



**SMM**

[smm-hamburg.com](http://smm-hamburg.com)

the leading international  
maritime trade fair

# Sponsorship Catalogue 2024

SMM - driving the maritime transition



Hamburg  
Messe + Congress



1

**Facts & Figures**

2

**Core Sponsorship Benefits**

3

**Prime Sponsorship Packages**

4

**Single Sponsorship Packages**

5

**Contact**

[smm-hamburg.com](http://smm-hamburg.com)

the leading international  
maritime trade fair





1

[smm-hamburg.com](http://smm-hamburg.com)

the leading international  
maritime trade fair



# Facts & Figures

# SMM 2024 | Facts & Figures



 <b>Facts &amp; Figures</b>	 <b>40,000+</b> attendees	 <b>2,000+</b> exhibitors
 <b>90,000 m<sup>2</sup></b> exhibition area	 <b>100+</b> nations	 <b>25+</b> national pavilions
 <b>12</b> exhibition halls	 <b>4</b> open stages	 <b>100+</b> speakers





2

[smm-hamburg.com](http://smm-hamburg.com)

the leading international  
maritime trade fair



## Core Sponsorship Benefits

# SMM 2024 | Core Sponsorship Benefits included for each Sponsor



## Event Website

Your company logo shown on the event website under “Meet the Sponsors”



## On-site sponsorship wall

Your company logo presented on the on-site sponsor wall



## On-site signage

Your company logo shown on the on-site printed and digital signage



## Visitor guide

Your company logo presented in the printed visitor guide



## Event Newsletter

Your company logo finds presence in exhibitor and visitor newsletters



## Event App

Your company logo placed in the event app





3

[smm-hamburg.com](http://smm-hamburg.com)

the leading international  
maritime trade fair



# Prime Sponsorship Packages

# SMM 2024 | Prime Sponsorship Packages



## MAIN SPONSOR



## PLATINUM

- Welcome Reception
- Lanyards
- Badges



## GOLD

- Transition Stages
- Conferences
- Hall Sponsorship
- Admiral's Club
- VIP Shuttles



## SILVER

- Ticket Sponsorship
- Individual Facade Branding
- Future Fuels Arena
- AI Center
- MARINE INTERIORS
- Discovery Bay



## BRONZE

- Content Package
- Wine o'clocks





# PLATINUM | SMM Welcome Reception

Showcase your company to the maritime C-level audience in an informal environment

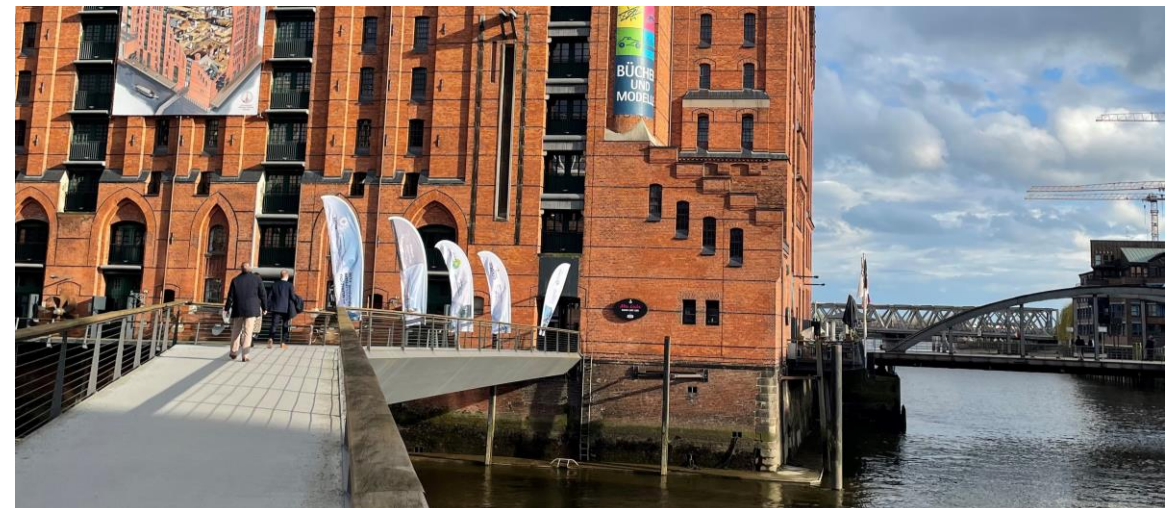
## Our proposed services



- ✓ Opportunity to open the Welcome Reception with a welcome message
- ✓ Your marketing message shown on several screens within the location
- ✓ Beachflags and roll up banners prominently displayed at the entrance areas
- ✓ 5 tickets for the Welcome Reception
- ✓ Core Sponsorship Benefits

Available

€ 25,000



\* The price is for exhibitors only. Price for non-exhibitors upon request.

