

Sponsorship Opportunities



Mercator Media is holding the inaugural Icefish Connect on 16-18 November 2021.

Icefish Connect is a virtual exhibition hosting engaging content that enables visitors and exhibitors to meet and develop business. It will be a permanent part of, and run concurrently, with the in-person Icefish exhibition.

For a second year running, COVID restrictions mean it has been hard for people to meet up face-to-face, and yet much of the business and operations of commercial marine continues. People and companies need to keep up to date with the latest developments, projects, vessels, equipment, products, and services, and they want to meet up. Icefish Connect will provide that opportunity.

To ensure that Icefish Connect attracts the right audience, it will have a programme of engaging content, including a full conference programme, Fish Waste for Profit, Women in Seafood, 2021/2022 Icelandic Capelin Quota, The Blue Economy

We are also working with all our supporting associations and regular supporters so they can present their latest developments to a wider audience. Exhibitors will also be able to present their latest innovations through webinars, meetings, hosting round tables or white papers.

Our clients will still be able to reach the regular Icefish and Fish Waste for Profit audiences but also a broader international audience and reach people who might not usually attend because of location, travel time or costs.

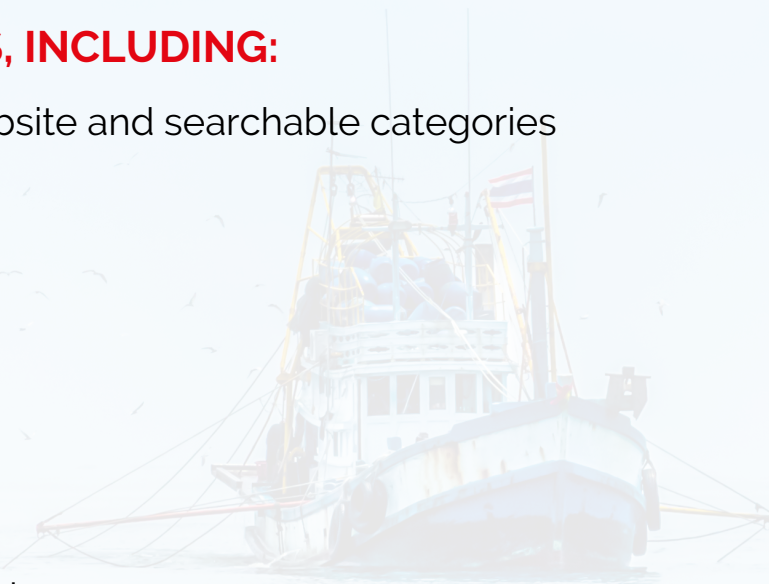
All visitors will be registered, and exhibitors will be able to see their profiles and organise meetings with them at stands or designated meeting areas. The platform also offers a clever AI based matchmaking system that pairs interested visitors with the correct equipment or service providing exhibitor that suits their requirements.



Premium Exhibitor Listing

A PREMIUM EXHIBITOR LISTING HAS FURTHER BENEFITS, INCLUDING:

- Company Profile with logo & description, social media links, website and searchable categories
- Exhibitor Lead dashboard
- Schedule 1-2-1 meetings and conduct video calls with clients
- AI recommendations promoting your brand to relevant visitors
- Header image
- Publish news
- Publish marketing content & products - x 10
- Customise profile with videos x 2
- Custom background for scheduled events
- Promoted listing to appear at the top of searchable exhibitors list
- Exhibitor representative to manage profile and be accessible to chat/meetings - x 5
- Pop up on profile with call to action button
- Access to the digital platform (2 weeks post show)
- Lead capture and download of connections (2 weeks post show)
- Listing of Live demos, application videos, equipment launches included in IceFish Connect's "What's On schedule" with link back to your Premium directory entry.



SPONSORSHIPS

HOMEPAGE BANNER AD (X3) Exclusive spots on the landing page of the virtual platform	£3,995
PROGRAMME LISTING'S PAGE (X2) A choice of 2 top banners	£1,400
SPEAKER PAGE (X2) A banner hosted on the top of the speakers page	£1,400
INDIVIDUAL NEWS STORIES (X1) Right hand MPU on all individual news stories	£1,400
ALL NEWS LISTING'S PAGE (X2) Choice of 2 top banners	£1,400
VISITORS LISTING'S PAGE (X2) Choice between 2 top banners	£1,400
EXHIBITOR LIST PAGE LEFT (X3) An MPU hosted on the left of the search page	£1,400
EXHIBITOR LIST PAGE TOP (X2) A banner hosted on the top of the search page	£1,400



SPONSORSHIPS

AN EXCLUSIVE NUMBER OF CONFERENCE SESSIONS ON THE MAIN STAGE IS BEING MADE AVAILABLE FOR SPONSORING – A COMPREHENSIVE PACKAGE INCLUDING PREMIUM ACCESS TO PLATFORM AND LEAD GENERATION IS AVAILABLE FOR LIMITED SELECT SESSIONS.

£3,995

Pre-event	During event	Post-event
<ul style="list-style-type: none"> • 1 x eCast to Icefish Connects full audience prior to event with sponsors targeted message (Client supplied) • Awareness Campaigns via Social Media Channels • E-news announcement of sponsorship to Icefish Connect audience • Sponsor's logo on Icefish Connect homepage • Sponsor logo on conference session page 2 weeks prior to start of event. This links to sponsors profile • Sponsor's Premium profile on virtual platform. Offerings include meeting scheduling via chat and video with attendees 2 weeks prior to event • Sponsor's exposure page with bio and logo linking to the sponsored session 	<ul style="list-style-type: none"> • Event Entry Screen announcing session and profiling sponsor • Client supplied video to feature as part of platform up to 10-minute pre-conference start. (Client Supplied) • Sponsor's pdf brochure uploaded during Webinar • Webinar hosting by Icefish Connect • Tech Support for Webinar plus Q&A by Icefish Connect 	<p>Icefish Connect edited video for sponsor's own use</p> <ul style="list-style-type: none"> • 1 x The World Fishing Premium Directory for 6 months to host Webinar video • Awareness Campaigns via Social Media Channels • Icefish Connect Mailers with sponsors branding promoting On Demand Webinar. • On Demand video hosted on Icefish Connect • Sponsor's Premium profile on virtual platform. Offerings include meeting scheduling via chat and video with attendees 2 week's post event. • Sponsor's own lead capture of connections made on platform • eCast via Icefish Connect to all webinar attendees with sponsor's own targeted message

Contact the team for more details on +44 1329 825335

