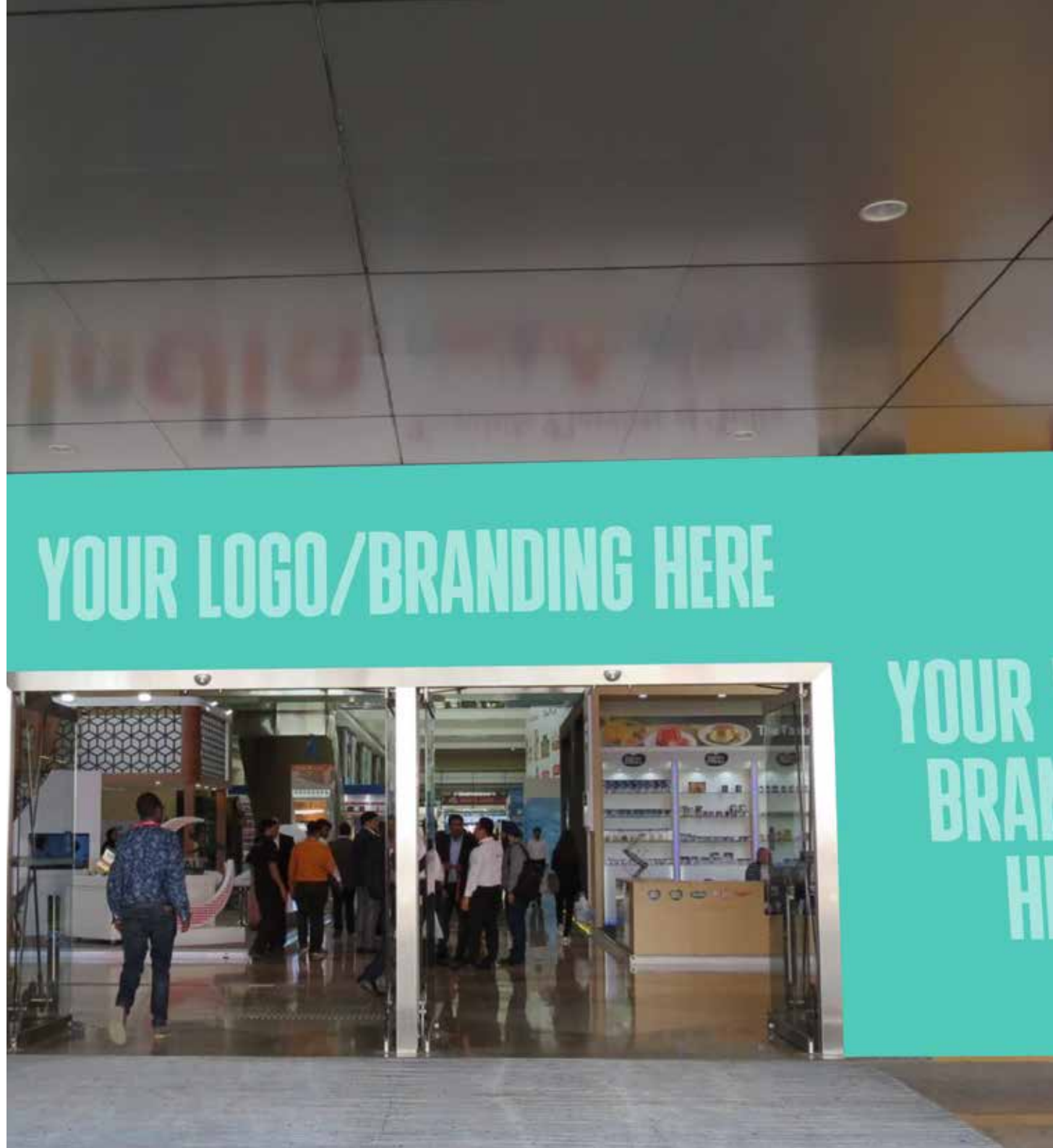
EXHIBITION GATE GLASS WINDOW BANNER

DESCRIPTION:

Covering the Front Side of the glass, your branding will be the first to be seen by all the visitors entering the Exhibition center. This offers a great opportunity for the exhibitors aiming to associate their names with the exhibition

INCLUSION:

- Logo included on onsite sponsor array
- Logo and company profile listed digitally on Breakbulk website on sponsor page



