



# **SMI Conference 2024**

**Sponsorship & Exhibition Opportunities**

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**10-11th September 2024. Millennium Point, Birmingham.**

## **2024 Conference Theme**

# **Driving Decarbonisation, Digitalisation and Autonomy:**

## **The Role of the Maritime Supply Chain and Marine Science and Technology**

This year's conference theme seeks to explore the role that the maritime supply chain will play in driving the industry's decarbonisation efforts. Innovation will be the key to maritime decarbonisation, digital transformation and accelerating autonomy. To realise these aims, we as an industry will look to the supply chain - for innovation and for resilience.

The SMI Conference 2024 will explore these key areas of development as well as the topic of environmental social governance (ESG), and the business opportunities presented by offshore renewables and the developing AUKUS programmes.



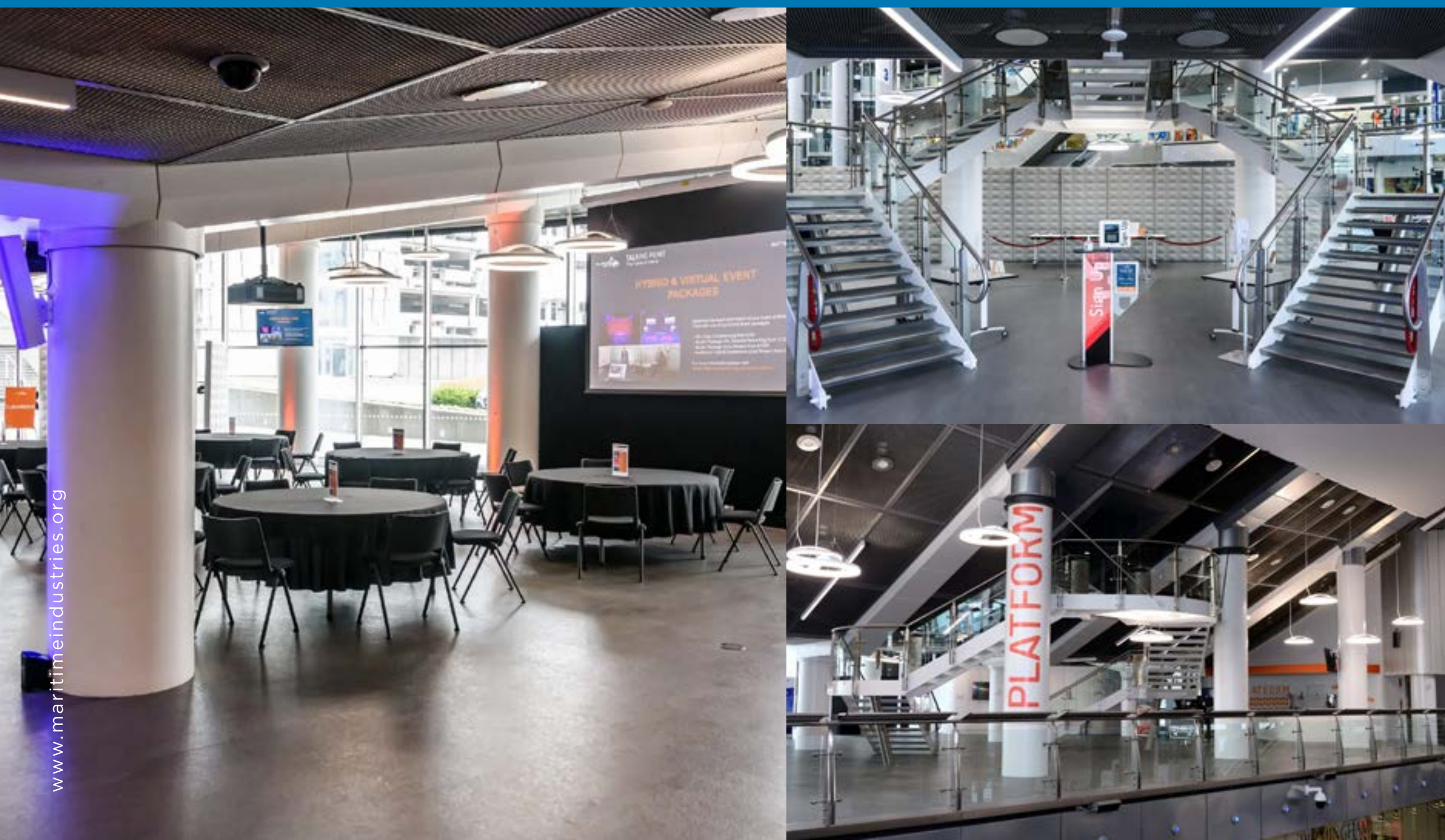
## 2024 Conference Venue

# Millennium Point, Birmingham

An award-winning Birmingham landmark in the heart of Eastside, Millennium Point is a unique venue destination in Birmingham City Centre, and just a short walk from all three main train stations. The home of ThinkTank (Birmingham's science museum) and Birmingham City University amongst others, Millennium Point is a landmark building within this thriving city equipped with premium facilities, making it the perfect host venue for this year's SMI Conference.

# Auditorium

The AUDITORIUM features a 30m<sup>2</sup> stage beneath a giant 14m x 8m screen. It boasts comfortable tiered seating with clear viewing lines for up to 354 delegates and reliable AV technology which includes a M32R digital mixing desk with 40 input channels, high fidelity audio and intelligent LED lighting system. The AUDITORIUM will play host to the conference plenaries across both days of the SMI Conference 2024.



# Platform

PLATFORM is a large open-plan event space on Level 1 of Millennium Point. It includes a built-in bar, presentation facilities and dedicated AV equipment. PLATFORM is connected by a central staircase to the 354-seat AUDITORIUM. Throughout the SMI Conference 2024, PLATFORM will host a maritime and technology exhibition, as well as break out areas for additional networking and catering.

