



3
TO
4 MAY | Port of Liverpool
2023 | United Kingdom

Liverpool 2023
COASTLINK
Conference

SPONSORSHIP **OPPORTUNITIES**

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

Liverpool 2023 COASTLINK Conference

The inaugural [Coastlink Conference](#), organised by Mercator Media, was held in Southampton in 2019. In 2022 Coastlink moved to Europe with the event being held at the prestigious Port House in the Port of Antwerp, where the event focussed on building connectivity between the short sea feeder services and intermodal transport networks. The conference brought together key stakeholders and industry professionals to discuss the current topics and trends facing the sector.

In 2023 [Coastlink](#) will return to the UK, with the event being hosted by Peel Ports Group at the Port of Liverpool. The Port of Liverpool is one of the world's leading ports, with a deep-rooted history and an exciting future. With deep water berths, state of the art facilities, and future proofed equipment, the port's strategic location on both sides of the River Mersey and the Manchester Ship Canal means that it's also one of the country's best connected.

[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 lines, intermodal operators, ports, stevedores as well as freight forwarders, logistics specialists, shipping agents, shippers, 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 coastal shipping; encourage more services linking ports in European waters; or to develop collaboration between shippers, shipping lines, 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

£6750

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 19,000 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

£4700

Three opportunities for priority branding, just below Gold status.

Lead up to Coastlink

- 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

SOLD

& EVENING DRINKS RECEPTION - 3rd MAY 2023

- 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**
- MPU on website
 - Corporate branding & awareness Package

COASTLINK DELEGATE BAGS

£3700

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

- 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

£2450

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

Lead up to Coastlink

- Home page listing 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

£2550

Placed on the conference table of all delegates and speakers.

Lead up to Coastlink

- Home page listing 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 £2475
Both days £3400**

Single sponsor opportunity to display your brand or logo

Lead up to Coastlink

- Home page listing on Coastlink website
- Corporate branding & awareness package

During Coastlink

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

COFFEE BREAKS - 1.5 days

£2350

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

Lead up to Coastlink

- 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

£2450

Lead up to Coastlink

- Sponsorship of 1 x Coastlink eNews
- Home page listing 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

£2050

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

- Home page listing on Coastlink website
- Corporate branding & awareness package

GIFT or INSERT

£950

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

- Home page listing 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 **£550**
 Half Page **£300**

SPONSOR A ENEWS

£375

Solus sponsorship of a Coastlink eNews, including top banner. The Coastlink eNews is sent to over 19,243 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 **£615**

Homepage banner **£490**

Tile **£300**

eCast or eBlast **£1200**

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.

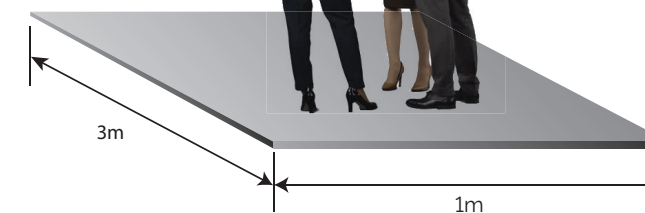
During Coastlink

- 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
- Home page listing on Coastlink website
- Corporate branding & awareness package

3mx1m
£2570



Floor area 3mx1m



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magazines | events | online

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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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