SPONSORSHIP & EXHIBITION OPPORTUNITIES 2020

www.thedigitalship.com
Who is Digital Ship?

Digital Ship is the commercial maritime world’s authority on all aspects of information technology and innovation, including satellite communications, software, navigation, vessel efficiency, cyber security, big data and analytics.

Established in August 2000, Digital Ship provides news and information covering the commercial shipping sector, focusing on innovation and developments in information technology and maritime communications. Breaking news updates, shared on our website and via our social media, are supplemented by a print magazine, and a weekly e-mail newsletter, which includes further in-depth analysis and features on issues affecting this sector.

In addition to our news and features, Digital Ship organises a global series of conferences in the world’s major shipping centres where industry stakeholders can meet to learn about and discuss technology developments and the issues and trends affecting the maritime IT sector. These include conferences, exhibitions and the now renowned Maritime CIO Forums.

"Thank you very much for a splendid day. As an IT Manager, joining a forum like this was a great opportunity for me to meet other people from the maritime industry, both ship owners and suppliers, in order to get an idea where the industry is positioned."

Henrik Borch IT Manager Team Tankers International
Within these highly targeted one-day forums we investigate and exploring issues & opportunities including:

- **Maritime Satcom Summit** – Investigating the evolution of maritime connectivity
- **Cyber Security in an Unsecure Age** – A look at maritime cyber security, safety and risk
- **The Connectivity Evolution** – Redefining digitalisation in maritime
- **The iShipping Revolution** – How big data, IoT and analytics are bringing about a shift in smart shipping – and how can we harness disruptive influence to deliver innovation and opportunity

Cyber security is high on our agenda with ever-increasing threats being proven to disrupt business continuity. Real life examples in the maritime industry, and related sectors; including ports, terminals and the supply chain, clearly demonstrate the impact of cyber-attacks. In this Forum, we will discuss ways to mobilise internal commitment, set up training and incorporate cyber awareness into daily procedures. Topics include:

- **Facing the Cyber Threat** – An overview of maritime cyber challenges and focus on building resilience
- **Business Planning and Cyber Preparedness** – Including legal, financial and insurance implications; best practices and mitigating risk
- **Training, Awareness and the Human Element** – Turning guidance to training for the shipping industry
Increased data availability and transparency has led shipping companies to review their approaches to operational efficiency and performance analysis – and investigate ways to integrate data into their operations and make it valuable. We need to determine the most valuable relationships among the variables we collect. We need to translate big data into smart data. In this series of forums we look at how to drive the journey from big data to big value.

**Digital Ship Conference**

**Digital Ship Athens**

At this forum we discuss the full spectrum of innovation and digital transformation in shipping – including what this means from a business perspective, for your operations and, of course, for Seafarers themselves.

- **The Maritime Satcom Summit** – What’s next in maritime connectivity and how will this power future developments?
- **Blockchain in Practice** – Digitising the global supply chain
- **iShipping: Harnessing Maritime’s Digital Future** – Enabling collaboration, harmonisation and standardisation in our operations
- **Building Cyber Resilience** – including a hackathon

To discuss any events listed above, contact Youngsuk Park, via young@thedigitalship.com
# The calendar 2020 in summary

## Maritime CIO Forums

<table>
<thead>
<tr>
<th>Event</th>
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<tr>
<td>CIO Cyprus</td>
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<tr>
<td>CIO Hamburg</td>
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<td>CIO Posidonia</td>
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<td>CIO Singapore</td>
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<td>CIO Rotterdam</td>
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<td>CIO Bergen</td>
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## Maritime Cyber Resilience Forums

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<td>Athens</td>
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## Maritime Digital Transformation Forum

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<thead>
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</tr>
<tr>
<td>London</td>
<td>31 March</td>
</tr>
<tr>
<td>Helsinki</td>
<td>7 May</td>
</tr>
<tr>
<td>Hamburg @SMM</td>
<td>8 September</td>
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## Digital Ship Conference

<table>
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<tr>
<td>Digital Ship Athens</td>
<td>10 &amp; 11 November</td>
</tr>
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The calendar is subject to change by organiser.
Statistics and demographic

27,165 TOTAL CONTACTS
7,256 NEW CONTACTS

Regional data

128,863 WEBSITE VISITS
75,305 UNIQUE USERS
254,168 PAGE VIEWS

Once again, the event was a great opportunity to meet and discuss some current issues. It was a great day.”

Phil Tinsley, Head of Maritime Security BIMCO
Profile and Sponsorship Opportunities

Platinum (Headline) Sponsor

One exclusive position, available for group booking. Please enquire for details.
Please note – This option is not available once a Global Sponsor has been confirmed.

Gold Sponsor – One exclusive position on each event

Conference Opportunities:
- **x1 Speaking Slot*** – A stand-alone presentation from a senior member of your company, or (preferably) a co-presentation in conjunction with an end-user
- **Acknowledgement** – Conference Chair will announce and reference your sponsorship and support
- **x4 Non-Speaker Delegate Passes Company Staff*** (6 passes for a two-day event, 4 passes for a one-day event)
- **Discounted Fees** – For additional passes for your company staff

Advertising Opportunities:
- **Logo on Registration Sign & Name Badges** – Only the Global/Headline Sponsor and your company logo will be found on these
- **Event Website** – Company logo and link to your website
- **Marketing Emails** – Acknowledgement of your sponsorship with company logo included in marketing emails
- **Company Signage** – Your company logo on signage throughout the conference
- **WebApp** – Company logo and profile included in the event WebApp

Display Opportunities:
- **Banner Display at the Registration Area** – Only the Global/Headline Sponsor and your company banner will be displayed in the area.
- **Table Top Display*** – A table & two chairs will be offered, along with space for up to 3 roller banners

*At Digital Ship Athens this is a Shell Scheme Stand with a table & two chairs offered in your stand.
*At Nor-Shipping, this will be Banner Display Only at the catering & networking area.

