

2019 Sponsorship Opportunities

8-11 April 2019 | Expo: 9-11 April 2019

Miami Beach Convention Center
Miami Beach, FL USA

www.seatradecruiseglobal.com

Maximize Your Presence at Seatrade Cruise Global 2019!

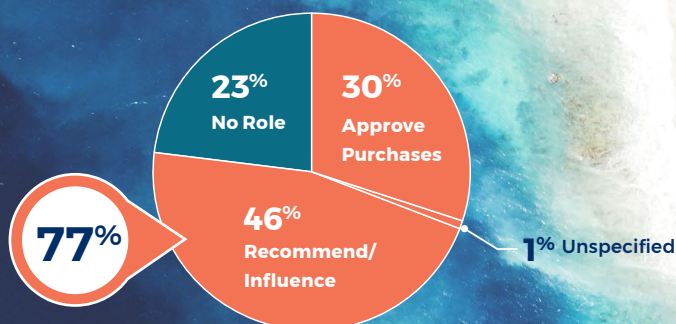
Don't miss out on the opportunity to put yourself in front of cruise industry decision makers—become a sponsor at **Seatrade Cruise Global**! Sponsorships are a great way to raise your brand's awareness, drive traffic to your booth, and increase your return on investment.

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**

of Attendees are involved in the purchasing process



*Source: UBM Advanced Manufacturing Portfolio 2014

** Source: UBM Seatrade Cruise Global 2017 Registration Demographics

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



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.

SPONSORSHIP INCLUDES:

- » Brand Recognition Bundle (see page 2)
- » 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 2)
- » 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*

*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.



SPONSORSHIP INCLUDES:

- » Brand Recognition Bundle (see page 2)
- » Continental breakfast buffet (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 2018 Conference Program at
<http://schedule.seatradecruiseglobal.com/list>



SPONSORSHIP INCLUDES:

- » Brand Recognition Bundle (see page 2)
- » Exclusive sponsorship of conference session
- » Sponsor logo on all conference signage including At A Glance, conference room and digital signs
- » Three minute video presentation OR three 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 2019. 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.



Contact Show Management

SPONSORSHIP INCLUDES:

- » Brand Recognition Bundle (see page 2)
- » 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 Miami Beach Convention Center for all days of Seatrade Cruise Global 2019 (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



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 brand's personality. Does your brand promote health and wellness? Create a juice bar! The options are endless.



Contact Show Management

SPONSORSHIP INCLUDES:

- » Brand Recognition Bundle (see page 2)
- » 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*

*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 2)
- » 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*

*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.



SPONSORSHIP INCLUDES:

- » Brand Recognition Bundle (see page 2)
- » 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*

Badge Holder

Worn by every attendee, there is no better place to give your company exposure. Your brand will be front and center with every interaction among participating delegates. High impact exposure that offers immediate and lasting brand awareness.



SPONSORSHIP INCLUDES:

- » Brand Recognition Bundle (see page 2)
- » Sponsor's logo printed on the badge holders (provided by show management)
- » Option to provide show bag insert - limited to one item max size 8"x11"
- » 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

Reach Cruise Industry Decision Makers by Retargeting Your Digital Ads

WHAT IS RETARGETING?

Simply put, retargeting is the process of tracking everyone who visits our website and showing ads to them as they visit other sites after they've left ours.



WHY IS RETARGETING SO EFFECTIVE?



RIGHT PEOPLE



RIGHT ADS



RIGHT PLACES

It keeps your brand front and center. We have the right people visiting our site, but we only have them for so long. Using retargeting, you can interact with those users while they're on our website AND when they leave to browse the rest of the internet.

It really is as easy as 1,2,3

Let us know which package is right for you.

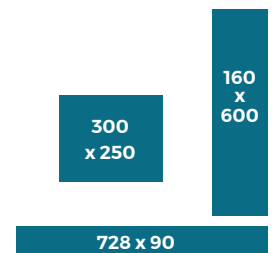
We'll place your ads on a host of relevant websites.

We'll share analytics with you each month.

NEW Packages. Limited Opportunity.

NEW PACKAGES	BUYER IMPRESSIONS	CPM (cost per 1000)	TOTAL COST
Tier 1	25,000	\$65	\$1,625
Tier 2 <i>(Limit 5)</i>	50,000	\$65	\$3,250

Ad Sizes and Specs:



PACKAGES ARE LIMITED SO ACTIVATE YOUR PARTNERSHIP TODAY!

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