



**Seatrade
Maritime
Middle East**

13 – 15 December 2021

Available Online and In-person

Dubai Exhibition Centre - Expo 2020
Dubai, UAE

EXHIBITOR PROSPECTUS

An Ocean of Opportunity Awaits.

Under the patronage

UNITED ARAB EMIRATES
MINISTRY OF ENERGY & INFRASTRUCTURE



الإمارات العربية المتحدة
وزارة الطاقة والبنية التحتية

As part of



أسبوع الإمارات البحري
UAE MARITIME
WEEK

 **informa**markets

Welcome Back

On behalf of the entire team, I am delighted to welcome you back to Seatrade Maritime Middle East, which is held under the patronage of the UAE Ministry for Energy and Infrastructure, as part of UAE Maritime Week 2021.

Over the last twelve months, we've witnessed exceptional global disruption that has changed the global narrative beyond recognition. And yet, the resilience of this remarkable industry has continued to keep global trade moving and the world **connected**.

Seatrade Maritime Middle East has been connecting maritime markets in the Middle East for nearly two decades. The event stands at the heart of the region, uniting thousands of proactive professionals who seek to source, engage in, and identify potential partnerships that lead to real business outcomes. ***A beacon of opportunity, this is a critical gathering filled with unfathomable potential.***

A lot has changed since we last opened our doors in Dubai. However, our commitment to you hasn't. Your experience will continue to empower you to reach your buyers as you do business within a safe environment. You'll have access to technology that takes you beyond the show floor and opens up monumental opportunity as the world now looks to the future with renewed confidence.

Whether you join us in Dubai or look to explore our new online offerings, your business can still reap the rewards of this remarkable industry gathering.

See you there,

Chris Morley
Group Director, Maritime – Informa Markets



The Journey to 2021

This year, Seatrade Maritime Middle East will bring together live and digital encounters to create a unique and safe event experience that is protected by Informa AllSecure standards.

Participants can join us in Dubai Exhibition Centre at Expo 2020 or virtually through our new online matchmaking platform. These platforms work together to create a connected experience.

At a Glance

In Dubai



In-person tradeshow



Live conference studios



Face-to-face networking opportunities

Online



Interactive digital marketplace



Conference live stream



Virtual matchmaking platform



Discover A Region of *Dynamic Opportunity*

Despite unprecedented chaos across the global supply chain, the resilience of the Middle East market has positioned the region well for a strong post-COVID recovery.

This diverse and dynamic region is continuing to see investment in port infrastructure and a willingness to embrace digitalisation and global sustainability commitments. The opportunities are tantalising as this agile region develops into a region capable of becoming a global hub of maritime importance.

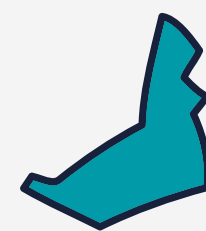
Our industry is on the very cusp of change – which means at Seatrade Maritime Middle East, our audience is searching for solutions at an unprecedented rate.



\$1.03bn investment into the Khalifa Port, South Quay and Abu Dhabi Terminals, increasing capacity to 5mil/TEU.



Dubai is ranked the world's 9th most important maritime hub, and Jebel Ali Is the world's 9th busiest port.



The UAE's New Maritime Bill makes it possible for international ownership of vessels registered under the national flag - expanding the opportunities for foreign investment and growth.



Meet Our Audience

Key Audience Numbers

7000+ attendees

63% have direct purchasing authority

80+ Countries

Previous Attendees Include



Audience Demographics

Job seniority

| | |
|---------------|-----|
| Other: | 17% |
| Consultant: | 10% |
| Management: | 46% |
| Director, VP: | 13% |
| C-suite: | 14% |

