



# Sponsorship Opportunities

Organised by  
**mercatormedia**<sup>3</sup>  
magazines/events/online

**sea**  
**WORK** **MARINE**  
**CONNECT** **CIVILS**

5<sup>to</sup>7 OCTOBER 2021





Mercator Media is holding the inaugural Seawork Connect on 5-7 October 2021.

**Seawork 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 Seawork exhibition from 2022.**

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. Seawork Connect will provide that opportunity.

To ensure that Seawork Connect attracts the right audience, it will have a programme of engaging content, including a full conference programme, USV Applications in Commercial Marine, Hybrid & Electric Propulsion Solutions as well as the next in the successful CMN Commercial Marine Network Workboat 2050 series.

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 though webinars, meetings, hosting round tables or white papers.

Our clients will still be able to reach the regular Seawork and Marine Civils 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.





# Enhanced Exhibitor Listing

**EXHIBITORS CAN MAKE THEIR STAND MORE ENGAGING WITH AN ENHANCED EXHIBITOR LISTING, THIS INCLUDES:**

- 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 2 weeks prior to event
- AI recommendations promoting your brand to relevant visitors
- Publish news
- Publish marketing content & products - x4
- Customise profile with video - x1
- Promoted listing to appear at the top of searchable exhibitor list
- Exhibitor representative to manage profile and be accessible to chat/meetings - x2
- Access to the digital platform (2 weeks post show)
- Lead generation and download (2 weeks post show)



# 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)





# SPONSORSHIPS



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



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

