

How can you be involved?

*Review your exhibiting
and sponsorship opportunities.*

As part of



أسبوع الإمارات البحري
UAE MARITIME
WEEK

Under the patronage of

UNITED ARAB EMIRATES
MINISTRY OF ENERGY & INFRASTRUCTURE



الإمارات العربية المتحدة
وزارة الطاقة والبنية التحتية

Seatrade Maritime

Part of



Welcome Back

Welcome to the new and improved Seatrade Maritime & Logistics Middle East (SM&LME).

Customers will know that we, Seatrade Maritime, have been connecting buyers and suppliers in the maritime community for over 50 years. And for more than two decades, we've been bringing professionals from all over the world together in the UAE at the biennial Seatrade Maritime Middle East.

As we look to reconnect customers in a world that is living with and learning from a global pandemic, we have taken the opportunity to take a fresh look at our flagship exhibition & conference in the Middle East. We have spoken to many of you over the last 6-12 months to understand what you need from an event of this calibre in the Middle East and I'm excited to announce a brand new approach for 2023 packed with new features and improved core experiences:

- **UAE Maritime Week:** Once again, we're delighted to be organising the umbrella activities of UAE Maritime Week in conjunction with, and under the patronage of, the Ministry of Energy & Infrastructure. We will be working hard to demonstrate the fantastic progress being made by the UAE as it continues to grow as a significant global maritime centre.
- **Introducing Logistics:** For the first time, Seatrade Maritime brings a sharper and more purposeful focus on integrated logistics. Dedicated conference sessions, exhibitors and attendees will ensure the event reflects the pace of change in the maritime sector which becomes more interwoven in supply chain services by the day.
- **Community & Connection:** We're working with customers to bring social activities, celebrations and experiences to the event to ensure visitors to SM&LME have a truly expansive and valuable week in the UAE. Featuring the return of the Seatrade Maritime Golf Day, an exclusive gala dinner experience, tours of local maritime facilities and networking opportunities galore. We're also on the look out for charity and association partners to work with us on experiences that multiply our impact on our wider community. Be that a charitable activity that we can help host, a wider project in need of awareness or a one-off event idea in support of our aim to "connect the disconnected", we'd like to hear from you – please reach out to me directly or one of the team.

This is an evolution of the Seatrade Maritime you've known before and a return to live events in the UAE that our industry so truly deserves. We look forward to seeing you in Dubai in May 2023.

Chris Morley, Group Director, Maritime Events



This year, Seatrade Maritime & Logistics Middle East will bring together buyers and sellers from across the sector to the most important gathering in the region.

We'll be welcoming thousands of participants in person in Dubai to make the most of this face-to-face event experience. And for those who are still experiencing restrictions to travel, a digital access route will be available.

At a Glance

in Dubai



In-person
tradeshow



Live conference
sessions



Face-to-face networking
opportunities

Online



Interactive digital
marketplace



Conference
live stream



Virtual matchmaking
platform

Despite unprecedented disruption across the global supply chain, the resilience of the Middle East market has positioned the region well for continued growth and innovation.

This diverse and dynamic region is continuing to see investment in port infrastructure and a willingness to embrace digitalisation and global sustainability commitments. The opportunities are tantalising as this agile region develops into a capable global hub of maritime importance.

Our industry is on the very cusp of change – which means at Seatrade Maritime & Logistics Middle East, our audience is searching for solutions at an unprecedented rate.



\$1.03bn

investment into the Khalifa Port, South Quay and Abu Dhabi Terminals, increasing capacity to 5mil/TEU.



Dubai

is ranked the world's 9th most important maritime hub, and Jebel Ali Is the world's 9th busiest port.



The UAE's New Maritime Bill

makes it possible for international ownership of vessels registered under the national flag - expanding the opportunities for foreign investment and growth.

