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TO  
20

OCT | Zeebrugge  
2022 | Belgium



17<sup>TH</sup> Zeebrugge 2022  
**GREENPORT**  
Cruise & Congress

SPONSORSHIP OPPORTUNITIES

Organiser **mercatormedia**<sup>3</sup>  
magazines | events | online

## 17<sup>TH</sup> Zeebrugge 2022 GREENPORT Cruise & Congress

The 17th edition **GreenPort Cruise & Congress** provides Senior Executives with a meeting place to discuss and share the latest in sustainable development and environmental practice within sea ports, terminals and their associated logistics supply chain. It is a must-attend event for environmental managers and planners, harbour masters, logistics managers, energy managers, sustainability and corporate social responsibility executives from ports, terminal operators, shipping lines, shippers and logistics companies.

**GreenPort Cruise & Congress** provides an exceptional platform for your company to market itself through one of our varied sponsorship packages. It brings all the benefits of your brand being associated with premium content in a face-to-face thought leadership environment.

In 2022 **GreenPort Cruise & Congress** will travel to Zeebrugge, the seaport of Bruges, one of the world's foremost roll-on/roll-off deep-sea container ports.

“

GreenPorts is a truly unique event in the port space allowing a niche forum for the discussion of topics that drive environmental sustainability forward in the maritime industry. A must attend for anyone who is looking to take sustainability seriously and move beyond the green washing to real action.

”

**Matthew Wittemeier, Senior Manager International Marketing and Customer Relations, INFORM GmbH**



<u>City</u>	<u>Host</u>
<b>GreenPort Cruise &amp; Congress</b>	
2007	Lisbon Port of Lisbon
2008	Amsterdam Port of Amsterdam
2009	Naples Port of Naples and Assoporti (Italian Association of Port Authorities)
2010	Stockholm Ports of Stockholm
2011	Hamburg Hamburg Port Authority

#### **GreenPort Cruise & Congress inc GreenPort Cruise**

2012	Marseilles	Marseilles Fos Port Authority
2013	Antwerp	Antwerp Port Authority
2014	Barcelona	Barcelona Port Authority
2015	Copenhagen	Copenhagen Malmo Port
2016	Venice	Venice Port Authority
2017	Amsterdam	Port of Amsterdam
2018	Valencia	Port Of Valencia
2019	Oslo	Port of Oslo
2021	Piraeus	Port Of Piraeus
2022	Zeebrugge	Port of Zeebrugge

#### **GreenPort International**

2013	Mumbai	GreenPort South Asia
2018	Baltimore	GreenPort Congress America

#### **What is GreenPort?**

**GreenPort** is an annual conference, together with a magazine, in-print, online and a regular eNewsletter. The purpose is to provide business information on environmental best practice and corporate responsibility for marine ports and terminals. Its audience is senior executives in the port community responsible for their organisations environmental impact.

#### **What is GreenPort Cruise & Congress?**

Now in its 17th year, the **GreenPort Cruise & Congress** was last held in October 2021 in Piraeus, hosted by the Port of Piraeus. Its goal is to provide decision makers from the port community - port authorities, terminal operators, shipping lines, logistics companies - with a meeting place to both learn about and discuss the latest in sustainable development and environmental practice to enable them to effectively implement the changes needed to reduce their carbon footprint and to be more sensitive to environmental considerations.

The Congress aims to highlight innovations in equipment and technology to allow port users to adhere to policy, whilst illustrating practical solutions through case studies from the global logistics chain.

With the ongoing increase in numbers of passengers enjoying cruises, the **GreenPort Cruise Conference** provides a platform from which cruise terminal operators and other cruise stakeholders, including city representatives and cruise lines, can meet to discuss the many environmental issues surrounding this expanding industry. It is held in parallel to **GreenPort Congress** on day one.

The conference attracts more than 200 attendees, including 98 port authorities, terminal operators and shipping lines representing 30 countries. The highest proportion of delegates in 2021 were port authorities, terminal operators and ship owners.



## All levels of sponsorship include the Corporate Branding & Awareness Package

- Logo included on advertisements and marketing collateral
- Company logo, profile and hyperlink on the Congress website, plus an online advertisement, size subject to package chosen,
- Company logo listed in the Congress 'preview' issue of GreenPort magazine, both in-print and online.
- Logo on 30,000 programmes distributed globally
- Logo on the cover of the Delegate Handbook and Complete Conference Handbook download, plus a full-page advertisement
- Live announcement of sponsorship by the Congress chair
- Logo featured on the conference break holding presentation slide
- GreenPort Congress App - Online sponsors listing and profile plus an online advertisement
- Acknowledgement postings on the Congress social media channels (Twitter, Facebook, LinkedIn)
- 25 % discount on the delegate rate for colleagues and guests to attend