# PLATINUM | Lanyard Sponsorship

## Stay close to your customers

### Our proposed services

- ✓ High quality lanyards with your logo or claim shown together with the SMM logo
- ✓ Production of lanyards made from recycled material included
- ✓ Available at all entrances
- ✓ Distribution to all attendees
- ✓ Core Sponsorship Benefits

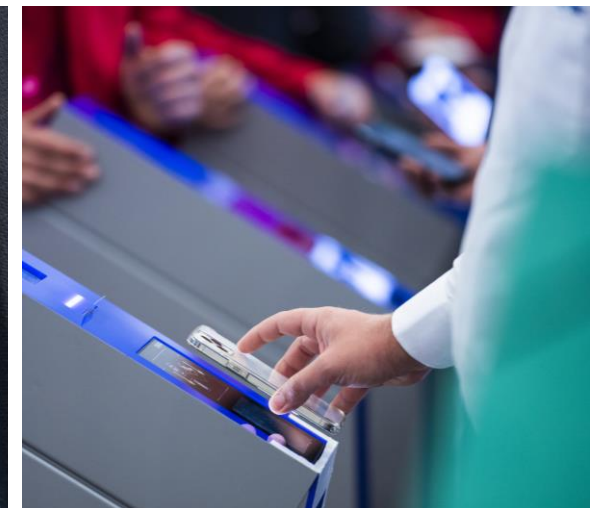


# PLATINUM | Badge Sponsorship

## Visibility throughout the exhibition halls

### Our proposed services

- ✓ Your company logo on the front of all exhibitor and visitor badges
- ✓ Your marketing message on the back of all exhibitor and visitor badges
- ✓ Possible combination with Ticket Sponsorship
- ✓ Core Sponsorship Benefits



# GOLD | Transition Stage Sponsor

This is where the show is on – Let’s explore the stage together!

## Our proposed services



- ✓ Official signage “Stage powered by ...” in all media
- ✓ Your logo featured on stage on-site signage
- ✓ One speakers’ slot at the stage (10 min.)
- ✓ Your advertising (logo or video) before the beginning of the stage programme and during breaks
- ✓ Core Sponsorship Benefits

Digital & Security Stage sold to



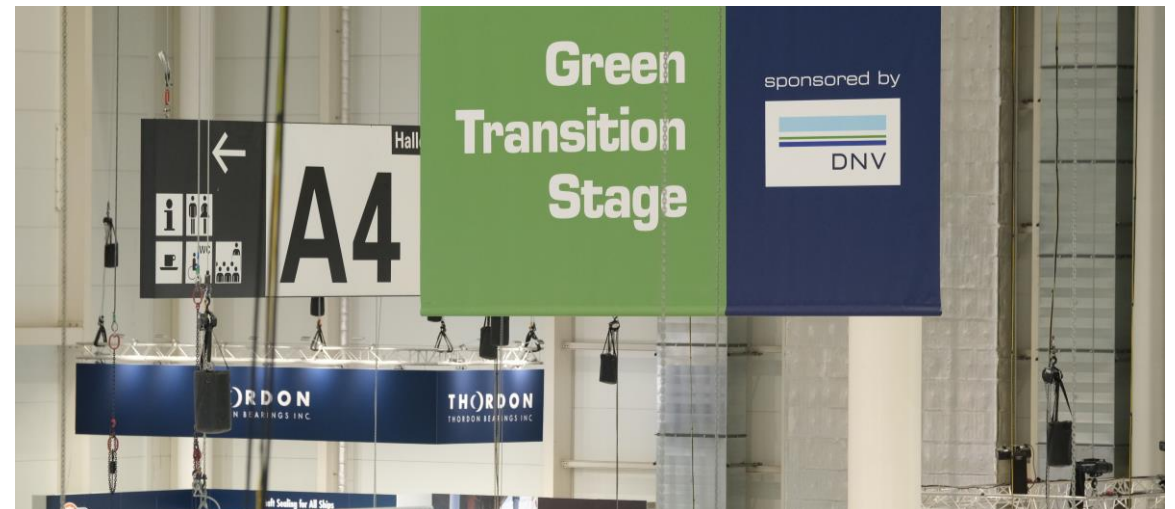
Green Stage reserved for



### Available Transition Stages:

Open Stage @Hall B2  
Cruise and Ferry Stage @Hall B5

€ 30,000\*



\* The price is for exhibitors only. Price for non-exhibitors upon request.

