

BREAKBULK

MIDDLE EAST 2-3 FEB 2027

SPONSORSHIP BROCHURE

Under the patronage of



وزارة الطاقة والبنية التحتية
MINISTRY OF ENERGY & INFRASTRUCTURE

Host Port



CONNECTING THE MIDDLE EAST'S MEGA PROJECTS

Breakbulk Middle East is the region's leading event for the project cargo and breakbulk community. It brings together the project owners, EPCs, shippers, carriers, ports and specialised logistics providers responsible for delivering the Middle East's largest developments.

As investment across energy, infrastructure and giga-projects accelerates, this is where the industry meets to build partnerships, secure contracts and move projects forward - with real decision-makers in the room.

WHY SPONSOR?

Sponsorship puts your brand at the centre of the project cargo community when new opportunities are at their peak.

Breakbulk Middle East is where relationships are built and deals begin. Sponsorship ensures your brand stands out where it matters most.

It enables you to:



Engage directly with key decision-makers



Strengthen your leadership position in the market



Launch products and services to a targeted buying audience



Amplify your brand through Breakbulk's global marketing reach



Align your business objectives with a platform trusted by the industry





TIER PACKAGES

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.

	PLATINUM	GOLD	SILVER	BRONZE
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 the Day 1 Recap email sent to all event participants	✓	✓	—	—
Featured in the Breakbulk Middle East 2027 post-event video	✓	✓	—	—
1x lead retrieval license on app	✓	—	—	—
1x floor cling located in the exhibition hall, directing people to your stand	✓	—	—	—

SPONSORSHIP OPPORTUNITIES: BRANDING

BREAKBULK APP

Make a powerful impact as the Official Breakbulk App Sponsor, with your brand seamlessly integrated into the event's essential mobile platform. Your logo appears every time the app is opened, ensuring continuous visibility and strong brand recall throughout the event.

ATTENDEE BAGS

Distributed at registration, attendee bags provide a high-impact way to promote your brand, engage with participants, and enhance the event experience



ATTENDEE BADGE

Integrated into every attendee badge, your brand message or offer is placed directly in front of all participants - ensuring maximum visibility and consistent exposure throughout the event

TOWER BOXES

Located at the entrances to the exhibition halls, these high-impact tower boxes deliver strong, repeated visibility at key visitor touchpoints throughout the event.



LANYARDS

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



POCKET GUIDE

Sponsor the Official Event Pocket Guide - an essential tool for navigating the show and a valuable reference long after it ends. A practical, high-visibility opportunity that delivers lasting brand exposure beyond the event days.

HANGING BANNERS

Elevate your brand presence with high-impact hanging banners suspended above the exhibition floor. Visible from across the halls, these large-format placements help attendees easily spot your location while delivering powerful, long-range brand exposure throughout the event.



ARCHWAY

Sponsor a bold branded archway at a key entrance or feature area, serving as a high-impact gateway that drives visibility, photo opportunities, and repeated brand exposure throughout the event.

GLASS WINDOW BANNERS

Covering the front of the glass façade, your branding will be the first seen by every visitor entering the exhibition center - a prime opportunity to align your company with the event from the moment attendees arrive.



DIGITAL CUBES

An impactful network of digital cubes in the main concourse, delivering dynamic, multi-angle visibility that ensures your brand stands out in a high-traffic environment.

EXHIBITION FLAGS

Command attention from the moment attendees arrive. Positioned at the exhibition entrance, these high-impact flags deliver immediate, large-scale brand visibility to every visitor and set the tone for your presence at the event.



INDOOR LED SCREENS

This spectacular indoor sign, positioned above the Exhibition Gate in the lobby, guarantees exceptional visibility and reach at a key entry point to the venue.

BRIDGE BANNER

Positioned at the entrance of the exhibition center, these exclusive sites deliver maximum visibility and are ideal for advertisers seeking impactful, mass-reach exposure.

GRID BANNERS

Located in the concourse above the hall entrances, these exclusive "supersite" positions target visitors as they enter the exhibition halls - delivering premium visibility in the heart of the venue.

To explore sponsorship opportunities, pricing and tailored package options, please get in touch with our sales team.

SPONSORSHIP OPPORTUNITIES: FEATURES

BREAKBULK LIVE STAGE (1)

Conference sessions take place throughout the event on the Breakbulk Live Stage, featuring prominent sponsor branding. As the central platform for the region’s leading voices, it delivers compelling insights on the key issues driving new business for project cargo professionals.



GOLF DAY (2)

Position your brand at one of Breakbulk Middle East’s most anticipated pre-event gatherings. Gain premium visibility and meaningful engagement with key industry players during 18 holes of golf, on-course entertainment, and relaxed networking.

BREAKBULK VOICES STAGE (3)

Breakbulk Voices is a dedicated stage spotlighting focused conversations on the trends, technologies, and innovations shaping project cargo and logistics. Sponsoring this platform positions your brand at the center of fresh thinking and forward-looking industry dialogue.

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NETWORKING RECEPTION (4)

Sponsoring the Networking Reception delivers strong brand visibility and valuable engagement opportunities. Your brand will feature across onsite signage, pre-event marketing, and registration emails - while you connect with attendees in a relaxed setting with food, drinks, and entertainment.

