



# TradeWinds Offshore Marine

24 November 2011, InterContinental, Singapore

## SPONSORSHIP & PRODUCT / SERVICE DISPLAY OPPORTUNITIES





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## 1. Background to TradeWinds Offshore Marine

Following the successful launch of the TradeWinds Offshore Marine conference in Oslo during Nor-Shipping 2011, this dynamic conference, dedicated to what is currently the most promising sector in the maritime industry, comes to Asia. Offshore Marine will be held in the maritime hub city of Singapore, and will feature the movers and shakers of the Asia-Pacific region. Thoroughly researched with industry experts from around the globe, the program will cover timely issues including the current vessel outlook, financing, cabotage laws, acute personnel shortages and many others. Speakers and panelists will come from Singapore, Australia, the Middle East, China and other offshore hot-spots in the region.

### \*\*\* Important note \*\*\*

The sponsorship packages in this document have been put together as a guide only and to give you an idea of the types of activities / sponsorship you can engage in but our preference would be to tailor-make an option that best suits your marketing objectives so please contact Banu Kannu on [banu.kannu@nhstevents.com](mailto:banu.kannu@nhstevents.com) to start a discussion.



## 2. About the organisers

If it's happening in shipping, you'll find it first in TradeWinds. How? We simply dig much deeper and not just scratching the surface of the key news stories from around the world. With 8,391 fully paid subscribers (latest ABC audited figures) in all the major maritime centres and over 48,000 weekly readers, TradeWinds is the world's most-read shipping title. Get all the maritime multi-media you need – via newspaper, website and TV and with the latest breaking global news backed up by highly targeted business reports and truly independent opinions; TradeWinds is as entertaining as it is informative. Join the club of the biggest and most successful newspaper in the shipping industry.

# TradeWinds

We produce lively, independent and interactive conferences where knowledge is gained, experiences shared and vital connections made. Our clients are sophisticated and demanding conference participants and have come to expect a rewarding mixture of intelligent thought-leadership, practical guidance and all-important top level networking.

We consider the ability to adapt quickly and effectively to changing circumstances to be a vital component for every business today and our events offer crucial insight into short term market swings and medium term trends. NHST Events is no exception. We continually seek feedback, innovate and refresh format, topics and speakers in line with who and what is making the news.

We operate across a number of industry sectors closely aligned to our group publishing interests in shipping, energy and seafood. NHST Events AS was established in 2006 and is part of the Norwegian news organisation NHST Media Group. We operate in London, Oslo, Shanghai and Singapore.

Watch us on Youtube (<http://www.youtube.com/user/NHSTevents1>), and stay in touch on our Facebook fan page and LinkedIn group. For more information visit [www.nhstevents.com](http://www.nhstevents.com).





### 3. Sponsorship & display options

**“In association with” sponsor  
(by invitation only)  
€25,000**

Sole opportunity to sponsor the highest profile package including:

- Exclusive sponsorship of the welcome drinks and delegate networking dinner including branding on the invitation and menu
- The highest profile branding before and during the event
- Extensive complimentary delegate passes for staff and clients
- Manned exhibition space in the main conference room (only for this sponsor)
- On screen and in-hall branding in the main conference room
- Acknowledgement of sponsorship from conference chairman during the conference



**Principal sponsor  
€20,000**

Opportunity to place your company at the heart of the intellectual discussion including:

- Sponsorship of the one-day conference
- Opportunity to place company literature or gifts on the delegate seats
- On-screen and in-hall company branding during the event
- Extensive complimentary delegate passes for staff and clients
- Acknowledgement of sponsorship from conference chairman during the conference



**Delegate networking dinner\*  
(\*this option will only be available if the “In association with” sponsorship is not taken up)  
€15,000**

Host the conference dinner and entertain your clients – both current and prospective. Includes:

- Bespoke invitations sent in advance of the dinner
- On-table branding
- Opportunity for a senior company representative to make a short speech
- One reserved table for your staff / clients

**TradeWinds Offshore Shipping Executive of the Year – Singapore  
€10,000**

Opportunity to sponsor one of the more fun elements of the event through:

- Sponsorship of the award to be handed out during the dinner
- Company branding on the physical award
- Opportunity to place company literature or gifts on the delegate chairs before the dinner commences
- Presentation of the award to the recipient including a short speech by a senior company representative
- Five dinner invitations for your staff / clients



### 3. Sponsorship & display options **continued**

#### Conference lunch

€12,000

Host the networking high point of the conference day – the delegate lunch.

