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YOU ARE HERE BOARDS

DIRECTIONAL
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OCEANOLOGY INTERNATIONAL 2010 SPONSORSHIP OPPORTUNITIES

Oceanology International provides you with a unique environment with a relevant audience in which the right choice of sponsorship activity can deliver powerful results.

Increase sales

Many of our exhibiting companies have used sponsorship as a key element in achieving their sales and marketing objectives at the event, ranging from strategic brand positioning to raising the company profile in target areas and ultimately, increasing sales.

In addition to the listed packages, each sponsor will also receive the following:

- Logo on sponsorship page on Oceanology International 2010 website (with link to sponsor's website)
- Logo in show catalogue on sponsor's page

FOR MORE INFORMATION AND TO DISCUSS YOUR EVENT MARKETING OBJECTIVES FOR OCEANOLOGY INTERNATIONAL 2010, CONTACT:

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Tel: +44 (0)20 8439 8878

Email: monika.adamek@reedexpo.co.uk

Organised by:

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→ ONLINE & PDF SHOW PLANNER

The show planner is a personalised online planner detailing exhibitors, conference sessions and events of interest. Visitors select which products and services they are interested in and a PDF floorplan is displayed highlighting the exhibitor as well as company contact details. It then allows them to save their selection and print a copy to bring along to the show.

Sponsor to receive:

- Branding on landing page and results page of show planner, to include a skyscraper banner (with link)
- Branding on the front cover of the personalised planner PDF
- Listed at the top of all returned listings is a 50 word message from the sponsor along with their logo

Cost: £3,000.00 +VAT

→ ONSITE ROUTE PLANNER

This easy to use route planner is a firm favourite with visitors when locating exhibitors on the show floor.

The route planners are distributed to all visitors as they enter the hall and will include sole advertisement and the sponsor's stand highlighted on the actual floor plan.

Cost: £3,495.00 +VAT

→ VISITOR HTML EMAIL

A button banner on one visitor email shot, with a link back to the sponsor's website.

Cost: £1,700.00 +VAT

→ VISITOR BADGES

This is a great opportunity to have your logo on the back of the Oceanology International 2010 badges.

All visitors will receive a badge, meaning that your brand will be seen by thousands of industry professionals.

Cost: £7,995.00 +VAT

→ VISITOR BAGS

Bags containing the official show catalogue will be given out to all visitors as they enter the exhibition.

As the sole sponsor of the visitor bag your brand will be seen around the exhibition hall and also taken away from Oceanology International 2010.

Cost: £9,995.00 +VAT

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→ INFORMATION POINT & STAFF

The manned information point will be in a prime location on the exhibition floor and will be used by visitors throughout the three days of the show.

The sole sponsor will have branding on the information point and also on information point staff clothing.

Cost: £POA

→ WIRELESS INTERNET CONNECTION

Sole sponsor will receive branding of the wireless internet service at Oceanology International.

The home page will be set to the sponsor's own website.

Cost: £POA

→ INTERNET AREA

The internet area is located in the centre of the exhibition and will be used by both exhibitors and visitors for their business needs during the three days of the show.

The sole sponsor will have branding within the internet lounge and all screens will be set to the sponsor's homepage.

Cost: £5,995.00 +VAT

→ VISITOR LOUNGE

The visitor lounge, located next to the conference theatre, will be used by industry professionals to network and relax during their visit to Oceanology International 2010.

The sole sponsor will have branding throughout the visitor lounge.

Cost: £POA

→ EXHIBITOR LOUNGE

The exhibitor lounge will be available to all exhibitors over the three days of the show (located on the exhibition floor).

The sole sponsor will receive their branding throughout the exhibitor lounge.

Cost: £5,000.00 +VAT

→ PRESS OFFICE

The press office will be a hub of activity for the world's media within the marine technology industry.

The sole sponsor will receive branding throughout the press office and on the dedicated press webpage.

