



# IBIA ANNUAL CONVENTION

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# ATHENS

5-7 NOVEMBER 2024

**SPONSORSHIP OPPORTUNITIES**



## Introduction

Join the IBIA Annual Convention 2024, a pivotal event for the global bunker and shipping industry, set against the vibrant backdrop of Athens, Greece, one of the world's foremost maritime hubs. Scheduled for 5 – 7 November, this Convention promises to be a nexus of innovation and networking, offering industry professionals a unique platform to explore the latest trends, regulatory changes, and future directions shaping the bunker and shipping industry.

As a sponsor, you will have the unparalleled opportunity to connect with industry leaders, decision-makers, and influencers, and to play a pivotal role in shaping the future trajectory of the bunker and shipping sector. Don't miss this chance to elevate your brand visibility, forge strategic partnerships, and contribute to the advancement of our industry.

We are offering tailored sponsorship packages designed to enhance your visibility and engagement with a targeted audience of maritime professionals. Choose from the following tiers to align with your marketing objectives and budget.

All sponsorship packages include:

### **PRE CONVENTION:**

- Branding will appear in the email marketing campaign to over 2,000 industry professionals
- Reference in the Convention's regular announcements
- Logo to appear in all Convention marketing releases
- Logo to appear on Convention's website [www.ibiaconvention.com](http://www.ibiaconvention.com)

### **DURING CONVENTION:**

- Logo to appear on digital screens within the conference and networking areas

### **POST CONVENTION:**

- Logo will appear on the online brochure distributed to all attendees
- Logo will appear in all press releases to selected online and print publications.

**Diamond Sponsor:..... €40,000**

As the premium sponsor, your organisation will be prominently featured throughout the event, enjoying maximum exposure and brand alignment with IBIA's values of excellence and collaboration. You will be recognised as the only Diamond Sponsor of the Convention.

**PRE CONVENTION:**

- Special announcement of partnership as the Convention as 'Diamond sponsor' across all media and social media channels

**DURING CONVENTION:**

- 'Diamond Sponsor' special recognition throughout the Convention
- Sponsor of the 'Gala Dinner' (Wednesday 7 November) at the Stavros Niarchos Foundation Cultural Centre
- Branding of the 'Badges and Lanyards', worn during the Convention and all networking events
- Ten (10) free delegate passes to the Convention and all social activities
- 1 Full page advertisement in the Convention's digital brochure
- Opportunity to distribute promotional material
- Welcome address at 'Welcome Reception' and 'Gala Dinner'

**POST CONVENTION:**

- Preferential consideration at all IBIA events for a year (to become speakers and/or sponsors)

Platinum Sponsor:.....€30,000

As the Platinum Sponsor, your organisation will be prominently featured throughout the event, enjoying maximum exposure and brand alignment with IBIA's values of excellence and collaboration. You will be recognised as the official sponsor of the Welcome Cocktail Reception, ensuring your brand is at the forefront of this key networking event.

**PRE CONVENTION:**

- Special announcement of partnership as the Convention as 'Platinum sponsor' across all media and social media channels
- Branding will appear in the email marketing campaign to over 2,000 industry professionals

**DURING CONVENTION:**

- Sponsor of the 'Welcome Cocktail Reception' (Tuesday 5 November) at the Marriot Hotel, Athens
- Six (6) delegate passes to the Convention and all social activities
- 1 Full page advertisement in the Convention's digital brochure
- Opportunity to distribute promotional material
- Welcome address at 'Welcome Reception'

**POST CONVENTION:**

- Preferential consideration at all IBIA events for a year (to become speakers and/or sponsors)



**Gold Sponsors: .....€25,000**

As the Gold Sponsor, your organisation will be prominently featured throughout the event, enjoying significant exposure and brand alignment with IBIA's values of excellence and collaboration. You will be recognised as the sponsor of one of the two lunch networking breaks, ensuring your brand is highlighted during this crucial networking opportunity.

**PRE CONVENTION:**

- Special announcement of partnership as the Convention as 'Gold sponsor' across all media and social media channels

**DURING CONVENTION:**

- Sponsor of the 'Convention lunch' (Wednesday 7 November OR Thursday 8 November) at the Marriot Hotel, Athens
- Four (4) delegate passes to the Convention and all social activities
- 1 Full page advertisement in the Convention's digital brochure
- Opportunity to distribute promotional material

**POST CONVENTION:**

- Preferential consideration at all IBIA events for a year (to become speakers and/or sponsors)



## Silver Sponsors:.....€15,000

As a Silver Sponsor, your organisation will be prominently featured throughout the event, enjoying valuable exposure and brand alignment with IBIA's values of excellence and collaboration. You will be recognised as the sponsor of one of the five networking coffee breaks, ensuring your brand is highlighted during these essential networking opportunities.

### **PRE CONVENTION:**

- Special announcement of partnership as the Convention as 'Silver sponsor' across all media and social media channels

### **DURING CONVENTION:**

- Sponsor of the 'Networking coffee break' at the Marriot Hotel, Athens
  - Wednesday 6 November welcome, morning OR afternoon coffee break
  - Thursday 5 November arrival OR morning coffee break
- Two (2) delegate passes to the Convention and all social activities
- 1 Full page advertisement in the Convention's digital brochure
- Opportunity to distribute promotional material

### **POST CONVENTION:**

- Preferential consideration at all IBIA events for a year (to become speakers and/or sponsors)

**Bronze Sponsors: ..... €10,000**

As a Bronze Sponsor, your organisation will receive prominent brand recognition across all media and digital assets during the Convention. This sponsorship ensures your brand is consistently highlighted, aligning with IBIA’s values of excellence and collaboration throughout the entire event.

**PRE CONVENTION:**

- Special announcement of partnership as the Convention as ‘Bronze sponsor’ across all media and social media channels

**DURING CONVENTION:**

- Recognition as Bronze sponsor the Convention
- One (1) delegate pass to the Convention and all social activities
- 1 Full page advertisement in the Convention’s digital brochure



## Individual sponsorship opportunities:

### Features of Individual Sponsor

- Logo to appear in all Convention marketing releases
- Logo to appear in the Convention’s digital brochure
- Logo to appear on Convention’s website [www.ibiaconvention.com](http://www.ibiaconvention.com)

### **Training Day Sponsor:..... €5,000**

Training Day will offer the sponsor the opportunity to distribute marketing material to the attendees, use their banner throughout the training sessions and during the social activities (two coffee breaks and one lunch).

- 1 Full page advertisement in the Convention’s digital brochure
- Two free Training passes

### Customisation and add-ons

We understand that your sponsorship goals are unique. We are open to discussing customised packages or add-on options to ensure your participation meets your expectations and delivers maximum value.

### Conclusion

Sponsoring the IBIA Annual Convention offers a strategic platform to elevate your brand, foster new relationships, and affirm your position as a leader in the maritime industry. We look forward to partnering with you to make this event a resounding success for all involved. Thank you for considering this opportunity to support and participate in what promises to be an unforgettable evening with the maritime industry’s finest.

### **For further information and to discuss your sponsorship package, please contact us at**

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