

Virtual 2020



**Seatrade
Maritime
Middle East**

14 – 16 December 2020

Interact Live,
From Around the World

EVENT PROSPECTUS

Official
Publication

**Seatrade
Maritime Review**

Official
Online Media

**Seatrade
Maritime News**



**Seatrade
Maritime
Middle East**

Virtual 2020

14 – 16 December 2020

Interact Live,
From Around the World

WELCOME BACK

Welcome to Seatrade Maritime Middle East Virtual 2020, an immersive digital experience that will transcend virtual oceans and connect maritime markets from across the Middle East.

From 14 – 16 December, Seatrade Maritime Middle East Virtual 2020 will welcome those looking to stimulate both an innovative and prosperous recovery for maritime businesses across the Middle East.

Three days of fascinating content will cover a series of key themes, while a bespoke networking and matchmaking system will enable tangible opportunity to grow in abundance for our exhibitors and sponsors alike.

As our industry faces a future disrupted by unprecedented global challenges, the power of digital has never been more critical. We remain by your side to help your business explore the opportunities it offers.



**Seatrade
Maritime**
Middle East

Virtual 2020

14 – 16 December 2020

Interact Live,
From Around the World

THREE DAYS, ONE EVENT. HERE'S WHAT TO EXPECT.

Hosted on a fully interactive platform, Seatrade Maritime Middle East Virtual 2020 uses the latest technologies to connect proactive maritime professionals – wherever they may be in the world.



Live Webinar Agenda

Discover indispensable insights throughout our live webinar agenda as we cover key industry themes at both a macro and micro level.



On-Demand Content

Access engaging videos and exclusive podcasts, curated by inspiring industry thought leaders.



AI-Powered Matchmaking

Create relationships that lead to business outcomes with hyper-targeted networking opportunities, based on your target audience.



Virtual Exhibitor Listings

Source solutions and engage with innovative suppliers. It might not be business as usual, but this is your chance to create business and capitalise on a new normal.

www.seatrademaritimeevents.com/stmme-virtual #STMMEVirtual



EVENTS ARE EVOLVING

Against a backdrop of global disruption, the power of digital has never been greater.

Professionals from around the world are rapidly searching for ways to collaborate, connect and form productive relationships - and the capability of technology is adapting at meteoric speed to make it tangible.

Wherever you are in the world, Seatrade Maritime Middle East Virtual 2020 offers you access to a perfectly poised platform, designed to elevate your brand exposure and drive real business results.



Reach Your Target Audience

Use our digital platforms to target your key audience based on user demographics and behaviours. Distance is no longer a barrier, but an opportunity instead.



Drive Real Engagement

The average digital event attendee will spend two hours engaging with digital content, before the event even starts.



Convert Potential into Opportunity

Acquire new data and generate lead prospects that lead to meaningful business outcomes.

THE NEW EXHIBITOR EXPERIENCE

Sophisticated, seamless and fully interactive, the exhibitor experience at Seatrade Maritime Middle East Virtual allows for real interactions to take place in an innovative yet intuitive business environment.

We've partnered with exceptional technology to provide you with a platform that connects your brand with exciting business outcomes. No matter where in the world you or your target market are, your brand will be able to transcend the barriers of location and reach an engaged network of proactive industry professionals.

How Will Your Experience Look?



Virtual Exhibitor Profile

Visitors will be able to view your profile, products and interact with your team throughout the event.



AI-Powered Networking

Match your business to your target market with an intelligent networking algorithm.



Lead Generation

Generate leads from our visitor based on their interactions and behaviours throughout the events.



Concierge Service

Additional customer support to help you navigate each part of the digital platform and troubleshoot throughout your experience.



Digital Reach

Tap into the wider Seatrade network. Benefit from our pre-event campaign or delve deeper with targeted Marketing support.

EXHIBITOR CAMPAIGN JOURNEY

The entire marketing strategy for Seatrade Maritime Middle East Virtual is focused on providing our exhibitors with an exceptional experience that goes beyond the virtual floor. With highly targeted campaigns spanning key marketing channels, your brand will reach our database of 60,000+ proactive industry professionals.

And if you seek a bespoke campaign to target only your market, our team are raring to go.

Pre-event

- Full marketing campaign across email marketing, social media and digital channels; targeting our database of 60,000+ individuals and wider digital audience
- Content marketing opportunities available through Seatrade Maritime News, the voice of the global shipping industry
- Access to the Exhibitor Marketing Hub and Resource Centre
- Interactive event preview, showcasing exhibitors to all registered visitors and prospective attendees
- Access to hyper-targeted marketing opportunities, allowing you to work with our team to create a bespoke campaign that focuses on your key objectives and market

Live ((▶))

- Daily drivers promoting virtual exhibitors
- Daily recap emails giving coverage to exhibitors

Post-event

- Continued lead generation opportunities with ongoing Marketing promotions, up to 90 days post-event
- Post show recap emails, social media and channel marketing with details on exhibitors and links to listing
- Content opportunities through Seatrade Maritime News

EXHIBITOR PACKAGES

Compare and contrast each exhibitor benefit in more detail on the following pages to make the right choice for your business.