# Audience Demographics & Event Feedback

For more than 20 years, the SMI Conference has brought the sector together in a different city each year to share knowledge and build connections. It is an event with a purpose; to drive progress and create tangible opportunities for the UK maritime industry.

The SMI Conference attracts 240-300 senior decisionmakers and C-suite delegates from across the UK maritime industry each year, with significant Government and naval attendance. Some of our largest attendee groups hail from:

- Shipyards
- Defence
- Offshore renewables
- Regulatory bodies and class societies
- Maritime autonomy and robotics
- Ports
- Professional services.

In keeping with their ongoing support for the event, this year, the morning session of day one will be hosted by the National Shipbuilding Office.

Key Statistics are as below:

- 97% of delegates said they would return in 2024
- Event rated 4.6 out of 5 by delegates surveyed
- 72% of delegates surveyed said they were optimistic that the opportunities presented at the SMI Conference would help the enterprise to build on its strengths and become more successful.

A conference with a purpose, superbly stimulated by a breadth of informative and provocative sessions.

It was by far the most organised and informative event I have attended in a very long time.

Having a stand that related to those speaking enabled me to seek out more information on subjects of interest, rather than hoping to bump into the individual.

The marketing was really well done by SMI.

**SMI Conference 2024**

# Sponsorship Package Options



**Car Park Entrance Branding (A)**



**Level 1 Barrier Logo Decal (C)**



**Staircase to Auditorium Logo Decal (E)**



**Logo included in Holding Screen Event Frame (G)**



**HS2 Facing Entrance Branding (B)**



**Hanging Banner (D)**



**Platform Column Vinyl (F)**



**Lectern Panel Logo Inclusion (H)**

# Regional Partner

## Limited to two organisations

In 2022 we expanded our sponsorship and support options to include a regional event partner tier and will be continuing this forward. Owing to their active role within a region's maritime and business ecosystems, regional partners enable us to bring greater attention to the specific organisations and projects which are driving growth within the area. Our regional partner takes the place of a traditional headline sponsor and thus enjoys the highest level of brand awareness and promotion throughout the event.

