



# Seatrade Maritime Awards

Middle East, Indian  
Subcontinent & Africa

6 December 2020  
Dubai, UAE

Part of:



# Sponsorship Prospectus



6 December 2020  
**Dubai, UAE**  
**#SMEISA**

# Discover Sponsorship Opportunities with Seatrade Maritime Awards

**Bolster brand reach; expand your buyer network and curate exciting new business opportunities – no matter your business objective this year, sponsorship with Seatrade Maritime Awards is where your brand has the potential to thrive, grow and prosper.**

Now in its 17th year, Seatrade Maritime Awards is rightfully renowned as the most powerful maritime award programme; providing its roll of honour with an unrivalled benchmark of achievement that speaks volumes beyond the regional market. Over 700 powerful players join us on the night for a glamorous celebration, parred with exceptional networking and growth opportunities.

With a collection of sponsorship packages suitable for each budget and objective, every business can capitalise on the benefits of aligning with Seatrade Maritime Awards.

## Get in touch

**Adam Whitehead**

Business Development Manager

T: +971 4408 2852

E: [Adam.Whitehead@informa.com](mailto:Adam.Whitehead@informa.com)



## DP World, UAE Region



Seatrade Maritime Awards has established itself as the marquee event, for industry recognition across the Middle East, Indian Subcontinent and Africa region. We are both an admirer and supporter of the awards, which have encouraged ambition, innovation and a healthy environment of competition within the industry.

**2019  
winners**

# Proudly Creating Maritime's Most Exclusive Roll of Honour

Recognising only the very best of maritime innovation, ambition and determination, Seatrade Maritime Awards once again honoured the very best of the regional maritime market during 2019.

## **Integration of Women in the Maritime Sector Award 2019**

Winner: H.E Eng. Hessa Al Malek, Marine Transport – Executive Director, Federal Transport Authority Land & Maritime

## **Investment in People Award**

Winner: Bahri

## **Contribution to the Development of the Regional Maritime Cluster Award**

Winner: DP World UAE Region

## **Green Shipping Award**

Winner: Seacor Offshore Dubai LLC

## **Safety & Quality Award**

Winner: Drydocks World Dubai

## **Education & Training Award**

Winner: Oman Ship Management Company S.A.O.C

## **Corporate Social Responsibility Award**

Winner: Essar Ports Ltd

## **Technical Innovation Award**

Winner: Seacor Offshore Dubai LLC

## **Maritime Supply Chain & Logistics Award**

Winner: LogiPoint

## **Shipping Company of the Year**

Winner: Oman Ship Management Company S.A.O.C

## **Shipyard of the Year**

Winner: Albwardy Damen

## **Port & Terminal Operator Award**

Winner: Abu Dhabi Ports

## **Ship Agent Award**

Winner: Kanoo Shipping

## **Maritime Services Award**

Winner: Abu Dhabi Ports – SAFEEN

## **Africa Maritime Award**

Winner: Association of African Maritime Administrations (AAMA)

## **Indian Subcontinent Maritime Award**

Winner: Indian Ports Association

## **Deal of The Year**

Winner: HFW In Support of Abu Dhabi Ports & COSCO Ports

## **Business Enabler of the Year**

Winner: Dubai Maritime City

## **Newcomer of the Year 2019**

Winner: Al-Iraqia Shipping Services & Oil Trading (AISSOT)

## **Personality of the Year 2019**

Winner: Capt. Rado Antolovic, CEO & Managing Director, DP World – Maritime Services Division

## **Outstanding Achievement Award 2019**

Winner: Capt. Abdulkareem Al Masabi, CEO, ADNOC Logistics & Services and Chairman, UAE Shipping Association

## **Lifetime Achievement Award 2019**

Winner: Bader Naser Al Khashti, Chairman, Kuwait Oil Tanker Company

# The Power of Sponsorship

Discover how partnering with Seatrade Maritime Awards could become your most powerful marketing channel.



## Unbeatable Brand Visibility

Throughout a proactive yet carefully-planned marketing strategy, watch your brand reach the eyes and ears of new potential buyers, specifically across your target sectors.

And as for existing clients? You can be confident that you're creating preference, increasing loyalty and maintaining a stable market position by aligning with a globally-respected brand.



## Hyper-targeted Marketing

Cut through the noise and deliver your message with unmistakable clarity. Powerful yet receptive, our audience is engaged and ready to listen to proactive and progressive maritime companies – just like yours.



## Promote a Positive Brand

In a busy and competitive market place, your brand identity is more important than ever. Through alignment with Seatrade Maritime Awards, your commitment to supporting a sustainable, innovative and environmentally-responsible industry is unmistakable.