# GOLD | Conference Sponsorship

**NEW** Taking place at the Transition Sages in the halls with access for all attendees!

## Our proposed services

- ✓ Opportunity to open the conference with a welcome message
- ✓ On-screen recognition of your company logo or video before the conference and during breaks
- ✓ Association with the conference in the programme
- ✓ Core Sponsorship Benefits

Maritime Future Summit sold to



MS&D sold to

N.V.L

gmc reserved for



**Available:**  
Offshore Dialogue  
MS&D (non-exclusively)

€ 20,000\*

\* The price is for exhibitors only. Price for non-exhibitors upon request.



# GOLD | Hall Branding

## Greater visibility through exclusive hall branding

### Our proposed services



- ✓ Your company logo on the hall entrance doors and on-site floor plans
- ✓ Your company logo in the digital site plan
- ✓ Four banners in the hall (4x4m incl. production)
- ✓ Core sponsorship benefits

### Available:

A1 | A2 | A3 | A4 | B5 | B6 | B7

**Please note:** Hall brandings are exclusively reserved for exhibitors located in the respective halls. Not every hall can be equipped with brandings.

€ 25,000\*



As of February 2024

\* The price is for exhibitors only. Price for non-exhibitors upon request.

# GOLD | Admiral's Club

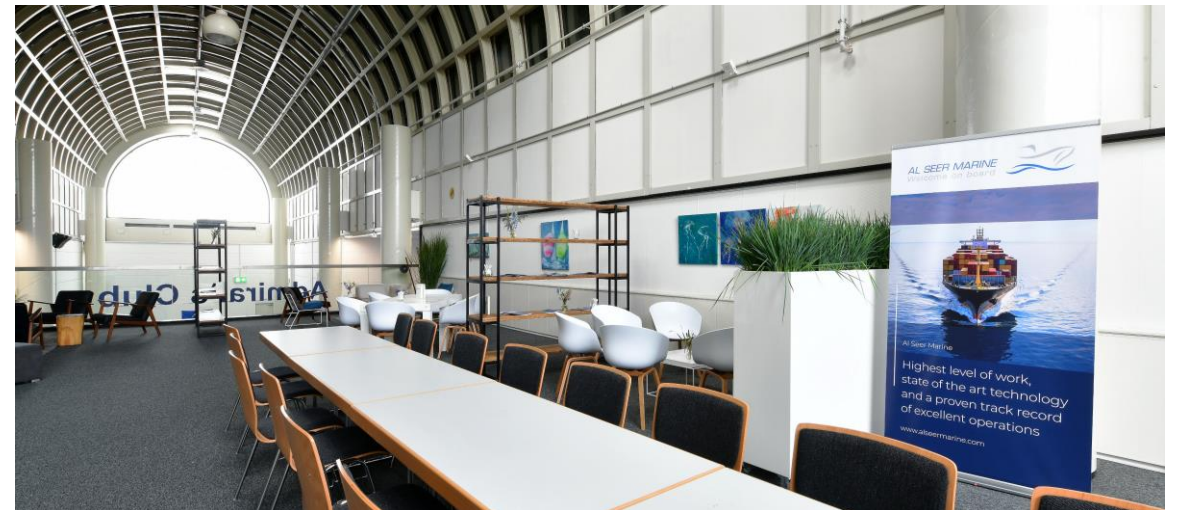
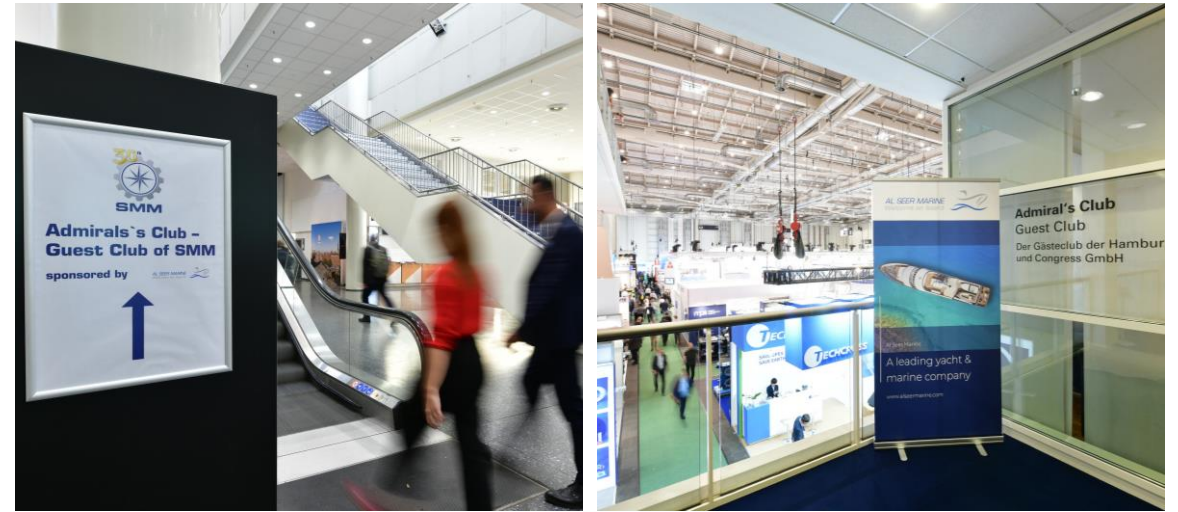
## Be visible for VIPs

