

Oceanology International

2026 Product Slides

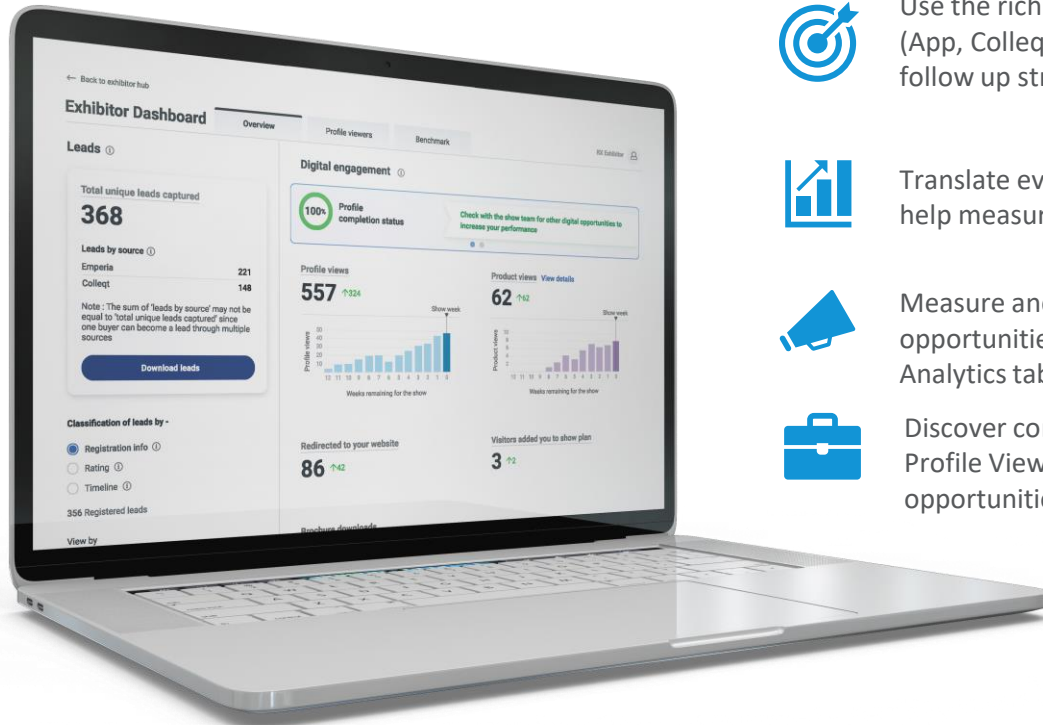


Maximize your ROI one insight at a time

Exhibitor Dashboard (included as standard in the Bronze Profile)

Real time opportunities to achieve your goals at the show.
You'll get access to intelligent data and recommended actions to evaluate your performance in real time and boost your results.

Images for illustration only, subject to change



Use the rich lead data from your Lead Manager solutions (App, Collect QR Code and Lead Booster) to develop a follow up strategy that stands out from the rest.



Translate event outcomes into concrete metrics that help measure your ROI.



Measure and benchmark brand exposure with opportunities to boost your results (in the Benchmark Analytics tab).



Discover companies that viewed your profile (in the Profile Viewers tab) to unlock new business opportunities.



It offered valuable insights that helped us improve our overall performance at the trade show.

-Alberto Variati, Variati S.P.A.,
in-cosmetics Global 2023



Set yourself up for success with your one-stop shop to prepare for the event and get better outcomes.

[Watch the video](#)



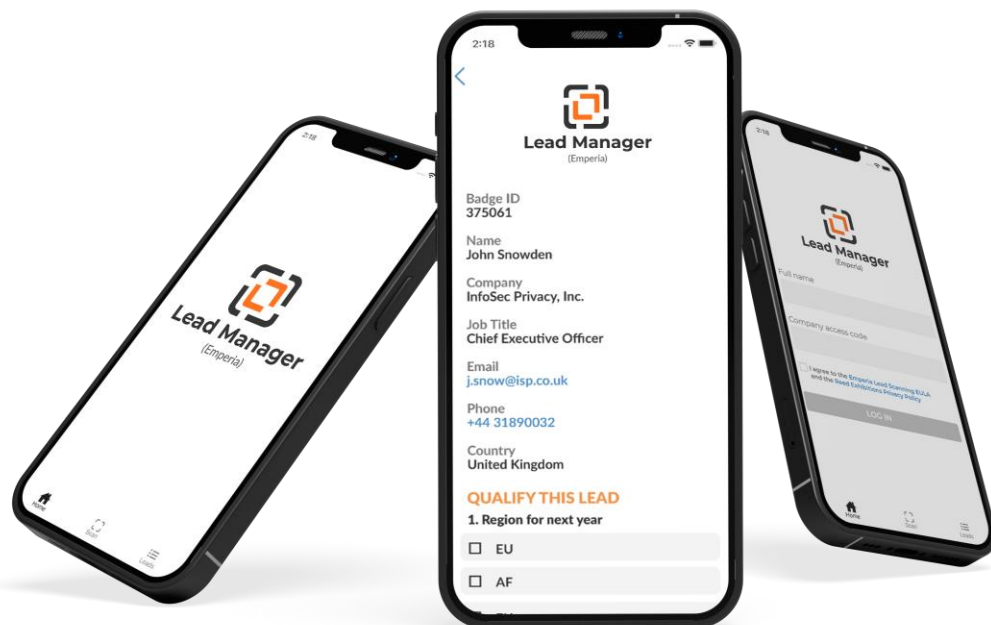
[Try the demo](#)



