

Oi oceanology
international®
2022 15-17 MARCH 2022
LONDON, EXCEL

Branding & Sponsorship Opportunities

Make a Splash!

Organised by



ENHANCE VISIBILITY

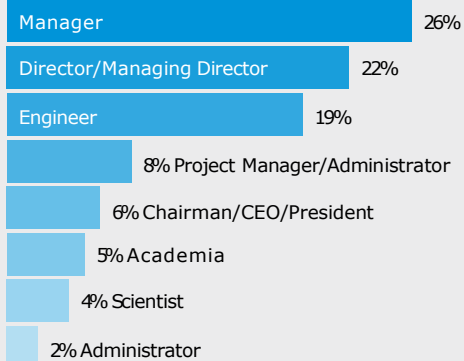
Oceanology International is leading the charge in subsea and surface technology – the future of our oceans is in our hands and Oceanology International is central to presenting the innovation and solutions to make it possible.

The ocean technology market will continue its growth trajectory in the coming years due to the substantial subsea and on ocean technology progress in reducing offshore energy costs, new areas of activity such as aquaculture and the wider blue economy.

In addition, the areas of defence and data offer opportunities for the sector both, of which will be highlighted at Oceanology International.

Who attends Oceanology International?

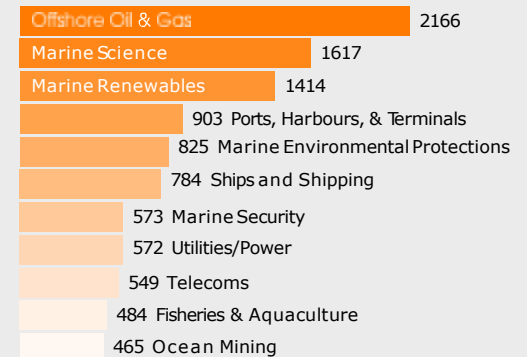
JOB FUNCTION*



Plus an additional 10% from other industries and sectors

Attendees
from
80+
countries

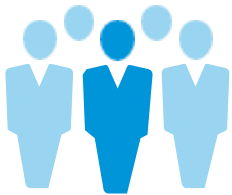
END-USERS REPRESENTED*



Plus 783 representatives from other industries and sectors

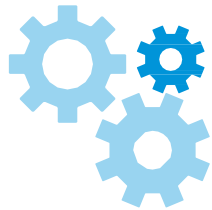
BENEFITS OF SPONSORSHIP

Each of our branding and sponsorship opportunities is designed to give your business premium visibility, increased audience engagement and the best chance to excel at Oceanology International.



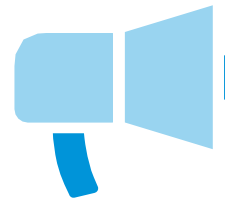
Lead Generation

Get enquiries from our audience of buyers, academics and Government representatives with their contact information.



Recognised Expertise

Be recognised by your target audience as an authority and expert in your area of specialism over and above your competition.



Brand Awareness

Get your brand and products out in the industry to raise awareness and engagement from our audience. For well-known brands, this objective ensures you maintain your status and recognition in the industry.



Promote your presence at the show

Highlight that you will be attending the Oceanology International event to key decision-makers. This increases onsite meetings and drives high traffic to your stand

BENEFITS OF SPONSORSHIP

The Audience

We specialise in bringing together like-minded professionals in the one place to make connections, share ideas and showcase their products and knowledge, together.

We have the right product for you

Each opportunity has been built with our captive audience and your business objectives in mind, allowing your business increased visibility, more audience engagement and the best chance to excel at Oceanology International 2022..



Brand Awareness

Get your brand / products out to raise awareness, ensuring everyone knows who you are.



Lead generation

Get enquiries from our qualified audience of industry and business professionals.



Drive engagement

These opportunities are designed to encourage prospective clients to seek you out and to interact with you one-to-one, enabling you to have meaningful conversations with the audience you want to reach.



Product Promotion

Do you want your product / content to get noticed? Then this is the type of opportunity you need.



Create a real impact

Being unique, these opportunities give you the ideal chance to make a statement and leave a lasting impression, targeted at specific delegates or reaching every attendees.



Targeted audience

Hone in and reach a specific segment of our professional community.



High visibility

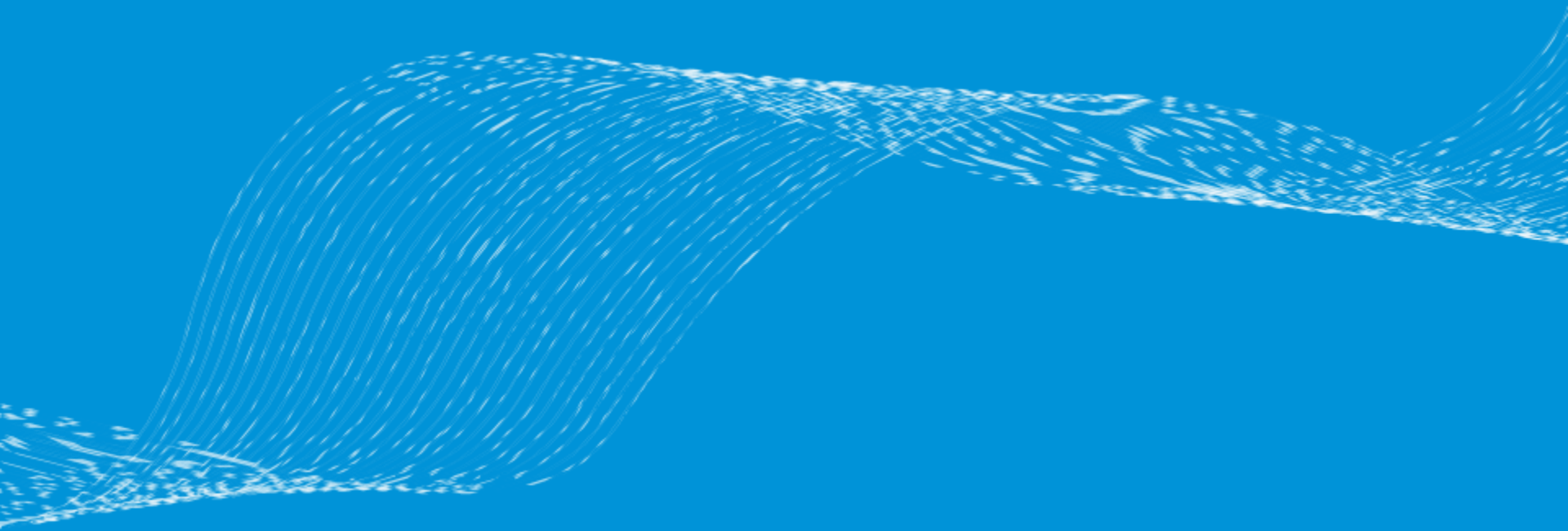
Shout it from the roof tops, show who you are and stand out from the crowd with these opportunities designed to reach everyone.



