

riviera )))

conference  
sponsorship

### **An unrivalled opportunity to engage:**

Conference sponsorship represents an unrivalled opportunity to engage with your target audience in focused surroundings. Whether your goals are to launch a new product, penetrate a new market sector, increase your market share or improve your brand awareness conference sponsorship will deliver your message to key decision makers in a captive and engaging setting.

Through our experience and understanding of both corporate and delegate objectives in a conference environment, we can offer a broad range of sponsorship opportunities tailored to suit your campaign and deliver the return you are looking for.

### **We structure our conferences around two key primary objectives:**

- To deliver relevant and insightful subject matter that informs the market, promotes discussion and aids decision-making
- To provide a comfortable and engaging environment where stakeholders can come together to network, debate, trouble-shoot, exchange ideas and seek advice.

Share your objectives with us and we'll help you to select a package of options that meets your targets and your budget. We can offer a flexible approach and incorporate your brand messages to deliver the best possible ROI.

### **Options available:**

**Platinum Sponsor:** the premium partner for our event

**Gold Sponsors:** select from the following networking opportunities

- Pre-Conference welcome drinks
- Evening drinks reception
- Awards dinner
- Award sponsor
- Evening entertainment
- Lunch break
- Coffee breaks.

**Silver sponsors:** select from the following branding opportunities

- Conference handbook
- Branded bottled water
- Delegate name badges & lanyards
- Delegate bags
- USBs
- WiFi
- Branded stationery
- Slido audience engagement software
- Power banks
- Champagne for Award winners

## YOUR SPONSORSHIP PACKAGE AT A GLANCE

	PLATINUM	GOLD	SILVER
EVENT DELEGATE EMAIL	✓	✓	✓
EVENT WEBSITE	✓	✓	✓
SOCIAL MEDIA ALERTS	✓	✓	✓
VIDEO INTERVIEW BANNER	✓	✓	✓
DELEGATE LIST	✓	✓	✓
HANDBOOK COMPANY PROFILE	✓ 300 WORDS	✓ 300 WORDS	✓ 150 WORDS
HANDBOOK COMPANY ADVERT	✓ FULL PAGE	✓ FULL PAGE	✓ HALF PAGE
EVENT ADVERTS	✓	✓	✗
EVENT DELEGATE BROCHURE (IF APPLICABLE)	✓	✓	✗
DIGITAL CONFERENCE SIGNAGE	✓	✓	SELECTED
STAGE SET BRANDING	✓	✓	✗
CORPORATE GIFT/LITERATURE IN DELEGATE BAG	✓	✓	✗ ADDITIONAL CHARGE
POST-EVENT WHITEPAPER CAMPAIGN	✓	✓	✗
POST-EVENT CONFERENCE ANALYTICS	✓	✓	✗
COMPANY VIDEO INTERVIEW	✓	✓	✗
WELCOME ADDRESS	✓	✗	✗
HANDBOOK WELCOME	✓	✗	✗
EXHIBITION STAND	✓	✗ ADDITIONAL CHARGE	✗ ADDITIONAL CHARGE
COMPLIMENTARY DELEGATE PASSES	✓	✗	✗
PREFERENTIAL RATES FOR ADDITIONAL DELEGATES	✓ 25% REDUCTION	✗ 10% REDUCTION	✗

### **Platinum sponsorship:**

Our platinum sponsorship package offers multiple benefits as our premium partner for the event, and we can work with you to create a bespoke campaign to your specifications.



Annual Offshore Support Journal Conference, Awards & Exhibition 2016

### **Pre-event – audience awareness**

- Increase brand awareness through our extensive pre-conference marketing campaign, featuring your company as the platinum sponsor. Utilise our global reach to present your expertise to an audience of up to 300,000 industry professionals. Beginning up to 12 months prior to an event, our marketing team deliver a targeted and focused delegate acquisition programme to promote and engage interest and then secure sign-up to the conference, comprising
- Monthly and then weekly promotional messages and pre-conference updates via social media, LinkedIn, Twitter and Facebook
- Weekly pre-conference updates in our e-newsletters that link our audience to our dedicated web pages
- Up-to-the minute news on the conference programme, our invited speakers, panelists and supporting organisations on our dedicated web pages
- Promotion as a platinum sponsor on the event's website
- Promotion as a platinum sponsor in pre- and post-event marketing campaigns
- Bespoke conference VIP invitations to a carefully selected audience of stakeholders and decision makers
- Pre-conference advertising in prominent industry publications and third-party websites including industry associations to further extend the reach of our marketing campaign.

### **Event – audience engagement**

- Enhance and reinforce market position by featuring prominently as the platinum sponsor on all conference signage and stage sets, and
- Provide the conference welcome address given by a senior representative of your company
- Provide the full page welcoming introduction to the conference handbook and in addition, a dedicated page for your company profile and corporate information
- Extend your latest marketing campaign with a full page colour advertisement in the conference handbook
- Offer delegates a corporate gift or product literature in the delegate bag
- Engage with your target market directly through a Platinum Sponsor's Dinner with select 'delegate' guests
- Showcase your products and services with a dedicated double-spaced stand at our conference exhibition. Our exhibition hall forms the delegate networking hub for the duration of the conference,

hosting coffee breaks, lunches and drinks receptions for all attendees and guaranteeing you the quality flow of delegates you expect from the best trade exhibitions. Situated prominently within the exhibition hall, your exhibition stand is a valuable addition to the brand presence generated by your platinum sponsorship of the event

- In addition, your platinum sponsorship package also includes two complimentary delegate passes and 25% reduction for further delegates you would like to attend.