Connect and qualify on the go

Lead Manager App (Formerly Emperia)

Send smarter follow-ups when you collect richer data with the ultimate event lead connection and scoring solution. Your on-site team can capture conversation highlights and qualify each lead on the go for easy and effective follow-ups.



Images for illustration only, subject to change

35

Average leads scanned per exhibitor



Use your lead scores to prioritise high potential leads. Leverage the conversation notes to tailor your follow-up approach, addressing specific needs and pain points.

[See how Lead Manager App works](#)



We use the custom questions to qualify the leads, which is much easier than business cards and follow-up is much faster plus it's targeted.

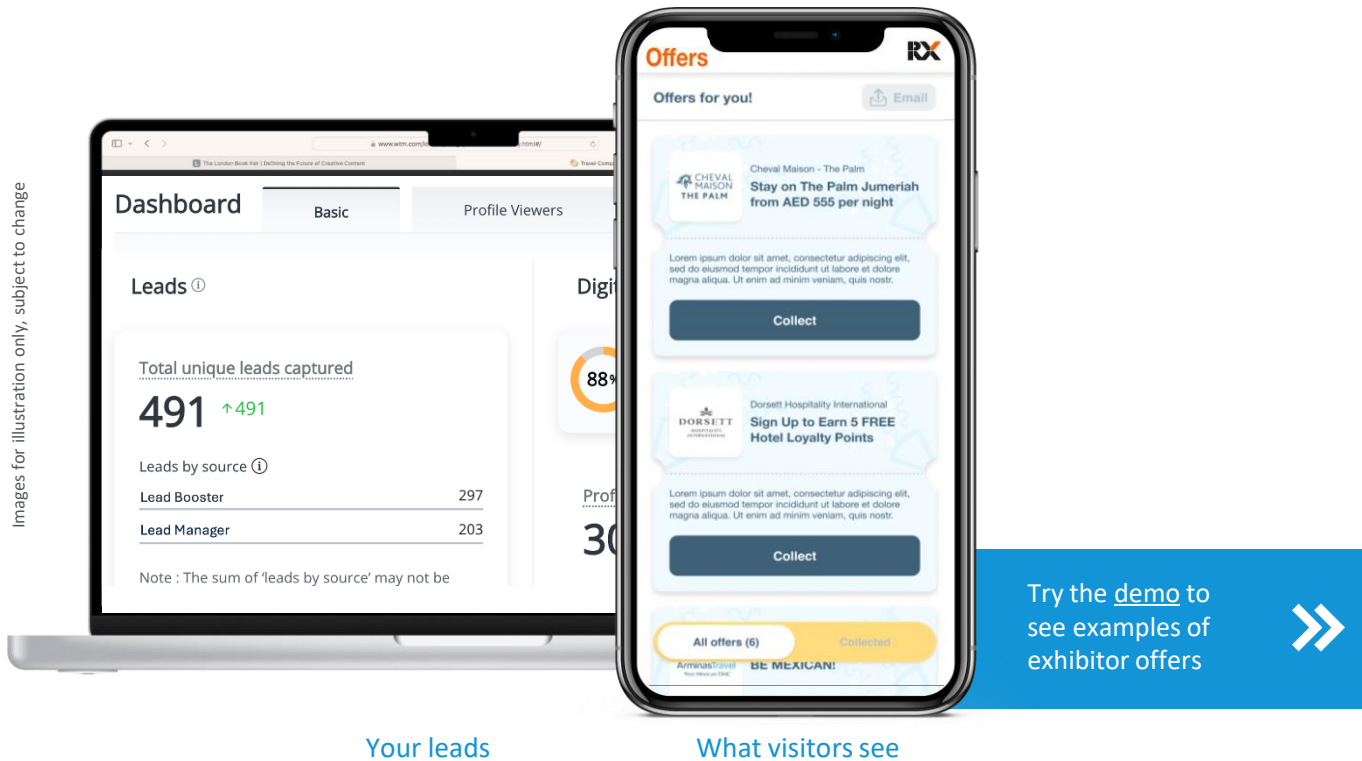
-Delphine Hermann, Amadeus, ATM 2023



Attract even more of the right leads

Lead Booster

Secure new leads and give attendees the perfect reason to visit your booth and unlock new opportunities. You create an irresistible offer to attract more visitors to your stand, we promote it to all registered participants.



We left London feeling positive with great leads generated by our digital offer to follow up on.

-Delphine Hermann, Amadeus, ATM 2023



TOP TIP

Craft your offers carefully with your goal in mind:

- To attract highly qualified leads, demos and whitepapers can be very effective.
- For larger quantity, but less qualified leads, a giveaway works well.