Thought leadership

Be recognised as the authority and expert in your field over and above your competition.

Pre-show & Digital Promotion



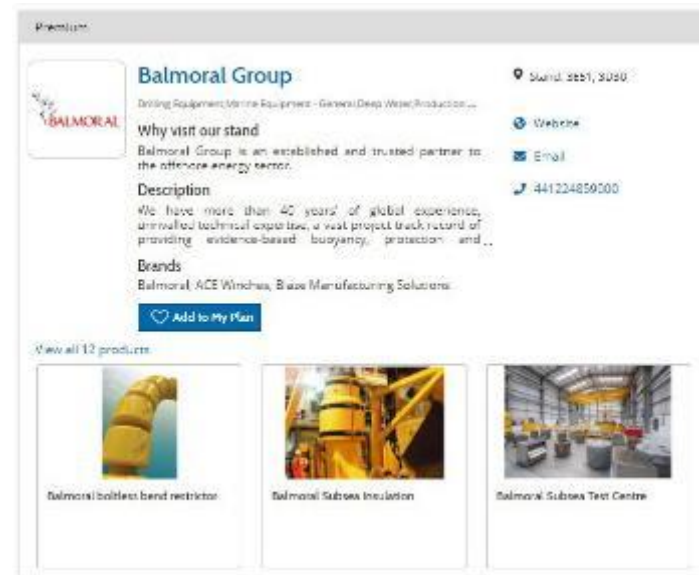
BRONZE PROFILE

The Bronze profile is what every exhibiting company gets as part of being at Oceanology International. It offers you the basics in order to be able to participate and been seen on the event website, exhibitor directory and show guide. The Bronze profile offers you the following:

- Company Logo
- Company Name
- Categories
- Stand Number
- Description

You can upload:

- Cover Photo
- Company Logo
- Social Media Links
- Contact Address
- Website link
- Phone and Email
- Company Description
- Why Visit Our Stand
- Brands they represent
- Upload Products with images
- Upload document



or UPGRADE YOUR EXHIBITOR PACKAGE

...and get
88%
more profile
views

Get ahead of the competition and bring your products and services to life by upgrading to a Gold or Silver Enhanced Profile. On average the Enhanced Profiles will deliver **88% more visitors to your online company profile**. The enhanced profile can generate almost double the amount of online pre-show leads through year-round priority listings and features.

The Upgrade Packages are limited, with only **50 Silver Packages** and **5 Gold Packages** available.



BRAND
AWARENESS



PRODUCT
PROMOTION

Price: £ 225

GOLD ENHANCED PROFILE

What am I buying?

A Gold enhanced profile will make your brand stand out even more with all of the inclusions of the Silver listing plus:

Filter Sponsorship

- Gold profile to appear at the top of the exhibitor directory for a single filter category.

For example: **Product and Service: Sensors**

The exhibitor will appear at the top of the directory when filtered by 'Sensors' above all other relevant exhibitors. They will have the Gold listing so will be the most visible exhibitor for that filter increasing your chances of generating qualified leads.

Homepage Feature

- The homepage has an exclusive Exhibitor Promotion area. This feature will scroll between different Gold Exhibitors.
- Promote company or products with a combination of a 300x300 banner with title and description



DRIVE
ENGAGEMENT



BRAND
AWARENESS



PRODUCT
PROMOTION

SILVER ENHANCED PROFILE

What am I buying?

The Silver Enhanced Profile has all the core elements of the Bronze Package, but crucially it has some functions not available on the basic pack.

Exhibitor contact information

listed in the exhibitor directory – Visitors will be able to contact you pre event by clicking :

- Webpage link
- Email address
- Phone number

All straight from the directory listing, without having to click into your profile. The more information readily available to the visitor, the more likely you are to generate leads in the run up to the show.

Product preview in search summary

Your products will be visible directly in the exhibitor list, under your exhibitor listing. This results in you getting up to twice as many product views as your competitors. And the more people who view your products, the more likely those interested in them will request a meeting or visit you on-site.

Upgrade Price: £ 1,640

Upgrade Price: £ 840

Get ahead of the competition & upgrade to a **Gold or Silver Enhanced Profile**

SIGNATURE DIGITAL PACKAGE

What am I buying?

A digital bundle to give you exposure pre-show to promote your brand and products at the show.

Place your company front and centre of the Oi Exhibitor Directory and Website.

Signature Digital Package includes:

- Gold Enhanced Profile
- Super Leader Board Banner(B)
- Targeted 3rd party email
- Remarketing – 100,000 impressions
- Social Media Post to our 11k+ followers

What are the benefits?

Promote your presence at the show: A focused remarketing campaign will promote your brand to people visiting the Oi website as they plan their visit, driving traffic to your stand.

Brand Exposure: Stand out and be noticed by everyone ahead of the show, so you're front of mind when they attend the event.

Reach a Targeted Audience: By opting for an Enhanced Gold profile, you ensure you are getting your message to key buyers and boosting your products over your competition across the whole exhibitor directory.

Only 5 Signature Packages Available



Remarketing can work with 1,000's of high-profile, global websites



Super Leader Board Banner - Location (B)



DRIVE
ENGAGEMENT



BRAND
AWARENESS



TARGETED
AUDIENCE

Price: £ 10,750

(a saving of 28% on individual elements)

PRESTIGE DIGITAL PACKAGE

What am I buying?

A digital bundle to give you exposure pre-show to promote your brand and products at the show.

Place your company front and centre of the Oi website.

Prestige Digital Package includes:

- Silver Enhanced Profile
- Super Leader Board Banner(B)
- Targeted 3rd party email
- Remarketing – 50,000 impressions
- Social Media Post to our 11k+ followers

What are the benefits?

Brand Exposure: Stand out and be noticed by everyone ahead of the show, so you're front of mind when they attend the event.

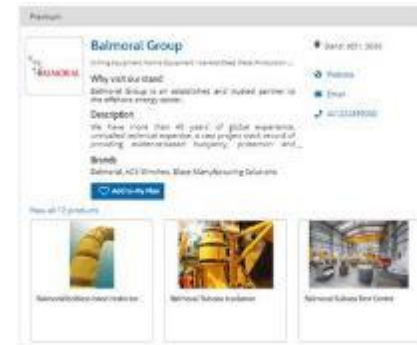
Promote your presence at the show: A focused remarketing campaign will advertise your brand to people visiting the Oi website, as they plan their visit, driving more traffic to your stand.

Reach a Targeted Audience: By opting for an Enhanced Silver profile, you ensure you are getting your message to key buyers and boosting your products over your competition.

Limited Number Available



Super Leader Board Banner - Location **(B)**



DRIVE
ENGAGEMENT



BRAND
AWARENESS



TARGETED
AUDIENCE

Price: £ 8,650

(a saving of 25% on individual elements)

DELUXE DIGITAL PACKAGE

What am I buying?

