

## make SMM your brand arena



At SMM, you can reach high-value target groups without any scatter. We offer various sponsorship opportunities to make your brand stand out on our physical and digital platforms. Choose from efficient measures that generate high-impact visibility among all visitors, reach selected audiences or address VIPs in exclusive and focused environments.

Or can we help you with a tailor-made solution? Let's talk!



Great visibility at SMM: create your sponsoring campaign now.

more than **2,200 exhibitors** from around the world

about **50,000 international trade** visitors

**90,000 square meters** of exhibition space

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



#### overview



The following pages offer an insight into various options of how SMM can support putting your brand into the maritime spotlight. Please let us know your specific suggestions based on your requirements. What works well for you and how can we make it work at SMM? We are looking forward to developing your bespoke sponsorship together with you!

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hall sponsorship visitor wifi charging areas VIP admiral's clubs chauffeured cars lanyards badges & online tickets

#### networking

maritime career market it's wine o'clock

#### conferences maritime future

summit amec ms&d offshore dialogue

#### content

content package

#### tailor made solutions

transition stage partner let us learn about your ideas

#### Each sponsorship includes intensive baseline branding services:

- your company profile under "Meet the Sponsors" on our website
- your logo in our on- and offline trade fair media (website and catalogue)
- your logo on sponsor walls on site





## content package (limited availability)

Make use of the great reach of SMM into the maritime industry. Post on the SMM LinkedIn channel, spread your message in the SMM eNews and be present on site with a speaker slot at one of the SMM transition stages.





- · two content blocks or advertising banners in the SMM eNews (pre-show)
- · one social media content post (LinkedIn, pre-show)
- · one speaker slot at one of the transition stages
- baseline branding services (see page 3)

#### transition stage partner

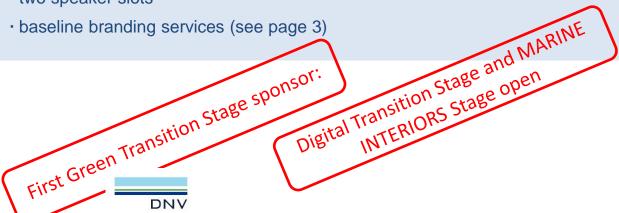
At SMM 2022, the **Green Transition Stage**, **Digital Transition Stage** as well as the **MARINE INTERIORS Forum** invite exhibitors to present new products, services and projects to the trade fair audience. Stand out by becoming exclusive stage partner: put your corporate focus in the spotlight and be visible during all four days of SMM.



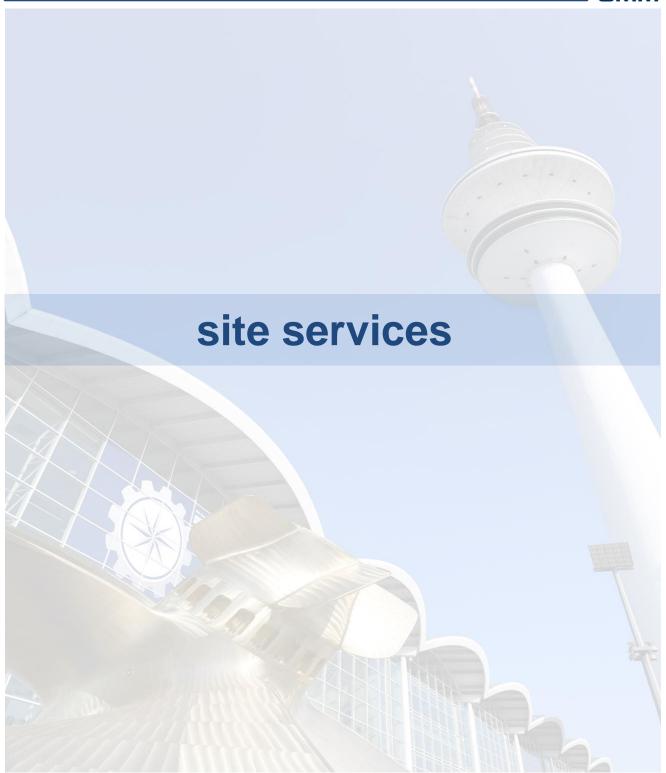


#### Our proposed services:

- branding of the sponsored stage
- · your corporate video shown on screen
- · your logo in the online stage program
- two speaker slots







Give your brand a boost while visitors and exhibitors are charging their mobile devices. Our charging areas, located at different positions throughout the entire fairground, are popular meeting places. Your brand message will be displayed on both sides of 10 lightboxes (1 meter width x 2 meters height).





Example images

- · your brand message on 10 lightboxes
- baseline branding services (see page 3)



Prices excl. VAT and for exhibitors only. Prices for non-exhibitors upon request.

The handy holders for name badges can carry your logo, maintaining your visibility in the maritime community. The potential reach is great – with about 50,000 trade visitors and 2,200 exhibitors and their staff.