Source: Based on exhibitors who used Lead Booster at 12 trade shows globally between March and May 2024.

Go paperless and never miss a lead

Lead Manager – Colleqt QR

Busy at the show? Don't lose potential customers: they can scan your Colleqt QR code so you can follow-up later. Make your booth work harder as you share relevant business information via your QR code and exchange contact details

Images for illustration only, subject to change



37%

More leads on average*

 **TOP TIP**

Add Lead Booster to drive even more people to your booth with a targeted offer.

[See how it works](#)



“

The QR codes have been really valuable. We are asking everyone to scan us, and it sends our information to the buyers automatically.

It's a huge load off my back to have these digitally instead of business cards. It makes life easier for any visitor or exhibitor - it's amazing!

-Omar Altamimi, Pixoul Gaming,
Arabian Travel Market 2023

”

Source: Based on exhibitors who used Colleqt QR Codes in addition to Lead Manager App (formerly Emperia). Review of leads collected by 2760 exhibitors across 9 tradeshows globally that took place between 28.03.2023 and 31.03.2024.

 Promote

 Connect

 Thrive

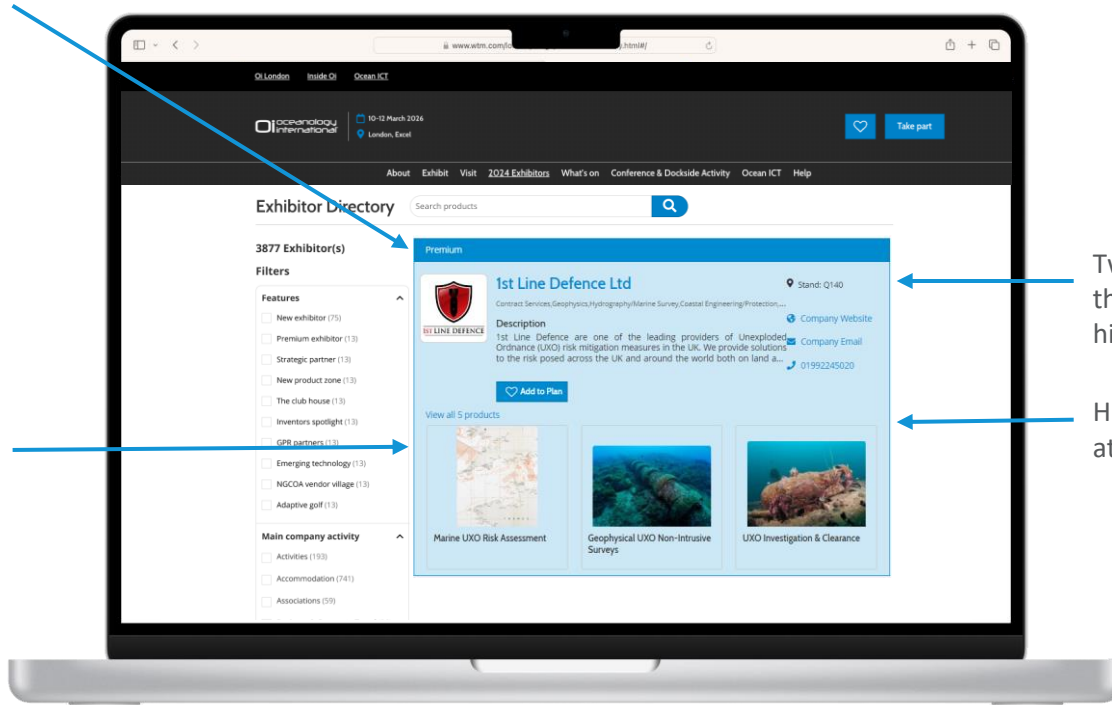
Get seen first and more often with Priority Profiles

Priority Profile

Ensure you are seen, noticed and remembered. Tell visitors why you're a must-see exhibitor and unlock even more business opportunities.