Standard Rate:
Loyalty Rate*:

		★	★★	★★★
		Basic	Enhanced	Platinum
		Complimentary	\$1,500	\$3,000
		—	*Complimentary	*\$1,500
Exhibitor Listing	Profile Product Display	2	5	Unlimited
	Full company profile	✓	✓	✓
	Video Content Upload	—	—	✓
	Concierge Service	—	—	✓
	Exhibitor Access Passes	2	10	Unlimited
Networking	Access to AI-Powered Matchmaking	✓	✓	✓
	Send Appointment Requests to Registered Visitors	✓	✓	✓
	Receive meeting requests	10	100	Unlimited
	Receive Inbound Leads	—	25	Unlimited
Brand Promotion	Social Media Promotion	—	✓	✓
	Dedicated Channel and Campaign Promotion	—	—	✓
Content and Education	Live Webinars	✓	✓	✓
	Curated Podcasts and Video Content	✓	✓	✓
	Post-Event Content Access	—	✓	✓
Return on Investment	Integrated reporting and analysis tool to measure performance	✓	✓	✓
	Post-event performance report	—	✓	✓

*Applicable only to booked exhibitors for Seatrade Maritime Middle East 2021

DIGITAL EXHIBITOR LISTING

Your digital exhibitor listing anchors your entire exhibitor experience. A platform to showcase your brand, each package includes a basic profile template and a number of exhibitor log-ins, which allow access to meeting scheduling for your account.

From there, you can visually highlight your products and services and capitalise on different media formats to amplify your brand's event presence.

Profile, Product Listing and Media Upload

Basic

Up to two products in your listing

Enhanced

Up to five products in your listing

Platinum

Unlimited product listings and the option to upload video content

Concierge Service

Platinum only

Dedicated support for navigating the digital platform, providing additional customer service and trouble shooting before, during and after the event

Exhibitor Access

Basic

Two passes

Enhanced

Ten passes

Platinum

Unlimited access

NETWORKING AND MATCHMAKING

Networking is a core part of your experience at our live events - so at Seatrade Maritime Middle East Virtual, we're giving you access to technology that can not only deliver the same exceptional networking opportunities, but also real business outcomes.

Powered by AI, our intelligent networking system will match you with your key demographics. You'll have the opportunity to not only send and receive meeting requests to users, but also receive inbound leads - where users match your predefined objectives.

AI-Powered Networking

Basic	Enhanced	Platinum
✓	✓	✓
Receive Appointment Requests		
Basic 10	Enhanced 100	Platinum Unlimited
Request Meetings with Registered Visitors		
Basic ✓	Enhanced ✓	Platinum ✓
Inbound Leads		
Basic N/A	Enhanced 25	Platinum Unlimited

BRAND PROMOTION AND REACH

Proactive, powerful and prominent, the Seatrade Maritime audience is a diverse network of industry professionals, representing stakeholders with purchasing authority across all sectors.

At Seatrade Maritime Middle East Virtual, your brand will be at forefront of our Marketing campaigns; ensuring you have ample opportunity to engage directly with our audience.

Digital Event Guide

Basic

Company name and
website link

Enhanced

Basic package plus logo;
50-word description;
social media links and
contact information

Platinum

Enhanced listing, plus a
half-page advert within
the Event Guide

Social Media Presence

Basic

N/A

Enhanced

One post across our
Facebook, Twitter and
LinkedIn channels

Platinum

Up to three posts across
our Facebook, Twitter and
LinkedIn channels

Dedicated Channel Promotion

Platinum only

Work with our team to create a campaign tailored to your audience and brand objectives.

60,000+

proactive industry
contacts

9,000+

unique subscribers to
Seatrade Maritime News

150,000+

unique monthly visitors to
Seatrade Maritime News

CONTENT AND EDUCATION

Join leading voices from across the industry and explore three days' worth of live and on-demand content; only available to access through our exclusive event platform.

Conference Access

Basic

Access to all live webinars and curated content

Enhanced

Basic conference access plus content available on-demand

Platinum

Basic conference access plus content available on-demand

Conference at a Glance



Broadcasting Live

Across each day, join us live for keynote and breakout sessions covering key themes, including:

- Road to Recovery
- Clean Shipping
- Supply Chain Resilience
- Crew Welfare and Education
- Shipping Technology



Deep Dive on Demand

A four-part series of pre-recorded videos, featuring virtual round-table discussions, Q&As and presentations.



Seatrade Maritime Masterclasses

A new mentorship programme, featuring a series of video and audio interviews with industry leaders.



Learning from Leaders

A podcast series offering 1-1 insight on topical issues with C-Suite guests.