REGISTRATION (5)

As the Registration Sponsor, your brand is the first and last touchpoint for every attendee - making it one of the most visible and high-impact opportunities available. From online registration through to onsite check-in, your company remains front and center throughout the attendee journey.

BREAKBULK STUDIOS (6)

Breakbulk Studios is the dedicated hub for live interviews with speakers, dignitaries, and exhibitors. As a sponsor, your logo will be prominently displayed in the interview backdrop, ensuring strong on-site visibility throughout the event and continued exposure across all post-event video content.

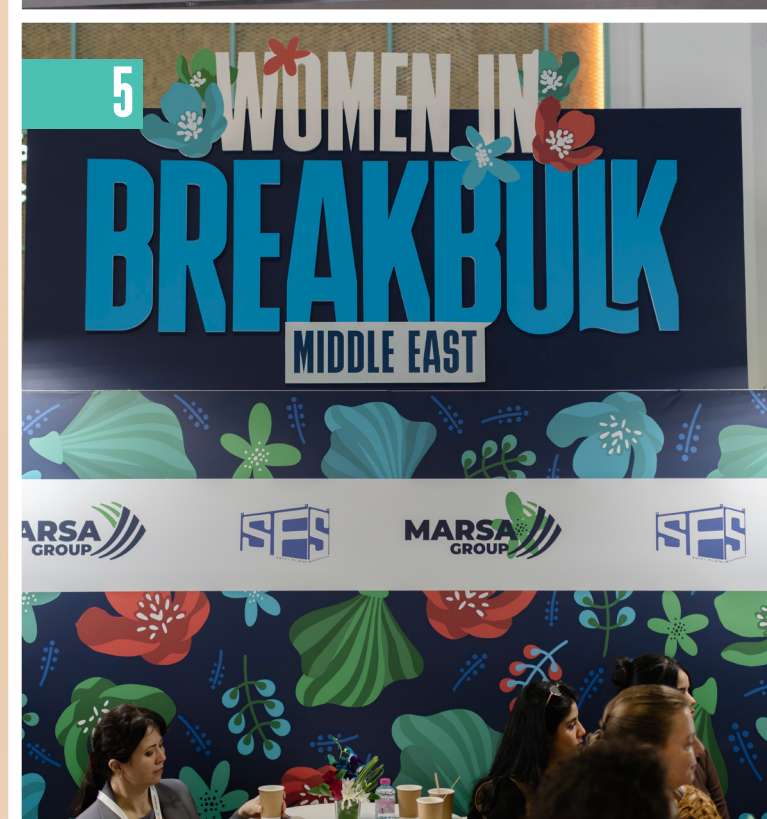
GLOBAL SHIPPER LOUNGE

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.

CHARGING ZONE

A dedicated space for attendees to recharge their devices and connect with potential business partners - this sponsorship positions your brand at the heart of networking and productivity.





SPONSORSHIP OPPORTUNITIES: THOUGHT LEADERSHIP

NEXTWAVE EDUCATION DAY (1)

Position your brand in front of the next generation. NextWave Education Day informs and inspires students about the breakbulk and project cargo sector – how cargo moves and the career opportunities it offers.

BREAKBULK VOICES SESSION (2)

Sponsor a Breakbulk Voices Stage session where key industry topics are led by voices from across the sector. Align your brand with a focused theme and audience, positioning your company at the forefront of project cargo conversations.

CHARTERING WORKSHOP (3)

Where shippers, carriers, brokers, and logistics professionals build expertise in vessel chartering and strengthen industry relationships. This exclusive sponsorship connects your brand with key decision-makers in global breakbulk and project cargo.

HEAVY LIFT WORKSHOP

Align your brand with this focused half-day workshop on heavy lift logistics across land and sea. Connect with a targeted audience of project cargo professionals and position your company alongside certified industry training and high-value networking.

AI WORKSHOP

An exclusive opportunity to position your brand at the forefront of digital innovation and connect with decision-makers seeking smarter, more efficient solutions.

BREAKBULK LIVE SESSION (4)

Sponsor a session on the Breakbulk Live Stage – a platform dedicated to focused conversations on the trends, technologies, and innovations shaping project cargo and logistics. This opportunity positions your brand alongside a specific topic and audience, placing you at the center of forward-looking industry dialogue.

EXECUTIVE SUMMIT

The Executive Summit is an exclusive, closed-door gathering of senior leaders from across the project cargo supply chain. Sponsorship aligns your brand with high-level discussions on the forces reshaping global logistics and positions your company among the industry's most influential decision-makers.

WOMEN IN BREAKBULK (5)

Support inclusion and champion diversity by aligning your brand with this inspiring industry initiative. This event brings together women from across maritime, project cargo, and breakbulk to share career insights, practical advice, and perspectives on driving positive change in the sector.



To explore sponsorship opportunities, pricing and tailored package options, please get in touch with our sales team.

CONTACT US TODAY

OR COMPLETE THE SPONSORSHIP FORM TO ENQUIRE TODAY



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