### Our proposed services

- ✓ Reference "Admiral's Club sponsored by ..." in VIP invitations
- ✓ Your company logo on the admission cards to the Admiral's Club
- ✓ 3 roll-up banners incl. brochure stand inside and in front of the Admiral's Club
- ✓ Reserved seating area for up to 6 people
- ✓ Combination with VIP Shuttle Sponsorship possible
- ✓ Core Sponsorship Benefits



€ PRICE UPON REQUEST\*



\* The price is for exhibitors only. Price for non-exhibitors upon request.

# GOLD | VIP Shuttles

## Take advantage of our chauffeur service

### Our proposed services



- ✓ Sponsor our VIP shuttles, prominently placed in front of the central entrance and available to a selected pool of SMM attendees
- ✓ Present your company logo and marketing message on the vehicles
- ✓ Possible combination with Admiral's Club Sponsorship
- ✓ Core Sponsorship Benefits

Available

€ PRICE UPON REQUEST\*

\* The price is for exhibitors only. Price for non-exhibitors upon request.





# SILVER | Ticket Sponsorship

## Get your ticket

### Our proposed services

- ✓ Exclusive branding of all online exhibitor and visitor pdf tickets with your company logo
- ✓ (Possible combination with badge sponsorship)
- ✓ Core Sponsorship Benefits



Available

€ 15,000\*

\* The price is for exhibitors only. Price for non-exhibitors upon request.



### your visitor ticket for SMM trade fair



Join the leaders at our conferences  
[smm-hamburg.com/programme](http://smm-hamburg.com/programme)



Check our safety precautions  
[smm-hamburg.com/safety](http://smm-hamburg.com/safety)

**Venue**  
 Hamburg Messe und Congress  
 Messeplatz 1  
 20357 Hamburg  
 Germany

**Follow us #SMMfair**  
[smm-hamburg.com/news](http://smm-hamburg.com/news)  
[linkedin.com/company/smmfair](https://www.linkedin.com/company/smmfair)  
[twitter.com/SMMfair](https://twitter.com/SMMfair)  
[facebook.com/SMMfair](https://www.facebook.com/SMMfair)  
[youtube.com/SMMfair](https://www.youtube.com/SMMfair)

**How to get there**  
[smm-hamburg.com/travel](http://smm-hamburg.com/travel)

**Opening hours**  
 Tuesday – Thursday 10:00 – 18:00  
 Friday 10:00 – 16:00

Sponsored by  
**Acce/eron**

### Visit our other first-class events

27–30 September 2022    6–8 September 2023



Bereich für das personalisierte Ticket inkl. QR-Code.

Bereich für Ticket-Beschreibung.

# SILVER | Future Fuels Arena Sponsoring

## Exclusive offer for Future Fuels Arena exhibitors!

### Our proposed services



- ✓ Your branding at the Future Fuels Arena, where decision-makers in the field of maritime hydrogen technologies meet
- ✓ Official signage “Future Fuels Arena sponsored by...” on the hanging banner, on the fascia boards of the joint stand and on the Future Fuels Arena subpage of the SMM website
- ✓ Core Sponsorship Benefits

Available

€ 13,000\*

\* The price is for exhibitors only. Price for non-exhibitors upon request.