A digital bundle to give you exposure pre-show to promote your brand and products at the show.

DeluxeDigital Package includes:

- Silver Enhanced Profile
- Sponsored Email: Content Block
- Medium Rectangle Banner (position C)
- Social Media post to our 11k+ followers.

What are the benefits?

Brand Exposure: Stand out and be noticed by pre-registered visitors ahead of the show, so you're front of mind when they are both planning and attending.

Reach a Targeted Audience: By opting for a Enhanced Silver profile, you ensure you are getting your message to key buyers and boosting your products over your competition.

Product preview in search summary: Your products will be visible directly in the exhibitor list, under your exhibitor listing.



BRAND
AWARENESS



PRODUCT
PROMOTION



TARGETED
AUDIENCE

Kongsberg Maritime at Oi Collect.Distribute.Analyse

The Digital Ocean is enabled by the combination of our leading underwater technology for the collection of data, the interconnectivity to distribute the data and the digital, cloud-based foundation to analyse it.



Sponsored Email: Content Block Example



Medium Rectangular Banner - Location **C**

Price: £ 4,250

(a saving of 24% on individual elements)

VIRTUAL GIFT BAG

What am I buying?

Utilise the Virtual Gift Bag to promote your presence at Oi through this interactive flipbook. The visitors decide which exhibitor offers they are interested in engaging with.

Shape your offer to suit your needs and engage buyers, share a piece of content you've created, send a private event invitation, gift giveaways and competitions or product launches. You can even add incentives to drive your social following!!

Headline Sponsorship

Take the headline sponsorship of the bag and ensure your brand is seen by attendees and enjoy additional marketing as the headline sponsor

Invest in an insert

Curate an offer for visitors to drive engagement, awareness and lead generation.

What are the benefits?

Brand Exposure: to our global audience as all offers will be sent to all registered visitors, each day of the show.

Increase traffic to your stand: the right offer is proven to increase engagement with attendees where it counts, on your stand.

Lead generation: user contacts are shared in order to redeem your offer.



Offer Acceptance Rate: 59.5%
Conversion rate to lead: 26.0%



Offer Acceptance Rate: 77.0%
Conversion rate to lead: 33.6%



Offer Acceptance Rate: 86.9%
Offer Conversion Rate: 41.5%

B2B service-led event demo (everther.co)

Target KPI's

- 92% adoption rate
- 4400+ offers viewed
- 2000+ offers redeemed
- Average 400 views per offer
- Average 182 high quality leads per offer

Individual offers: £1,500 each



BRAND
AWARENESS



DRIVE
ENGAGEMENT



LEAD
GENERATION

Headline Sponsorship Price: £ 7,950

WEBSITE BANNERS

What am I buying?

94% of our visitors plan who they want to meet before the event and most of them use the Oi website for their research.

- A hyperlinked banner in front of all user of the Oi webpages, displayed to thousands of industry professionals.
- We have so many options! Choose your banner position and size (see image for options), and link directly to your exhibitor profile.

What are the benefits?

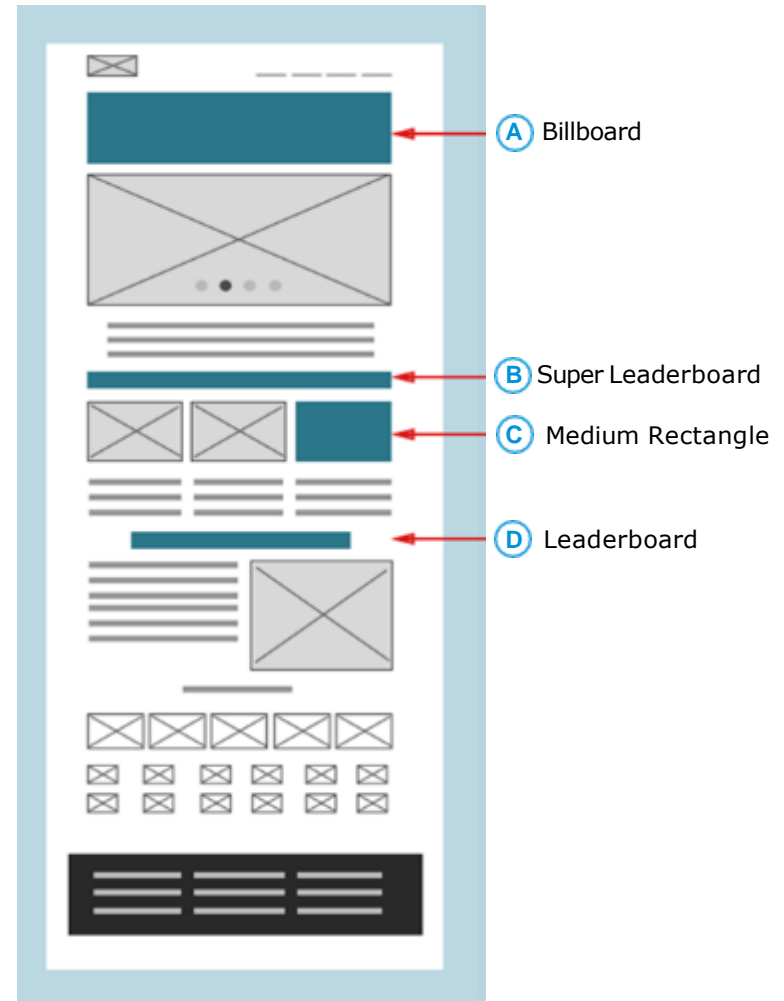
Brand Exposure: Be at the forefront of visitors' minds by promoting your product or brand on the Oi website as they plan their visit.

Oi London website traffic (2020) 94,137 unique users

Build Brand and Product Awareness: Link to your exhibitor directory profile where visitors can get more information and your products and services.

High Visibility: Make sure you're product is seen by key decision makers from the global ocean technology industry.

Description	Price (£)
Billboard Banner (A) for one week	5,500
Super Leader Board Banner (B)	3,400
Medium Rectangle Banner (C)	2,850
Leader Board Banner (D)	2,300



Email BANNERS

What am I buying?

Promote your brand to our Oi Visitor databases, choose your package:

- A. Exclusive email
- B. Sponsored content block and logo

What are the benefits?

Brand Exposure: Promote your company within emails sent to our database and ensure your company is at the forefront of their minds when making purchasing decisions.

Generate leads: Those that click on your ad will be taken directly to your profile listing to gain more information on the products and services you're showcasing.

Reach a Targeted Audience: Place your company in the inbox of important decision makers, industry buyers, and Oi Visitors.

Email Type	Price
Targeted 3rd Party Email	£ 3,500
Sponsored Email: Content Block	£ 1,900

Limited Availability

Email send dates secured on a first come, first serve basis, in line with the Oi Visitor promotion campaigns.

A.