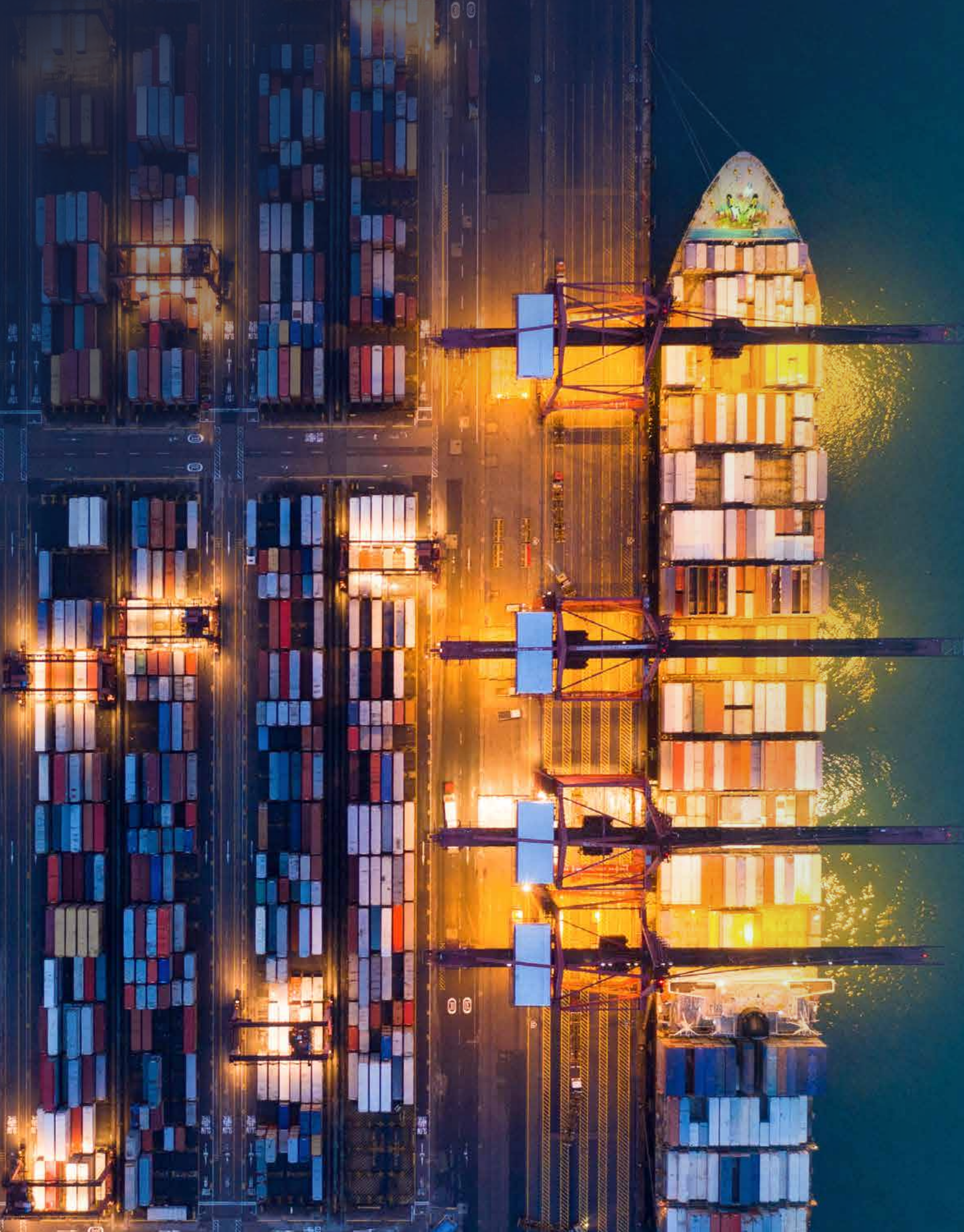
Budget Responsibility

| | |
|------------------------|-----|
| Up to \$100,000: | 46% |
| \$100,000 - \$500,000: | 18% |
| \$500,000 - \$1mil: | 12% |
| \$1mil +: | 24% |

Business sector

| | |
|---|-----|
| Association, Classification and Regulatory: | 9% |
| Cargo, Freight and Logistics: | 8% |
| Environmental Protection: | 2% |
| Fuel and Lubricants: | 1% |
| IT, Navigation and Technology: | 4% |
| Legal, Finance and Insurance: | 4% |
| Media: | 6% |
| Naval Design & Architecture: | 2% |
| Offshore Marine: | 17% |
| Port Authority, Services and Management: | 5% |
| Recruitment and Education: | 3% |
| Safety, Security and Rescue: | 4% |
| Sale, Charter and Broker: | 3% |
| Ship Build, Equipment and Machinery: | 19% |
| Ship Owner, Operator, Manager: | 14% |

Did you know?
50%+ of attendees use Seatrade Maritime Middle East to source new suppliers and solutions



“Two months of work achieved in three days. The trade show at Seatrade Maritime Middle East is an incredibly efficient way to do business within the regional market.”