Increased visibility with Priority Profile rotating in position 3 and 4 directly below Gold Profiles in the exhibitor list

Showcase product previews



Images for illustration only, subject to change

“

For us, looking for ways to free up time and increase visibility on our brand and product range is a great benefit. We've taken the Priority Profile on consecutive shows now and it has helped us do that each time.

-Karen Baker, Neptune Sonar,
Oceanology International 2024

”

Twice the height, twice the impact with a standout highlighted profile

Highlight more ways for attendees to get in touch

5.1X

More profile interactions* on average than a standard profile



Source: RX data gathered from 62 global B2B events, January to May 2024. * Views, clicks, downloads and favourites are all considered interactions. To monitor your performance, visit Exhibitor Dashboard.

Stand out, get noticed, unlock business

Priority Plus Profile SOLD OUT

Outshine the competition with the ultimate visibility opportunity before and during the show. All the exposure of a Priority Plus more, to help buyers easily find you and contact you

Exposure to relevant audiences with a guaranteed top placement in your chosen product category

Increased visibility with profiles rotating in top 2 positions in the exhibitor list

Twice the height, twice the impact with a standout highlighted profile

Highlight more ways for attendees to get in touch

Showcase product previews in a profile carousel

Maximum exposure with your profile promoted in a carousel on the website homepage*

* Website homepage traffic can be sourced by the event Marketing team.

“ We took a Priority Plus Profile last minute and I’m really impressed with the engagement we got in a short space of time. We have seen lots of traffic come to our booth despite being in a new location on the show floor and have managed to fit plenty of meetings in. I also like that we can see all of our metrics in the Exhibitor Dashboard too!

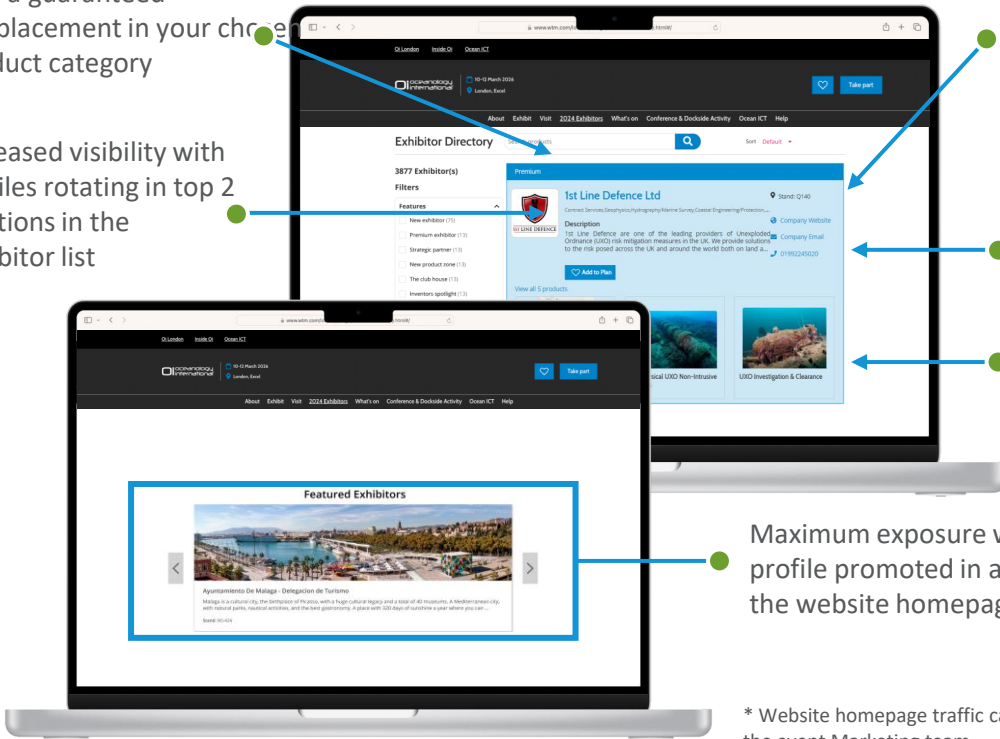
-Jenna Bryant, KnowBe4, Infosecurity Europe 2024

”

19.9X

More profile interactions* on average than a standard Profile

Source: RX data gathered from 62 global B2B events, January to May 2024. * Views, clicks, downloads and favourites are all considered interactions. To monitor your performance, visit Exhibitor Dashboard.