Meet Our Audience

Key Audience Numbers

7,000+
attendees
expected

63%
of previous visitors have
direct purchasing authority

80+
Countries
expected

Previous Attendees Include



Audience Demographics

Job Seniority

Consultant:	10%
Management:	46%
Director, VP:	13%
C-suite:	14%
Other	17%

Budget Responsibility

Up to \$100,000:	46%
\$100,000 - \$500,000:	18%
\$500,000 - \$1mil:	12%
\$1mil +:	24%

Business Sector

Association, Classification and Regulatory:	9%
Cargo, Freight and Logistics:	8%
Environmental Protection:	2%
Fuel and Lubricants:	1%
IT, Navigation and Technology:	4%
Legal, Finance and Insurance:	4%
Media:	6%
Naval Design & Architecture:	2%
Offshore Marine:	17%
Port Authority, Services and Management:	5%
Recruitment and Education:	3%
Safety, Security and Rescue:	4%
Sale, Charter and Broker:	3%
Ship Build, Equipment and Machinery:	19%
Ship Owner, Operator, Manager:	14%

Did you know?

50%+ of attendees use Seatrade Maritime Middle East to source new suppliers and solutions



“Two months of work
achieved in three days.
The trade show at
Seatrade Maritime Middle
East is an incredibly efficient
way to do business within the
regional market.”
Exalto Emirates Marine Equipment

Reach Our Wider Network

Discover our extended audience with opportunities to reach a proactive, engaged network through enhanced digital marketing.

Seatrade Maritime News

Reach the readership of maritime's leading online news provider.

110,000+

Unique monthly
SMN readers

12,500+

SMN newsletter
subscribers

SeatradeMaritime PODCAST

4,000+

Podcast downloads
per month



64,000+
marketable
database



30%

Represent ship owners,
operators and managers



45,000+

Social media
connections

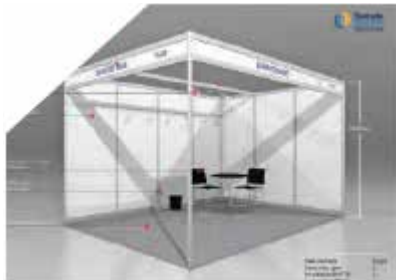
Exhibitor Packages

Space only (minimum 30sqm)



An opportunity to design and build your own stand. Package includes an area of exhibition space (electricity, walls and carpet are not included).

Standard Shell Scheme Package (minimum 12sqm)



Standard package includes per 12 sqm: white stand walls, white fascia board with company name in English and stand number, 1 table, 2 chairs, 1 waste basket, grey carpet, 3 x spotlights, 1 x 13-amp socket & basic stand cleaning.

Deluxe Shell Scheme Package (minimum 12sqm)



Deluxe package includes per 12sqm: enhanced shell scheme stand with white light-box fascia with company name in English and stand number, white stand walls, 1 x table, 2 x chairs, 1 x waste basket, 1 x lockable cupboard, walk-in storage with shelves, grey carpets, 3 x spotlights, 1 x 13-amp socket & basic stand cleaning.

All Inclusive

All of our exhibitors will have access to:

- 50 word company profile description and listing within our online exhibitor listing and floorplan. Accessible from our website and the event's digital platform.
- Six exhibitor badges per 12sqm giving your staff access to all conference sessions.
- Preferential rates for additional advertising packages
- Free marketing tools to support your marketing campaign and boost your pre-event profile

Exhibitor Marketing Solutions

To maximise your exposure – pre, onsite and post event – we have created some attractive, cost-effective bundles that will take your brand across multiple media channels reaching the Seatrade Maritime global audience.

You can choose from the Starter, Pro and Elite packages and our sales agents will talk to you about each of the activities and how it can help you to achieve your desired results.

	Starter	Professional	Elite
Display advertising on Seatrade Maritime News	✓	✓	✓
Onsite video interview with Seatrade Maritime Coverage Cloud		✓	✓
Programmatic advertising with Qualifi			✓
Newsletter advertising	✓	✓	✓
Sponsored content on Seatrade Maritime News		✓	✓
	£4,000	£7,000	£10,000
	US\$4,850	US\$8,500	US\$12,150
	€4,650	€8,150	€11,650



Seatrade Maritime COVERAGE CLOUD

Seatrade Maritime Coverage Cloud – Video Production
On-site video interview produced and edited by Seatrade Maritime. 1 edit per video, max length 3 minutes.

Create custom video content with Seatrade Maritime Coverage Cloud and benefit from expertly produced and edited video to strengthen your messaging or company announcement.