# SILVER | AI Center Sponsoring

## Exclusive offer for AI CENTER exhibitors!

### Our proposed services



- ✓ Your branding at the AI CENTER, where advanced AI technologies and their potential for the maritime industry are put in the spotlight
- ✓ Official signage “AI CENTER sponsored by...” on the hanging banner, on the fascia boards of the joint stand and on the AI CENTER subpage of the SMM website
- ✓ Core Sponsorship Benefits

Available

€ 13,000\*

\* The price is for exhibitors only. Price for non-exhibitors upon request.



# SILVER | MARINE INTERIORS Discovery Bay Sponsoring

## Exclusive offer for MARINE INTERIORS Discovery Bay exhibitors!

### Our proposed services

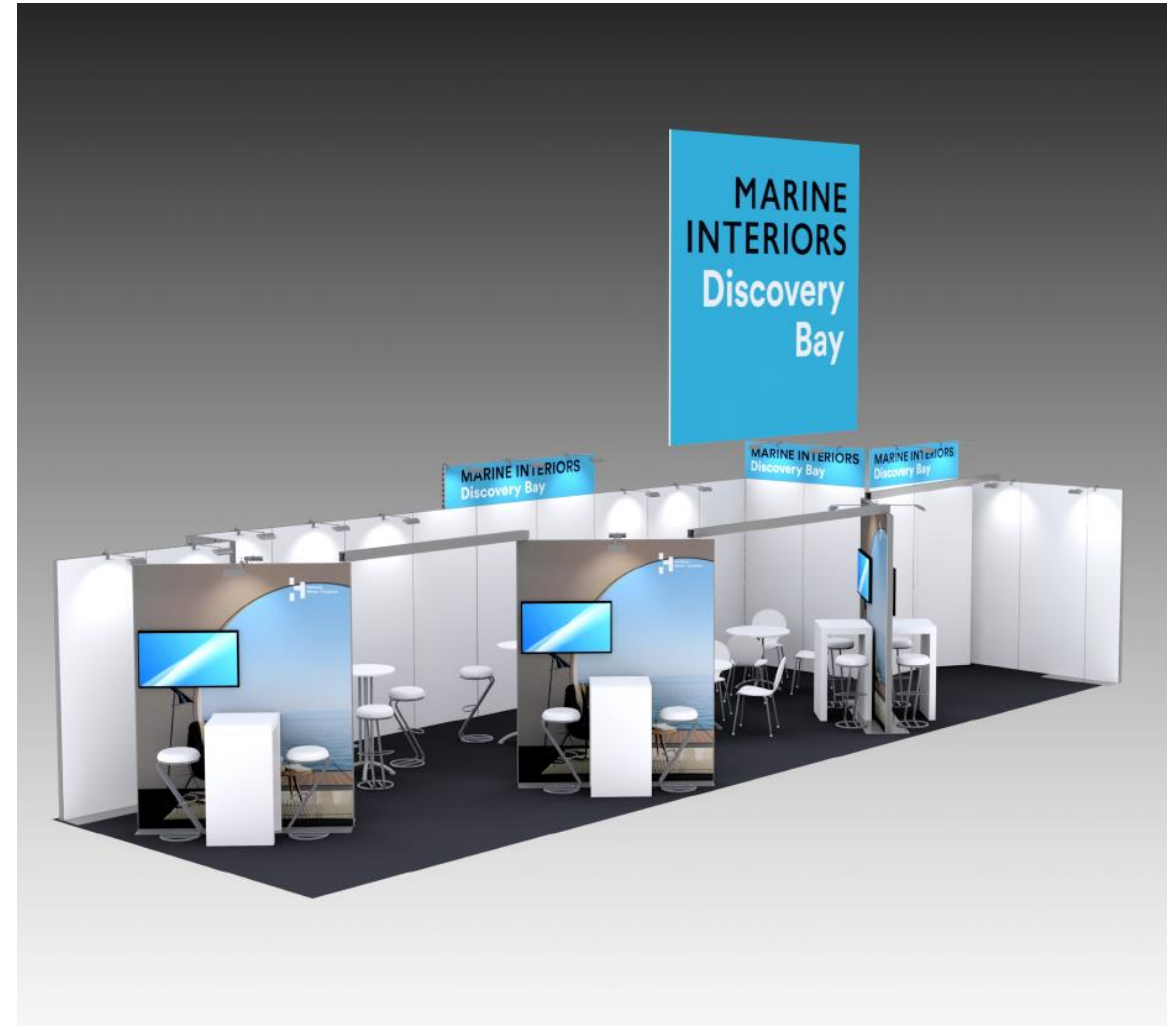


- ✓ Your branding at the MARINE INTERIORS Discovery Bay, our special joint stand area for suppliers in the field of interior outfitting
- ✓ Official signage “MARINE INTERIORS Discovery Bay sponsored by...” on the hanging banner, on the fascia boards of the joint stand and on the MARINE INTERIORS subpage of the SMM website
- ✓ Core Sponsorship Benefits

Available

€ 13,000\*

\* The price is for exhibitors only. Price for non-exhibitors upon request.



