



Seatrade Cruise Global

2018

Sponsorship
Opportunities



5-8 March 2018

Expo: 6-8 March 2018

Fort Lauderdale Broward County Convention Center
Fort Lauderdale, FL, USA

www.seatrdecruiseglobal.com



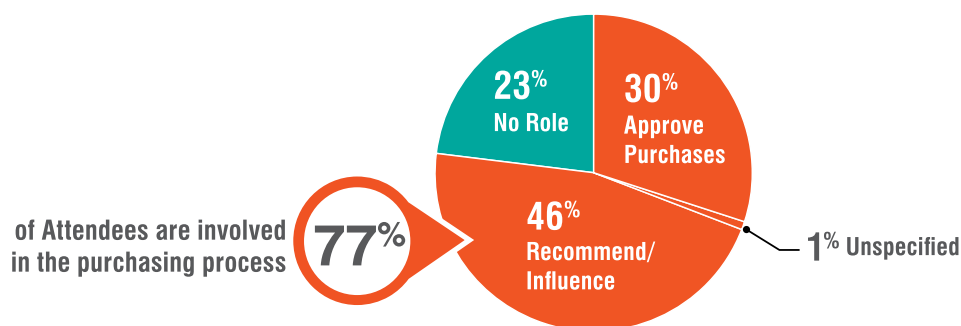
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Don't miss out on the opportunity to put yourself in front of cruise industry decision makers—become a sponsor at **Seatrade Cruise Global**! Sponsorships are a great way to raise your brand's awareness, drive traffic to your booth, and increase your return on investment.

TOP 3 REASONS WHY YOU SHOULD BECOME A SPONSOR:

1. **77% of attendees are involved in the purchasing process**
2. Exhibitors who purchase one or more event marketing products enjoy, on average, a **24% increase in booth traffic***
3. Cast the broadest net: Seatrade Cruise Global is the largest gathering of the global cruise industry bringing together more than **11,000 registered attendees and 700+ exhibiting companies**

Cruise Line Delegate Purchasing Authority**



*Source: UBM Advanced Manufacturing Portfolio 2014

** Source: UBM Seatrade Cruise Global 2017 Registration Demographics



Sponsorship Opportunities



BRAND RECOGNITION BUNDLE with All Sponsorships

FULL LOGO RECOGNITION AS AN OFFICIAL SPONSOR IN THE FOLLOWING AREAS:

- On sponsorship page in Show Directory
- Logo and website link on sponsorship page on www.seatradecruiseglobal.com
- In presentation during the State of the Global Cruise Industry Keynote
- On-site signage which recognizes official sponsors



Opening Night Welcome Reception

The Opening Night Welcome Reception is the official opening night gala and is considered the highlight of the week. The reception is the largest social gathering and premiere networking function of Seatrade Cruise Global, hosting between 500-700 industry professionals. As the exclusive sponsor, you will have the opportunity to generate positive publicity in front of influential cruise executives at the most high-profile event of the week.



Availability	1
Cost	\$30,000
Deadline	1 February

Sponsorship Includes:

- Brand Recognition Bundle (see page 4)
- Specialty themed food and beverage (Subject to availability)
- Opportunity to display cultural elements (Subject to approval)
- Ability to provide live entertainment (Subject to approval)
- Opportunity to make brief opening remarks to gathered audience (3 min max and subject to approval)
- 2 LCD screens to display sponsor's promotional videos/images
- Ability to distribute promotional collateral to attending guests (Subject to approval)
- Two (2) VIP All Access Passes including access to the State of the Global Cruise Industry Keynote*

*Ability to book private meeting space within VIP Lounge, included as a VIP Pass Holder



Interactive Touchscreen Kiosks

Eight touchscreen kiosks will be placed in the most high-traffic areas of the venue. The touchscreens are popular gathering points as they provide important information to help attendees navigate the show floor. The kiosks are guaranteed to capture attendees' attention and will give you the opportunity to fully immerse them in an experience. You will be able to integrate compelling and engaging interactive content to vividly illustrate your brand's features and capabilities.

Sponsorship Includes:

- Brand Recognition Bundle (see page 4)
- Exclusive branding on the Interactive Touch Screen Kiosks
- Sponsor's interactive content integrated on all kiosk screens
- One (1) VIP All Access Pass or Two (2) Full Conference Registrations including access to the State of the Global Cruise Industry Keynote*

*Ability to book private meeting space within VIP Lounge, included as a VIP Pass Holder



Availability	1
Cost	\$15,000
Deadline	1 February

Commanders Club/VIP Lounge

The Commanders Club is an exclusive club comprised of 300 top-level cruise executives from major cruise lines (C-suite level and above). The Commanders Club/VIP Lounge provides amenities such as complimentary light food and beverages, office space, business center, lounge space, and meeting rooms. The sponsor of this lounge will have full access to the space as well as all other VIP opportunities.