Qualifi

Qualifi Select – Programmatic Advertising
100,000 impressions of programmatic advertising served to the event audience—before, during or after the next event.

Leverage programmatic display advertising to maximise your reach before, during or after the event. Target our event attendees and audiences beyond events with Qualifi and connect with companies who show intent matching with your products and services.

Seatrade Maritime News

Sponsored Content in Event Coverage Hub page
Your sponsored content included on the Event Coverage hub page for 4 weeks and featured in the daily and weekly newsletters for 1 week.

Promote your article, case study or white paper on a dedicated Event Coverage page on seatrade-maritime.com and benefit from additional exposure in Seatrade Maritime News' daily and weekly newsletter.

Display Ads on Regional Hub page
3 months of display advertising on Middle East regional hub page.

Promote your company with a display advertising campaign on the relevant regional hub page on seatrade-maritime.com.

Display Advertising in Daily and Weekly Newsletter
8 Weeks of display advertising across daily and weekly newsletters.

Increase your brand awareness before, during or after the event by reaching an engaged audience of regular maritime news readers.

Discover Sponsorship Solutions

Did you know that Exhibitors who chose to invest in their presence through sponsorship see an average increase of 24% in booth engagement?

Explore dynamic opportunities that go beyond the exhibition floor with packages to suit each budget and objective.



Increase Market Penetration

Strategically reach and engage with new audiences through opportunities for hyper-targeted marketing across our vertical.



Create Strong Competitive Differentiation

Position your brand and your spokespeople as thought leaders and industry experts in-front of an influential audience.



Strengthen Your Business Development Funnel

Start a conversation with potential customers and create powerful opportunities for new business.

Sponsorship

Get Involved

At a Glance

		Platinum	Gold	Conference	Silver
<i>Build Up</i>	Company identified as a sponsor across all marketing collateral, using company logo and link to company website where possible	✓	✓	✓	✓
	Prominent sponsor presence on event website including 200-word profile, company logo and link to company website	✓	✓	✓	✓
	Sponsorship announced through all marketing channels	✓	✓	✓	✓
	Marketing campaign support to help amplify sponsor relationship with the event	✓	✓		
	Announcement of sponsorship through Seatrade Maritime News, the industry's leading online news source	✓			
<i>Onsite Experience</i>	Prominent sponsor branding throughout event	✓	✓	✓	✓
	Invitation to join the speaker panel during a preferred conference session, including opportunity to upload digital content for participants to download during the session either through the matchmaking platform or through a QR code	✓		✓	
	Opportunity for a company representative to take part in onsite video opportunities	✓			
	Sponsorship visibility along the Maritime Boulevard	✓	✓	✓	✓
	Complementary interactive in-app profile	✓	✓	✓	✓
	Premium placement of sponsor logo and profile on the event app	✓	✓	✓	✓
	Native display banner advertisement opportunities on event app	✓			
	Continuous sponsor presence across all marketing channels	✓	✓	✓	✓
<i>Post Event</i>	Continued brand awareness throughout post event Marketing campaign	✓	✓	✓	✓
	ROI report on the performance of your sponsorship	✓	✓	✓	✓

Sponsorship

Platinum

At a Glance

<i>Build Up</i>	Company identified as a sponsor across all marketing collateral, using company logo and link to company website where possible	✓
	Prominent sponsor presence on event website including 200-word profile, company logo and link to company website	✓
	Sponsorship announced through all marketing channels	✓
	Marketing campaign support to help amplify sponsor relationship with the event	✓
	Announcement of sponsorship through Seatrade Maritime News, the industry's leading online news source	✓
<i>Onsite Experience</i>	Prominent sponsor branding throughout event	✓
	Invitation to join the speaker panel during a preferred conference session, including opportunity to upload digital content for participants to download during the session either through the matchmaking platform or through a QR code	✓
	Opportunity for a company representative to take part in onsite video opportunities	✓
	Sponsorship visibility along the Maritime Boulevard	✓
	Complementary interactive in-app profile	✓
	Premium placement of sponsor logo and profile on the event app	✓
	Native display banner advertisement opportunities on event app	✓
	Continuous sponsor presence across all marketing channels	✓
<i>Post Event</i>	Continued brand awareness throughout post event Marketing campaign	✓
	ROI report on the performance of your sponsorship	✓