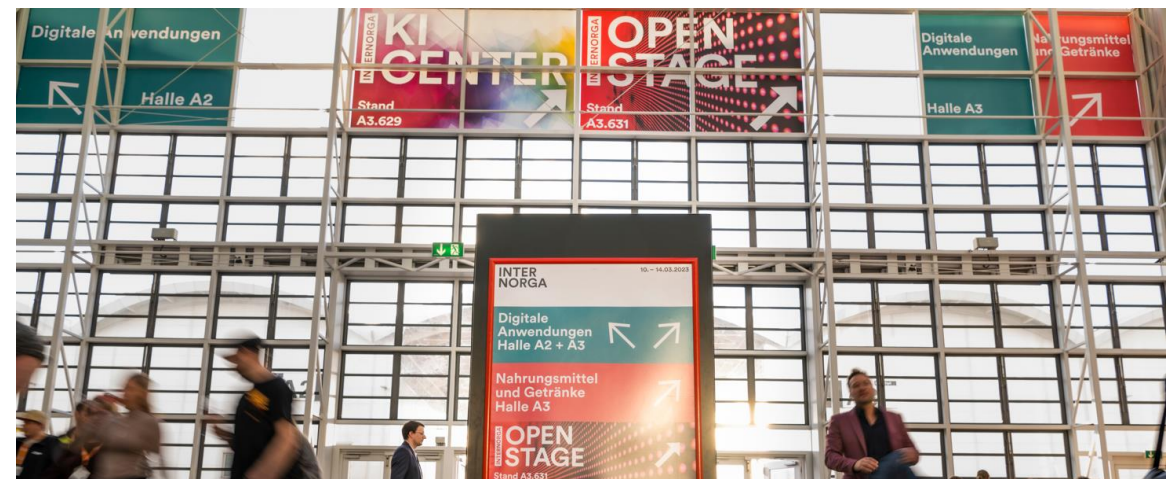
# SILVER | Individual Facade Branding

## Promote your brand on highly visible facades

### Our proposed services



- ✓ Individual facade branding in the atrium between halls A1 and A4 with window stickers (inside and outside)
- ✓ 4 hanging banners inside the central entrance
- ✓ All production and mounting costs included
- ✓ Possible combination with Atrium Sponsorship
- ✓ Core Sponsorship Benefits



€ PRICE UPON REQUEST\*

\* The price is for exhibitors only. Price for non-exhibitors upon request.

# SILVER | Atrium Sponsorship



## Put your brand in the spotlight of the A-halls

### Our proposed services



- ✓ Branding of the Atrium area between halls A1 and A4 with your logo or marketing message on shipping container
- ✓ Opportunity to choose carpet colors
- ✓ Possible combination with facade sponsorship
- ✓ Core Sponsorship Benefits

Available

€ PRICE UPON REQUEST\*

\* The price is for exhibitors only. Price for non-exhibitors upon request.



# BRONZE | Content Package

Spread your message to our huge maritime network

## Our proposed services

- ✓ We offer you our complete digital SMM platform – prior, during and after the show
- ✓ Inclusion of your content (podcast, teaser video or similar) in one LinkedIn post and one newsletter
- ✓ One speaker slot at a Transition Stage
- ✓ Core Sponsorship Benefits



8/10 Available

€ 10,000\*

\* The price is for exhibitors only. Price for non-exhibitors upon request.



SMM

## SMM Hamburg

SMM Hamburg – from 3-6 Sept. 2024

Seefahrt · Hamburg, Hamburg · 14 Tsd. Follower:innen



# BRONZE | Wine o'clock

**After speech networking at the open Transition Stages – make it your networking event!**

## Our proposed services



- ✓ Provision of wine, beer, non-alcoholic drinks, snacks and the necessary hospitality infrastructure
- ✓ Opportunity to provide a welcome speech
- ✓ Presentation or video during the event on the Transition Stage screen
- ✓ Place your roll-ups at the networking area of the stage and display your marketing material on the tables
- ✓ Core Sponsorship Benefits

Available on all four stages on 3 exhibition days

€ 8,500\*

\* The price is for exhibitors only. Price for non-exhibitors upon request.