Availability	1
Cost	\$25,000
Deadline	1 February

Sponsorship Includes:

- Brand Recognition Bundle (see page 4)
- Sponsor brand recognition inside the Commanders Club/VIP lounge - sponsor logo displayed inside lounge
- Sponsor splash page to appear on the email station computer(s)
- Sponsor logo to appear at entrance of Commanders Club/VIP lounge
- Sponsor to have access to a 50" touch screen video display with ethernet connection for a visual presentation in Commanders Club/VIP Lounge (presentations must be approved by show management)
- Opportunity to provide a giveaway for Commanders Club members and VIPs (giveaway must be approved by show management)
- Two (2) VIP All Access Passes including access to the State of the Global Cruise Industry Keynote*

*Ability to book private meeting space within VIP Lounge, included as a VIP Pass Holder

Commanders Club/VIP Show Bags

The Commanders Club is an exclusive club comprised of 300 top-level cruise executives from all major cruise lines (C-suite level and above). All cruise executives in the Commanders Club, as well as all VIP All Access Pass holders, will receive a gift bag that will be branded with the sponsor's custom logo and design.



Sponsorship Includes:

- Brand Recognition Bundle (see page 4)
- Sponsors logo printed on Commanders Club/VIP Bag (bag size to be determined)
- Opportunity to provide a giveaway for Commanders Club and VIP members (giveaway must be approved by show management)
- Ability to place promotional collateral/gift within VIP Show Bags (subject to management approval)
- One (1) VIP All Access Pass or Two (2) Full Conference Registrations including access to the State of the Global Cruise Industry Keynote*

Availability	2
Cost	\$10,000
Deadline	19 January

*Ability to book private meeting space within VIP Lounge, included as a VIP Pass Holder



State of the Global Cruise Industry Keynote Coffee/Breakfast

The State of the Global Cruise Industry Keynote is the focal point for the entire cruise industry. This session – featuring presentations led by the heads of the top cruise lines – opens Seatrade Cruise Global and is attended by more than 1,500 industry professionals and 130 journalists.

The State of the Global Cruise Industry Keynote Coffee/Breakfast sponsorship provides exclusive brand visibility, as your company will be featured as delegates and cruise line members enter the keynote.



Availability	1
Cost	\$15,000
Deadline	1 February

Sponsorship Includes:

- Brand Recognition Bundle (see page 4)
- Continental breakfast buffet served in Terminal 4, home port of the State of the Global Cruise Industry (sponsorship fee inclusive of all food & beverage as well as associated gratuities)
- Branding placed near breakfast area in the form of signage
- Opportunity to display an audio visual presentation in breakfast area (subject to show management approval)
- Opportunity to distribute promotional collateral/giveaway to attendees near breakfast area (subject to show management approval)
- Full Page Advertisement in Show Directory promoting breakfast reception
- One (1) VIP All Access Pass or Two (2) Full Conference Registrations including access to the State of the Global Cruise Industry Keynote*

*Ability to book private meeting space within VIP Lounge, included as a VIP Pass Holder

Conference Sessions

Featuring carefully curated conference topics presented by expert faculty in a selective environment, Seatrade Cruise Global's thought-provoking conference sessions attract high-level cruise executives and influencers, ensuring a valuable audience who is actively engaged throughout the session. Our moderators and panels include industry experts and cruise line executives. Sponsorship of a conference session is a great opportunity to align your organization with trending content and a specific interested audience.

View 2017 Conference Program at
www.schedule.seatradecruiseglobal.com/list



Cost	\$10,000
Deadline	1 February

Sponsorship Includes:

- Brand Recognition Bundle (see page 4)
- Exclusive sponsorship of conference session
- Sponsor logo on all conference signage including At A Glance, conference room and digital signs
- 3 min video presentation OR 3 minute introduction speech (provided by sponsor and played at start of conference session, subject to show management approval)
- Distribution of promotional collateral on seats within the conference session (subject to show management approval)
- Option to provide show bag insert - limited to one item
- One (1) VIP All Access Pass or Two (2) Full Conference Registrations including access to State of the Global Cruise Industry Keynote*

*Ability to book private meeting space within VIP Lounge, included as a VIP Pass Holder

Registration Area

Maintain your brand's visibility through each step of every visitor registration for Seatrade Cruise Global 2018. Starting at the registration portal on the Seatrade Cruise Global website, and through to the on-site registration and badge pick-up, each and every visitor will consistently interact with your company's image.



Availability	1
Cost	\$25,000
Deadline	19 January

Sponsorship Includes:

- Brand Recognition Bundle (see page 4)
- Sponsor logo placed on all registration pages in registration portal on the Seatrade Cruise Global website
- Sponsor's banner logo and link to website or splash page will be placed on all automated confirmation emails which are sent to registrants (specifications to follow)
- Recognition on all press releases related to registration (when available)
- Recognition on all email broadcasts to the Seatrade Cruise Global databases, which promote registration
- Sponsor's logo on all registration counters and in the public areas near on-site registration at the Broward County Convention Center for all days of Seatrade Cruise Global 2018 (specifications to follow)
- Two (2) VIP All Access Passes including access to the State of the Global Cruise Industry Keynote*

*Ability to book private meeting space within VIP Lounge, included as a VIP Pass Holder



Cafe

Everyone needs to take a coffee break during a busy day. Make sure it's YOUR brand that they are thinking of when they are enjoying a custom branded cup of coffee. As the official café sponsor, your company will have the opportunity to provide coffee to thousands of cruise line professionals throughout the week. The Café is located near the main entrance of the lobby in a high-trafficked area. Your branding will prominently be displayed in the Café to catch the attention of the thousand plus cruise industry professionals.



