

Organised by



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EUROPEAN SHIPPING WEEK

Brussels | 17-21 February 2020

SPONSOR & SUPPORTING ORGANISATION GUIDE

Shipping: Europe's strategic partner for sustainability,
jobs and growth in uncertain times

www.europeanshippingweek.eu

in Association with





The Hotel, Boulevard de Waterloo 38, 1000 Brussels

Join the debate
#ESW2020

BEING PART OF ESW 2020

Once you have come onboard as an official Supporting Organisation or Sponsor of ESW 2020, you will need to know all the information in this Briefing Pack. Here are the three options:

- 1. Sponsor** – opportunities for commercial entities to promote their organisations in the lead up to and throughout ESW 2020. Please refer to separate sponsor opportunities document for additional information and benefits.
- 2. Supporting Organisations** – opportunities for shipping-related associations, NGOs and non-profit organisations to promote themselves in the lead up to and throughout ESW 2020.
- **Supporting Organisation Promotion Package** – an enhanced package offered to shipping-related associations, NGOs and non-profit organisations to include event venue hire at The Hotel - including AV, exhibition tabletop opportunity at the ESW 2020 Flagship Conference on Thursday 20 February, FOUR conference passes and a quarter page advert in the official event guide. For full details and costs please contact Llewellyn Bankes-Hughes at LBH@petrospot.com

1. What's in it for me?

As an official Supporting Organisation or Sponsor, you are entitled to run an officially sanctioned ESW 2020 event. Any official ESW 2020 event should take place at The Hotel Monday-Wednesday, subject to availability and approval by the ESW 2020 Task Force.

Adding your event to the ESW 2020 Calendar

- If you would like to add an official event to the calendar, please use the following links to complete the application form online for us to publicise your event:
- Register at www.europeanshippingweek.eu/event-registration
- Create an account
- Activate your account by clicking the link sent to your email address and access the event registration area
- Use the Event Application page to: register new events, update existing events, add important contact details or upload press releases
- Add events or update listings on the Event & PR Registration Dashboard available on log in (www.europeanshippingweek.eu/log-in)

Access

Exclusive access to VIP and 'invitation only' events and receptions (premium sponsors only and subject to availability).

Opportunities for recognition

- Media involvement
- Key commercial association with an EU sanctioned event
- Editorial in a range of key industry publications

Publicity

- Listing on the ESW 2020 website
- Announcement on the ESW 2020 and Shipping Innovation Twitter pages
- Publicity on LinkedIn
- Listing/advertisement in the ESW 2020 Event Guide (distributed at all ESW 2020 events)
- Other publicity materials and advertising channels where applicable
- Access to digital marketing collateral for distribution through own networks

ESW 2020 Themes

There are three overarching themes for ESW 2020 and these will form a framework for each days' events. All event organisers will be asked to reference these themes when considering event programmes and topics.

The three themes for ESW 2020 are:

Monday: Trade and competitiveness

This will include:

- Single window
- Tariffs and trade wars
- Brexit
- The impact of cybercrime on trade
- Digitalisation
- Blockchain
- Quality shipping
- Sanctions

Tuesday: Safe and social shipping

This will include:

- Safety
- Security
- Gender and race equality
- Skills, training, recruitment and retention
- Pastoral assistance
- Mental health
- Digitalisation
- Automation
- The impact of cybercrime on people
- Recruitment (pertaining to youth and women)

Wednesday: Shipping and the environment

This will include:

- Decarbonisation
- Shore-side electricity
- New fuels
- Hydrogen
- Clean shipping
- Multi fuel strategies
- Sustainability in the environment
- Safety (loss of containers etc)
- Digitalisation
- Ship recycling



2. What do you need from me as an ESW 2020 Event Organiser?

Branding

- Display 'Held in conjunction with ESW 2020' along with the ESW 2020 logo on ALL relevant websites and collateral. Download the brand www.europeanshippingweek.eu/download-the-brand
- Media releases issued by ESW 2020 event organisers to promote the official ESW 2020 event must include the boilerplate
- Official boilerplate for use in ESW 2020 event organiser's press release body text:
Taking place from 17 to 21 February, ESW 2020 will be the third Brussels-based European Shipping Week featuring a range of events, functions and networking opportunities. For more information about ESW 2020, or to find out how to register, please visit www.europeanshippingweek.eu. Regular updates will be made on Twitter @EuroShippingWk
- Upload your press releases with the official ESW 2020 boilerplate to the ESW website via the Event & PR Registration Dashboard (available on log in) for endorsement by the organisers three working days prior to issue.

