



11
TO
12 MAY 2022 | Port of Antwerp
Belgium

Antwerp 2022
COASTLINK
Conference

SPONSORSHIP **OPPORTUNITIES**

Organiser **mercatormedia**³
magazines | events | online

Antwerp 2022 COASTLINK Conference

The inaugural [Coastlink](#) Conference event, organised by [Mercator Media](#), was held at the Leonardo Royal Hotel Grand Harbour in Southampton in 2019. The conference focussed on the future of short sea shipping, bringing together key stakeholders and industry professionals to discuss the topics and themes facing the sector.

In 2022 [Coastlink](#) will move venue to the [Port of Antwerp](#) - Europe's second largest seaport. The Conference will be held on [Wednesday 11th and Thursday 12th May 2022 at The Port House](#) - an award winning and dynamic venue, reflecting the innovative nature and sustainable values set out by the port.

[Coastlink](#) is a neutral pan-European network dedicated to the promotion of short sea and feeder shipping, and, the intermodal transport networks that support the sector. The conference promotes debate on the challenges and opportunities affecting the industry, whilst enabling conference delegates and participants to establish and build on relationships through the networking opportunities on offer. It is a place for industry professionals to meet and discuss future innovation, economic and environmental considerations - and develop partnerships that will help build a sustainable future.



Why attend Coastlink?

[Coastlink](#) is a think tank committed to expanding the role short sea shipping plays in transporting freight around Europe and the UK. Participants include port operators, short sea shipping companies, intermodal operations, ports, stevedores as well as freight forwarders, logistics specialists, shipping agents and industry associations.

It is a must attend event for anyone looking to maximise the utilisation and potential of shipping networks, achieve an environmentally friendly modal shift to shipping, encourage more services linking ports in European waters or to develop collaboration between shippers, ports, agents and freight organisations.

Why sponsor Coastlink?

Sponsorship is an ideal way to raise your company profile in this competitive market sector and it is a unique opportunity to reach the key decision-makers with targeted promotion to the most relevant contacts. [Mercator Media Ltd](#), the organisers of the [Coastlink](#) Conference, have put together a variety of comprehensive packages designed to meet your sponsorship and branding objectives in line with your budget requirements.

For more information, and to discuss your sponsorship requirements in full, please contact the sales team on +44 (0)1329 825335 or email sales@coastlink.co.uk



All levels of sponsorship include the Corporate branding & awareness package

- Logo included on advertisements and marketing collateral
- Company logo, profile and hyperlink on Coastlink website, plus an online advertisement, size subject to package chosen
- Logo on programmes distributed globally
- Logo on cover of Coastlink Delegate Handbook and Coastlink Complete Conference Handbook download, plus a full-page advertisement
- Live announcement of sponsorship by Coastlink chair
- Logo featured on the conference break presentation slide
- Acknowledgement postings on Coastlink social media channels (Twitter, LinkedIn)
- 25 % discount on the delegate rate for colleagues and guests to attend

GOLD SPONSORSHIP

SOLD €7160

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

Lead up to Coastlink

- Leaderboard banner advert on the Coastlink website (from booking until 60 days after Coastlink)
- A Native Advertising article on the Coastlink website homepage (as above), including text and graphics.
- 1 x solus sponsorship of a Coastlink eNews to over 49,000 named industry contacts
- Opportunity to list 1 x white paper on the Coastlink website
- Promotion of the white paper in 1 x eNews
- Recognition in the Coastlink Delegate Handbook download welcome letter
- Corporate branding & awareness package

During Coastlink

- 4 x complimentary delegate passes
- An opportunity to deliver a short speech at the start of Coastlink
- Complimentary exhibition stand area
- A pop-up banner in the conference room
- 1 x complimentary insert into the delegate bags
- Recognition in the conference proceedings welcome letter

SILVER SPONSORSHIP x 3

€5040

Three opportunities for priority branding, just below Gold status.

Lead up to Coastlink

- Left MPU on the conference website (from booking to 60 days after)
- A Native Advertising article on the Coastlink website homepage (as above), including text and graphics.
- Sponsorship of 1 x Coastlink eNews
- Corporate branding & awareness package

During Coastlink

- 3 x complimentary delegate passes
- Complimentary exhibition stand area
- A pop-up banner in the conference room
- Promotion literature seat drop on Day 1 of Coastlink
- Recognition in the Coastlink Delegate Handbook and Coastlink Complete Conference Handbook download welcome letter



CONFERENCE DINNER - 11th MAY 2022**SOLD €6440**

- 3 complimentary delegate passes
- Opportunity to hold a short speech during the dinner
- Logo to appear on materials at the conference dinner such as menus, table pennants and napkins
- Opportunity to display up to 4 x pop up posters at the dinner venue

Lead up to Coastlink

- Left MPU on website
- Corporate branding & awareness Package

COASTLINK DELEGATE BAGS**€3990**

Branded Coastlink delegate bags handed out to all delegates and speakers on arrival and registration at Coastlink, with the option of inserted brochure and/or gift provided by sponsor. Coastlink bags will display your company name and logo alongside the Coastlink brand in 4 colours.