- · your logo on the SMM lanyards (alternating with the SMM logo)
- · your welcoming message on the lanyard racks in all SMM entrances
- · one social media content post (pre-show)
- · one content block in the SMM eNews (pre-show)
- baseline branding services (see page 3)

## badges & online tickets

### price upon request

Your company logo appears in the front and back of the visitor badges as well as on the printable online tickets. Make use of this exclusive opportunity and raise awareness for your company among all SMM visitors and exhibitors.

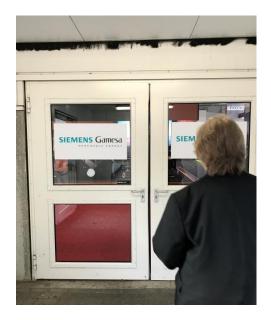




#### Our proposed services:

- · your message on the trade fair visitor badges and online tickets
- · one content post published via the SMM social media channels (pre-show)
- baseline branding services (see page 3)

Create maximum attention by sponsoring your exhibition hall. A hall sponsorship guarantees high visibility among visitors starting at the doors to the hall. Inside signage such as hanging banners further emphasize your brand appearance and lead visitors directly to your booth. Available for halls A1-A4, B2 and B4 ground floor, B5 – B7.





#### Our proposed services:

- · your advertising message at the entrance doors to the sponsored hall
- · your message on hanging banners in the sponsored hall
- · your logo on 42 area maps located throughout the entire fairground
- baseline branding services (see page 3)

visitor wifi € 25,000

Sponsor the visitor Wifi in all SMM trade fair halls. While connecting, the user will be directed to a landing page which offers prominent space for your advertising message. This allows you to address all SMM delegates digitally. You will be visible to more than 50,000 SMM attendees for the duration of SMM 2022.





- · provision of WiFi access to all trade show attendees of SMM 2022
- · your banner on the WiFi landing page
- · your logo on signage advertising the WiFi
- · baseline branding services (see page 3)

The SMM Admiral's Clubs offer selected customers room to take coffee, lunch, or to network with clients away from busy trade fair halls. The clubs offer great space for drinks and VIP networking receptions as well. Present your company to the Who's Who of the maritime industry by branding the Admiral's Clubs, and invite your customers to your reserved sponsor lounge for business conversations.

The admiral's clubs are the perfect addition to the chauffeured car sponsorship.





- · your logo on the club invitations
- · your logo on the signage to the clubs
- · company branding inside the clubs
- · reserved company table
- possibility to give a networking reception in one of the clubs (catering costs etc. not included)
- · baseline branding services (see page 3)

chauffered cars € 20,000

Our cars, prominently located in front of central entrance, are at the disposal of a selected pool of SMM attendees, political and navy delegations as well as conference speakers. Display your message on doors of our approx. 12 cars and invite the guests to your booth or networking event.

The chauffeured cars are a perfect addition to the VIP admiral' clubs sponsorship.





#### Our proposed services

- · your company message prominently displayed on the cars
- · your marketing material, event invitation or business card inside the cares
- baseline branding services (see page 3)





#### conferences

Sponsor one of the renowned SMM conferences **Maritime Future Summit, gmec, MS&D or Offshore Dialogue** and address your expert target audience directly.





#### main conference sponsor

€ 16,000 (per conf.) excl. VAT

Our proposed services:

- · your logo in the on- and offline conference programmes
- · branding of conference hall "Chicago" on the day of the conference
- · two full-day conference tickets
- · one social media content post (pre-show)
- · one content block in the SMM eNews (pre-show)
- possibility to host a networking reception after the conference (catering to be ordered separately)
- baseline branding services (see page 3)

Main Sponsorship Maritime Future Summit sold to:
CCS
中國船級社

Kindly note that a conference speaker slot is not automatically included.

#### conferences

#### conference sponsor

€ 10,000 (per conf.) excl. VAT

Our proposed services:

- · your logo in the on- and offline conference programmes
- · your logo on screen during the breaks
- · one full-day conference ticket
- · one content block in the SMM eNews (pre-show)
- · baseline branding services (see page 3)





Kindly note that a conference speaker slot is not automatically included.





The Maritime Career Market on Friday, 9 September, provides companies and visitors with a unique platform for job hunting, careers and professional development. As sponsor you stand out as an exciting employer in the maritime industry and you give potential employees the chance to gain fascinating insights into different career opportunities within your company.





#### Our proposed services:

- · your logo in the on- and offline Maritime Career Market programme
- · one speaker slot at the Maritime Career Market forum
- · one booth at the Maritime Career Market
- · your brochure at the Maritime Career Market info counter
- baseline branding services (see page 3)

After a long day in the trade fair halls with walking and business talks, coming together for a glass of good wine and meeting the industry in an informal atmosphere is the perfect way to conclude the day. Make it your networking event and sponsor the drinks!





- · branding of the networking event (bar, napkins, etc.; details to be discussed)
- · recognition in welcoming address
- baseline branding services (see page 3)

## get in touch

Please do not hesitate to get in touch to learn more about how SMM can support putting your brand into the maritime spotlight.

We are looking forward to discussing our sponsorship offers or creating a bespoke solution for you.

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