4


[smm-hamburg.com](http://smm-hamburg.com)

the leading international  
maritime trade fair



# Single Sponsorship Opportunities

# SMM 2024 | Single Sponsorship Opportunities

Maritime Start-Up Pitches	Maritime Career Market	Conference Session (on request)	Media Village (on request)	Visitor Bag Sponsoring (on request)
Coffee Bike	Charging Station	 Packages for you to choose from	Logo Sponsorship	Hostess Shirts (on request)
Start-Up Night (on request)	Seating Area (on request)	Wifi & App	Photo Box	Bicycle taxis

# Charging Station

## Be in charge!

### Our proposed services

- ✓ Sponsorship for charging stations across the entire site possible - choose your favorite positions and carpet colour
- ✓ Display of sponsor claim on both sides of a lightbox
- ✓ Branding of the area with company logo, e.g. your logo on the charging cubes
- ✓ All production costs included
- ✓ Core Sponsorship Benefits



Available

€ 20,000\*

\* The price is for exhibitors only. Price for non-exhibitors upon request.



# Photo Box

## A picture is worth a thousand words

### Our proposed services

- ✓ Placement, set up and supervision of the photo box on site. Choose your favorite location (subject to availability)
- ✓ Overlay of sponsor logo on photo
- ✓ Branding of the area with sponsor logo
- ✓ Instant print and digital files, ready to post on social media
- ✓ Core Sponsorship Benefits



Available

€ 19,000\*

\* The price is for exhibitors only. Price for non-exhibitors upon request.



# Maritime Career Market

## Become employer of the day

### Our proposed services

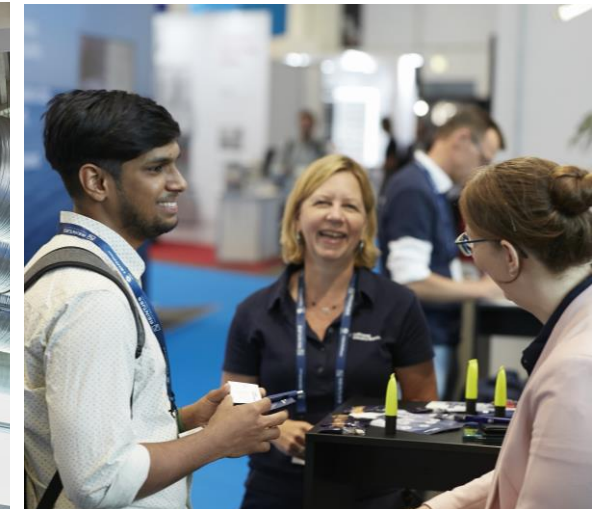


- ✓ Booth at our Maritime Career Market
- ✓ Speakers' slot on our Stage
- ✓ Your company logo at the opening and during breaks
- ✓ Tile on the job wall
- ✓ Official signage "Maritime Career Market powered by..." in all media
- ✓ Core Sponsorship Benefits

Available

€ 15,000\*

\* The price is for exhibitors only. Price for non-exhibitors upon request.



# Logo Sponsorship

## Take advantage of our Core Sponsorship Benefits

Your company logo presented:

- ✓ on the event website
- ✓ on the on-site sponsor wall
- ✓ on on-site printed and digital signage
- ✓ in the visitor guide
- ✓ in exhibitor and visitor newsletters
- ✓ in the event app



**5/5 Available**

€ 7,500\*

\* The price is for exhibitors only. Price for non-exhibitors upon request.



# Bicycle taxi branding

Transport your message in a sustainable way!

