



8 – 10 October 2024
Hamburg, Germany

Sponsorship Opportunities



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Since forming in 1955 as a UN-recognised NGO, IAPH has developed into a global alliance, representing 180 ports and 150 port-related businesses across 80 countries. Member ports together, handle well over one third of the world's sea-borne trade and over 60% of the world container traffic.

The #IAPH2024 World Ports Conference will bring together stakeholders from the global maritime supply chain including port authorities, policy makers, ship and cargo owners and service providers, delivering an international platform for networking, innovation and debate.

Over **850** expected attendees



Representatives from **80** countries



Over **220** senior decision makers



Following October's #IAPH2023 World Ports Conference in Abu Dhabi, which highlighted how port business and governance models are adapting to a changing world, the conference will return in 2024 to further explore and examine the future of industry including how ports can secure their long-term licences to operate in a highly volatile world impacted by climate change, digitalisation and unforeseen risks.

To be held in Hamburg from 8 – 10 October, with support from the World Bank, IMO, UNCTAD and other industry partners, the conference will encompass the whole end-to-end maritime supply chain and global port interests.

The programme will be shaped by emerging industry trends in sustainable energy transition, decarbonisation, accelerating data collaboration, risk and resilience. Highlighting the key roles of collaboration and innovation that will be vital in achieving the ambitious industry targets and address both the imminent and future challenges stakeholders are facing.

The 2024 conference will also host the coveted IAPH Sustainability Awards from the World Ports Sustainability Program.

We look forward to welcoming you to #IAPH2024 World Ports Conference



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Why sponsor?

#IAPH2024 will provide the prime platform to promote both yourself and your business, directly in front of your target audience.

With over 850 port professionals expected to attend, the World Ports Conference provides ultimate visibility to generate new business prospects with direct access to international market representatives.

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.

Offering a range of sponsorship packages including Platinum, Gold, Silver and Bronze to suit all price ranges.

Access:

With over 850 port professionals set to attend the 2024 conference, reach your direct target audience face – to – face and make new connections in addition to strengthening existing customer relationships.



Exposure:

Showcase your brand with the global reach of the International Association of Ports and Harbors in addition to the extensive range of marketing, social media and email channel promotion carried out before, during and after the conference.



Representation:

There are multiple options and opportunities for tailor made packages to suit the level of representation your brand requires.





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Sponsorship Inventory

	Platinum	Gold	Silver	Bronze
Full conference passes for employees of sponsoring company	8	6	4	3
Discounted conference passes for employees of sponsoring company at €754 per pass	2	2	1	1
Logo representation and recognition on all event materials including printed ads, website and marketing collateral	✓	✓	✓	✓
Logo on site screens and signage	✓	✓	✓	✓
Logo placement in the main conference room	✓	✓	✓	✓
Logo placement in official "Thank You" video delivered at Welcome address	✓	✓	✓	✓
Company listing on conference mobile app (if applicable)	✓	✓	✓	✓
Digital on-site ad signage (rotating sponsor message)	✓	✓	✓	✓
List of event opt-in attendees (name, company, title) before the conference	✓	✓	✓	✓
3 x 1m networking footprint (tabletop or approved furnishing)	✓	✓	✓	
One (1) Conference Bag Insert (one unit marketing material or approved giveaway)	✓	✓	✓	
HTML email marketing blast to opt-in attendees	1 pre & 1 post	1 pre or 1 post		
Advertisement in Ports & Harbors magazine (date tbd)	Full page	½ page		
Push notification sent to all WPC mobile app attendees	2	1		
One session sponsorship - 30 second video introduction w/option to do a seat drop	✓			
One executive video interview	✓			
	€39,250	€28,150	€18,500	€12,750

Prices do not include VAT

If you would like further information on the sponsorship packages currently available, please contact a member of the sales team today. The team can tailor specific packages towards your business goals and price range.

+44 1329 825335 or email wpc@mercatormedia.com



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Sponsorship Add-ons

The following offerings can be added to sponsor packages. We are happy to work with you to create bespoke sponsorship packages to meet your strategic objectives.

Add on items cannot be purchased individually and some offerings require a specific level of sponsorship.

Branding Opportunities

Make sure your company logo and branding are visible in the most popular areas of the event.

Badge Insert

Registration

Lanyards

White paper

Pads & Pens

Charging Stations

Wi-Fi

Gifts

Conference Bags

Podium

Mobile App

Convention Centre branding



Networking

Multiple available

Breakfasts

Coffee Breaks

Luncheons

Evening Reception

Lounges





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