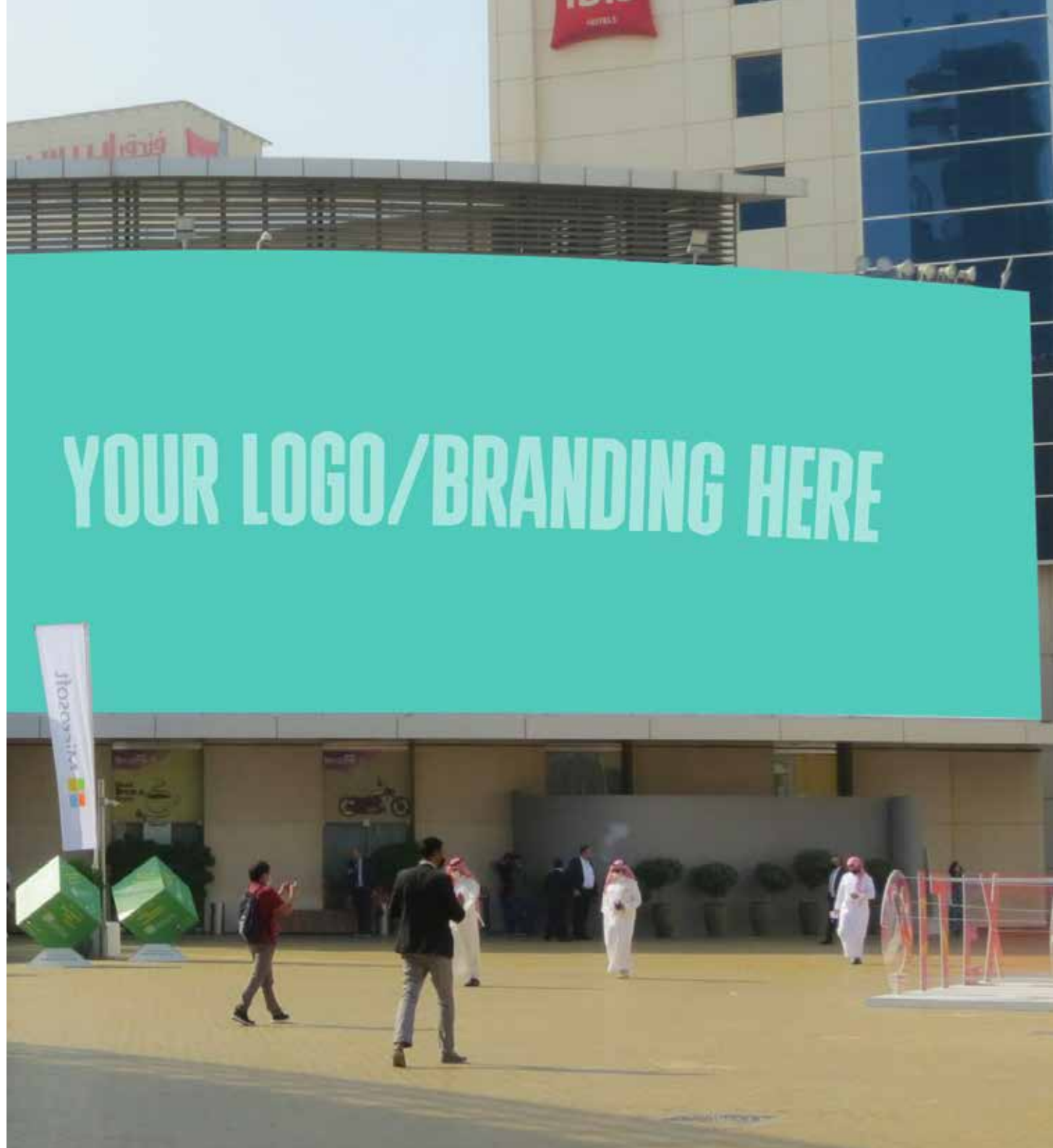
EXHIBITION GATE – CURVED GLASS BRANDING

DESCRIPTION:

Maximize your impact by placing your brand at one of DWTC's most visible location. Situated at the main Exhibition Gate Entrance, this is a signature site that targets all incoming visitors, directing them to your stand.

INCLUSION:

- Logo included on onsite sponsor array
- Logo and company profile listed digitally on Breakbulk website on sponsor page