Availability	1
Cost	\$20,000
Deadline	19 January

Sponsorship Includes:

- Brand Recognition Bundle (see page 4)
- Ability to brand Café (sponsor to provide all branding)
- Coffee voucher with sponsor logo to be distributed to 1,400 cruise line professionals redeemable for (1) complimentary coffee per day in Café (Monday–Thursday)
- Easel signage with sponsor logo at the entrance of Café
- Branded coffee cups with sponsor's logo and design
- Customized table tents on all dining tables within the food court
- Option to provide show bag insert - limited to one item
- Two (2) VIP All Access Passes including access to the State of the Global Cruise Industry Keynote*

*Ability to book private meeting space within VIP Lounge, included as a VIP Pass Holder

Customizable Hospitality Areas

Give attendees a chance to network, conduct business and learn about your products/services in a fully customizable hospitality area. Generate brand awareness in a dedicated area with a captive audience by providing a specialized experience to showcase your brands personality. Does your brand promote health and wellness? Create a juice bar! The options are endless.

Sponsorship Includes:

- Brand Recognition Bundle (see page 4)
- Additional deliverables to be determined upon customization
- One (1) VIP All Access Pass or Two (2) Full Conference Registrations including access to the State of the Global Cruise Industry Keynote*



Availability	1
Cost	Contact Show Management
Deadline	1 February

*Ability to book private meeting space within VIP Lounge, included as a VIP Pass Holder

Show Bag

Handed to all Delegates & Cruise Lines upon entry, our Official Show Bag contains samples and literature, and is a must have item. The sponsor will have their graphics and/or logo branded across one side of the Show Bag and will become one of the most recognized names at the show.

Sponsorship Includes:

- Brand Recognition Bundle (see page 4)
- Logo printed on one side of the Show Bag
- Option to provide show bag insert - limited to one item
- Allocation of Show Bags for sponsor's exhibit booth (number to be agreed upon by show management)
- One (1) VIP All Access Pass or Two (2) Full Conference Registrations including access to State of the Global Cruise Industry Keynote*



Availability	2
Cost	\$10,000
Deadline	19 January

*Ability to book private meeting space within VIP Lounge, included as a VIP Pass Holder



Lanyards

Imagine each and every attendee at Seatrade Cruise Global wearing your company's logo! Make a statement that puts your company at the top of every attendee's mind. The Lanyard Sponsorship offers one of the most eye-catching opportunities available at the show, keeping your company name in clear sight during the entire event. This in-demand opportunity is limited to one sponsor.

Availability	1
Cost	\$20,000
Deadline	15 January

Sponsorship Includes:

- Brand Recognition Bundle (see page 4)
- Show management to supply lanyards, featuring sponsor's logo
- Option to provide show bag insert - limited to one item
- Allocation of lanyards for sponsor's exhibit booth (in addition to show management order)
- Two (2) VIP All Access Passes including access to the State of the Global Cruise Industry Keynote*

*Ability to book private meeting space within VIP Lounge, included as a VIP Pass Holder



Additional Sponsorship Opportunities

SHOW BAG INSERT (\$2,500)

DEADLINE: 22 February

Sponsoring a Show Bag insert is the perfect way to expose your latest products, services & capabilities to all Seatrade Cruise Global delegates and cruise line attendees! This highly effective sponsorship brings attendees to your booth and provides a takeaway to generate leads throughout the year! Sponsor to provide one piece of branded collateral (size subject to approval)

MATCHMAKING (\$10,000-AVAILABILITY: 3) DEADLINE: 22 February

The sponsor of this opportunity will have their branding appear in the hands of every attendee opening the Seatrade Cruise Global Mobile App. Attendees access the SCG mobile app and desktop portal weeks before the show opens - this is your chance to ensure top of mind awareness! In 2017 there was almost a 90% increase in downloads of the app.

HILTON HOTEL KEY CARDS (\$10,000)

DEADLINE: 2 February

Reinforce your brand each time attendees access their room. Hotel key cards display your company's advertisement/message on one full side of the hotel room key card for all convention attendees at the official headquarter hotel.

CUSTOMIZED EVENTS

DEADLINE: 1 February

Whether you are planning a private or public event at Seatrade Cruise Global 2018, let our experienced operations team work with you to coordinate all arrangements from start to finish to ensure your event is a success. Call today to learn more: + 1 212.600.3260.