SPONSORSHIP BUNDLES

Registration Sponsor

\$10,000

Branding and Awareness

- Company logo associated as registration sponsor across:
 - All Marketing channels
 - Event registration portal and conformation emails
 - Press release announcing sponsorship issued to media network and Seatrade Maritime News
- Announcement of sponsorship through all Marketing channels

Thought Leadership

- One piece of content hosted, supported and aligned with Seatrade Maritime News

Exhibitor Listing

- One platinum exhibitor bundle

Webinar Partner Sponsor

\$10,000

Branding and Awareness

- Company logo associated as webinar partner sponsor across:
 - All Marketing channels
 - Live webinar console
 - All communications related to chosen webinar
- Sponsor branding and speaker information to feature on webinar registration page
- One piece of your literature to be emailed after the webinar to all opt-in attendees
- Thank you message from the moderator during the webinar itself
- Announcement of sponsorship through all Marketing channels
- Sponsor to feature in pre-webinar article on Seatrade Maritime News

Thought Leadership

- Speaker opportunity on live webinar panel*
- One piece of content hosted, supported and aligned with Seatrade Maritime News

Data Capture

- Opt-in data from registration form of identified conference session

Exhibitor Listing

- One platinum exhibitor bundle

* subject to approval by conference producer

SPONSORSHIP BUNDLES

Webinar Platinum Sponsor

\$5,500

Branding and Awareness

- Company logo associated as webinar series headline sponsor across:
 - All Marketing channels
 - Live webinar console
 - All communications related to chosen webinar
- Announcement of sponsorship across all Marketing channels
- Thank you message from the moderator during the webinar itself
- Sponsor to feature in pre-webinar article on Seatrade Maritime News

Thought Leadership

- One piece of content hosted, supported and aligned with Seatrade Maritime News

Data Capture

- Opt-in data from registration form of identified conference session

Exhibitor Listing

- One platinum exhibitor bundle

On-Demand Content

\$4,000

Branding and Awareness

- Seatrade to promote your own company webinar, product showcase or leadership learning discussion as part of the Seatrade Maritime Middle East Virtual On-Demand content agenda**

Exhibitor Listing

- One platinum exhibitor bundle

** Sponsor to supply content

Whitepaper Promotion

\$2,500

Branding and Awareness

- Your whitepaper promoted as available to download:
 - Throughout Seatrade Maritime Middle East Virtual
 - On Seatrade Maritime News and associated with relevant content

Data Capture

- Opt-in contact details from all whitepaper downloads

14 December 2020

Join Online

SPONSOR OPPORTUNITIES

Rightfully respected as the flagship maritime award programme for the Middle East, Seatrade Maritime Awards is synonymous with the very pinnacle of industry success. Winners and finalists alike gain a powerful mark of distinction unique only to these awards; allowing them to prosper, flourish and grow.

For the first time, our winners will be announced during an online celebration as part of Seatrade Maritime Middle East Virtual.

Pre-event

- Brand exposure across all marketing channels, collateral and activities, including logo and outbound link to sponsor website where possible
- Opportunity to provide a 150-word profile for inclusion on the event website
- Announcement of sponsorship made to media network and through Seatrade Maritime News

On the Night

- Sponsor logo displayed:
 - During regular intervals in the awards webcast video
 - On the digital awards webcast platform
- Banner artwork displayed on the digital awards webcast platform
- Opportunity to provide a 150-word profile for inclusion in the digital souvenir programme
- A senior representative from sponsor brand invited to announce the winner of the sponsored category

Post-event

- Inclusion in post-event media and channel marketing activities
- Detailed ROI report, allowing you to carefully examine the return on your investment and brand exposure throughout the campaign
- First refusal on sponsorship of the same category in 2021

Ready to Find Out More?

Whether you're ready to book or just testing the water, our team is ready to create a package that delivers against your key objective.



Adam Whitehead

Business Development Manager
E: adam.whitehead@informa.com
M: +971 (0) 52 902 2970

GET IN TOUCH

Whatever your objective, budget or target audience, our team is ready to guide you through the next steps for joining Seatrade Maritime Middle East Virtual.

UK, Europe and Sponsorship Enquiries

Chris Adams

Head of Key Accounts
E: chris.adams@informa.com
M: +44 (0) 7866 799191

Middle East, Indian Sub-Continent and Africa

Arshed Hussain

Regional Sales Manager
E: arshed.hussain@informa.com
M: +971 (0) 52 9022 969

Richard Johnson

Regional Business Manager
E: richard.johnson@informa.com
M: +971 (0) 52 9022 971

Adam Whitehead

Business Development Manager
E: adam.whitehead@informa.com
M: +971 (0) 52 902 2970

Asia Pacific

Li Xiaoli

Executive Vice President, China
E: li.xiaoli@ubm.com
T: +86 139 1772 7671

South East Asia

Jonathan King

Senior Sales Manager, Maritime
E: jonathan.kiang@informa.com
M: +65 9278 1701

The Americas

Christophe Cahen

Regional Sales Manager
E: christophe.cahen@ubm.com
M: +57 317 501 69 44