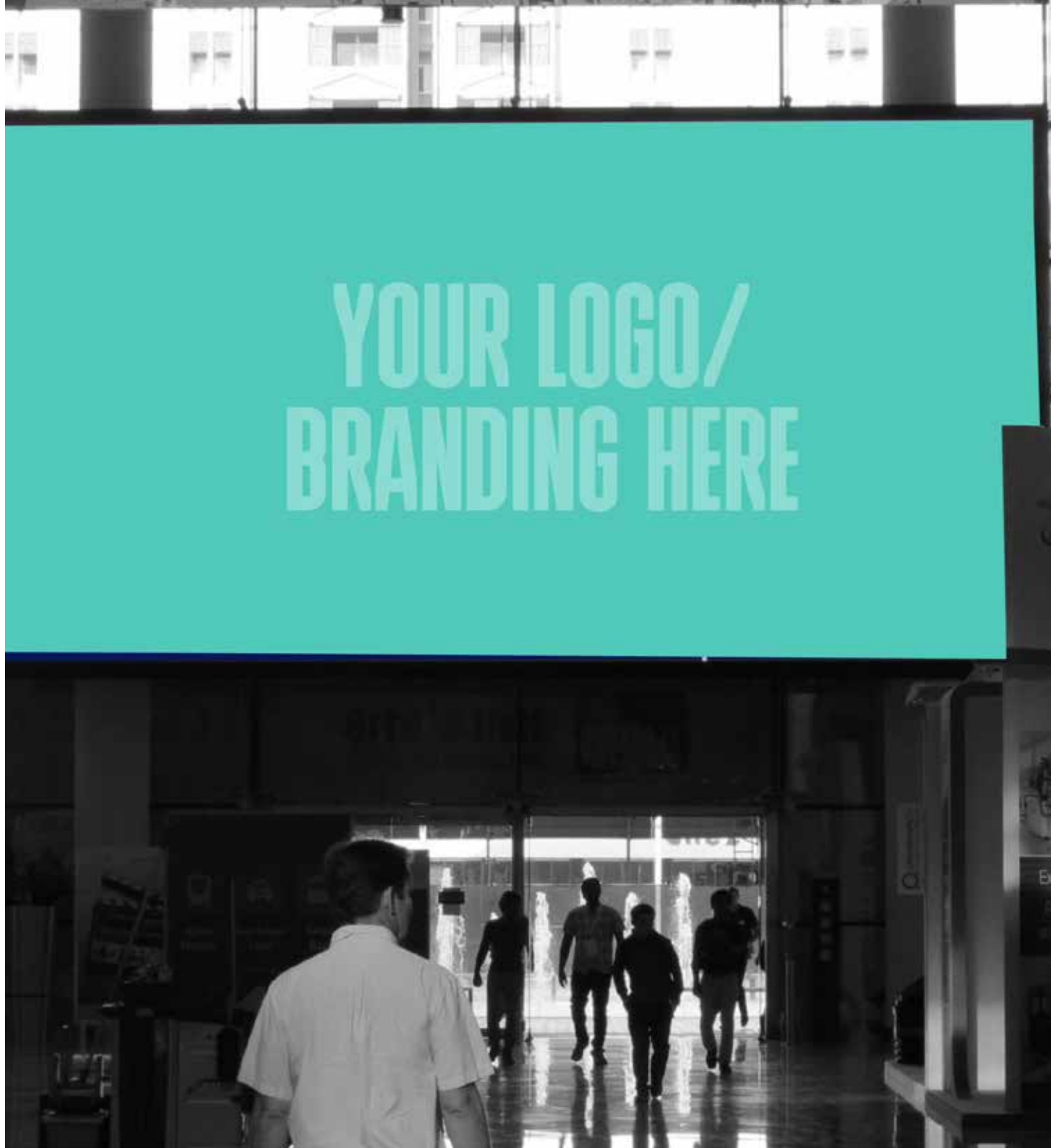
EXHIBITION GATE – LED DIGITAL SCREEN

DESCRIPTION:

This spectacular indoor sign located above the Exhibition Gate, strategically positioned at the Lobby of the Exhibition center to guarantee exceptional visibility & reach.

INCLUSION:

- Logo included on onsite sponsor array
- Logo and company profile listed digitally on Breakbulk website on sponsor page



DIGITAL CUBE

DESCRIPTION:

Incredible network of digital cubes located in the main concourse. This new digital opportunity allows your brand to be seen in different angles making your brand stand out among the rest.

INCLUSION:

- Logo included on onsite sponsor array
- Logo and company profile listed digitally on Breakbulk website on sponsor page



DIGITAL

BREAKBULK MEET APP

DESCRIPTION:

Embrace the digital age and make a significant impact at the event by becoming the meet 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 meet app sponsor, your brand will be seamlessly integrated into the event's official mobile app. Attendees will see your branding displayed each time they open the app, creating strong brand recall and recognition. 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 while calculating recommendations
- Personalised targeted push notification – one sent each day
- Banner featured within the app
- Logo on sponsorship webpage
- Logo included on onsite sponsor array
- Logo and company profile listed digitally on Breakbulk website on sponsor page



WEBSITE LEADERBOARD AD

DESCRIPTION:

Capture attendees' attention and make a powerful first impression as the homepage banner sponsor on Breakbulk's website. This prime opportunity places your brand front and center, ensuring maximum visibility as attendees navigate the website. This sponsorship offers a dynamic way to engage attendees and drive traffic to your homepage, showcasing your brand as a leader and influencer in the project cargo and breakbulk industry.

INCLUSION:

- Homepage branded banner with company logo, stand and hall number
- Banner featured in the BreakbulkONE Newsletter



2025 SPONSORS AND PARTNERS

PATRON



HOST PORT



PLATINUM & POCKET GUIDE



MAIN STAGE



GOLD & BREAKBULK STUDIOS



REGISTRATION



LANYARD



BRONZE



BRONZE



BRONZE



GLOBAL EVENT PARTNERS



GET IN TOUCH



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OR

FILL OUT OUR SPONSORSHIP FORM TO ENQUIRE TODAY

Reserve your Breakbulk Middle East 2025 sponsorship today.
Ask about Breakbulk global sponsorships to build your brand consistently around the world.

BREAKBULK
AMERICAS 15-17 OCT 2024

BREAKBULK
MIDDLE EAST 10-11 FEB 2025

BREAKBULK
EUROPE 13-15 MAY 2025