Hi **FirstName**,

What can Oi Connect do for you and your ocean tech career?

Find out at our free webinar on 22 April at 2pm, all about Oi Connect and how to use the event platform.

Hear from our very own Event Director, David Ince, and Marketing Manager, Michael Erser, as we discuss how to use the virtual platform, what benefits it will bring and how Oi Connect can help you.

Here are just a few of the many things you'll learn:

- How to create a killer profile and attract as many meetings as possible
- How to manage your busy diary, jam packed with meetings and live conference sessions.
- How to find products and services that will benefit your business.

We'll have time for a live Q&A at the end, so be sure to bring any questions you might have!

[Register today](#)

B.

Saab Sea Eye

It has the power to handle a wide range of work class tooling, not usually possible in an ROV of its size, yet still has enough power left to go where you want, and do what is needed.

[Learn More](#)



BRAND
AWARENESS



LEAD
GENERATION



TARGETED
AUDIENCE

RE-MARKETING

What am I buying?

A Remarketing campaign places your advert across popular websites and social media channels browsed by visitors interested in products like yours, telling them to meet you at the show.

Each website visitor is shown a Remarketing advert five times.

Example websites shown on:

Social Media: LinkedIn, Facebook, YouTube

Other: Skype, Google, Bing

What are the benefits?

Build Engagement: Be at the forefront of visitors' minds by placing your product in front of them as they plan their visit, book their travel, browse our social media channels and more before the event.

Brand Exposure: Gain a boosted profile and brand visibility across multiple websites and an extended time-frame

High Visibility: Get you customer prospects thinking of you in the days and weeks leading up to Oi with targeted messaging.

Choose your reach	Price
200,000 Remarketing impressions	£ 8,500
100,000 Remarketing impressions	£ 5,850
50,000 Remarketing impressions	£ 3,250
30,000 Remarketing impressions	£ 2,100



What we will need from you

- Banners: 300 x 250, 600 x 315, 160 x 600 and 728 x 90 pixels.
- We can add our event logo for heightened trust and recognition.
- Static JPEG or animated GIF file format – maximum size 80kb.
- Facebook: Headline title of 25 characters and a description of 90 characters



DRIVE
ENGAGEMENT



BRAND
AWARENESS



HIGH
VISIBILITY

WEBINARS

What am I buying?

The opportunity to present your own tailored content, news or new products to professionals watching live or on-demand through an exclusive online presentation (webinar) dedicated to you and your message.

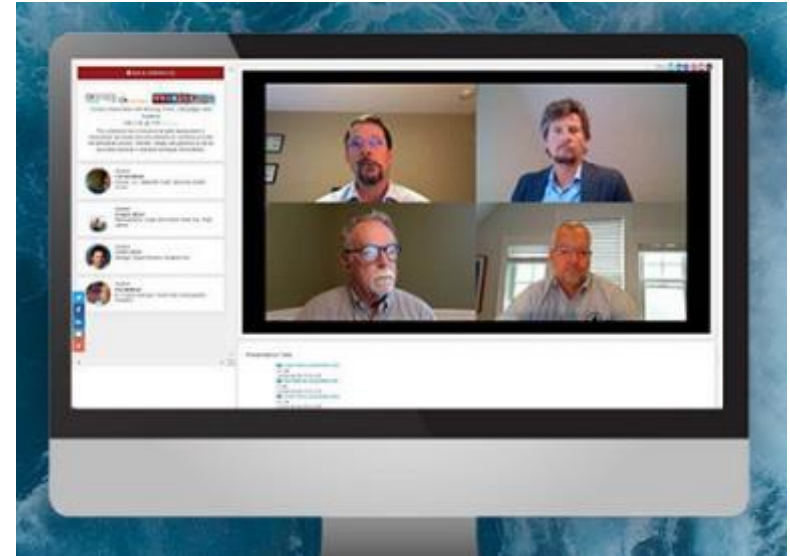
What are the benefits?

Thought Leadership in your chosen area of expertise.

Generate leads: Receive the opt-in leads from webinar attendees from the session and viewers who watched the recording on-demand up to 2 weeks following the broadcast.

Create a Real Impact: your content will be available 24/7 on demand via our 'insideOi' webinar channel.

High Visibility: Promotion of the webinar included within emails to the Oi database and 11K+ social media followers.



What we will need from you

- Video recording of your presentation which can last up to 1 hour
- Arrange presenters and visuals, such as a PowerPoint, Text summary of your presentation and speaker bios
- Content for social media posts: text, image, links, account tags
- Content and images for email promotion



THOUGHT
LEADERSHIP



LEAD
GENERATION



CREATE A REAL
IMPACT



HIGH
VISIBILITY

Price: £5,000

Lead Capture & Brand Promotion On-site



EMPERIA LEAD CAPTURE

Are you ready to capture better leads?

Emperia, lets you capture leads from the conversations you have with a simple scan of a badge.

What am I buying?

Emperia is an easy to use app that you download onto a devise- this could be a phone or tablet. Importantly, the app works offline, allowing you to capture and score leads with confidence. No internet connection? No problem with Emperia.

Using Emperia is easy- open the app and scan the visitors unique QR code. You can make notes against each contact, score your leads and easily contact them – just download the data. We'll support you all the way and help you should you need it.

What are the benefits?



Simple and light

Emperia is lightweight, the data stays on your device.



Works offline

No internet, no problem. All the data is stored on your device so you can still use it.



Multiple users

You can have up to 10 users on the app at once and all can use it.



Easy to Share

Simply share your contact details with visitors via QR code.



Export Anytime

Download your leads at any time, during or after the event.



Rate your leads

All leads are scored so you can track all your leads. You can also rate your leads as you go.



Featured Screens



Easily track your leads



Instantly view your lead's details



Add notes and ratings



**LEAD
GENERATION**

Price: £ 225 per company

BRANDBOOST PREMIUM

What am I buying?

The **BrandBoost Premium** package builds on the Gold Enhanced Profile but gives your company even more opportunity to create high impact brand visibility.

Your 15-second advert will be played over 3-days of the event on Oi **Digital Advertising Displays**;

- **20 screen locations** in high traffic areas, inside and outside the exhibition halls
- 15 second digital advert, displayed every 5-10 minutes of all digital signage
- **Gold Enhanced Profile** including:
 - Filtered product sponsorship
 - Homepage Feature
 - 30,000 remarking impressions

What are the benefits?

High Visibility: Over 8,400+ advert impression across the full 3 days of Oi.

Brand Awareness: Preshow website, remarketing and profile visibility plus onsite will create high impact brand visibility for your company.

Drive Engagement: Higher visibility simply leads to more visitors engaging with you on your stand



Limited Availability

Only **TWO BrandBoost Premium** packages are available, ensuring you are seen around the venue, inside and outside the Exhibition Halls



HIGH
VISIBILITY



BRAND
AWARENESS



DRIVE
ENGAGEMENT

Price: £7,950

BRANDBOOST PLUS

What am I buying?