Sponsorship

Gold

At a Glance

<i>Build Up</i>	Company identified as a sponsor across all marketing collateral, using company logo and link to company website where possible	✓
	Prominent sponsor presence on event website including 200-word profile, company logo and link to company website	✓
	Sponsorship announced through all marketing channels	✓
	Marketing campaign support to help amplify sponsor relationship with the event	✓
	Announcement of sponsorship through Seatrade Maritime News, the industry's leading online news source	
<i>Onsite Experience</i>	Prominent sponsor branding throughout event	✓
	Invitation to join the speaker panel during a preferred conference session, including opportunity to upload digital content for participants to download during the session either through the matchmaking platform or through a QR code	
	Opportunity for a company representative to take part in onsite video opportunities	
	Sponsorship visibility along the Maritime Boulevard	✓
	Complementary interactive in-app profile	✓
	Premium placement of sponsor logo and profile on the event app	✓
	Native display banner advertisement opportunities on event app	
	Continuous sponsor presence across all marketing channels	✓
<i>Post Event</i>	Continued brand awareness throughout post event Marketing campaign	✓
	ROI report on the performance of your sponsorship	✓

Sponsorship Conference

Including

SeatradeMaritime
SHIPTECH FORUM

SeatradeMaritime
FUTURE LEADERS FORUM

SeatradeMaritime
BUSINESS EXCELLENCE FORUM

SeatradeMaritime
LOGISTICS EXCELLENCE FORUM

SeatradeMaritime
OFFSHORE MARINE
& WORKBOATS FORUM

At a Glance

<i>Build Up</i>	Company identified as a sponsor across all marketing collateral, using company logo and link to company website where possible	✓
	Prominent sponsor presence on event website including 200-word profile, company logo and link to company website	✓
	Sponsorship announced through all marketing channels	✓
	Marketing campaign support to help amplify sponsor relationship with the event	
	Announcement of sponsorship through Seatrade Maritime News, the industry's leading online news source	
<i>Onsite Experience</i>	Prominent sponsor branding throughout event	✓
	Invitation to join the speaker panel during a preferred conference session, including opportunity to upload digital content for participants to download during the session either through the matchmaking platform or through a QR code	✓
	Opportunity for a company representative to take part in onsite video opportunities	
	Sponsorship visibility along the Maritime Boulevard	✓
	Complementary interactive in-app profile	✓
	Premium placement of sponsor logo and profile on the event app	✓
	Native display banner advertisement opportunities on event app	
	Continuous sponsor presence across all marketing channels	✓
<i>Post Event</i>	Continued brand awareness throughout post event Marketing campaign	✓
	ROI report on the performance of your sponsorship	✓

Sponsorship

Silver

At a Glance

<i>Build Up</i>	Company identified as a sponsor across all marketing collateral, using company logo and link to company website where possible	✓
	Prominent sponsor presence on event website including 200-word profile, company logo and link to company website	✓
	Sponsorship announced through all marketing channels	✓
	Marketing campaign support to help amplify sponsor relationship with the event	
	Announcement of sponsorship through Seatrade Maritime News, the industry's leading online news source	
<i>Onsite Experience</i>	Prominent sponsor branding throughout event	✓
	Invitation to join the speaker panel during a preferred conference session, including opportunity to upload digital content for participants to download during the session either through the matchmaking platform or through a QR code	
	Opportunity for a company representative to take part in onsite video opportunities	
	Sponsorship visibility along the Maritime Boulevard	✓
	Complementary interactive in-app profile	✓
	Premium placement of sponsor logo and profile on the event app	✓
	Native display banner advertisement opportunities on event app	
	Continuous sponsor presence across all marketing channels	✓
<i>Post Event</i>	Continued brand awareness throughout post event Marketing campaign	✓
	ROI report on the performance of your sponsorship	✓

Our Commitment to Event Sustainability

Shaping a Sustainable Future

Sustainability is important - for our event participants, our community and the wider events industry too. As event organisers, we believe we have a responsibility to work with our markets and create opportunities that lead to positive environmental, social and economic outcomes.