- Logo included on conference holding screen event frame (G)
- Logo included on stage and lectern branding (H)
- Exhibition pod
- Logo included entrance doorway branding and on PLATFORM column vinyl (F)
- Vinyl logo decal on level one barrier (C)
- Vinyl logo decal on staircase to AUDITORIUM (E)
- 1000x5400mm ECO-friendly hanging banner (D)
- Social media post announcing sponsorship
- Acknowledgment of sponsorship by Conference Chair
- Full page advert in conference brochure
- 4 free tickets to SMI Conference 2024 and Gala Dinner
- Double page case study in conference brochure
- Brand video shared on social media pre-conference and on screens during conference
- Logo included on freestanding sponsor banner and a rolling video shown during conference breaks

**£11,000 + VAT**



# Platinum Sponsor

## Limited to two organisations

Platinum sponsorship is open to all SMI member organisations and offers a high level of brand coverage throughout the event. Platinum sponsorship is limited to two organisations. In addition to the below, platinum sponsors are named as the official gala dinner and reception sponsors, with further brand coverage opportunities within the gala dinner venue to be confirmed once the final venue has been chosen.

- Logo included on conference holding screen event frame (G)
- Logo included on stage and lectern branding (H)
- Logo included entrance doorway branding (A + B) and on PLATFORM column vinyl (F)
- Vinyl logo decal on level one barrier (C)
- Vinyl logo decal on staircase to AUDITORIUM (E)
- 1000x5400mm ECO-friendly hanging banner (D)
- Social media post announcing sponsorship
- Acknowledgment of sponsorship by Conference Chair
- Full page advert in conference brochure
- 4 free tickets to SMI Conference 2024 and Gala Dinner
- Brand video shared on social media pre-conference and on screens during conference
- Logo included on freestanding sponsor banner and a rolling video shown during conference breaks

**£7,500 + VAT**

# Gold Sponsor

- Logo included on conference holding screen event frame (G)
- Logo included entrance doorway branding (A+B)
- Logo included on PLATFORM column vinyl (F)
- Vinyl logo decal on level one barrier (C)
- 1000x5400mm ECO-friendly hanging banner (D)
- Social media post announcing sponsorship
- Acknowledgment of sponsorship by Conference Chair
- Full page advert in conference brochure
- 3 free tickets to SMI Conference 2024 and Gala Dinner
- Brand video shared on social media pre-conference and on screens during conference
- Logo included on freestanding sponsor banner and a rolling video shown during conference breaks

**£6,000 + VAT**

# Silver Sponsor

- Logo included on conference holding screen event frame (G)
- Logo included on PLATFORM column vinyl (F)
- Vinyl logo decal on level one barrier (C)
- 1000x5400mm ECO-friendly hanging banner (D)
- Social media post announcing sponsorship
- Acknowledgment of sponsorship by Conference Chair
- Half page advert in conference brochure
- 2 free tickets to SMI Conference 2024 and Gala Dinner
- Logo included on freestanding sponsor banner and a rolling video shown during conference breaks

**£4,000 + VAT**

# Bronze Sponsor

- Logo included on conference holding screen event frame (G)
- Social media post announcing sponsorship
- Acknowledgment of sponsorship by Conference Chair
- Quarter page advert in conference brochure
- 1 free ticket to SMI Conference 2024 and Gala Dinner
- Logo included on freestanding sponsor banner and a rolling video shown during conference breaks

**£2,000 + VAT**

**SMI Conference 2024**

# Exhibition Opportunities

# Exhibiting at the SMI Conference 2024

At this year's event, we are moving away from a traditional shell scheme exhibition layout. Instead, to make the best use of available space and promote movement and networking we have opted to offer a number of branded meet and greet exhibition pods. In keeping with previous years, the exhibition area will be placed alongside the catering and break out zones to deliver optimum levels of visibility and delegate foot traffic.

Each meet and greet pod comes equipped with the below:

- 1mx2m exhibition pod with lockable storage cabinet
- Full height digital print of 2x front panels and storage cabinet using exhibitor artwork
- Long arm LED spotlight
- Access to power outlet
- High stool
- 1 ticket to the SMI Conference for both days and Gala Dinner.
- Stand location and exhibitor list included in conference brochure and online pre-conference.
- Promotion of exhibitors on social media in advance of the conference date.

**£1500 + VAT**

\* a 43" LED screen can be added to pod for an additional £200