The **BrandBoost Plus** package is your entry into digital signage. Excel is packed with screens so your customers can see your brand come to life across the venue in high definition.

At-Event Digital Advertising Displays;

- **20 screen locations** in high traffic areas, inside and outside the exhibition halls
- 15 second digital advert, displayed every 5-10 minutes of all digital signage
- **Silver Enhanced Profile** including:
 - Exhibitor contact information listed in the exhibitor directory
 - Product preview in search summary

What are the benefits?

High Visibility: Over 8,400+ advert impression across the full 3 days of Oi.

Brand Awareness: Preshow website, remarketing and profile visibility plus onsite will create high impact brand visibility for your company.

Drive Engagement: Higher visibility simply leads to more visitors engaging with you on your stand.



Limited Availability

Only **EIGHT BrandBoost Plus** packages are available, ensuring you are stand out around the venue, inside and outside the Exhibition Halls



HIGH
VISIBILITY



BRAND
AWARENESS



DRIVE
ENGAGEMENT

Price: £4,500

BRANDBOOST

What am I buying?

Stand out from a sea of brands at Oceanology International.

Everything in the Silver Enhanced profile including:

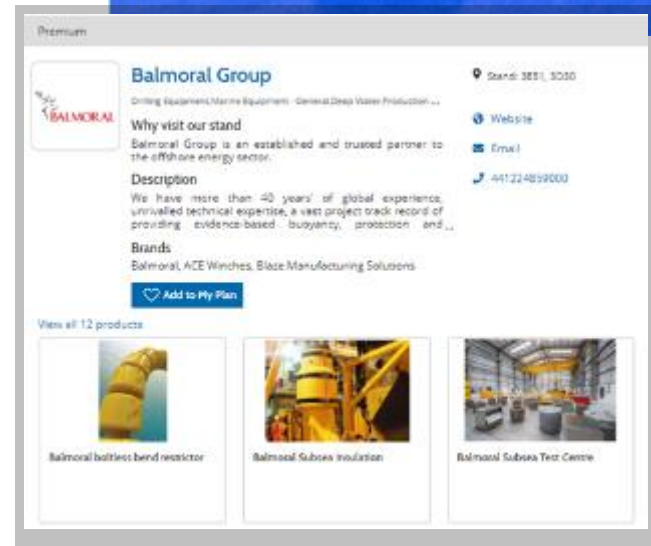
- Exhibitor contact information listed in the exhibitor directory
- Product preview in search summary
- Digital Screen Advert

Social Media Promotion

We want you to get off to a good start, at Oceanology International we will share your participation with our 11K+ followers across our LinkedIn, Facebook and Twitter channels.

Directional Floor Tile

Catch visitor's attention and lead them straight to your stand with a directional floor tile located inside the Exhibition Hall.



BRAND
AWARENESS



DRIVE
ENGAGEMENT

Price: £ 1,300 – Entry Price

OFFICIAL ROUTE PLANNER

What am I buying?

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

Route planners are distributed to all visitors as they enter the hall and includes a solus advert from the sponsor and your stand will be highlighted on the actual floor plan.

Includes

- Your logo
- Your company name
- Stand Highlighted
- Full page sponsor advert

Price: £ 5,250 – Exclusive



BRAND
AWARENESS



DRIVE
ENGAGEMENT

YOU ARE HERE BOARDS

What am I buying?

Strategically placed to allow visitors to navigate their way around the show, the 'You Are Here' boards provide an excellent opportunity to direct visitors to your stand, with an advert, logo and stand highlighted on each YAH board.

Includes

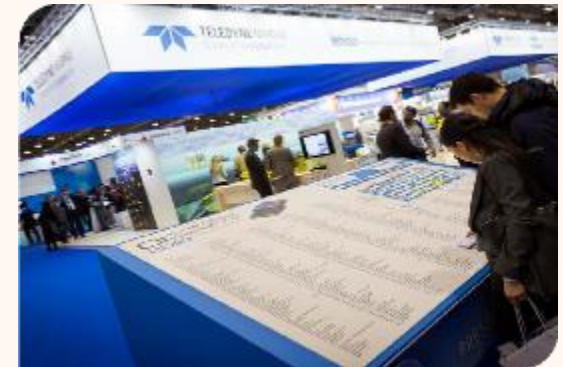
- Strip advertisement along the top of each YAH board
- Company logo and stand highlighted
- A minimum of 4 YAH boards around the hall

Price: £ 6,000 – Exclusive



LOGO PLACEMENT

Price: Simple Logo Placement
on both types of floorplan
£ 2,500



CONFERENCE MINI GUIDE

The conference mini guide compliments the main show guide. It's a handy pocket size publication that offers a quick reference guide to all the technical and strategic conference programme.

What am I buying?

- Exclusive sponsorship
- Mini guide logo acknowledgement on the front cover
- Full page advert inside the guide

What are the benefits?

Present yourself as a thought leader in your chosen area of expertise, directly to Oi conference delegates and visitors.

Brand awareness promotion of the conference programme across all Oi marketing channels



BRAND
AWARENESS



TARGETED
AUDIENCE



THOUGHT
LEADERSHIP



Price: £ 5,250

HANGING BOX BANNER

What am I buying?

- Create brand visibility around the exhibition hall by placing your logo on key directional signage, which will be located across the show.
- These banners form directional signage that help visitors and exhibitors navigate around the show, ensuring your logo will have maximum standout to all attendees.

Price: £ 10,000 - Exclusive



DIGITAL SIGNAGE ADVERT

What am I buying?

Digital Screen adverts around the venue. Screen ads enable you to:

- Drive more traffic to your stand
- Showcase your products
- Promote on-site activities
- See also BrandBoost Premium and Plus opportunities

Price: £ 4,500 – Maximum of 10



BRAND
AWARENESS



DRIVE
ENGAGEMENT

BRANDBOOST PLUS

What am I buying?

The Dockside Brand Visibility sponsorship, gets your brand visible to the hundreds of Oi attendees that visit and engage with the high traffic areas alongside the Royal Victoria Dock.

Your logo will be placed at each entry stairwell and at key locations along the dockside, making you stand out.

What are the benefits?

High Visibility: The dockside is one of the most popular features within Oi, so your brand will really stand out.

Brand Awareness: Recognition as a sponsor in pre-event dockside marketing materials, as well as onsite will create high impact brand visibility for your company.