Exalto Emirates Marine Equipment

Reach Our Wider Network

Discover our extended audience with opportunities to reach a proactive, engaged network through enhanced digital marketing.



66,000+ marketable
database



30% represent ship
owners, operators and
managers



40,000+ social media
connections

Seatrade Maritime News

Reach the readership of maritime's leading
online news provider.



140,000+
monthly readership

10,000+
email subscribers

1,500+
downloads



Exhibitor Packages

*Pricing for both options is available
upon consultation.*

The Hybrid Exhibitor

A holistic experience that encapsulates the benefits of both live and digital events.

What's included?

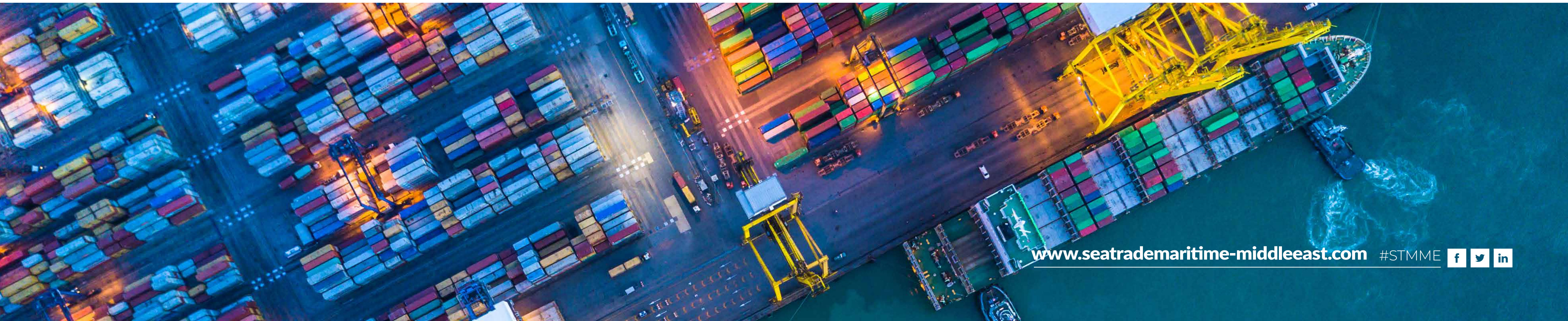
- Physical exhibition booth with additional onsite benefits.
- Interactive digital booth and sophisticated online networking opportunities within the Matchmaking Platform.
- Dedicated online platform support, both in advance and during the event.
- Join conference sessions as a member of the live studio audience or stream live through the event app.
- Full access to our pre-event Exhibitor Marketing Solutions.

The Digital Exhibitor

Reach your network of buyers, no matter where in the world you are.

What's included?

- Interactive digital booth and sophisticated online networking opportunities within the Matchmaking Platform.
- Dedicated platform support, both in advance and during the event.
- Join conference live streams through the event app.
- Full access to our pre-event Exhibitor Marketing Solutions.



Exhibitor

Marketing Solutions

Our Exhibitor Marketing Solutions come as standard with each exhibitor booking. Featuring dedicated resources, templates and artwork, our team is on hand to support your pre-show Marketing efforts.

Additional Opportunities include:



Extended Media Reach



Content Opportunities



Newsletter Features

Discover

Sponsorship Solutions

Did you know that Exhibitors who chose to invest in their presence through sponsorship see an average increase of 24% in booth engagement?

Explore dynamic opportunities that go beyond the exhibition floor with packages to suit each budget and objective.



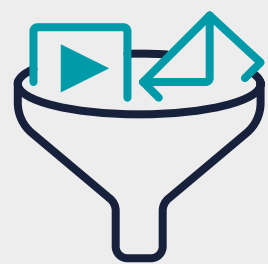
Increase Market Penetration

Strategically reach and engage with new audiences through opportunities for hyper-targeted marketing across our vertical.



Create Strong Competitive Differentiation

Align your core values with an influential brand, committed to championing diversity, decarbonisation and digitalisation across maritime - globally.



Strengthen Your Business Development Funnel

Start a conversation with potential customers that progressively creates powerful opportunities for new business.