## Command the Attention of Maritime's Elite

Renowned as the must-attend social event of UAE Maritime Week, Seatrade Maritime Awards continually attracts a powerful network to the tune of 700 key stakeholders, representing some of the market's most prominent players.



## Find Your Fit

We don't believe in a one-size-fits-all approach. Together, we can create a sponsorship experience bespoke to your business objectives and in line with your brand values, tone and voice

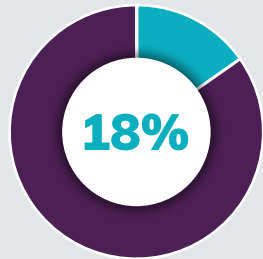


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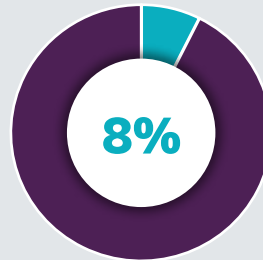
# Get to Know Our Audience

Decisive and influential, the strength of our attendee network is unrivalled, unique and totally unmatched across the MENA region.

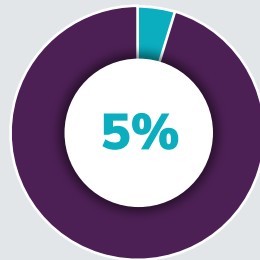
## By industry:



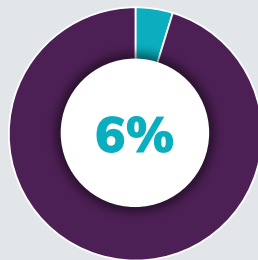
Association, Government and Regulatory



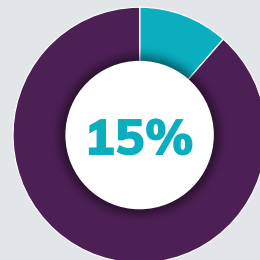
Digital Technology, IT and Navigation



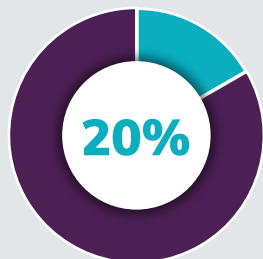
Education, Research and Recruitment



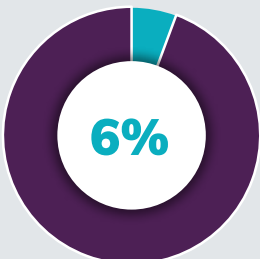
Environmental Logistics Services



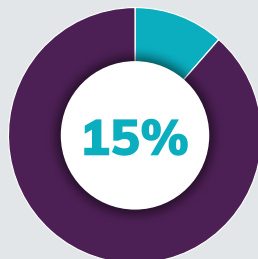
Port Agency, Authority, Operator



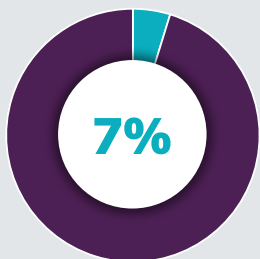
Finance, Legal and Risk Assessment



Logistics and Operations

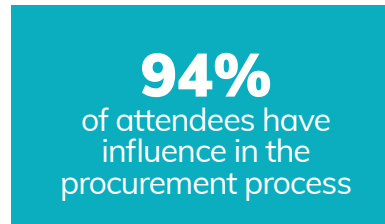


Port Agency, Authority, Operator



Ship Suppliers, Solutions

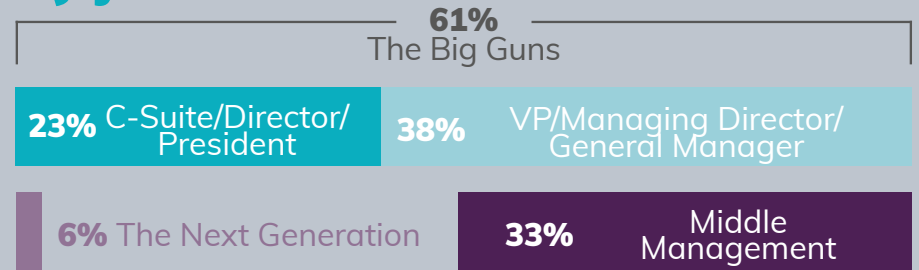
## The Networking Event of the Year



## Key Opportunities During Prime Campaign Flight

Get in front of 3,500 page views per month on the event website

## By job function:



## By Job Title:

- Chief Commercial Officer
- Head of Fleet Management
- Chief Executive Officer – Middle East
- Head of Global Ship Management
- Director – Fleet Management
- Head of New Builds and Projects
- Director – Marine Safety
- Managing Director
- Director – Maritime Sector Strategy
- President – Oil Transport
- Director – Strategy and Development
- President – Ship Management
- General Manager – Marine
- Senior Vessel Manager
- Group Chief Executive Officer
- Technical Director

# How Far Could Your Brand Go?

Powered by a dynamic Marketing and PR strategy, Seatrade Maritime Awards creates opportunities beyond the boundaries of any other maritime award scheme in the region.