Drive Engagement: Higher visibility simply leads to more visitors engaging with you on your stand



HIGH
VISIBILITY



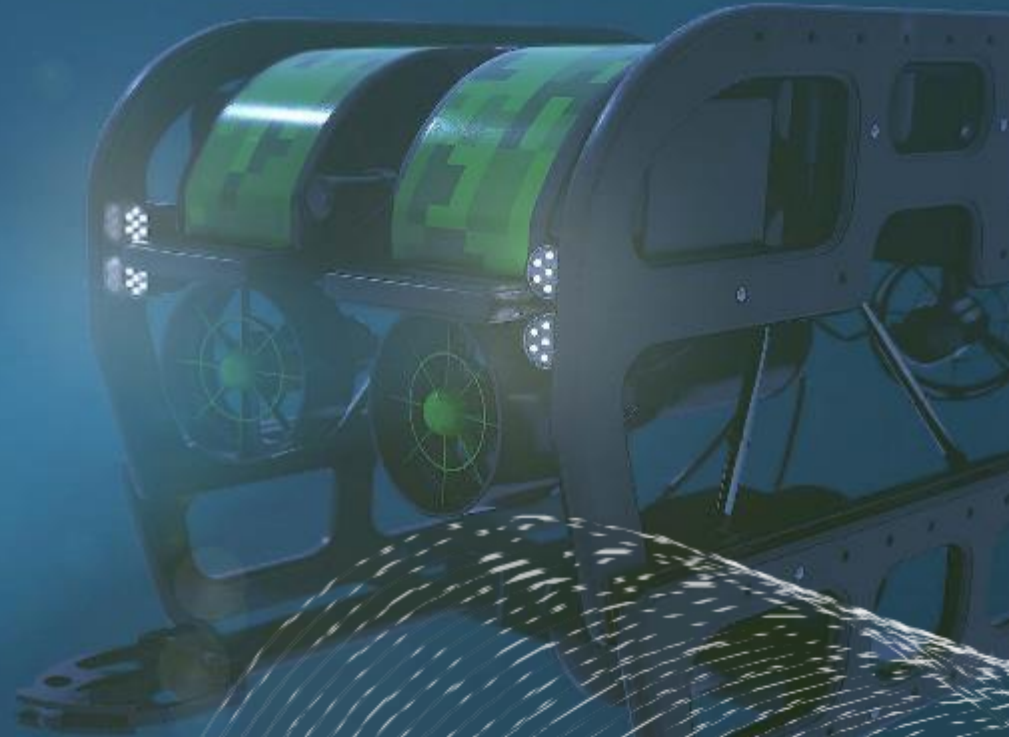
BRAND
AWARENESS



DRIVE
ENGAGEMENT

Price: £ 2,600 – Maximum of 10

Onsite Feature Sponsorship



REGISTRATION

What am I buying?

- Exclusive sponsorship of the Oi registration process, giving you pre-event and onsite brand coverage from November 2021 to March 2022.
- **Digital Logo placement** on;
 - a. Each page of Oi visitor registration forms and process
 - b. Confirmation email sent to each pre-registered attendee
- **Onsite Logo placement** ;
 - a. 2 x Registration Arches
 - b. 4 x Entrance Totems
 - c. Front of visitor badges
 - d. Registration PC screensavers
 - e. Registration desk branding
- Optional branding of registration staff clothing, where possible, (to be provided by sponsor).
- **Silver Enhanced Profile**
- Highlighted as an event sponsor on all Oi sponsor recognition opportunities.

What are the benefits?

Create a real impact: Being unique this opportunity give you the ideal chance to leave a lasting impression, reaching every attendee.

High visibility: Shout it from the roof tops, and stand out from the crowd as your branding is the first thing attendees see when they register and arrive onsite, keeping your company front of mind.

Drive Engagement: Maximum brand visibility simply leads to more visitors engaging with you and seeking you out, during the show.



Price: £ 19,000 – Exclusive

LANYARDS

What am I buying?

- Let every attendee give your brand real visibility. Your companies logo will be featured prominently on the Oi lanyard design, and distributed to all attendees across each entrance to the exhibition halls.
- Highlighted as an event sponsor on all Oi sponsor recognition opportunities.

What are the benefits?

Create a real impact: Being unique this opportunity give you the ideal chance to leave a lasting impression, reaching every attendee.

High visibility: Shout it from the roof tops, and stand out from the crowd as your branding is spread through the show by all attendees, ensuring you are front and centre.

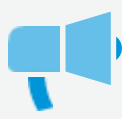
Drive Engagement: Maximum brand visibility simply leads to more visitors engaging with you and seeking you out, during the show.



CREATE A REAL
IMPACT



HIGH
VISIBILITY



BRAND
AWARENESS



DRIVE
ENGAGEMENT

Price: £ 17,250 – Exclusive

VISITOR BAG SPONSOR

What am I buying?

- Your branding, highlighted on the visitor bags, distributed at the main entrances to the show. A handy walkaway for attendees, you will effectively turn visitors into a walking billboard for your brand.
- One x bag insert (produced by sponsor).
- Highlighted as an event sponsor on all Oi sponsor recognition opportunities.

What are the benefits?

Create a real impact: Being unique this opportunity give you the ideal chance to leave a lasting impression, reaching every attendee.

High visibility: With many attendees using the bags, your brand will be seen over and over again, all through the show.

Drive Engagement: Maximum brand visibility simply leads to more visitors engaging with you and seeking you out, during the show.



CREATE A REAL
IMPACT



HIGH
VISIBILITY



BRAND
AWARENESS



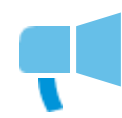
DRIVE
ENGAGEMENT

Price: £ 12,500 – Exclusive

BAG INSERT

What am I buying?

- Drive visitor traffic to your stand with a tailored message about your organisation by adding an insert into the visitors bags.
- Limited opportunity (maximum of 6) to included a company or product focused piece of collateral, distributed in the Oi visitor bags (to be provided by sponsor)
- Collateral size and weight to be approved by event management, prior to distribution.



BRAND
AWARENESS



DRIVE
ENGAGEMENT

Price: £ 1,500 – Maximum of 5

VISITOR BAG SPONSOR

What am I buying?

Sponsorship of one of the three Exhibition Hall Theatres positions your organisation as an industry thought leader, aligned with providing solutions to the critical business issues faced by industry professionals.

- Exclusive branding rights of an Exhibition Hall theatre
- Your logo and stand details on the holding slides
- Brand recognition with logo and links, on website, marketing campaign and show catalogue aligned to the theatre content.
- Highlighted as an event sponsor on all Oi sponsor recognition opportunities.

What are the benefits?

Brand awareness: Get your brand / products out to raise awareness, ensuring everyone knows who you are.

Drive engagement: These opportunities are designed to encourage prospective clients to seek you out and to interact with you one-to-one, enabling you to have meaningful conversations with the audience you want to reach.

Create a real impact: Face-to-face events give you the ideal platform to interact with and demonstrate your expertise to countless prospects in a short period of time

High visibility: This denotes an opportunity that will really make you stand out

Thought leadership: Be recognised as authority and experts in your field over and above your competition



BRAND
AWARENESS



DRIVE
ENGAGEMENT



CREATE A REAL
IMPACT



HIGH
VISIBILITY



THOUGHT
LEADERSHIP

Price: Starting from £ 5,000

FUTURETECH HUB

What am I buying?