Cost: £1,995.00 +VAT

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→ CONFERENCE STREAMS

The free-to-attend conference programme is attended by both visitors and exhibitors to Oceanology International 2010.

An opportunity to sponsor one or more of the conference streams. Each conference stream has up to ten sessions, with a maximum capacity of 200.

Cost: £POA

→ CONFERENCE BAG SPONSOR

Sole branding on the Oceanology International 2010 conference bag, with recognition on the Oceanology International website and in the official show catalogue.

Cost: £2,995.00 +VAT

→ INSERTS IN CONFERENCE BAGS

Sponsor will have their insert/brochure inserted into a minimum of 500 delegate bags.

These will be made available on every seat in the conference sessions at Oceanology International 2010.

Cost: £995.00 +VAT (maximum of four sponsors)

→ BAR AREA

The bar area will be used by visitors and exhibitors over the three days of the show to network and take a few minutes out of their busy schedules.

The sole sponsor will have branding throughout the bar area.

Cost: £10,000.00 +VAT

→ ICEBREAKER PARTY

The Icebreaker Party is for all exhibitors at Oceanology International 2010. It takes place in the Fox, located at ExCeL on the 8th March.

The sole sponsor will receive branding within the venue and on invitations sent prior to the event.

Cost: £10,000.00 +VAT

→ NETWORKING PARTY

The Networking Party is for both visitors and exhibitors after the first day of Oceanology International 2010.

The sole sponsor will receive branding at the event and on any of the Networking Party promotion, prior to the event.

Cost: £20,000.00 +VAT

→ ENTRANCE FLAGS

Company branding on flags outside the main entrance of ExCeL.

Cost: £POA

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→ BANNERS

■ **Banner in covered walkway:** Measuring 5.3m wide by 1.7m high, located on the DLR walkway, these banner sites will create a highly impactful opportunity to target visitors even before they reach the exhibition halls and reaffirm an exhibitor's message as they leave.

Cost: £POA

■ **Banner in boulevard:** Five 'super' banners are situated down the length of the boulevard. These sites offer a dramatic way to impress your brand message throughout the three days of Oceanology International. These options are also double sided, guaranteeing optimum sight lines from both directions.

Cost: £POA

■ **Hanging Banner (exhibition hall):** High profile hanging banners increase brand awareness and are great for directing traffic to your stand.

Cost: £995.00 +VAT

■ **Box Banner (exhibition hall):** Box banners available in the hall area above your stand.

Cost: £3,125.00 +VAT

■ **Triangular Banner (exhibition hall):**

Triangular banners available in the exhibition hall above your stand.

Cost: £2,650.00 +VAT

→ SIGNAGE

■ **Official Signage:** sole branding of the official directional signage at Oceanology International.

Cost: £4,000.00 +VAT

■ **Conference Signage:** sole branding on any signage relating to the Oceanology International Conference.

Cost: £POA

■ **Mobile Sites:** backlit, mobile advertising boards which can be placed at certain parts of the boulevard.

Cost: £2,750.00 +VAT

■ **Totem Poles:** Advertising in the main entrance areas.

Cost: £2,750.00 +VAT

■ **Poster Sites:** Fixed ExCeL poster sites in the boulevard.

Cost: £POA

→ YOU ARE HERE BOARDS

This is the first port of call for most visitors. The 'You Are Here' boards help orientate visitors and exhibitors and are a great branding opportunity. Located in the entrance and at strategic points throughout the exhibition, the 'You Are Here' boards are constantly referred to by visitors as they navigate their way around the hall.

Receive your company logo and stand highlighted on each board, this is an excellent opportunity to direct visitors to your stand.

Cost: £POA

→ DIRECTIONAL FLOOR TILES

The carpeted aisle-ways present an exhibitor with a great opportunity to promote their presence at the show by using a series of coloured directional floor tiles.

Floor tiles are a highly effective and fun way to generate stand traffic and increase visibility either close to or away from your stand.

Cost: £2,995.00 +VAT

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