*Welcome to the Seatrade network.*

## AN UNRIVALED REACH

80,000+ maritime professionals, connected by Seatrade Maritime

## THE VOICE OF GLOBAL MARITIME

10,000+ subscribers to Seatrade Maritime News – the beating heart of live Maritime news

## A GROWING SOCIAL REACH



7,000+



3,000+



12,000+

## Capitalise on Maritime Marketplace, by Informa Markets

Transcend virtual seas via Maritime Marketplace – a new initiative that connects buyers with the right suppliers, 365 days of the year.

As a sponsor for Seatrade Maritime Awards, you have the opportunity to capitalise on getting your brand in front of the eyes of these key buyers, globally.

## Discover Dynamic Content Solutions

From whitepapers to opinion pieces; capitalise on the renowned editorial standing of Seatrade and showcase your brands core values through a channel that speaks to your audience.



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## Sponsorship Package Base

Bolted on as standard for each sponsorship agreement

- Announcement of your sponsorship across all Marketing channels
- Brand visibility across throughout entire Marketing campaign
- Company logo included on all branding and signage
- Beautifully branded table for welcome networking reception
- Full page advertisement within the official souvenir programme
- Written acknowledgement included inside official souvenir programme, including profile and logo
- Full page advertisement within the digital Winners' Showcase

## Post-event Sponsor Report

Created specifically for your brand. Begin with an overview of how your sponsorship performed against your objectives, then delve deeper into detailed analysis of our strategy.



## Category Sponsorship

Phenomenally powerful and boldly audacious, the ultimate way to reach your business objectives at Seatrade Maritime Awards 2020. Your category sponsorship includes our foundation package before we bolt-on a collection of additional benefits.



### Build-up

- ..... Official status as category sponsor
- ..... Your brand given prominent positioning across all marketing channels and collateral\*
- ..... Opportunity to engage in pre-event PR opportunities, relevant to your sponsored category
- ..... Opportunity to utilise content solutions, designed to strengthen your pre-event positioning
- ..... Dedicated channel marketing activity, reserved only for category sponsors
- ..... Brand visibility across official Award invitation



### On the Night

- ..... Acknowledgement of sponsorship given by the Ceremony Host on stage at the beginning of Award Ceremony
- ..... A senior representative from your business invited to announce the winner of your chosen award category
- ..... Photo opportunity with sponsored category award winner on stage, to be made available immediately after the event
- ..... Company recognition on media screens throughout the entire night
- ..... Awards hostesses to wear sashes branded with company logo
- ..... Complimentary VIP table for ten, perfectly positioned in prime position for the evening's celebrations



### Continue the Momentum

- ..... Continued brand visibility throughout post-show marketing across all channels and event website, with a dedicated campaign for all category sponsors
- ..... One full page advertisement in the digital Winners' Showcase, distributed post-event to our full network
- ..... Acknowledgement of sponsorship in post-event press release, distributed on the night to our envious media network
- ..... Brand visibility in our dedicated double page feature of the night in Seatrade Maritime Review, the industry's leading print publication

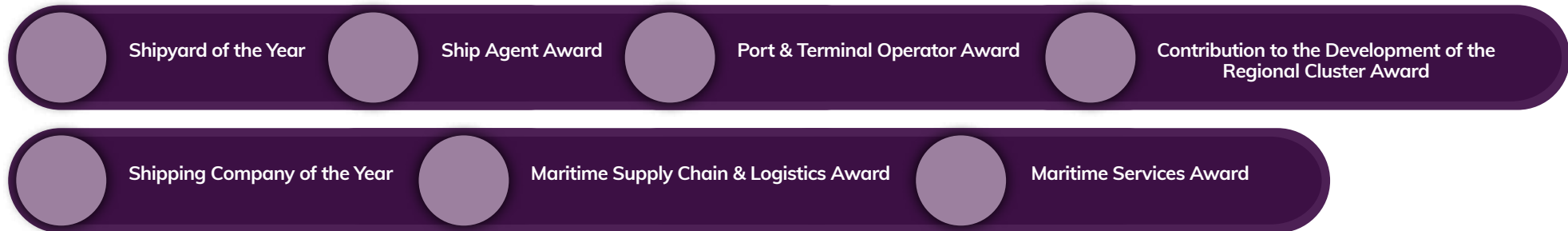
# Award Categories

Align your brand with a category that reflects your brand's core values and drive to facilitate regional maritime growth.