Includes:

- Bespoke invitations sent in advance of the event and included in the delegate bags
- On-table branding
- Opportunity to place a pull-up banner at lunch venue
- Opportunity for a senior company representative to make a short speech
- Three complimentary delegate passes to the conference
- Get creative! Specially select the menu for the day's lunch



#### Farewell drinks

€10,000

Host the final networking opportunity of the event – a time when attendees hand out the last business cards and recap the day's sessions. Includes:

- Bespoke invitations included in the delegate bags
- On-table branding
- Opportunity to place a pull-up banner at the drinks venue
- Two complimentary delegate passes to the conference
- Get creative! Hold a lucky draw to collect business cards of the drinks' attendees

#### Session sponsor (x 6)

€8,000

Place your company at the heart of a topic closest to your business interests. Session sponsorship includes:

- On-screen and in-hall company branding
- You will also have the opportunity to place company literature or gifts on the delegate chairs before the session commences
- Two complimentary delegate passes to the conference



#### Coffee breaks (x 2)

€6,000

Host the coffee breaks and effectively position your company during a period of high networking possibilities. Includes:

- On-table branding
- Get creative! Man the coffee break area with a staff member armed with company materials
- One complimentary delegate pass to the conference

#### Lanyards

Sponsor the high quality lanyards worn by all delegates, speakers and VIPs – A high-visibility opportunity. Includes one complimentary delegate pass to the conference.



### 3. Sponsorship & display options **continued**



#### **Delegate bags** €9,000

All delegates receive a high quality bag embossed with your company logo that they will hopefully take to all their meetings! Company business cards and literature can be enclosed. Includes one complimentary delegate pass to the conference.

#### **Notepads/pens** €6,000

We supply pens and notepads branded with your company logo. Freely available in the conference space OR included in the delegate bags - they are a simple way to get your brand widely seen on the day.

#### **Commemorative programme** €6,000

Exclusively sponsor the programme and receive two full page advertisements, your company logo on the back cover and an extended company profile in the programme.

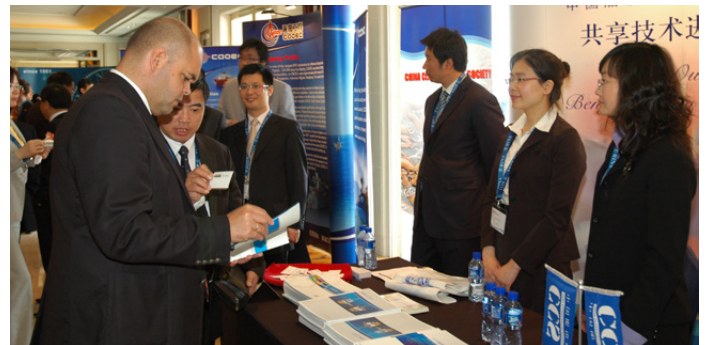
#### **Water bottles** €6,000

We supply branded water bottles for placement at each delegate place and freely available throughout the conference. The bottles will also be placed on the speakers' table – allowing for fantastic photo

opportunities. A high-visibility and effective option.

#### **WiFi Access** €5,000

Sponsor the delegates' access to internet throughout the conference – they will each receive a branded token with the access details and your company's logo. Delegates love having internet access at conferences so it's a great thing to associate your company with!



#### **Exhibition space** €3,000

Promote your services directly to the delegates. Use pull-up banners and promotional displays to get your message across. Includes one delegate pass for access to the conference and networking events and a company profile in the event programme.

#### **Included for all sponsors**

- Company name and logo on all pre-event promotional material and in conference programme
- 100 words company profile in the conference programme (250 words for 'in association with', principal and commemorative programme sponsors)
- Logo branding on a pull-up banner at the reception desk
- Corporate display in networking area



## 4. Production schedule

In order for us to fulfill the details of your sponsorship, please find below the action items for you to consider.

Deadline	Action Items
as soon as possible	Logo in ai/eps format, including URL to link to your website. Attn: Banu Kannu
as soon as possible	100 word company profile. Attn: Banu Kannu
as soon as possible	Claim your complimentary delegate passes Register your / your clients / colleagues' attendance by sending an email to <a href="mailto:nicola.tippetts@nhstevents.com">nicola.tippetts@nhstevents.com</a> (Our first preference is for you to offer your complimentary passes to your clients – we are happy to supply you with additional passes for your staff if you bring clients)
by 24 October	Send a personalised email blast to all your clients / contacts / colleagues informing them of the conference. For suggested text, please contact Banu Kannu.
22 November	Bring or send all materials for your participation to the hotel. Mark address label with: TradeWinds Offshore Marine – <u>Your Company Name</u>
23 or 24 November Time TBA	Set up of meeting rooms and table stands.
24 November 17:00	Tear down after the end of the conference.

## 5. Contact details

For any enquiries about sponsoring or taking up display space at this event, please contact:

**Banu Kannu**

[banu.kannu@nhstevents.com](mailto:banu.kannu@nhstevents.com)

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