- The **FutureTech Hub** is located in the main hall and will feature 18+ start-ups/small businesses, all new to Oi. If you'd like to associate yourself with the challengers in ocean tech & be in the vanguard of innovation, this opportunity is for you.
- Exclusive branding right of FutureTech Hub presentation area
- Speaking/Hosting opportunity as part of the content programme
- Your logo and stand details on presentation area holding slides
- Brand recognition with logo and links, on website, marketing campaign and show catalogue aligned to the FutureTech Hub.
- Highlighted as an event sponsor on all Oi sponsor recognition opportunities.

What are the benefits?

Thought leadership: Be recognised as authority and experts in Innovation, Investment or Technology over and above your competition

High visibility: This denotes an opportunity that will really make you stand out

Brand awareness: Get your brand / products out to raise awareness, ensuring everyone knows who you are.

Drive engagement: Designed to encourage prospective clients to seek you out, enabling you to have meaningful conversations with the audience you want to reach.



THOUGHT
LEADERSHIP



HIGH
VISIBILITY



BRAND
AWARENESS



DRIVE
ENGAGEMENT

Price: £ 10,000 – Exclusive

EXHIBITOR LOUNGE

What am I buying?

- The **Oi Exhibitor Lounge** is the place to meet the industries movers and shakers. Used as a meetings zone for SMEs, and serviced by smart, intuitive staff, the Oi Exhibitor Lounge is a space you can brand and get seen by the Oi Exhibitor supply chain.
- Exclusive branding rights across the Oi Exhibitor Lounge, included entry, and table tops.
- Distribution point for company materials at the reception counter.
- Highlighted as an event sponsor on all Oi sponsor recognition opportunities.

What are the benefits?

High visibility: You will stand out, especially to those Oi Exhibitors that use the Lounge facilities each day.

Brand awareness: Get your brand / products out to raise awareness, ensuring everyone knows who you are.

Drive engagement: Designed to encourage prospective clients to seek you out, enabling you to have meaningful conversations with the audience you want to reach.



HIGH
VISIBILITY



BRAND
AWARENESS



DRIVE
ENGAGEMENT

Price: £ 10,000 – Exclusive

SEATING & RECHARGE AREAS

What am I buying?

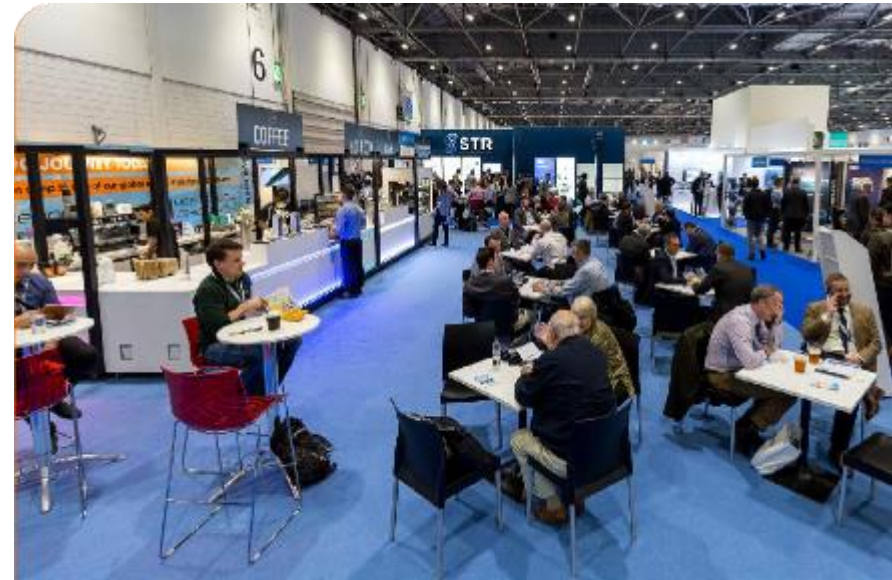
- Everyone needs to take a break, increase your brand exposure in the exhibition **Seating & Recharge** and Recharge areas, driving more traffic back to your stand.
- Working chairs and tables with branding on table tops.
- Branding on charging benches for any mobile or tablet device.
- Literature display – promote your latest products!
- One x carpet tile
- Highlighted as an event sponsor on all Oi sponsor recognition opportunities.

What are the benefits?

High visibility: Designed to really make you stand out, to all attendees using the Recharge areas each day.

Brand awareness: Get your brand / products out to raise awareness, ensuring everyone knows who you are.

Drive engagement: Designed to encourage prospective clients to seek you out, enabling you to have meaningful conversations with the audience you want to reach.



HIGH
VISIBILITY



BRAND
AWARENESS



DRIVE
ENGAGEMENT

Price: £ 5,000 per Recharge area



Networking

OCEAN SOCIAL BAR



What am I buying?

- Catching up with old friends and socialising are two of the key reasons our attendees love Oi and the OceanSocial bar is a key meeting place, for all attendees to meet, re-connect and even have a drink or two. A key branding point, increase your companies visibility and drive traffic back to your stand throughout the week.
- Exclusive branding rights of the **OceanSocial bar**, included entry, walling and table tops.
- Working chairs and tables with branding on table tops
- Literature display – promote your latest products!
- One x carpet tile
- Highlighted as an event sponsor on all Oi sponsor recognition opportunities.



What are the benefits?

High visibility: Designed to really make you stand out, to all attendees using the Recharge areas each day.

Brand awareness: Get your brand / products out to raise awareness, ensuring everyone knows who you are.

Drive engagement: Designed to encourage prospective clients to seek you out, enabling you to have meaningful conversations with the audience you want to reach.



BRAND
AWARENESS



DRIVE
ENGAGEMENT

Price: £ 7,500

GALLERY NETWORKING SUITES

What am I buying?

- Do you need a space to host a day time networking or social event or even hold some private meetings away from your stand? Need some time to bring some of your VIP's together? We can help you.
-
- We have private rooms for hire for ½ and full days and can work with you to ensure
-
- Half or Full day, or whole event room hire, located on the South Gallery, accessible directly from the main Exhibition Hall.
- Option of different furniture set-up (e.g. Classroom, Meeting, Reception).
- Basic AV set-up (Lectern, Projector and Screen).
- Additional AV and Catering may be arranged.



BRAND
AWARENESS



DRIVE
ENGAGEMENT

Price: £ 7,500

Thought Leaders & Demonstration



GALLERY NETWORKING SUITES

What am I buying?

Do you want to be seen as the foremost thought leader and expert in your industry? Align yourself with the latest knowledge, trends, products, innovation and information by placing your brand in-front of a high-calibre audience of industry professionals as the exclusive Conference Headline Sponsor.