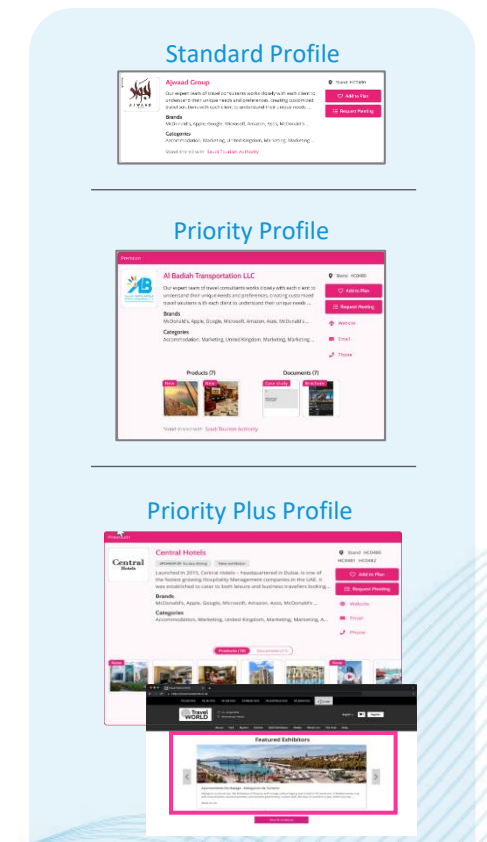


Stand out, get noticed, unlock business

Choose your profile

Your Standard Profile helps buyers find you with an online showroom to promote your business. Choose a Priority or Priority Plus Profile to outshine the competition and tell visitors why you're a must-see exhibitor.

	Standard Profile	Priority Profile (limited availability)	Priority Plus (very limited availability)
		5.1X More profile interactions* on average than a standard Exhibitor Profile	19.9X More profile interactions* on average than a standard Exhibitor Profile
Drive interest in your business by showcasing your brand on the event website	✓	✓	✓
Your profile includes contact details, brands, products and services, and other promotional materials	✓	✓	✓
Be seen more often with a double-height and highlighted profile		✓	✓
Highlight to visitors why your stand is a must-see		✓	✓
Showcase your products with product previews		✓	✓ (includes scrolling preview)
Ultimate visibility with profiles rotating in top placements		3 rd and 4 th position (after Priority Plus)	Top 2 Positions
Maximum exposure with your profile promoted on the website homepage			✓
Exposure to relevant audiences with a guaranteed top placement in your chosen product category			✓



* Views, clicks, downloads and favourites are all considered interactions. You can find your performance on your Exhibitor Dashboard. Source: RX data gathered from 62 global B2B events, Jan-May 2024.

Expand your reach or pinpoint your target market

Email Sponsorships

In association with Oceanology International, we help you strategically target or expand your audience, maximising your campaign's efficiency and ROI. Whether you want to connect with a niche market or reach a larger network, our database of around 20,000 industry professionals offers unmatched exposure.

We'll work with you to create a campaign that aligns with your goals for optimum results.

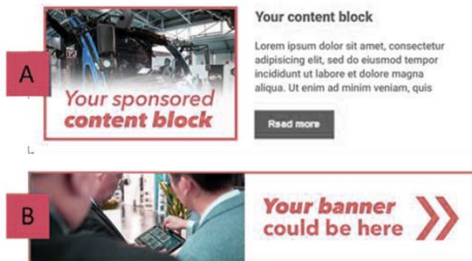
Oceanology International's email campaigns have open rates that far exceed UK averages so if it's engagement you need, you can be confident that you're making the right choice.

20k+

Targeted recipients for broad reach
brand awareness

18%

The average open rate for delivering
engagement



Images for illustration only, subject to change

Availability:

- Email banner (image banner)
- Exhibitor product spotlight (image + description + link to your profile on SIFER's exhibitor list)



TOP TIP

Be succinct in your messaging
and have a clear Call to Action

* Views, clicks, downloads and favourites are all considered interactions. You can find your performance on your Exhibitor Dashboard. Source: RX data gathered from 62 global B2B events, Jan-May 2024.



Promote



Connect



Thrive

Build your network with Oceanology Internationals online community

Social Media

- Connect directly with Oceanology Internationals 20,000+ engaged industry followers to expand your reach
- Claim one of these limited availability sponsored posts and set yourself apart from your competition
- Enhance your brand image through your association with Oceanology International.
- Optimise timing to achieve your objectives - before, during or after the show.
- Generate significant brand visibility with posts seen on average more than 1500* times.