## Our proposed services

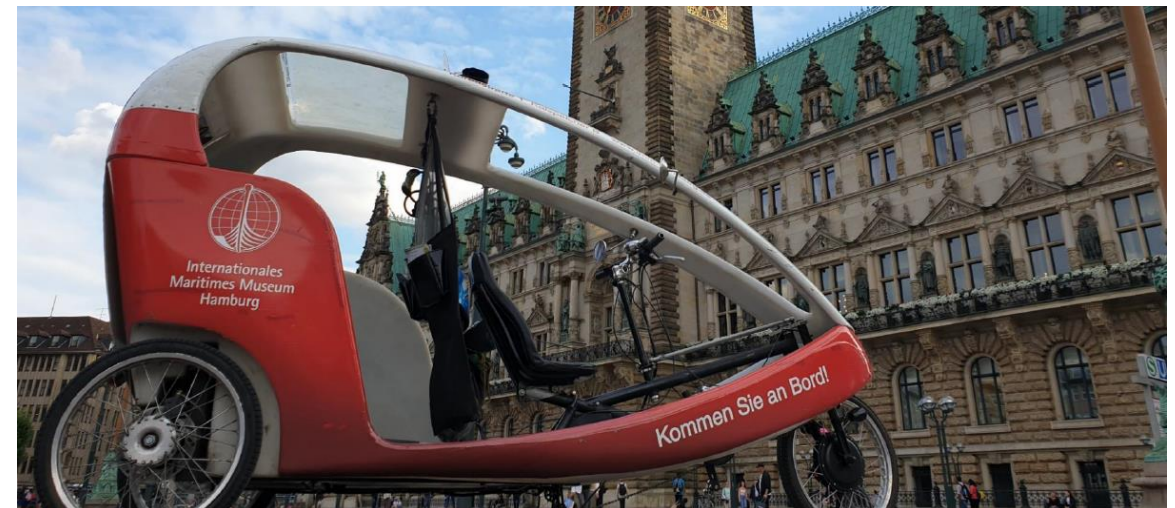


- ✓ You branding on our bicycle taxis (equipped with a supporting electric motor), means of transportation for two guests
- ✓ Choose between partial (sides only) or full coverage (including the back of the bikes)
- ✓ Core Sponsorship Benefits

Available

€ PRICE UPON REQUEST\*

\* The price is for exhibitors only. Price for non-exhibitors upon request.



# Apple crate Sponsoring



## Green starts here!

### Our proposed services



- ✓ Treat participants to fresh apples from the region, from organically integrated cultivation
- ✓ Your company logo on apple crates located at Central Entrance (atrium) and East Entrance during the entire duration of SMM
- ✓ Logo branding of apples (at additional cost)
- ✓ Core Sponsorship Benefits

Available

€ 8,500\*

\* The price is for exhibitors only. Price for non-exhibitors upon request.





# Wifi & App

## Be visible online: prior, during & after SMM 2024

### Our proposed services



- ✓ Sponsor complimentary Wifi access for all visitors
- ✓ Configuration of an individually adapted SSID (network name) and PSK
- ✓ Display of your company logo as banner within the SMM event app linked to your exhibitor entry
- ✓ Core Sponsorship Benefits

Available

€ 20,000\*

\* The price is for exhibitors only. Price for non-exhibitors upon request.



# SMM Maritime Start-up Pitches

## SMM Maritime Start-up Party



**Focus on innovative technologies and sustainable solutions**

### Our proposed services



- ✓ Your branding at the Transition Stage during Start-up Pitches and SMM Maritime Start-up Party
- ✓ Official signage “sponsored by...” in all media, including online programme, website, social media posts and articles with regard to Start-ups@SMM
- ✓ Contact and interview opportunities with the Start-up companies and founders

Available

€ PRICE UPON REQUEST\*

\* The price is for exhibitors only. Price for non-exhibitors upon request.



# Coffee Bike

## Coffee for take-away

### Our proposed services



- ✓ Sponsor a classy coffee bike, located e.g. close to a Transition Stage
- ✓ Serving up to 500 coffee specialities per day
- ✓ Place your roll-ups next to the coffee bike
- ✓ Individual branding of the bike on request
- ✓ Core Sponsorship Benefits

5/5 Available

€ 20,000\*

\* The price is for exhibitors only. Price for non-exhibitors upon request.





5

**Contact**

[smm-hamburg.com](http://smm-hamburg.com)

the leading international  
maritime trade fair





Hamburg  
Messe + Congress

Please do not hesitate to get in touch to learn more about how SMM can support putting your brand into the maritime spotlight.

We are looking forward to discussing our sponsorship offers or creating a bespoke solution for you.

**3-6 sept 2024**  
leading international  
maritime trade fair  
[smm-hamburg.com](http://smm-hamburg.com)



# Contact

Lina Hebestriet

Exhibition Manager SMM

Hamburg Messe und Congress GmbH  
Messeplatz 1  
20357 Hamburg

Telephone: (+49) 40 3569 2142

[Lina.Hebestriet@hamburg-messe.de](mailto:Lina.Hebestriet@hamburg-messe.de)  
[www.smm-hamburg.de](http://www.smm-hamburg.de)