### Gold Sponsorship

€20,655

**A single opportunity that brings all the brand prestige of being recognised as the major sponsor of Congress.**

#### Lead up to Congress

- Leaderboard advert on the Congress website
- A 'sponsored content' article on the Congress website homepage, including text and pictures or graphics.
- 1 solus sponsorship of an eNews to over 13,300 opt in subscribers
- Opportunity to list 1 white paper on the Congress website
- Promotion of the white paper in 1 eNews
- Recognition in the Delegate Handbook and Complete conference handbook download welcome letter
- GreenPort Congress corporate branding & awareness package

#### During Congress

- 4 complimentary delegate passes
- An opportunity to deliver a short speech at the start of Congress
- Sponsorship of the conference Sli.do app- banner on screen during all Q&A sessions
- Complimentary exhibition stand area
- A pop-up banner in the conference room
- 1 complimentary insert into the delegate bags
- Recognition in the conference proceedings welcome letter
- Sponsorship of live Twitter stream - sponsors link 3 times a day

#### GreenPort Magazine

- 4 full page advertisements in GreenPort Magazine
- A listing in the GreenPort Industry database 12 months online and in print

### Silver Sponsorship

€16,095

**An opportunity for priority branding.**

#### Lead up to Congress

- MPU on the conference website from booking to 60 days after
- Sponsored content, etc
- Co-sponsorship of 1 eNews
- GreenPort Congress corporate branding & awareness package

#### During Congress

- 3 complimentary delegate passes
- Complimentary exhibition stand area
- A pop-up banner in the conference room
- Promotion literature seat drop on Day 1 or 2 of Congress
- Recognition in the delegate handbook and complete Conference handbook download and welcome letter

#### GreenPort Magazine

- 2 full page advertisements in GreenPort Magazine
- A listing in the GreenPort Industry database 12 months online and in print



**Networking Lunches****€10,580**

This is an opportunity to display your brand or logo prominently during lunch breaks throughout Congress

**Lead up to Congress**

- MPU on the conference website
- Sponsorship of 1 eNews
- GreenPort Congress corporate branding & awareness package

**During Congress**

- 2 complimentary delegate passes
- Logo on promotional materials such as table pennants and napkins

**GreenPort Magazine**

- 1 full page advertisement in GreenPort Magazine
- A listing in the GreenPort Industry database 12 months online and in print

**Networking Coffee Breaks****€8,925**

This is an opportunity to display your brand or logo prominently during four coffee breaks across 2 days

**Lead up to Congress**

- MPU on the conference website
- Sponsorship of 1 eNews
- GreenPort Congress corporate branding & awareness package

**During Congress**

- 2 complimentary delegate passes to attend the conference
- Logo on promotional materials such as table pennants and table cloths

**GreenPort Magazine**

- 1 full page advertisement in GreenPort Magazine
- A listing in the GreenPort Industry database 12 months online and in print

**Branded Delegate Bags****€7,715**

Branded Delegate bags handed out to all delegates and speakers on arrival and registration at Congress, with the option of inserted brochure and/or gift provided by sponsor. Delegate bags will bear your company name and logo alongside the GreenPort Congress brand.

**Lead up to Congress**

- MPU on the Congress website
- Sponsorship of 1 eNews
- GreenPort Congress corporate branding & awareness package

**During Congress**

- 1 complimentary delegate passes
- Logo on delegate bags
- 1 delegate bag insert (up to 4 page A4)

**GreenPort Magazine**

- 1 full page advertisement in GreenPort Magazine
- A listing in the GreenPort Industry database 12 months online and in print

**Branded Water****€7,260**

Branded bottles with sponsor's logo available on all delegate & speakers' tables and exclusive branding of water stations throughout Congress

**Lead up to Congress**

- Homepage listing on the Congress website
- GreenPort Congress corporate branding & awareness package

**During Congress**

- 1 complimentary delegate pass

**GreenPort Magazine**

- 1 full page advertisement in GreenPort Magazine
- A listing in the GreenPort Industry database 12 months online and in print



**Delegate Handbook and Complete Conference Download**
**€9,260**
**Lead up to Congress**

- Sponsorship of 1 eNews
- Homepage Listing on the Congress website
- GreenPort Congress corporate branding & awareness package

**During Congress**

- Logo on 'what's on, speakers, papers'
- Branded USB flash drive
- 2 complimentary delegate passes
- Company logo and profile on the inside cover of the delegate handbook and the complete conference handbook download
- Logo featured on every conference page of the Congress delegate handbook and complete conference handbook download
- 1 full page advert in both the Congress delegate handbook and complete conference handbook download

**Post Congress**

- Logo on the complete conference handbook download, what's on, speakers, papers, presentations and PowerPoints
- 1 company brochure to be added to the download webpage
- Web banner advert on the download webpage

**GreenPort Magazine**

- 1 full page advertisement in GreenPort Magazine
- A listing in the GreenPort Industry database 12 months online and in print


**Visitor Badges**
**€6,720**

Exclusive branding worn each day by all attendees and speakers during Congress

**Lead up to Congress**

- Homepage Listing on the Congress website
- GreenPort Congress corporate branding & awareness package