TOP TIP

Bring your brand or product to life with video content

10%

Engagement rate to boost brand awareness

20900+

Active interactions from an audience who want to engage with you

Connect with the **Oi** online community

[LinkedIn](#): 10,600 followers

[Facebook](#): 5300 followers

[X](#):5000 followers

 Promote

 Connect

 Thrive

Be an unmissable presence in the pre- show excitement!

Countdown Clock

Capture the anticipation and energy of the build up to SIFER by showcasing your brand on the website homepage, our highest traffic page, for maximum brand exposure.

Become a central part of the countdown to enhance brand awareness and perception.

With your presence at SIFER integrated into the countdown clock, your brand will be in the spotlight every day, hour, minute, and second until SIFER opens its doors, delivering unparalleled visibility.

TOP TIP

Hyperlink to your Exhibitor Profile to encourage visitors to add you to their show agenda

Everyone and Everything You Need to Know in Information Security

Infosecurity Europe keeps you connected with everyone in information security. The brightest minds, from engineers to innovators.

We keep you up to date on everything about information security. From the past battles we've won to the present.

Join us as we rethink the power of infosecurity and discover what that may mean to you.



Images for illustration only, subject to change

Generate the brand visibility, awareness and prestige that come from

10,000+ prime position Homepage views per month

 Promote

 Connect

 Thrive

Targeted brand visibility whenever you need it

Web Ads

Are you a new brand wanting to build awareness or recognition? Or a major brand wanting to reinforce your position in a changing market? Do you want to generate high impact in the run up to the show or keep your name front of mind throughout the year?

Whatever your promotional goal, a web ad campaign can be built to help you achieve it. Be seen by the 97,000 of industry professionals who visit the Oceanology International website throughout the year.



TOP TIP

Keep the webpage your ad will be shown on front of mind when designing your creative to achieve maximum stand out and impact



Images for illustration only, subject to change

97,000

Web users per year
(*2024 data / source Google Analytics)

Positions available:

Leaderboard Banner (Homepage)

Medium Inline Banner on Visitor or Seminars Page (x1)

Super leader board Banner (visit page) (x1)

Promote

Connect

Thrive

“You Are Here” Boards

Is Navigation or Position Fixing your thing?

‘You Are Here’ boards provide an excellent opportunity to direct visitors to your stand, with an advert, logo and your stand highlighted on each board.

We strategically place the ‘You Are Here’ signs around the show floor meaning that attendees are constantly referring to them as they journey around Oi.

Your Sponsorship includes;

- Strip advertisement along the top of each YAH board
- Company logo and stand highlighted
- A minimum of 4 YAH boards strategically placed around the event.
- Acknowledgement in the catalogue, and all digital and print collateral where possible.



Exclusive Opportunity

Seating and/or Recharge Area

Everyone needs to take a break, and at some point to recharge their devices.

To help visitors continue to use their technology and get the most out of their time at Oi we provide Recharge Areas. These are dotted around the venue at strategic points.

This is your opportunity to align with attendees on the move and engage with them in an environment where they are taking a moment to pause, reflect and plan, whilst they power up their devices for their next meeting.

Your package includes;

- Sponsor Logo on Service counters or Recharge benches, where appropriate
- Sponsor branding on all Table tops, where possible
- Literature display – promote your latest products (sponsor to provide)
- Highlighted as an event sponsor on all Oi sponsor recognition opportunities.



 Promote

 Connect

 Thrive

Exclusive Opportunity

Exhibitor Lounge

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 including logo placement at entrance and on each table top.

Distribution point for company materials at the reception counter.

Highlighted as an event sponsor on all Oi sponsor recognition opportunities.

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.



Promote



Connect



Thrive

Exclusive Opportunity

Directional Signage

Create brand visibility around the exhibition hall by placing your logo on key directional signage, 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.

Your Sponsorship includes;

- Company logo integrated into Directional Signage, where possible
- Acknowledgement in the catalogue, and all digital and print collateral where possible.



 Promote

 Connect

 Thrive

Unrivalled brand visibility

Lanyard

SOLD OUT

See your brand walk the show floor – and beyond

This exclusive opportunity offers an unparalleled avenue to cultivate brand awareness, recall and familiarity.

Display your company branding on the official event lanyards given to all 10,000 Oi visitors. This ensures your presence is seen by everyone, everywhere and at all times throughout the event, enhancing brand awareness and recall.

