

BREAKBULK 10 YEARS

MIDDLE EAST 4-5 FEB 2026

SPONSORSHIP

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وزارة الطاقة والبنية التحتية
MINISTRY OF ENERGY & INFRASTRUCTURE

Host Port



BREAKBULK10 YEARS

MIDDLE EAST 4-5 FEB 2026

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 10,500 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

2026 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.

Host Port



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	●	●	●	●
1x Floor cling located in the exhibition hall, directing people to your stand	●	●	●	●
Included in the footer of the Day 1 Recap email sent to all event participants		●	●	●
Featured in the Breakbulk Middle East 2026 post-event video			●	●
1x Lead retrieval license on app				●

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



GLOBAL SHIPPER NETWORK LOUNGE

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.

ONSITE BENEFITS:

- Logo prominently displayed in the feature design (design by Breakbulk, sponsor to approve logo placement or any branding)
- 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 included on floor sticker design directing to GSN Lounge
- Access to lounge for 5 members of your team

MARKETING BENEFITS:

- Logo and company profile listed digitally on Breakbulk website on sponsor page
- Logo on pre-event marketing materials
- Included in the footer of the Day 1 recap emails sent to all participants
- Featured in Breakbulk post-event video



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.

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BREAKBULK 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



Combi Lift

Integrated Project Logistics

CHARGING ZONE

DESCRIPTION:

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

ONSITE BENEFITS:

- Total exclusive positioning and recognition as the Charging Area Sponsor on the floorplan, digitally and in print
- Logo prominently displayed in the feature design (design by Breakbulk, sponsor to approve logo placement or any branding)

MARKETING BENEFITS:

- All registration confirmation emails include sponsor branding
- Logo and company profile listed digitally on Breakbulk website on sponsor page
- Logo on pre-event marketing materials
- Included in the footer of the Day 1 recap emails sent to all participants
- Featured in Breakbulk post-event video



REGISTRATION

DESCRIPTION:

As the Registration Sponsor, your brand is the first and last thing every attendee interacts with - making it one of the most visible and high-impact sponsorship opportunities available. From the moment participants register online to when they check in onsite, your company will be front and center.

ONSITE BENEFITS:

- Logo prominently displayed in the feature design (design by Breakbulk, sponsor to approve logo placement or any branding)
- Logo included on all onsite registration counters
Logo placement to take 20% of the total space as per venue regulations
- Inclusion of x2 banners over the hall entrances and logo on pillar wraps of venue if used
- Logo included on onsite sponsor array

MARKETING BENEFITS:

- All registration confirmation emails include sponsor branding
- Logo and company profile listed digitally on Breakbulk website on sponsor page
- Logo on pre-event marketing materials
- Included in the footer of the Day 1 recap emails sent to all participants
- Featured in Breakbulk post-event video



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.

ONSITE BENEFITS:

- Bag co-branded with Sponsor and BBME logos; sponsor to approve logo placement
- Produced by Breakbulk (confirm printing and quantity upon agreement)
- Sustainable bag material is preferred
- 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

SOLD



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



NETWORKING RECEPTION

DESCRIPTION:

Sponsoring the Networking 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.

ONSITE BENEFITS:

- Logo included in onsite signage
- All registration confirmation emails for the Networking Reception to include sponsor logo
- Option to add entertainment, food and beverage, decor in collaboration with Breakbulk operations team at sponsor's cost
- Private area available for the sponsor at the Networking Reception
- Giveaway table available at the Networking Reception for sponsor collateral

MARKETING BENEFITS:

- Logo and company profile listed digitally on Breakbulk website on sponsor page
- Logo on pre-event marketing materials
- Included in the footer of the Day 1 recap emails sent to all participants
- Featured in Breakbulk post-event video



THOUGHT LEADERSHIP



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.

ONSITE BENEFITS:

- Logo included on onsite event 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 Product Director
- Logo included on onsite sponsor array

MARKETING BENEFITS:

- Logo and company profile listed digitally on Breakbulk website on sponsor page
- Logo on pre-event marketing materials
- Included in the footer of the Day 1 recap emails sent to all participants
- Featured in Breakbulk post-event video



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.

ONSITE BENEFITS:

- Company executive to deliver 3-minute opening remarks for the selected session
- Logo displayed on Main Stage screen during session
- Access to BGSN Lounge for speaker

MARKETING BENEFITS:

- Branding on related session social media posts, pre-event
- Sponsored by "Your company logo/name" on the online agenda, one of the most viewed pages during the event period



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.