Complimentary passes

All external ESW 2020 event organisers are requested to extend up to two complimentary passes to the ESW organisers.



Onsite branding and delivery contact

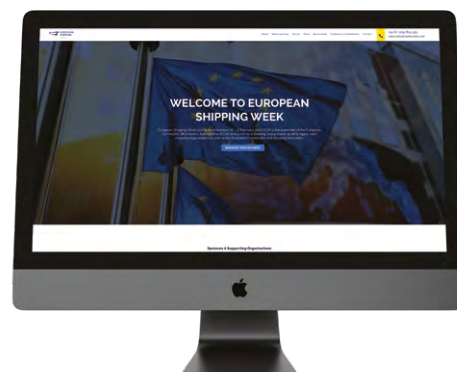
ESW 2020 branding will be delivered to your venue and must be displayed prominently at your event. It includes:

- 1 x ESW 2020 banner (printed on recyclable materials)
- ESW 2020 Official Event Guides (printed on recyclable materials)
- Please add ESW 2020 branding to your displays. Our full suite is available at www.europeanshippingweek.eu

Media briefing and ESW 2020 team registration

- All local, foreign and trade media will receive a Media Briefing Pack ahead of ESW 2020. Should you have any information regarding your event, then please submit it for inclusion by **Friday 17 January 2020**.
- Please provide biographies, information about key areas of expertise and high resolution jpegs of key spokespeople to be interviewed by the press.

www.europeanshippingweek.eu





Official ESW 2020 Photographer

Our photographer will be covering the following aspects of selected events:

- Overview of event – ESW pull up banner on location, over crowd shot, key elements of the event
- Opening ceremony – speech, launch etc
- Guest of Honour at the event
- Key speakers

Pre-event Report

Please submit the following information to your listing on the Event & PR Registration Dashboard (available on log in) by **Friday 31 January 2020**.

- Number of attendees expected
- Keynote speaker details *

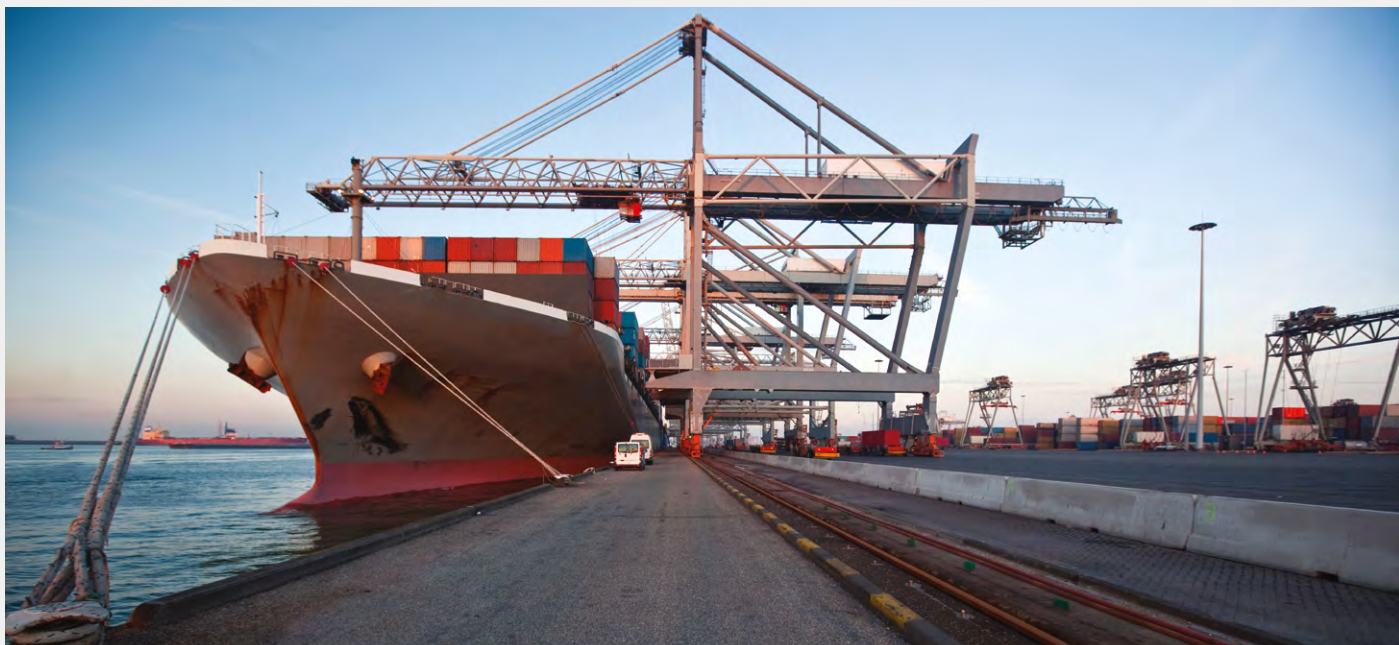
*Please note that keynote speaker details will not be shared ahead of your event without your prior agreement.