By associating with this indispensable event resource, you'll cultivate a positive brand image and gain a great competitive advantage



Images for illustration only, subject to change

10,000+

Attendees wearing your brand

 **Promote**

 **Connect**

 **Thrive**

Unlock exclusive brand exposure and associate with high value content

Ocean Futures Theatre Sponsorship

Elevate brand awareness by sponsoring the Ocean Futures Theatre, the events main theatre, which delivers an unmatched level of visibility.

Position your brand as an industry leader by association with this exciting and enriching educational content, one of the main reasons visitors love Oceanology International.

Enhance your brand image and outshine your competitors through your exclusive alignment with this unique, insightful and inspiring content.



Build brand awareness and cement your status as a thought leader

Technical Session

Connect with an engaged audience eager for insights into your content through our diverse seminar rooms available for your own Technical Session. Whether you prefer exclusive sessions or open events, this is an excellent opportunity to showcase your latest developments. We offer the flexibility to promote your seminar to the broader community or maintain a private invite list.

Leverage our unique Technical Session programme to:

- Present cutting-edge trends and innovations
- Boost brand visibility and awareness
- Foster direct connections with key decision-makers

Share your vision for a sustainable railway future worldwide or introduce innovative technologies that will drive the industry forward. This unparalleled opportunity allows you to elevate your brand perception among sector leaders.

Your session will receive maximum exposure through:

- Featured placement on the official show website
- Promotion across social media channels
- Highlighted listing in the onsite conference program

This comprehensive visibility strategy ensures optimal brand awareness, familiarity, and recall among attendees.



 Promote

 Connect

 Thrive

Exclusive Opportunity

OceanSocial Bar

The bar is a show staple and a draw for all attendees to network in a relaxed atmosphere.

It's the place where attendees catch up with the colleagues, and new and existing contacts.

The opportunity offers key branding points, increasing your company's visibility and driving traffic back to your stand throughout the week.

Exclusive branding rights of the OceanSocial bar, including branding on signage, walling and table tops.

- Literature display – promote your latest products!
- Highlighted as an event sponsor on all Oi sponsor recognition opportunities including the website and Show Catalogue.



 Promote

 Connect

 Thrive

Be seen by everyone, everywhere

Visitor Badge: Exclusive Sponsorship

Highlight your brand on official e-tickets issued to 10,000 thousands of Oceanology International attendees.

This exclusive sponsorship offers unmatched pre-show exposure, increasing brand awareness and recall among key industry players.

Align with an essential event resource to elevate your brand image and secure a unique competitive advantage as the sole sponsor.

