

# Oceanology international 2024

12-14 MARCH 2024  
LONDON, EXCEL

## 2024 OFFICIAL EVENT CATALOGUE MEDIA PACK



Oceanology International are proud to announce that Showtime Media Services Ltd will be continuing as the official publisher of The Official Event Catalogue on behalf of Reed Exhibitions.

### THE WORLD'S PREMIER EVENT FOR MARINE SCIENCE AND OCEAN TECHNOLOGY

Oceanology International is the leading forum where industry, academia and government share knowledge and connect with the world's marine science and ocean technology communities. The three-day conference and exhibition will be returning in 2024 aiming to welcome over 8,000 attendees and enable more than 500 exhibitors to showcase the latest ocean technologies and developments on the event floor, as well as on water demos and vessels.

### THE OFFICIAL EVENT CATALOGUE A4

10,000 copies of the Official Event Catalogue will be available for visitors to pick up at the entrance to the show. The Official Event Catalogue includes:

- Product Directory
- Exhibitor A-Z list
- Conference Programme
- Floorplan
- Editorial Features
- Exhibition Features

### FREE NEWS AND EDITORIAL OPPORTUNITES

The Official Event Catalogue will also include news and editorial, a free of charge initiative available to all exhibitors.

News should contain information regarding a new product/service being presented at the show or any recent company news you feel would be of interest to the industry.

Please supply approximately 75 to 150 words. Editorial will be commissioned from various associations and organisations that are involved with this industry.

All submissions should be in the form of a case study, forward thinking article or discussion on a current industry topic.

Please supply approximately 600 words for a single page or 1200 words for two pages.

Send your news or editorial to be considered for inclusion to our editor Brian Clarke: [editorial@showtimemedia.com](mailto:editorial@showtimemedia.com) or call Brian on + 44 (0) 1462 420009.

Editorial deadline for Catalogue 4th February 2024.



07590 207 879



+ 44 (0)1462 420009 Option 1

# ADVERTISING OPPORTUNITIES

## SPONSORSHIP OF THE OFFICIAL EVENT CATALOGUE

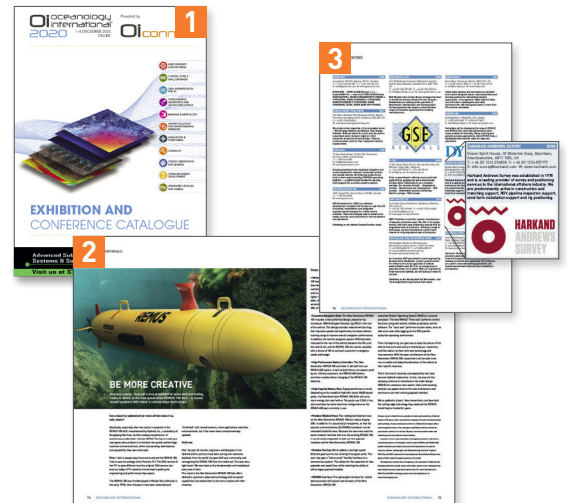
**£6,000**

THE MOST IMPRESSIVE  
AND PROMINENT  
BRANDING OPPORTUNITY

Take maximum 'ownership' of  
the Event Catalogue as sponsor  
of the entire publication.

This premium package includes:

- 1** Advertisement banner on the front cover positioned at the foot of page 30mm high x 210 mm wide. Advert Banner also placed on the contents page and the welcome page.
- 2** A double page spread of editorial promoting your products and services to the industry.
- 3** Your company logo and image positioned next to your exhibitor entry.



Sponsorships offer one company a unique branding opportunity to maximise their marketing efforts.

## SPONSORSHIP DESCRIPTIONS

### Bookmark Sponsorship **£7,500**

Bookmarks are free roaming adverts, which are attached to the last page of the Catalogue by a piece of ribbon. The advert on the Bookmark can hold a new corporate message or simply display the company logo to create higher awareness that your organisation is at the show. The bookmark measures 150mm (h) x 70mm (w) and will be inserted at the related double page spread editorial.

### Bellyband **£7,500**

The bellyband is a high impact marketing tactic offering the sponsoring company premium visibility as it will be the first advert seen. It wraps around the whole publication and will be positioned so that it opens onto a double page spread of advertorial. We fix the bellyband with low tac glue to ensure it will open onto the editorial pages, making these pages the first read.

### Exhibitor Entry Sponsorship & Product Listings **£7,500**

This sponsorship comprises of approximately 40 strips (banners) on each of the Exhibitor Entry and Product Listing pages. This section will also have its own front cover to which we would apply the banner, denoting this section's sponsorship. Every single entry page will highlight your company's branding and corporate identity. The price also includes 2 pages of editorial within the main body of the publication.

### Conference Programme Sponsorship **£5,500**

The Conference Pages will have its own front cover, with a minimum of 5 subsequent pages, detailing the Conference Programme agenda. We offer the sponsoring company the opportunity to place a banner advert measuring 30mm (high) x 210mm (wide) on the bottom of all of these pages – a total of 6.

An editorial double page spread is included in the price, and the banner can run across the bottom of these pages also. This is real opportunity to raise your profile if you have a speaker at the Conference.

### Floor Plan & A-Z List Sponsorship **£5,000**

The Floor Plan & A-Z List sponsorship comprises of a maximum of 5 strips (banners) placed across the bottom of the Floor Plan and A-Z Lists. We will also highlight your booth on the page as well as offer 2 pages of editorial in the main body of the publication.

#### Cover Positions

Outside Back Cover	£6,500
Inside Front Cover	£5,500
Inside Back Cover	£5,500

#### Inside Positions

Double Page Spread (DPS)	£4,500
Full Page	£2,750
Half Page	£1,500
Quarter Page	£900
Inserts	P.O.A.

### Enhanced Exhibitor Entries

Logo next to Exhibitor Entry	£165
Logo and Boxed Exhibitor Entry	£250
Logo and Image next to Exhibitor Entry	£300

### Digital Catalogue options

The Catalogue can also be launched digitally and downloaded using QR codes available at the show.

Frame Banner Advert (1900 x 100 px)	£6,150
Pop Up Advert (768 x 576 px)	£ 5,250
Choose how often it appears. Every 8 clicks recommended.	
Leader Advert (210mm x 297mm)	£4,350
Opposite the Cover	
In-Flow Advert (210mm x 297mm)	£4,350
Choose how often it appears. Every 8 clicks recommended.	
Wallpaper Advert (150 x 650 px)	£ 825 each
20 second loop sharing 3 adverts. (NB: not visible on mobile devices).	

## HIGH VISIBILITY BRANDING

### Logo on the Floorplan with a Trail Leading to your Stand **£950**

(Highly visible as the floorplan is used by visitors to navigate around the show – limited availability!)

### Boxed Logo next to Entry in Product Index **£195** Per product entry

### Logo next to Entry in the Product Index **£95** Per product entry

(Highly visible as the Product Index is used as a buyer's guide for the rest of the year)

**EDITORIAL DEADLINE** February 2nd 2024    **ARTWORK DEADLINE** February 23rd 2024    For full details, please contact Melissa Winters M: +44 (0)7590 207879 or T: +44 (0)1462 420009 (option 1) email: oi@showtimedia.com

ALL sponsorship banners measure 30mm (high) x 210 mm (wide)