Post-event Report

- Please submit the following information to your listing on the Event & PR Registration Dashboard (available once logged in) by **Friday 28 February 2020**.

The post-event report must include the following information:

- Attendance figures
- Keynote speakers
- Feedback from participants
- Photos showing speakers, crowd and participation. To upload your event photos, please contact Lisa Jacobs ljacobs@elabor8.co.uk



All ESW 2020 Supporting Organisations and Sponsors benefit from a marketing and promotional package that includes:

Marketing Benefits

- Promotion of the organisation through ESW 2020 marketing activity
- Press releases and PR in relation to ESW 2020
- Logo displayed on online marketing
- Logo displayed on all ESW 2020 banners
- Logo and bio on the ESW 2020 website and in the ESW 2020 Event Guide



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Extra Benefits

- 20% Member Discount on ESW 2020 Flagship Conference tickets booked via that organisation

**Please refer to Sponsor Opportunities/
Supporting Organisation agreement
paperwork for full details.**



EUROPEAN SHIPPING WEEK

ESW 2020 Event Guide Advertising

The European Shipping Week Event Guide will be the event's only official publication covering news, views and comments on the week.

For advertisement enquiries please contact:

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+44 1295 814 455 / +44 7800 755 278
steve@petrospot.com

Karen Martin

+44 1296 682 108 / +44 7812 077 502
kmartin@elabor8.co.uk

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Advertisement Sizes

Rates

Size	Orientation	Trim	Bleed	Inset
		w x d (mm)	w x d (mm)	w x d (mm)
Double Page Spread	Horizontal	420 x 297	426 x 303	384 x 264
Back Cover / Full Page	Vertical	210 x 297	216 x 303	174 x 264
Half Page	Horizontal	210 x 145	216 x 145	174 x 130
Half Page	Vertical	105 x 297	108 x 303	85 x 264
Quarter Page	Vertical	n/a	n/a	85 x 130

Rate per issue	EURO (€)
Double Page Spread	5,212
Back Cover	5,790
Inside Covers	2,895
Full Page	3,011
Half Page	1,621
Quarter Page	1,042

Social Media

Flickr

www.flickr.com/photos/esw2020

ESW 2020 has a Flickr photo page and we are delighted to include photos from ESW 2020 supporters, sponsors and event organisers. To upload your event photos please contact Lisa Jacobs: ljacobs@elabor8.co.uk



LinkedIn

www.linkedin.com/company/28838004



Twitter

Follow us @EuroShippingWk

Please include the **#ESW2020** hashtag across all social media.

www.europeanshippingweek.eu