### **Post-event – audience reinforcement**

- Submit your whitepaper to our Maritime Technology Knowledge Bank post-event and benefit from the specific lead generation opportunities this offers your business
- Post-conference analytics are compiled specifically for you as the platinum sponsor and provide a comprehensive review of your sponsorship package against your target objectives, including delegate demographic profiling, digital images for further promotional use and delegate feedback from the conference
- Your brand visibility continues within the post-conference marketing campaign comprising event video, review supplement (where available), YouTube, direct e-mail and social media.

### **Package summary:**

- Prominent promotion as the platinum sponsor in our pre- and post-conference marketing campaigns
  - print, digital, online, video and social media
- Feature prominently as the platinum sponsor on conference signage and stage sets
- Provide the welcome address by a senior representative of your company
- Conference handbook contributions:
  - full page welcoming introduction
  - dedicated full page company profile and corporate information
  - full page colour advertisement
- Corporate gift or product literature in the delegate bag
- Exhibition stand and one complimentary exhibitor pass
- Post-conference whitepaper in Maritime Technology Knowledge Bank and lead generation campaign
- Post-conference analytics
- Two complimentary delegate passes and 25% reduction in delegate rates for additional delegates.

Book early to take advantage of the full pre-conference marketing campaign.



### **Gold sponsorship:**

Our gold sponsorship packages offer multiple benefits from our range of networking opportunities, as illustrated below, and we can work with you to create a bespoke campaign to your specifications.



### **Choose from the following corporate networking activities:**

- Pre-conference welcome drinks
- Evening drinks reception
- Awards dinner
- Award sponsor
- Evening entertainment
- Lunch break
- Coffee breaks.

### **Pre-event – audience awareness**

- Increase brand awareness through our extensive pre-conference marketing campaign, featuring your company as a gold sponsor. Utilise our global reach to present your expertise to an audience of up to 300,000 industry professionals. Beginning up to 12 months prior to an event, our marketing team deliver a targeted and focused delegate acquisition programme to promote and engage interest and then secure sign-up to the conference, comprising
- Monthly and then weekly promotional messages and pre-conference updates via social media, LinkedIn, Twitter and Facebook
- Weekly pre-conference updates in our e-newsletters that link our audience to our dedicated web pages
- Up-to-the minute news on the conference programme, our invited speakers, panelists and supporting organisations on our dedicated web pages
- Pre-conference advertising in prominent industry publications and third-party websites including industry associations to further extend the reach of our marketing campaign
- Promotion as a gold sponsor on the event's website
- Promotion as a gold sponsor in pre- and post-event marketing campaigns.

### **Event – audience engagement**

- Enhance and reinforce market position by featuring prominently as a gold sponsor on all conference signage and stage sets, and
- Provide a dedicated full page company profile for the conference handbook
- Extend your latest marketing campaign with a full page colour advertisement in the conference handbook
- Offer delegates a corporate gift or product literature in the delegate bag.

### Post-event – audience reinforcement

- Post-conference analytics are compiled specifically for you as a gold sponsor and provide a comprehensive review of your sponsorship package against your target objectives, including delegate demographic profiling, digital images for further promotional use and delegate feedback from the conference
- Your brand visibility continues within the post-conference marketing campaign comprising event video, review supplement (where available), YouTube, direct e-mail and social media.

### Package Summary:

- Prominent promotion as a gold sponsor in our pre- and post-conference marketing campaigns
  - print, digital, online, video and social media
- Feature prominently as a gold sponsor on conference signage and stage sets
- Conference handbook contributions:
  - dedicated full page company profile and corporate information
  - full page colour advertisement
- Corporate gift or product literature in the delegate bag
- Post-conference analytics.

Book early to take advantage of the full pre-conference marketing campaign.



### **Silver Sponsorship:**

Our silver sponsorship packages offer multiple benefits, from our range of branding opportunities as illustrated below, and we can work with you to create a bespoke campaign to your specifications.



### **Choose from the following branded items:**

- Conference handbook
- Branded bottled water
- Delegate name badges & lanyards
- Delegate bags
- USBs
- WiFi
- Branded stationery
- Slido audience engagement software
- Power banks
- Champagne for Award winners.

### **Pre-event – audience awareness**

- Increase brand awareness through our extensive pre-conference marketing campaign, featuring your company as a silver sponsor. Utilise our global reach to present your expertise to an audience of up to 300,000 industry professionals. Beginning up to 12 months prior to an event, our marketing team deliver a targeted and focused delegate acquisition programme to promote and engage interest and then secure sign-up to the conference, comprising
- Monthly and then weekly promotional messages and pre-conference updates via social media, LinkedIn, Twitter and Facebook
- Weekly pre-conference updates in our e-newsletters that link our audience to our dedicated web pages
- Up-to-the minute news on the conference programme, our invited speakers, panelists and supporting organisations on our dedicated web pages
- Pre-conference advertising in prominent industry publications and third-party websites including industry associations to further extend the reach of our marketing campaign.

### **Event – audience engagement**

- Enhance and reinforce market position by featuring prominently as a silver sponsor on selected conference signage
- Extend your latest marketing campaign with a half page colour advertisement in the conference handbook
- Provide a dedicated 150 word company profile for the conference handbook
- Promotion as a silver sponsor on the event's website



### Post-event – audience reinforcement

- The ongoing use of your corporate gift ensures post-event brand awareness with event attendees
- Your brand visibility continues within the post-conference marketing campaign comprising event video, review supplement (where available), YouTube, direct e-mail and social media.

### Package Summary:

- Prominent promotion as a silver sponsor in our pre- and post-conference marketing campaigns
  - print, digital, online, video and social media
- Feature prominently as a silver sponsor on selected conference signage
- Conference handbook contributions:
  - dedicated 150 word company profile and corporate information.

Book early to take advantage of the full pre-conference marketing campaign.

