

smm-hamburg.com

the leading international
maritime trade fair



SMM

2 - 5 feb 2021

sponsoring opportunities

packages and prices

sponsoring opportunities 2021



From special attention to powerful presence, let's make SMM your brand arena.
SMM features



more than **2,200 exhibitors** from all over the world

about **50,000 international trade visitors**

90,000 square meters of exhibition space

5 days full of **high-quality conferences**

Your added value at
SMM 2021:

experience here how to powerfully reach out to the maritime industry



content

On the following pages we would like to inform you about pre-designed sponsoring packages available for you.

Depending on your specific needs, you may opt for one of these packages:

VIP

Limousines · Admiral's Clubs

Conferences

Main · Silver · Panel

Show Floor

Hall Sponsorship · Digital Transition Stage
Green Transition Stage · MARINE
INTERIORS Forum · Charging Points
Visitor Wifi · App · Lanyards · Badges &
Online Tickets · Maritime Career Market

Transportation

Airport Shuttle

Moreover, you may also challenge us to develop a tailor-made solution together with you. We're open for individual formats and love to hear your ideas to make SMM your brand arena.

All sponsoring packages include:

Flag in front of SMM Central Entrance

Sponsor-Announcement on SMM-LinkedIn and Twitter Channels

Logo presentation on the SMM-Website and in Exhibitor Catalogue, Visitor Guide
and SMM-App

VIP

Limousines

The SMM limousines shuttle C-level SMM clients, political and navy delegations as well as conference speakers to the airport, SMM opening ceremony, hotels, and more. The limousines are prominently stationed in front of central entrance of SMM. Your logo will be displayed on both sides of 12 limousines and your marketing material inside the cars invites the 'who's who' of the maritime industry to get in touch with you.



Your benefits include

- company branding on SMM limousines
- company branding on shuttle access cards held by a pool of maritime decision makers
- advertising material inside the shuttles
- sponsor announcement via SMM social media channels
- logo presentation in the trade fair media: website, show catalogue, visitor guide, mobile application
- flag in front of central entrance (delivery by sponsor)

Admiral's Clubs

The SMM admiral's clubs offer selected VIP customers room to come to rest, have coffee, lunch, or meet their clients away from the hustle and bustle from the fair. The two clubs are located in halls A1 and B4 and also offer space for drinks receptions. Present your company by branding the inside of the clubs and invite your customers to your reserved sponsor lounge (B4) for business talks.



Your benefits include

- logo presentation on the written admiral's clubs invitations, sent to a pool of maritime decision makers
- logo presentation on signage to the clubs
- company branding inside the clubs
- reserved company lounge (B4), including 10 access cards
- sponsor announcement via SMM social media channels
- logo presentation in the trade fair media: website, show catalogue, visitor guide, mobile application
- flag in front of central entrance (delivery by sponsor)

**A1 reserved,
B4 available**

Conferences

Conferences

SMM features high quality conferences with industry experts on the panels: **Maritime Future Summit**, **gmec** – the global maritime environmental congress, **Offshore Dialogue** and **MS&D** – the international conference on maritime security and defence. Address the specialist audience by choosing one of our pre-designed packages of SMM conferences.



Your main conference sponsor benefits include

€ 16,000

- communication as main conference sponsor
- acknowledgement in conference opening speech
- one welcoming roll-up banner in front of conference room
- table for promotional material inside the conference room
- pens and paper on the tables
- content subpage on conference website
- two complimentary conference delegate tickets
- sponsor announcement via SMM social media channels
- logo presentation in the trade fair media: website, show catalogue, visitor guide, mobile application
- flag in front of central entrance (delivery by sponsor)

Main Sponsorship Maritime
Future Summit sold

(price for either Maritime Future Summit, gmec, Offshore Dialogue, or MS&D)

conferences

Your silver conference sponsor benefits include

€ 12,500

- communication as silver conference sponsor
- acknowledgement before lunch and coffee breaks on screen
- presence with perspex positioners on catering tables
- two complimentary conference delegate tickets
- sponsor announcement via SMM social media channels
- logo presentation in the trade fair media: website, show catalogue, visitor guide, mobile application
- flag in front of central entrance (delivery by sponsor)

(price for either Maritime Future Summit, gmec, Offshore Dialogue, or MS&D)



Your conference panel sponsor benefits include

€ 9,000

- communication as conference panel sponsor
- two complimentary conference delegate tickets
- logo presentation in the trade fair media: website, show catalogue, visitor guide, mobile application
- flag in front of central entrance (delivery by sponsor)

(price for one panel at either Maritime Future Summit, gmec, Offshore Dialogue, or MS&D)

Show Floor

Hall Sponsorship

Stand out by sponsoring the hall you are exhibiting in. Becoming hall sponsor offers you high visibility among visitors starting at the doors to the hall, in which hanging banners underline your brand and lead visitors directly to your booth.



Your benefits include

- sponsor logo on all entrance doors to the sponsored hall
- sponsor advertising on hanging banners in the sponsored hall
- sponsor logo on all info maps within all SMM halls
- one speaking slot on the Digital or Green Transition Stage or MARINE INTERIORS Forum
- sponsor announcement via SMM social media channels
- logo presentation in the trade fair media: website, show catalogue, visitor guide, mobile application
- flag in front of central entrance (delivery by sponsor)

Green Transition Stage, Digital Transition Stage, MARINE INTERIORS Forum

€ 15,000

Stages

At SMM 2021, the Green Transition Stage in hall A5, Digital Transition Stage in hall B6 as well as MARINE INTERIORS Forum in hall B8 will invite visitors and exhibitors to discuss the latest environmental topics, trends in digitalisation and design innovations regarding interior outfitting of passenger ships. Stand out by sponsoring one of the stages and contact us about your advertising opportunities.