ONSITE BENEFITS:

- Logo included on onsite event signage (banners, back drop)
- Sponsor's exhibition stand to be part of the Education Day tour
- Recognition on website and any marketing materials related to Education Day
- Opportunity to provide brief introductory remarks at Education Day and lead a session, subject to curriculum and Breakbulk Content team sign off



AI WORKSHOP

DESCRIPTION:

This is an exclusive opportunity to position your brand at the forefront of digital innovation and connect with decision-makers eager to adopt smarter, more efficient solutions.

ONSITE BENEFITS:

- Logo included on onsite event signage
- Opportunity to present 10-minute case study during the workshop, subject to approval by workshop leader and Breakbulk Content team
- Lead generation of the attendee data from session provided post-show
- 3 workshop passes

MARKETING BENEFITS:

- Exclusive "Workshop Partner" status with company logo on dedicated workshop web page
- Branding included on related workshop social media posts
- Interview in Breakbulk Studios to then be posted to our website, on YouTube, and will be given to you for your own marketing use



CHARTERING WORKSHOP

DESCRIPTION:

Where shippers, carriers, brokers, and logistics professionals come together to deepen expertise in vessel chartering and strengthen industry relationships. This is an exclusive opportunity to align your brand with practical, high-value learning and to connect directly with decision-makers driving global breakbulk and project cargo movements.

ONSITE BENEFITS:

- Logo included on onsite event signage
- Lead generation of the attendee data from session provided post-show
- 3 workshop passes

MARKETING BENEFITS:

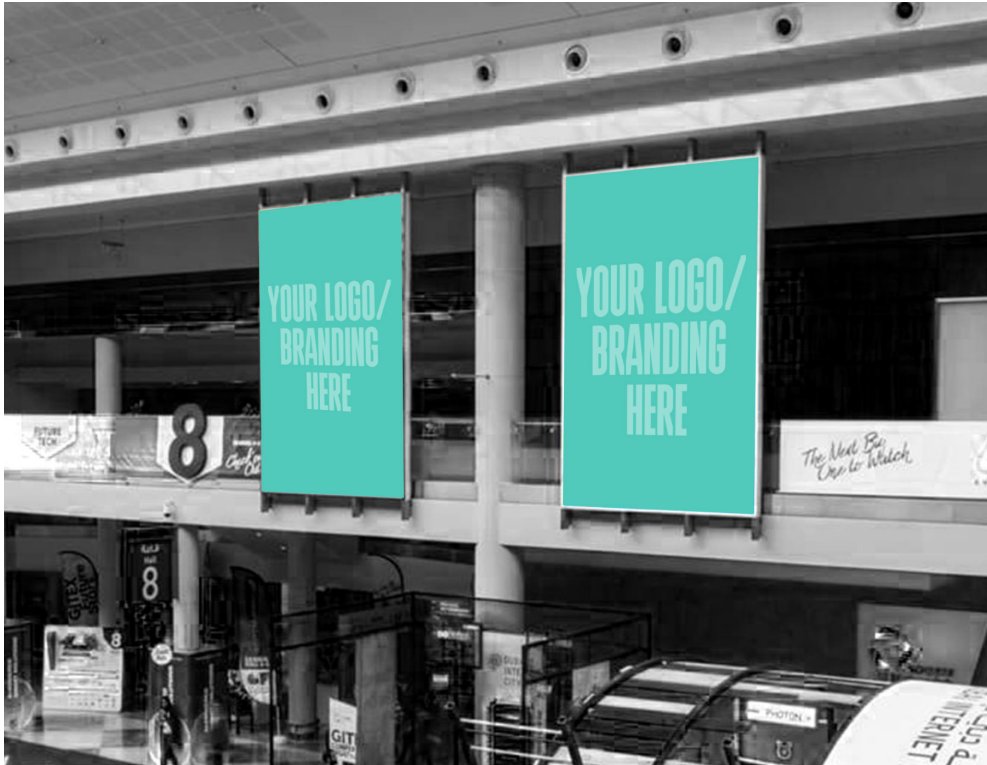
- Exclusive "Workshop Partner" status with company logo on dedicated workshop web page
- Branding included on related workshop social media posts
- Interview in Breakbulk Studios to then be posted to our website, on YouTube, and will be given to you for your own marketing used to our website, on YouTube, and will be given to you for your own marketing use



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.