This opportunity includes:

- Do you need a space to host a day time networking or social event or even hold some private meetings away from your stand? Need some time to bring some of your VIP's together? We can help you.
-
- We have private rooms for hire for ½ and full days and can work with you to ensure
-
- Half or Full day, or whole event room hire, located on the South Gallery, accessible directly from the main Exhibition Hall.
- Option of different furniture set-up (e.g. Classroom, Meeting, Reception).
- Basic AV set-up (Lectern, Projector and Screen).
- Additional AV and Catering may be arranged.



BRAND
AWARENESS



DRIVE
ENGAGEMENT



CREATE A REAL
IMPACT



HIGH
VISIBILITY



THOUGHT
LEADERSHIP

Price: £ 7,950 - Exclusive

What are the benefits?

Brand awareness: Get your brand / products out to raise awareness and engagement.

Drive engagement: This opportunity is designed to encourage prospective clients to seek you out and to interact with you one-to-one, enabling you to have meaningful conversations with the audience you want to reach.

Create a real impact: Being unique, this opportunity give you the ideal chance to make a statement and leave a lasting impression, targeting at specific delegates or reaching every attendee.

High visibility: This denotes an opportunity that will really make you stand out.

Thought leadership: Be recognised as authority and experts in your field over and above your competition.



TECHNICAL SESSIONS

What am I buying?

Position your organisation as an industry thought leader and expert, aligned with the latest in market trends, innovations and information by sponsoring one of our technical conference sessions.

- Your logo will appear on the Sponsors page of the Conference website, aligned with a specific session.
- Your logo will also be on selected session signage.
- You have the opportunity to place seat drops and additional branding in your chosen session.
- Recognition as session sponsor across Oi marketing material for that session
- Logo inclusion on holding slides in individual session rooms.
- Great opportunity to gather new leads

What are the benefits?

Brand awareness: Promote your brand to all the delegates at the conference with branding throughout your chosen session.

Targeted Audience: Choose a specific stream strategically to hone in and reach a specific segment of our professional community.

Thought Leadership: Be recognised by your target audience as authority and experts in your area of specialism over and above your competition.



10+
TECHNICAL
TRACKS



BRAND
AWARENESS



TARGETED
AUDIENCE



THOUGHT
LEADERSHIP

Price: £ 2,675 per session

TECHNOLOGY SPOTLIGHT SPEAKING SPOT

What am I buying?

The Spotlight Theatre will feature a range of curated content around ocean technology, investment, trade and business topics. These speaking spots offers exhibitors an opportunity to engage with potential buyers and partners, as part of the wider content programme.

You could present about a new opportunity or challenge, in rapid 'Spotlight-pitch' sessions promoted to the wider Oi audience.

These spots will be limited, so get in quick!!

- One x 20-minute speaking opportunity (pending approval of speaker topic and speaker by Oi).
- Only open to current Exhibitors.
- Opportunity for Lead Capture with any attendees present during the session.

What are the benefits?

- **Lead generation:** Use EMPERIA and scan each listener engaged with your talk.
- **Drive engagement:** What better way to introduce your solution to buyers, than a tailored presentation.
- **Thought leadership:** Be recognised as authority and experts in your field over and above your competition



Prices from: £650

CATCH THE NEXT WAVE

What am I buying?

CTNW places the emphasis on how connections across industry sectors and between disciplines can spark innovation to meet the needs of the next 50 years.

- Recognition as a strategic content sponsor on official on site sponsorship acknowledgements, catalogue, and all digital and print collateral where possible.
- Logo incorporated into stage set of conference
- Logo to appear alongside Oi and Partner logos on the CTNW and OFF marketing material (digital and onsite, where possible).
- Allocation of 5 x delegate badges.
- Opportunity to distribute promotional material in the foyer to CTNW / OFF (materials to be provided by sponsor).
- Inside Oi Blog post including video link, distributed across entire Oi database prior to the event (if required).



What are the benefits?

Brand awareness: Promote your brand to all the delegates at the conference with branding throughout Ocean Futures Forum and/or Catch the Next Wave.

Thought Leadership: Be recognised by your target audience as authority and experts in your area of specialism over and above your competition.

Targeted Audience: Hone in on a high-level strategic audience and reach a specific segment of our professional community.

OCEAN FUTURES FORUMS

What am I buying?

This exclusive forum brings together key players to examine the future trajectory of the Blue Economy. Representatives of government bodies, academia, finance, investment, and industry will debate the business, science and technology needs of the Blue Economy of the future.

- Recognition as a strategic content sponsor on official on site sponsorship acknowledgements, catalogue, and all digital and print collateral where possible.
- Logo incorporated into stage set of conference
- Logo to appear alongside Oi and Partner logos on the CTNW and OFF marketing material (digital and onsite, where possible).
- Allocation of 5 x delegate badges.
- Opportunity to distribute promotional material in the foyer to CTNW / OFF (materials to be provided by sponsor).
- Inside Oi Blog post including video link, distributed across entire Oi database prior to the event (if required).



BRAND
AWARENESS



TARGETED
AUDIENCE



THOUGHT
LEADERSHIP

Price: Starting from £ 3,250

DOCKSIDE DEMONSTRATIONS

What am I buying?

Demonstrate your technology and product capability in a live, interactive environment, in- or on- the water of the Royal Victoria Dock, directly outside the Oceanology International exhibition halls.

- Inclusion into daily dockside demonstration programme and all promotional marketing materials, where possible.
- Weatherproof cabin is included to use, for up to 15 guests, included basic AV facility.
- Dockside capacity is limited, and allocated on a first-come, first served basis.
- Gallery Networking Suites, overlooking the Royal Victoria Dock, are also available, with POA dependent on requirements.
- All demonstration proposals are subject to approval and will require a detailed risk assessment to be completed.

What are the benefits?

Drive Engagement: These opportunities are designed to encourage prospective clients to seek you out and to interact with you one-to-one, enabling you to have meaningful conversations with the audience you want to reach.

Lead generation: Get enquiries from a qualified audience of industry and business professionals.

Product promotion: Do you want your product / content to get noticed? Then this is the type of opportunity you need.

Please note the package costs do not include the Port of London Authority River Thames pilotage costs or the RoDMA locking, berthing and dock pilot costs. These costs need to be paid separately on top of the Vessel Mooring Licence Fee.



DRIVE
ENGAGEMENT



LEAD
GENERATION



PRODUCT
PROMOTION

Price: Starting from £ 2,500

TECHNOLOGY SPOTLIGHT SPEAKING SPOT

What am I buying?

The Spotlight Theatre will feature a range of curated content around ocean technology, investment, trade and business topics. These speaking spots offers exhibitors an opportunity to engage with potential buyers and partners, as part of the wider content programme.

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Drive engagement: What better way to introduce your solution to buyers, than a tailored presentation.

Thought leadership: Be recognised as authority and experts in your field over and above your competition.



LEAD
GENERATION



DRIVE
ENGAGEMENT



THOUGHT
LEADERSHIP

Price: Starting from £ 5,000

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