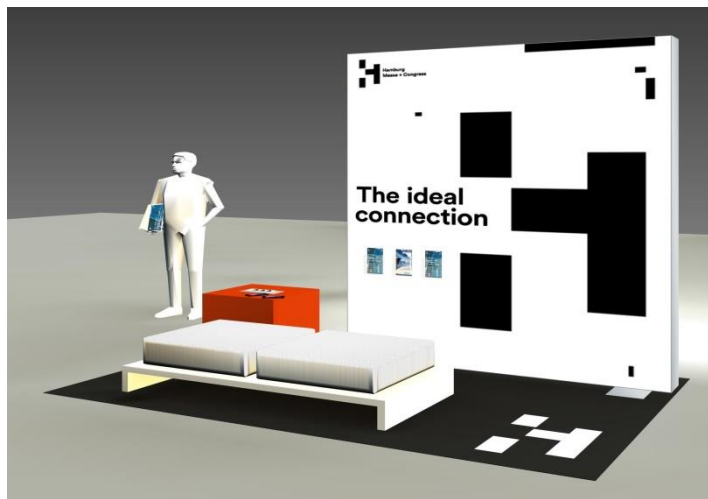


Your benefits include

- announcement as stage-sponsor in promotional material before and during SMM
- logo presentation on screens at the respective stage onsite
- two speaking slots on the respective stage
- brochure holder for information material at the sponsored stage
- sponsor announcement via SMM social media channels
- logo presentation in the trade fair media: website, show catalogue, visitor guide, mobile application
- flag in front of central entrance (delivery by sponsor)

Charging Points

The SMM charging points offer visitors the opportunity to pause for a moment and recharge their mobile device. Located in 10 different positions throughout the entire fairground they will display your company logo including stand number or brand message. Visitors will connect your company name to a much appreciated service and will directly be pointed to your services.



Your benefits include

- logo presentation on 10 SMM charging points located in different locations throughout the fairground
- your stand number or brand message on the charging points
- brochure rack for your advertising material next to each charging point
- sponsor announcement via SMM social media channels
- logo presentation in the trade fair media: website, show catalogue, visitor guide, mobile application
- flag in front of central entrance (delivery by sponsor)

Maritime Career Market

The Maritime Career Market provides companies and visitors with a unique platform for job hunting, careers and professional development. The event offers companies access to potential employees, while giving job applicants and people looking at their career options the chance to gain fascinating insights into different career opportunities in the maritime industry.



Your benefits include

- logo presence in the framework of the MCM-forum – exact details tba
- speaker slot in the framework of the MCM-forum
- logo and brochure on the MCM info counter
- logo in visitor flyer sent to more than 8,000 contacts
- logo on MCM posters
- sponsor announcement via SMM social media channels
- logo presentation in the trade fair media: website, show catalogue, visitor guide, mobile application
- flag in front of central entrance (delivery by sponsor)

Visitor Wifi

SMM offers visitor wifi in all trade fair halls. When connecting, the user will be directed to a landing page which offers prominent space for your advertising message. Take the chance to address a potential of 50,000 wifi users from the maritime industry. Who does not want to stay connected?



Your benefits include

- logo/banner presentation on wifi landing page
- logo presentation on signage advertising the wifi
- sponsor announcement via SMM social media channels
- logo presentation in the trade fair media: website, show catalogue, visitor guide, mobile application
- flag in front of central entrance (delivery by sponsor)

app

App

The SMM mobile application offers comprehensive support and information for visitors and exhibitors alike. Not only the exhibitor list, a theme route guide and recommendations for leisure activities after the show make the mobile application a must-have exhibition tool. Have your company present this service to 50,000 international SMM participants.



Your benefits include

- banner under the main app menu with link to website or content subpage
- logo presentation on on-site signage advertising the app
- sponsor announcement via SMM social media channels
- logo presentation in the trade fair media: website, show catalogue, visitor guide, mobile application
- flag in front of central entrance (delivery by sponsor)

lanyards

Lanyards

The SMM lanyards are used by SMM visitors, exhibitors, and conference delegates alike. Thus, your brand receives enormous attention throughout the entire show floor as well as conference rooms. Personnel handing out the lanyards wear your company accessory and the lanyard racks in all SMM entrances deliver your message to the audience.



Your benefits include

- logo presentation on SMM lanyards
- company accessory worn by lanyard personnel
- advertising on lanyard racks in all SMM entrances
- branding of steps leading to main entrance
- sponsor announcement via SMM social media channels
- logo presentation in the trade fair media: website, show catalogue, visitor guide, mobile application
- flag in front of central entrance (delivery by sponsor)

sold

badges & online tickets

Badges & Online tickets

The SMM badges and printable online tickets are used and seen by 50,000 international SMM visitors. Your company logo appears in the front and back of the entrance tickets as well as on the printable online tickets. Make use of this exclusive opportunity to spread your message to all SMM delegates.



Your benefits include

- logo presentation on badges and online tickets
- logo presentation in the trade fair media: website, show catalogue, visitor guide, mobile application
- flag in front of central entrance (delivery by sponsor)

sold

Transportation

Airport Shuttle

The SMM airport shuttle offers delegates a direct connection from the airport to the trade fair halls. The shuttle commutes throughout the entire SMM week and contributes to greener transportation. Another plus: it is cheaper than taking a taxi. Connect your company name to this special service by prominently placing your logo on the buses and presenting your advertising material to the passengers.



Your benefits include

- logo presentation on SMM airport shuttles
- advertising material inside the buses
- sponsor announcement via SMM social media channels
- logo presentation in the trade fair media: website, show catalogue, visitor guide, mobile application
- flag in front of central entrance (delivery by sponsor)

contact information

For further information please contact the SMM team:

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