Lead up to Coastlink

- Left MPU on Coastlink website
- Sponsorship of 1 x Coastlink eNews
- Corporate branding & awareness package

During Coastlink

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

LANYARDS**€2660**

Branding worn each day by all attendees, delegates and speakers.

Lead up to Coastlink

- Tile on Coastlink website
- Corporate branding & awareness package

During Coastlink

- 2 complimentary delegate passes
- Logo on lanyards, can be supplied by organisers for additional cost

PENS AND NOTEPADS**€2745**

Placed on the conference table of all delegates and speakers.

Lead up to Coastlink

- Tile on Coastlink website
- Corporate branding & awareness package

During Coastlink

- 1 x complimentary delegate pass
- Logo on all pens and notepads provided to each delegate (pens can be supplied by organisers for an additional cost)

NETWORKING LUNCH**One day €2700****Both days €3710**

Single sponsor opportunity to display your brand or logo

Lead up to Coastlink

- Tile on Coastlink website
- Corporate branding & awareness package

During Coastlink

- 2 complimentary delegate pass
- Logo on menu, pennants and napkins

COFFEE BREAKS - 1.5 days**€2570**

Sponsor opportunity to display your brand or logo prominently during the 3 coffee breaks across 1.5 days.

Lead up to Coastlink

- Right MPU on the conference website
- Sponsorship of 1 x eNews
- Corporate branding & awareness package

During Coastlink

- 2 x complimentary delegate passes to attend the conference
- Logo on promotional materials



DELEGATE HANDBOOK AND COMPLETE CONFERENCE DOWNLOAD

SOLD €2595

Lead up to Coastlink

- Sponsorship of 1 x Coastlink eNews
- Tile on Coastlink website
- Corporate branding & awareness package

During Coastlink

- 2 complimentary delegate passes
- Company logo and profile on the inside cover of the Coastlink Delegate Handbook and Coastlink Complete Conference Handbook download
- Logo featured on every conference page of the Coastlink Delegate Handbook.
- 1 x full page advert in both the Coastlink Delegate Handbook and Coastlink Complete Conference Handbook download

Post Coastlink

- Coastlink complete conference handbook download which includes what's on, speakers, papers, presentations and PowerPoints, etc.
- 1 x company brochure to be added to the download webpage
- Web banner advert on the download webpage

VISITOR BADGES

€2200

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

During Coastlink

- 1 complimentary delegate pass
- Logo on delegate badges

Lead up to Coastlink

- Tile on Coastlink website
- Corporate branding & awareness package

GIFT or INSERT

€995

A branded gift to be presented to all delegates as a take-away memento or company brochure (up to 8pg A4). This will be distributed in the Coastlink delegate bags. Gift/insert can be supplied by Coastlink if required, by arrangement.

Lead up and During Coastlink

- Tile on Coastlink website



ADVERTISE IN THE DELEGATE HANDBOOK AND COASTLINK COMPLETE CONFERENCE DOWNLOAD

You can place an advertisement in the Coastlink Delegate Handbook and Coastlink Complete Conference Handbook download. Includes a tile advert on the Coastlink website.

Full Page €595
Half Page €295

SPONSOR A ENEWS

€395

Solus sponsorship of a Coastlink eNews, including top banner. The Coastlink eNews is sent to over 24,124 recipients. It includes hyperlinks to the URL of choice, plus a sponsored message. Free artwork service available.

ADVERTISE ON THE COASTLINK WEBSITE:

The site is a regular reference source for all involved with Coastlink. 3 month tenancy.

MPU (left or right) €656

Homepage banner €520

Tile €315

eCast or eBlast €1250

Your content sent to the Coastlink email list of over 24,124 recipients.



PRODUCT DISPLAY AREA

The exhibition area is positioned as an integral part of Coastlink to ensure maximum delegate and speaker engagement during formal breaks and between sessions.

During Coastlink

- 1 complimentary delegate passes
- Exhibition area table and 2 x chairs
- 1 x full page advert in the Coastlink Delegate Handbook and Coastlink Complete Conference Handbook Download

Lead up to Coastlink

- Sponsorship of 1 x Coastlink eNews
- Tile on Coastlink website
- Corporate branding & awareness package

3mx1m
€2800



Floor area 3mx1m

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Coastlink 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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