BRIDGE BANNER HALL 5



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.

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.

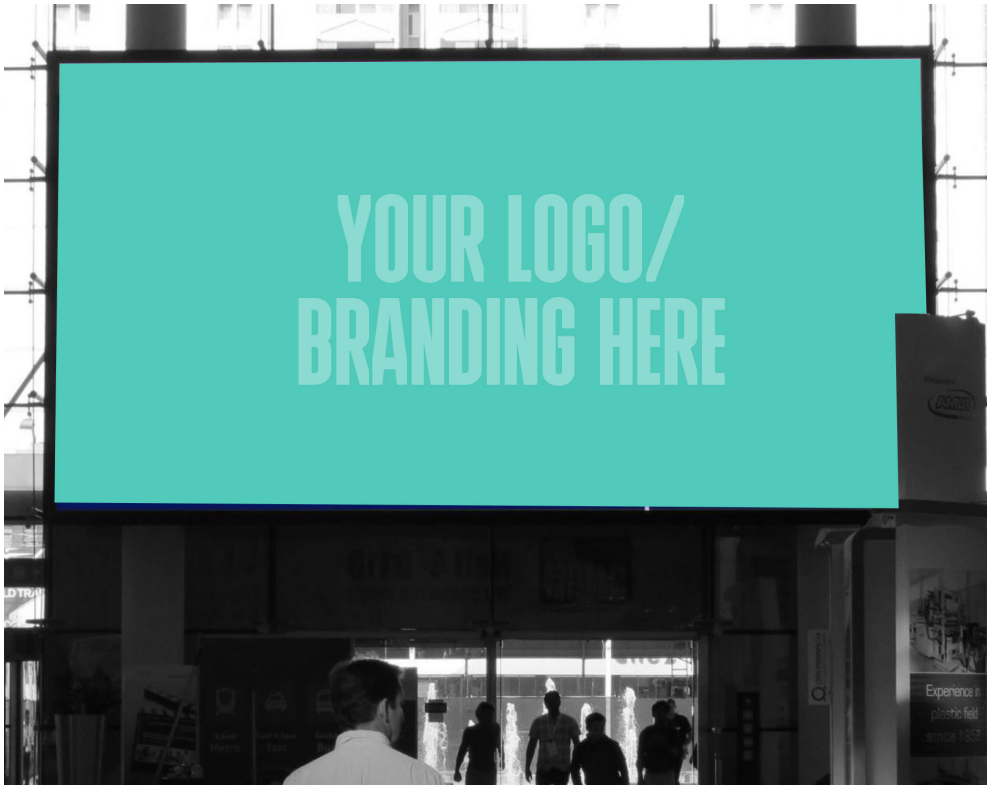
EXHIBITION GATE GLASS WINDOW BANNER



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.

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.

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.

SIGNAGE SPONSOR

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.

Sponsored by



SOLD



DIGITAL



OFFICIAL BREAKBULK APP

DESCRIPTION:

Make a powerful impact as the Official Breakbulk App sponsor, with your brand seamlessly integrated into the event's official mobile app – a vital tool for every attendee. Your logo will be visible each time the app is opened, creating strong brand recall and recognition throughout the event. This sponsorship aligns your brand with cutting-edge technology and innovation, while offering customisation options to ensure a memorable and cohesive presence that reflects your identity.

ONSITE BENEFITS:

- Logo on login screen
- 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 page where users can link their social accounts
- Logo included on onsite sponsor array

MARKETING BENEFITS:

- Logo and company profile listed digitally on Breakbulk website on sponsor page
- Logo on pre-event marketing materials
- Included in the footer of the Day 1 recap emails sent to all participants



GLOBAL EVENT PARTNERS



GET IN TOUCH



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OR

FILL OUT OUR SPONSORSHIP FORM TO ENQUIRE TODAY

Reserve your Breakbulk Middle East 2026 sponsorship today.
Ask about Breakbulk global sponsorships to build your brand consistently around the world.

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MIDDLE EAST 4-5 FEB 2026

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EUROPE 16-18 JUNE 2026

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AMERICAS SEPTEMBER 22-24 2026

BREAKBULK
ASIA 18-19 NOVEMBER 2026