**During Congress**

- 1 complimentary delegate pass
- Logo on delegate badges

**GreenPort Magazine**

- 1 full page advertisement in GreenPort Magazine
- A listing in the GreenPort Industry database 12 months online and in print

**Insert or Gift in the Delegate Bags**
**€2,420**

A branded gift or company literature given to all delegates in the delegate bags

**Lead up and During Congress**

- Homepage Listing on the Congress website

**GreenPort Magazine**

- A listing in the GreenPort Industry database 12 months online and in print

**WIFI Sponsorship**
**€2,995**

Opportunity to sponsor the WIFI at GreenPort Cruise & Congress. Branding will be displayed on posters around the venue

**Lead up and During Congress**

- Homepage Listing on the Congress website

**GreenPort Magazine**

- A listing in the GreenPort Industry database 12 months online and in print

**LANYARDS****€8,785**

Exclusive branding worn each day by all attendees, delegates and speakers during Congress

**Lead up to Congress**

- Homepage Listing on the Congress website
- GreenPort Congress corporate branding & awareness package

**During Congress**

- 1 complimentary delegate passes
- Logo on lanyards, provided to all delegates at the event (lanyards can be supplied by organisers for an additional cost)

**GreenPort Magazine**

- 1 full page advertisement in GreenPort Magazine
- A listing in the GreenPort Industry database 12 months online and in print

**PENS AND NOTEPADS****€7,275**

Placed on the conference table of all delegates and speakers with constant visibility for the whole of Congress

**Lead up to Congress**

- Homepage Listing on the Congress website
- GreenPort Congress corporate branding & awareness package

**During Congress**

- 1 complimentary delegate pass for each
- Logo on all pens and notepads provided to each delegate on the conference tables (pens can be supplied for an additional cost)

**GreenPort Magazine**

- 1 full page advertisement in GreenPort Magazine
- A listing in the GreenPort Industry database 12 months online and in print



**Advertise in the Delegate Handbook and GreenPort Congress Complete Conference Download**

€2,420

You can place a full page advertisement in the Congress delegate handbook and complete conference handbook download. Includes a block advert on the website and a listing in the Industry Database for 12 months online and in print

**Sponsor an eNews**

€690

Solus sponsorship of a GreenPort Congress eNews including top banner. The eNews is sent to over 13,300 opt in subscribers. It includes hyperlinks to the URL of choice, plus a sponsored message. Free artwork service available

**e-Cast or e-Blast**

€1,910

A Greenport eCast is a blank slate for your content. We can send a select number of client branded emails direct to a database of over 13,300 port authorities/ terminal operators and professionals.

**Advertise on the GreenPort and GreenPort Congress Websites**

These sites are a regular reference source for business information on environmental best practice across shipping, transport and logistics. (\*3 month tenancy on the event website alongside 1 month tenancy on GreenPort.com)

**MPU**

€1,905

**Horizontal Banner**

€1,650

## Product Display Area

**Product Display Area**

The Product Display Area is positioned as an integral part of Congress to ensure maximum delegate and speaker engagement during formal breaks and between sessions

3mx2m  
€7,495**Lead up to Congress**

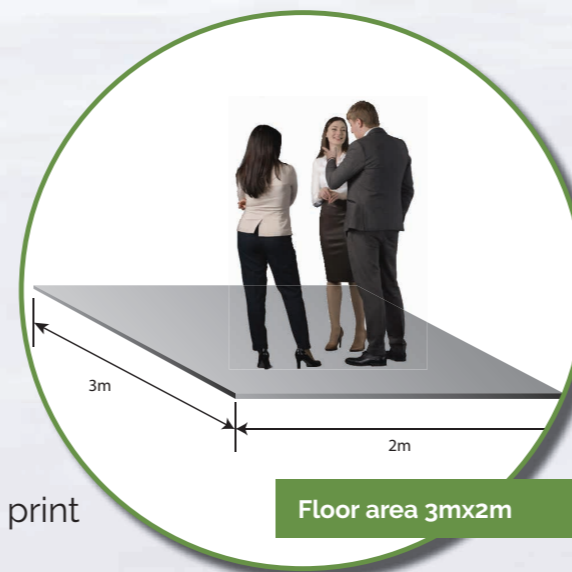
- Sponsorship of 1 eNews
- Homepage Listing on the Congress website
- GreenPort Congress corporate branding & awareness package

**During Congress**

- 1 complimentary delegate pass
- Exhibition area, table, 2 chairs and access to power supply
- 1 full page advert in the delegate handbook and complete Conference handbook download

**GreenPort Magazine**

- 1 full page advertisement in GreenPort Magazine
- A listing in the GreenPort Industry database 12 months online and in print





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**GreenPort Cruise & Congress** is produced by **Mercator Media Limited**, a B2B media company based in Fareham, Hampshire, UK. Established in 1989, Mercator Media Ltd is a niche publishing company that knows how to create and disseminate the vital content that moves markets.

Mercator Media Ltd magazines, events and online resources are produced by industry experts dedicated to providing the critical insight, analysis and relevant connections needed by business professionals who are advancing their specialist fields.

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