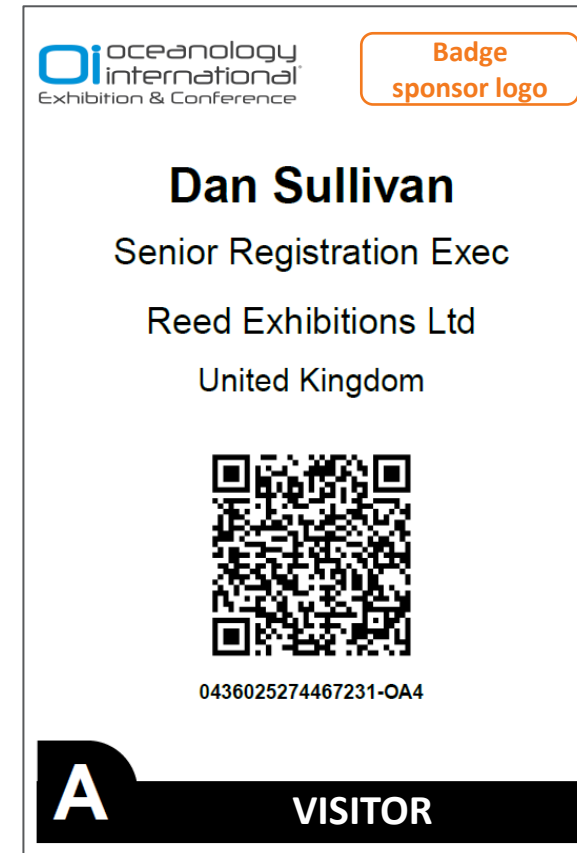
10000+

Views of your brand

 Promote

 Connect

 Thrive



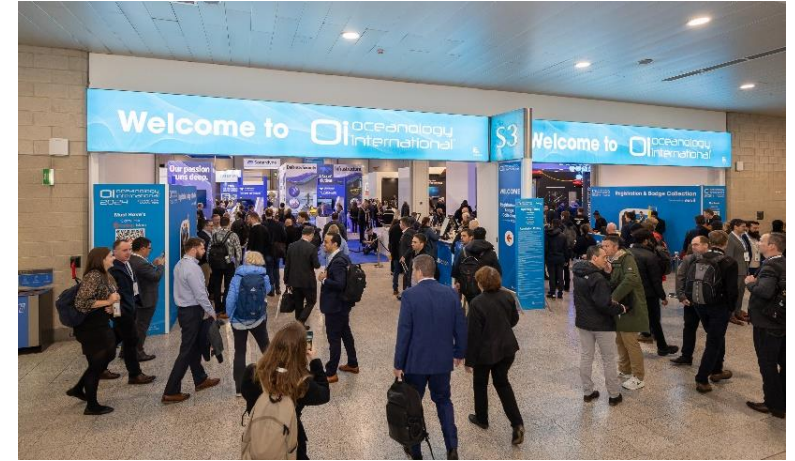
Exclusive Sponsorship

Registration Area **SOLD OUT**

With more than 13,000 attendees passing through our registration areas your brand will be one of the first they encounter so that you are front of mind throughout the show.

Associating with the gateway to the event and a smooth and informative cultivates a positive brand perception.

As a convenient meeting point, dwell time means visitors can absorb your message and so drives recall and increases the likelihood of doing business.



13000+

Views of your brand



Promote



Connect



Thrive

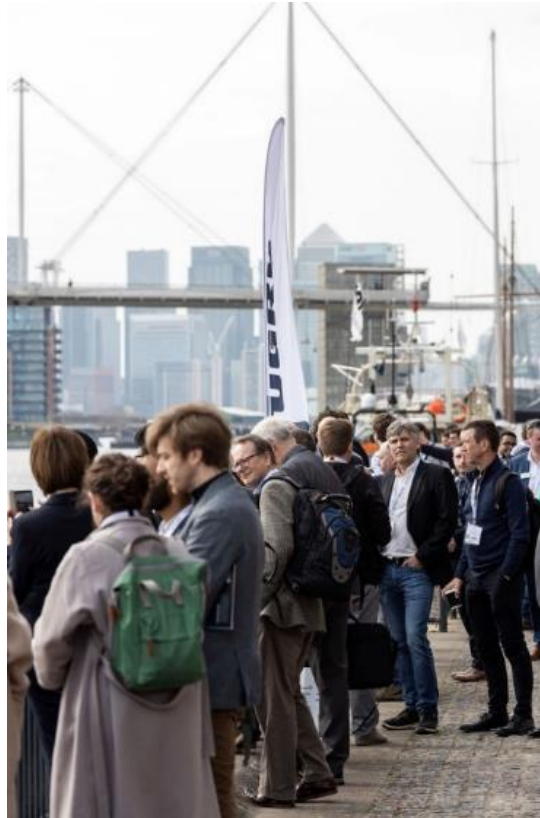
Exclusive Sponsorship

Dockside Demonstration

With a full 3 days of activity, our Royal Victoria Dock location is a natural draw for attendees wanting to see the latest vehicle, imaging, survey or sensor technologies in action, live in- or on-the water.

- Daily scheduled demonstration time
- Weatherproof cabin is included to use, for up to 15 guests
- Dockside capacity is limited, and allocated first-come, first served
- Gallery Networking Suites, overlooking the Royal Victoria Dock, are also available.

- All demonstration proposals are subject to approval and will require a detailed risk assessment to be completed
- Port of London Authority Thames pilotage & RoDMA locking, berthing and dock pilot costs are additional.



 Promote

 Connect

 Thrive

Exclusive Sponsorship

Moored Vessels

SOLD OUT

The Excel Center London is located alongside the Royal Victoria Dock.

It's accessed directly from the Exhibition Hall, attracting high footfall, and allowing attendees onto your vessel.

Whether you want to have a static mooring for three days, or conduct technology or partner demonstrations from the vessel, use the dockside location as a great opportunity to enhance your Exhibition stand, with live demonstrations.



 Promote

 Connect

 Thrive

Hosted Workshop

We can offer you a private space to host a workshop for colleagues or clients. . You may be considering a space for private networking or to host a social function. We can help you.

We have private rooms for hire for ½ and full days and can work with you to ensure your needs are fulfilled

Meeting Rooms your Way, with flexibility, catering and AV.

Book a half or full day or take a room for the whole event. All rooms are located on South side of the venue overlooking the Dockside. They are accessible directly from the main Exhibition Hall.

- Inclusion in the Oi Associated Events program (if required)
- Option of different furniture set-up (e.g. Classroom, Meeting, Reception)
- Basic AV set-up (Lectern, Projector and Screen)
- Additional AV and Catering can be arranged on demand



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Thank you

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