Sponsorship

Get Involved

Including



At a Glance

| | | Platinum | Gold | Conference | Silver |
|--------------------------|--|----------|------|------------|--------|
| Build Up | Company identified as a sponsor across all marketing collateral, using company logo and link to company website where possible | ✓ | ✓ | ✓ | ✓ |
| | Prominent sponsor presence on event website including 200-word profile, company logo and link to company website | ✓ | ✓ | ✓ | ✓ |
| | Sponsorship announced through all marketing channels | ✓ | ✓ | ✓ | ✓ |
| | Marketing campaign support to help amplify sponsor relationship with the event | ✓ | ✓ | | |
| | Announcement of sponsorship through Seatrade Maritime News, the industry's leading online news source | ✓ | | | |
| Onsite Experience | Prominent sponsor branding throughout event | ✓ | ✓ | ✓ | ✓ |
| | Invitation to join the speaker panel during a preferred conference session, including opportunity to upload digital content for participants to download during the session either through the matchmaking platform or through a QR code | ✓ | | ✓ | |
| | Opportunity for a company representative to take part in onsite video opportunities | ✓ | | | |
| | Sponsorship visibility along the Maritime Boulevard | ✓ | ✓ | ✓ | ✓ |
| | Complementary interactive in-app profile | ✓ | ✓ | ✓ | ✓ |
| | Premium placement of sponsor logo and profile on the event app | ✓ | ✓ | ✓ | ✓ |
| | Native display banner advertisement opportunities on event app | ✓ | | | |
| | Continuous sponsor presence across all marketing channels | ✓ | ✓ | ✓ | ✓ |
| Post Event | Continued brand awareness throughout post event Marketing campaign | ✓ | ✓ | ✓ | ✓ |
| | ROI report on the performance of your sponsorship | ✓ | ✓ | ✓ | ✓ |

Sponsorship

Platinum

At a Glance

| | | |
|--------------------------|--|---|
| Build Up | Company identified as a sponsor across all marketing collateral, using company logo and link to company website where possible | ✓ |
| | Prominent sponsor presence on event website including 200-word profile, company logo and link to company website | ✓ |
| | Sponsorship announced through all marketing channels | ✓ |
| | Marketing campaign support to help amplify sponsor relationship with the event | ✓ |
| | Announcement of sponsorship through Seatrade Maritime News, the industry's leading online news source | ✓ |
| Onsite Experience | Prominent sponsor branding throughout event | ✓ |
| | Invitation to join the speaker panel during a preferred conference session, including opportunity to upload digital content for participants to download during the session either through the matchmaking platform or through a QR code | ✓ |
| | Opportunity for a company representative to take part in onsite video opportunities | ✓ |
| | Sponsorship visibility along the Maritime Boulevard | ✓ |
| | Complementary interactive in-app profile | ✓ |
| | Premium placement of sponsor logo and profile on the event app | ✓ |
| | Native display banner advertisement opportunities on event app | ✓ |
| | Continuous sponsor presence across all marketing channels | ✓ |
| Post Event | Continued brand awareness throughout post event Marketing campaign | ✓ |
| | ROI report on the performance of your sponsorship | ✓ |

Sponsorship

Gold

At a Glance

| | | |
|--------------------------|--|---|
| Build Up | Company identified as a sponsor across all marketing collateral, using company logo and link to company website where possible | ✓ |
| | Prominent sponsor presence on event website including 200-word profile, company logo and link to company website | ✓ |
| | Sponsorship announced through all marketing channels | ✓ |
| | Marketing campaign support to help amplify sponsor relationship with the event | ✓ |
| | Announcement of sponsorship through Seatrade Maritime News, the industry's leading online news source | |
| Onsite Experience | Prominent sponsor branding throughout event | ✓ |
| | Invitation to join the speaker panel during a preferred conference session, including opportunity to upload digital content for participants to download during the session either through the matchmaking platform or through a QR code | |
| | Opportunity for a company representative to take part in onsite video opportunities | |
| | Sponsorship visibility along the Maritime Boulevard | ✓ |
| | Complementary interactive in-app profile | ✓ |
| | Premium placement of sponsor logo and profile on the event app | ✓ |
| | Native display banner advertisement opportunities on event app | |
| | Continuous sponsor presence across all marketing channels | ✓ |
| Post Event | Continued brand awareness throughout post event Marketing campaign | ✓ |
| | ROI report on the performance of your sponsorship | ✓ |

