



IBIA Annual Convention 2025 Sponsorship Opportunities

18–20 November 2025 – Hong Kong Convention and Exhibition Centre

Held during Hong Kong Maritime Week

Executive Summary

The IBIA Annual Convention 2025 is the premier global event for the bunker /marine fuels industry, taking place from 18 to 20 November during Hong Kong Maritime Week. This flagship event attracts senior decision-makers, stakeholders and innovators from across the maritime energy supply chain, offering unparalleled opportunities for visibility, influence, and engagement.

Hosted at the convenient Hong Kong Convention and Exhibition Centre, with networking and accommodation at the Renaissance Hong Kong Harbour View Hotel, the Convention features a full-day IBIA training course, a two-day conference, and high-level networking events.

In 2025, key themes will include global and regional market outlooks, stakeholders' insights, regulatory developments, alternative fuels, and digital transformation. Sponsorship provides strategic brand alignment and targeted exposure to a curated global audience.

Key Dates:

Training:

- 18 November: Full-Day IBIA Training Course
Please note that registration for the IBIA Training is separate and not included in the IBIA Annual Convention delegate fee.

Convention:

- 18 - 20 November: One and half Conference Programme

Premier Networking Events: Renaissance Hong Kong Harbour View Hotel

- 18 November: Welcome Cocktail Reception
- 19 November: Convention Dinner Reception

All networking events are included as part of the IBIA Annual Convention delegate and sponsor benefits and are not available for separate purchase. As a key element of the Convention programme, these events provide delegates and sponsors with valuable opportunities to connect with industry peers, stakeholders, and key decision-makers in an informal and engaging setting.



Who Attends:

- Senior Executives (CEOs, COOs, CFOs)
- Bunker Suppliers, Traders,
- Shipowners, Bunker Buyers
- Maritime Regulators and Port Authorities
- Technical Superintendents, Sustainability Leads
- Alternative Fuel Providers and Technology Firms
- Compliance, Legal, Finance, Insurance Professionals
- Academics, NGOs, and Industry Associations

Programme Highlights

Conference Day One

- Opening Addresses and Keynotes
- Leadership and Market Outlook Discussions
- Panels: Bunker Buyers, Bunker Sellers, Regulatory Policy

Conference Day Two

- Regional Market Insight (Asia Focus)
 - Alternative Fuels and Maritime Workforce
 - Digitalisation & AI in Bunkering
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Sponsorship Packages

All sponsors receive the following standard benefits:

Pre-Convention:

- Company branding in email marketing to over 2,000 professionals
- Logo inclusion in promotional announcements and marketing releases
- Presence on www.ibiaconvention.com

During Convention:

- Logo visibility on digital screens at conference and networking venues

Post-Convention:

- Branding in the digital post-event brochure distributed to attendees
- Mention in IBIA press releases to selected industry media

Exclusive Advertising Discount for Sponsors

As a valued sponsor, you will receive a 15% discount on all advertising in IBIA's official magazine, *World Bunkering* (Q3 edition). This special edition will be circulated at the IBIA Annual Convention, offering prime visibility to industry stakeholders.

The deadline for submitting advertising materials is 30 July.

Diamond Sponsor – USD 35,000 (Exclusive: One package available) **SOLD**

As the lead sponsor, your organisation will benefit from the highest level of visibility and exclusive positioning across all aspects of the event. You will be acknowledged as the sole Diamond Sponsor of the IBIA Annual Convention, with prominent branding and alignment with IBIA's commitment to excellence and industry collaboration.

- Premium branding throughout the Convention
- Sole sponsor of the Gala Dinner (19 November)
- Branding on delegate badges and lanyards
- Ten (10) complimentary delegate passes
- 3 complimentary passes to an exclusive Hong Kong Maritime Week networking event
- Full-page ad in the Convention brochure
- Promotional materials distribution



- Welcome speech at the Gala Dinner
- One full page advertising in the IBIA's Official Magazine: *World Bunkering* (Q3 edition)
- Preferential consideration for future IBIA events (speaking/sponsorship)

Platinum Sponsor – USD 25,000 (Exclusive: One package available)

As a Platinum Sponsor, your organisation will enjoy prominent visibility across the Convention, with strong brand alignment to IBIA's principles of excellence and collaboration. You will be acknowledged as the official sponsor of the Welcome Cocktail Reception, placing your brand at the centre of this high-profile networking occasion.

- Sponsor of the Welcome Cocktail Reception (18 November)
- Six (6) delegate passes
- 2 complimentary pass to an exclusive Hong Kong Maritime Week networking event
- Full-page advert in the Convention brochure
- Promotional materials distribution
- Welcome speech at the Reception
- One full page advertising in IBIA's Official IBIA's Official Magazine: *World Bunkering* (Q3 edition)
- Brand exposure throughout the event

Gold Sponsors – USD 15,000 (4 opportunities)

As a Gold Sponsor, your organisation will receive prominent exposure throughout the Convention, with strong brand association to IBIA's values of excellence and collaboration.

Networking Lunch Sponsors

As the sponsor of one of the two networking lunches at the Hong Kong Convention and Exhibition Centre, your brand will be prominently associated with a key moment of social and business engagement. This high-visibility opportunity places you at the centre of delegate interaction, offering strong brand exposure in a relaxed and well-attended setting.

Gold Registration Platform Sponsorship

Gain long-term brand exposure as the sponsor of the Convention's online registration platform. Your company logo will feature prominently on the registration landing page from launch in July through to the event in November, with additional visibility across all Convention



communications as a Gold Sponsor. This premium opportunity offers consistent, high-impact brand recognition.

Networking Application Sponsorship

Showcase your brand on the Convention's official networking app, live from two weeks before the event through to its conclusion. The app offers real-time access to key event details, including the programme, venue, delegates, and messaging tools. Your branding will feature within the app interface, alongside recognition as a Gold Sponsor in all Convention communications—offering high visibility in a dynamic and interactive space.

- Choice of:
 - Networking Lunch 19 November **SOLD**
 - Networking Lunch 20 November **SOLD**
 - Convention Registration Platform or
 - Convention Networking Web Application
- Four (4) delegate passes
- 1 complimentary pass to an exclusive Hong Kong Maritime Week networking event
- Full-page advert in the Convention brochure
- Promotional materials distribution

Silver Sponsor – USD 10,000 (Five opportunities)

As a Silver Sponsor, your organisation will benefit from valuable visibility across the Convention, with brand positioning aligned to IBIA's commitment to excellence and collaboration. You will be recognised as the sponsor of one of the five networking coffee breaks, placing your brand at the centre of these key informal engagement moments.

- Sponsor of one of five networking coffee breaks:
 - Wednesday 19 November:
 - Welcome
 - Mid-morning
 - Afternoon **SOLD**
 - Thursday 20 November:
 - Arrival
 - Mid-morning
- Two (2) delegate passes
- 1 complimentary pass to an exclusive Hong Kong Maritime Week networking event



- Full-page advert in the Convention brochure
- Promotional materials distribution

Bronze Sponsor – USD 5,500

As a Bronze Sponsor, your organisation will enjoy consistent brand recognition across all Convention media and digital platforms. This entry-level sponsorship ensures your brand remains visible throughout the event, reinforcing alignment with IBIA's values of excellence and collaboration.

- One (1) delegate pass
- Full-page advert in the Convention brochure
- Recognition on all Convention platforms

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