We believe that by focusing on the issues where we are well positioned to make a positive impact, we have a great opportunity to play a role in enabling both our market and wider industry in becoming more sustainable.



Inspire Sustainability

To achieve this, we focus on:

- Using our live content to support the sustainability of your market
- Investing in creating relationships with our suppliers, exhibitors and other stakeholders that creates a more sustainable event
- Developing market-relevant partnerships



Environmental Responsibility

To achieve this, we focus on:

- Reducing the carbon emissions of our events
- Endeavouring to create less waste
- Considering sustainability credentials of the items sourced for Seatrade events



Social And Ethical Awareness

To achieve this, we focus on:

- Doing business safely and ethically
- Considering wellbeing and accessibility
- Creating a positive impact on our host cities
- Measuring our impacts against meaningful KPIs

Sponsors and partners

Under the patronage of

UNITED ARAB EMIRATES
MINISTRY OF ENERGY & INFRASTRUCTURE



الإمارات العربية المتحدة
وزارة الطاقة والبنية التحتية

As part of



أسبوع الإمارات البحري
UAE MARITIME
WEEK

Official media partner

Seatrade
Maritime News

SeatradeMaritime
PODCAST

Platinum sponsors



مجموعة موانئ أبوظبي
AD PORTS GROUP



Gold sponsors



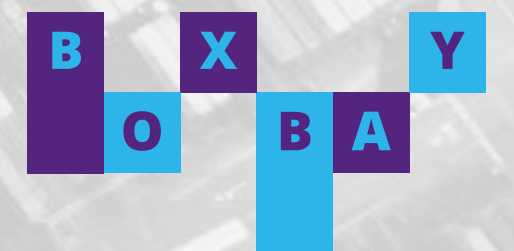
inmarsat



ميناء الملك عبدالله
King Abdullah Port



Silver sponsors



UAE Maritime Week

About UAE Maritime Week

The UAE Maritime Week is the essential meeting place for professionals with a vested interest in developing the maritime sector across the UAE.

Taking place annually, the week-long series of events provides participants with a critical opportunity to meet, build partnerships and exchange ideas as the region continues to emerge as a prominent industry hub.

Held under the patronage of the UAE Ministry of Energy and Infrastructure, the last edition of UAE Maritime Week took place in December 2021.

UAE MW - Overview (15 - 19 May 2023, Dubai)

Monday 15 May	Tue 16 May	Wed 17 May	Thu 18 May	Fri 19 May
UAE Maritime Leaders Forum in partnership with Tactics Media	Seatrade Maritime & Logistics Middle East Exhibition Floor Features: 200+ Exhibitors Maritime Boulevard Pitch Platform Putt for the Planet Seatrade Maritime InFocus photography competition Seatrade Maritime Club Lounge			Experience Maritime
Seatrade Maritime Golf Tournament	Conference in the Ballroom and Breakout Theatres <ul style="list-style-type: none"> • Keynotes • 20 under 40 • Innovation Incubator 	Conference in the Ballroom and Breakout Theatre <ul style="list-style-type: none"> • Seatrade Maritime ShipTec Forum • Seatrade Maritime Business Excellence Forum • Seatrade Maritime Future Leaders Forum 	Conference in the Ballroom and Breakout Theatre <ul style="list-style-type: none"> • Seatrade Maritime Offshore Marine & Workboats Forum • Seatrade Maritime Logistics Excellence Forum 	
	SM&LME VIP Gala Dinner & Awards			

UAE Maritime Week

What you can be involved with

SM&LME Keynote Forum

16 May (AM), DWTC Al Multaqua Ballroom

Directly following the opening and VIP tour of Seatrade Maritime & Logistics Middle East, the Keynote Forum will provide a strategic and macro introduction to the three-days of content to follow.

Keynote speeches from some of the regions most influential players will be followed by a state of the industry panel discussion covering global and regional issues on:

- Regulation
- Decarbonisation
- Market performance & analysis
- Future planning and innovation.

The panel discussion will be followed by the announcement of Seatrade Maritime's 20 Under 40 class of 2023.