Sponsorship

Conference

Including



At a Glance

| | | |
|--------------------------|--|---|
| Build Up | Company identified as a sponsor across all marketing collateral, using company logo and link to company website where possible | ✓ |
| | Prominent sponsor presence on event website including 200-word profile, company logo and link to company website | ✓ |
| | Sponsorship announced through all marketing channels | ✓ |
| | Marketing campaign support to help amplify sponsor relationship with the event | |
| | Announcement of sponsorship through Seatrade Maritime News, the industry's leading online news source | |
| Onsite Experience | Prominent sponsor branding throughout event | ✓ |
| | Invitation to join the speaker panel during a preferred conference session, including opportunity to upload digital content for participants to download during the session either through the matchmaking platform or through a QR code | ✓ |
| | Opportunity for a company representative to take part in onsite video opportunities | |
| | Sponsorship visibility along the Maritime Boulevard | ✓ |
| | Complementary interactive in-app profile | ✓ |
| | Premium placement of sponsor logo and profile on the event app | ✓ |
| | Native display banner advertisement opportunities on event app | |
| | Continuous sponsor presence across all marketing channels | ✓ |
| Post Event | Continued brand awareness throughout post event Marketing campaign | ✓ |
| | ROI report on the performance of your sponsorship | ✓ |

Sponsorship

Silver

At a Glance

| | | |
|--------------------------|--|---|
| Build Up | Company identified as a sponsor across all marketing collateral, using company logo and link to company website where possible | ✓ |
| | Prominent sponsor presence on event website including 200-word profile, company logo and link to company website | ✓ |
| | Sponsorship announced through all marketing channels | ✓ |
| | Marketing campaign support to help amplify sponsor relationship with the event | |
| | Announcement of sponsorship through Seatrade Maritime News, the industry's leading online news source | |
| Onsite Experience | Prominent sponsor branding throughout event | ✓ |
| | Invitation to join the speaker panel during a preferred conference session, including opportunity to upload digital content for participants to download during the session either through the matchmaking platform or through a QR code | |
| | Opportunity for a company representative to take part in onsite video opportunities | |
| | Sponsorship visibility along the Maritime Boulevard | ✓ |
| | Complementary interactive in-app profile | ✓ |
| | Premium placement of sponsor logo and profile on the event app | ✓ |
| | Native display banner advertisement opportunities on event app | |
| Post Event | Continuous sponsor presence across all marketing channels | ✓ |
| | Continued brand awareness throughout post event Marketing campaign | ✓ |
| | ROI report on the performance of your sponsorship | ✓ |

Informa

AllSecure

Seatrade Maritime Middle East will be organised in accordance with Informa's AllSecure health and safety standard.

As the world's leading events' organiser, Informa has developed a detailed set of enhanced measures to provide the highest levels of hygiene and safety at its events, providing everyone with reassurance and confidence they are participating in a safe and controlled environment.

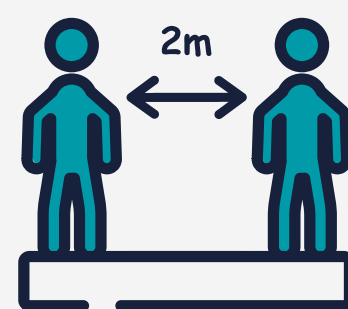
When you join our event, you can expect to see that health and safety is a priority, and that a range of measures are in place to ensure everyone involved is able to enjoy a safe, hygienic, productive and high-quality organised event experience.

For more information, visit informa.com/about-us/allsecure

Additional Opportunities include:



Compulsory personal protective equipment.



Physical distancing and non-contact registration.



Enhanced cleaning and hygiene standards.



Sponsors and partners

Under the patronage:

UNITED ARAB EMIRATES
MINISTRY OF ENERGY & INFRASTRUCTURE



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وزارة الطاقة والبنية التحتية

As part of:



أسبوع الإمارات البحري
UAE MARITIME
WEEK

Platinum sponsors:



Gold sponsors:



Official media partner:

Seatrade
Maritime News



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Dubai, UAE

Get in Touch

From exhibitor to sponsor opportunities, our team is ready to guide you through next steps for joining Seatrade Maritime Middle East 2021.

Chris Adams

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www.seatrademaritime-middleeast.com #STMME   