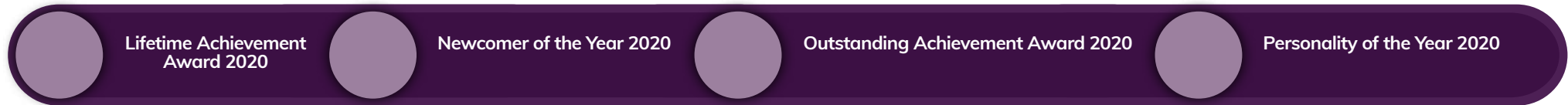
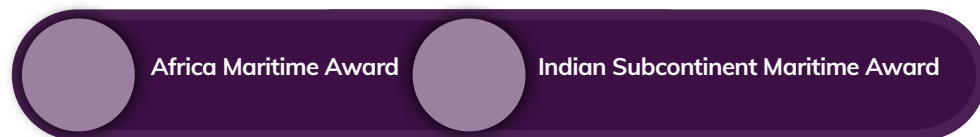
## Technical and Operational Awards



## Industry Awards



## Regional Focus Awards



## Personality & Community Awards



## Welcome Networking Reception

A truly exceptional platform for networking – making it the perfect opportunity to elevate your brand’s presence in advance of this exciting night.

- All base package benefits
- Complimentary VIP table for ten, perfectly positioned in prime position for the evening’s celebrations
- Brand recognition on media screens throughout the entire night
- Awards hostesses to wear sashes branded with company logo
- Opportunity to display a pop-up banner in the reception area\*
- Sponsor acknowledged with their company logo as the host of Welcome Networking Reception on all digital invitations sent to all guests
- Dedicated sponsor branding throughout reception area

\* Sponsor to provide pop-up banner

# Sponsorship packages



## Souvenir Package

- ..... All base package benefits
- ..... Complimentary VIP table for ten, ideal entertaining both prospective and existing clients
- ..... Brand recognition across media screens throughout the entire night
- ..... Awards hostesses to wear sashes branded with company logo
- ..... Message of congratulations on either the inside front or back cover of the souvenir programme of the souvenir programme, positioned from your brand
- ..... A full-page advertisement on the inside back cover of the souvenir programme



## Multimedia Package

- ..... All base package benefits
- ..... Complimentary VIP table for ten in a prime position ahead of the night's proceedings
- ..... Brand recognition on media screens throughout the entire night
- ..... Awards hostesses to wear sashes branded with company logo
- ..... Opportunity to display a 20 second video, looped with sponsors' logos, to play during the dinner.

## Valet Parking Package

- ..... All base package benefits
- ..... A total of five complimentary places to the ceremony
- ..... Brand recognition on media screens throughout the entire night
- ..... Awards hostesses to wear sashes branded with company logo
- ..... Hotel valet staff to wear sashes with sponsor logo on
- ..... Hotel Valet desk to have sponsor pop up stand on display\*
- ..... Sponsor branded rear-view-mirror advert to be hung in each car by valet staff\*

## Further Packages Include:

- ..... Buffet Dessert Networking
- ..... Guest List and Seating Plan
- ..... Table Flowers
- ..... Winners' Digital Showcase Partner

\* Sponsor to provide artwork

# Create Your Own Sponsorship Solution

Our team is at your disposal to make your sponsorship experience with Seatrade Maritime Awards as unique as your brand. If you have a clear end-goal, a concept or even just an idea, reach out.

The power of our audience is unmatched and they're receptive to brands like yours.

*We're here and ready to listen*

**Sponsorship packages**

## Get in touch

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Business Development Manager

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## Get in Touch

Ready to learn more?

Your journey to **Seatrade Maritime Awards 2020** starts here.

### Sponsorship Enquiries

**Adam Whitehead**

Business Development Manager

T: +971 4408 2852

E: [Adam.Whitehead@informa.com](mailto:Adam.Whitehead@informa.com)

### Event Enquiries

**Claudia Black**

Event Manager

T: +44 (0) 20 7017 4856

E: [Claudia.Black@informa.com](mailto:Claudia.Black@informa.com)

### Marketing and PR Opportunities

**Antanina Severdiajeva**

Senior Marketing Executive

T: +971 4408 2853

E: [Antanina.Severdiajeva@informa.com](mailto:Antanina.Severdiajeva@informa.com)