Innovation Incubator

16 May (PM), DWTC Hall 7, SM&LME Breakout Theatre

An exciting new addition to the event, the Innovation Incubator will give a stage to start-ups and innovators creating some of the latest technology, projects and processes that potentially enhance the performance of the maritime sector.

In the audience, a panel of Innovation Enablers comprised of industry leaders will assess the pitches and provide feedback in real time along with questions from the audience.



Seatrade Maritime
AWARDS

SM&LME VIP Gala Dinner & Awards

16 May (PM), DWTC Al Multaqua Ballroom

SM&LME will host a who's-who of VIPs at this exclusive Gala Dinner directly after the exhibition and conferences come to a close. Guests will have an opportunity to network, enjoy a four-course meal and have face-to-face discussions that help drive the performance of the industry.

In a celebration of success, a panel of industry leaders will also reveal a series of awards to organisations and individuals they feel deserve recognition for the role they've played in the growth and prosperity of the regional maritime and logistics industries.

UAE Maritime Week

What you can be involved with

Seatrade Maritime BUSINESS EXCELLENCE FORUM

17 May (AM), DWTC Hall 7, SM&LME Breakout Theatre
In this two-hour morning session, business leaders from the region will focus in on the legal and financial sectors.

The first panel discussions will unpack the latest challenges in the legal landscape and the UAE's leading role at IMO in the revision and updating of key legislative practices.

The second panel will look at several key challenges and opportunities for maritime CFOs in today's boardrooms including: ESG-related investment considerations and strategies, restructuring for growth and risk mitigation with lessons learnt from the pandemic.

Seatrade Maritime FUTURE LEADERS FORUM

17 May (PM), DWTC Hall 7, SM&LME Breakout Theatre
From a morning focused on today's business leaders, the afternoon's attention turns to tomorrow's leaders.

This two-hour afternoon session will see a room of cadets and recent post-graduates witness a masterclass panel of industry leaders talk about working in maritime & logistics in an industry where skills and opportunities are changing everyday. There will be a keen eye on digital skills of the future, what it means to be a maritime professional in a carbon-free and algorithm-driven world and what opportunities there are for aspiring maritime leaders.

Seatrade Maritime SHIPTECH FORUM

17 May, DWTC Al Multaqua Ballroom
The return of Seatrade's highly popular technical conference will fill the Al Multaqua Ballroom for a day of innovation, technical prowess and operational excellence.

Lead by our Technical Committee, the programme will cover multiple angles of ship management, fleet operation & port operation technology. Panel sessions will bring together leading stakeholders to discuss decarbonisation technology, smart ports, digitalisation both on-board vessels and shoreside plus regulatory challenges & opportunities for shipmanagers & owners.

UAE Maritime Week

What you can be involved with

Seatrade Maritime OFFSHORE MARINE & WORKBOATS FORUM

18 May, DWTC Al Multaqua Ballroom

The return of Seatrade's high-level conference celebrating all things offshore marine will bring together all serious players in the offshore marine services space.

Led by our Offshore Marine Committee, this one-day conference will feature panel discussions focussing on the future of offshore marine services in the region from traditional hydrocarbon-based industry to future renewable energy-based opportunities and all in between.

Seatrade Maritime LOGISTICS EXCELLENCE FORUM

18 May, DWTC Hall 7, SM&LME Breakout Theatre

In an industry where division of service and responsibility throughout the supply chain becomes more blurred and consolidated by the day, this vital one-day conference will bring together experts from maritime-related logistics concerns, ports and shipowners to debate opportunities and risks throughout this market segment.

Seatrade Maritime Golf Tournament

15 May (PM)

One of Dubai's leading courses will host a full compliment of maritime golf enthusiasts to kick off UAE Maritime Week and SM&LME with a hole in one!

Players will meet at the course for networking and introductions followed by a Texas Scramble 18-hole round with a shotgun start. Places are strictly limited so apply quickly to avoid disappointment!

Get in Touch

*From exhibitor to sponsor opportunities,
our team is ready to guide you through
next steps for joining Seatrade Maritime
& Logistics Middle East 2023.*

Chris Adams

Group Head of Sales

E: chris.adams@informa.com

M: +44 7866 799191



Book a Meeting