Distribution Opportunities:
- **Literature** – Your company brochure or literature can be distributed on conference seats/or in conference room

Silver Sponsors

Conference Opportunities:
- **x1 Panel Slot** – A senior representative from your company can join one of the panel discussions
- **Acknowledgement** – Conference Chair will announce and reference your sponsorship and support
- **x3 Non-Speaker Delegate Passes for Your Company Staff*** (5 passes for a two-day event, 3 passes for a one-day event)
- **Discounted Fees** – For additional passes for your company staff

Advertising Opportunities:
- **WebApp or Wi-Fi Sponsorship** – Enhancing your visibility via these strong branding tools (see WebApp Sponsor & Wi-Fi Sponsor below for more details.)
- **Event Website** – Company logo and link to your website
- **Marketing Emails** – Acknowledgement of your sponsorship with company logo included in marketing emails
- **Company Signage** – Your company logo on signage throughout the conference
- **WebApp** – Company logo and profile included in the event WebApp

Display Opportunities:
- **Table Top Display*** – A table & two chairs will be offered, along with space for up to 3 roller banners

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*At Nor-Shipping, this will be Banner Display Only at the catering & networking area.

Distribution Opportunities:
- **Literature** – Your company brochure or literature can be distributed at a distribution point
Bronze Sponsors

Conference Opportunities:
- x1 Panel Slot* – A senior representative from your company can join one of the panel discussions
- Acknowledgement – Conference Chair will announce and reference your sponsorship and support
- x2 Non-Speaker Delegate Passes for Your Company Staff* (4 Passes for a two-day event, 2 Passes for a one-day event)
- Discounted Fees – for additional passes for your company staff

Advertising Opportunities:
- Event Website – Company logo and link to your website
- Marketing Emails – Acknowledgement of your sponsorship with company logo included in marketing emails
- Company Signage – Your company logo on signage throughout the conference
- WebApp – Company logo and profile included in the event WebApp

Display Opportunities:
- Table Top Display* – A table & two chairs will be offered, along with space for up to 3 roller banners
  *At Digital Ship Athens this is a Shell Scheme Stand with a table & two chairs offered in your stand.
  *At Nor-Shipping, this will be Banner Display Only at the catering & networking area.

Distribution Opportunities:
- Literature – Your company brochure or literature can be distributed at a distribution point

*Important, applied to all title sponsorship options above: Speaker/panel/topic/sessions to be agreed with Digital Ship conference producer. Sponsor must follow Digital Ship’s presentation guidelines, which will be provided. Any sponsor who does not adhere to the guidelines, Digital Ship reserves the right to cancel future presentations/panels with no penalty.

Promotional Sponsors

Conference Opportunities:
- Non-Speaker Delegate Passes for your company staff* (3 Passes for a two-day event, 2 Passes for a one day event)
- Discounted Fees – For additional passes for your company staff

Advertising Opportunities:
- Event Website – Company logo and link to your website
- Marketing Emails – Acknowledgement of your sponsorship with company logo included in marketing emails
- Company Signage – Your company logo on signage throughout the conference
- WebApp – Company logo and profile included in the event WebApp

Display Opportunities:
- Table Top Display* – A table & two chairs will be offered, along with space for up to 3 roller banners
  *At Digital Ship Athens this is a Shell Scheme Stand with a table & two chairs offered in your stand.
  *At Nor-Shipping, this will be Banner Display Only at the catering & networking area.

Distribution Opportunities:
- Literature – Your company brochure or literature can be distributed at a distribution point

"This is the best conference I have ever been to"
Stein Are Hansen, Senior Intelligence & Exercise Advisor, Norwegian Shipowners’ Mutual War Risks Insurance Association
Lunch Break Sponsor

Conference Opportunities:
- **x2 Non-Speaker Delegate Passes** – Passes with full access for your company staff*
- **Discounted Fees** – For additional passes for your company staff

Advertising Opportunities:
- **Display of Your Company Banner** – During the lunch break you sponsor
- **Opportunities of Conducting Marketing Activities** – You may run a raffle etc. during your sponsored break. Activities to be agreed with Organiser and can be included in agenda for promotion prior to the event
- **Event Website** – Company logo and link to your website
- **Marketing Emails** – Acknowledgement of your sponsorship with company logo included in marketing emails
- **Company Signage** – Your company logo on signage throughout the conference
- **WebApp** – Company logo and profile included in the event WebApp

Distribution Opportunities:
- **Literature** – Your company brochure or literature can be distributed at a designated point

Coffee Break Sponsor

Conference Opportunities:
- **x2 Non-Speaker Delegate Passes** – Passes with full access for your company staff*
- **Discounted Fees** – For additional passes for your company staff

Advertising Opportunities:
- **Display of Your Company Banner** – During your sponsored Coffee Break
- **Opportunities of Conducting Marketing Activities** – You may run a raffle etc. during your sponsored break. Activities to be agreed with Organiser and can be included in agenda for promotion prior to the event
- **Event Website** – Company logo and link to your website
- **Marketing Emails** – Acknowledgement of your sponsorship with company logo included in marketing emails
- **Company Signage** – Your company logo on signage throughout the conference
- **WebApp** – Company logo and profile included in the event WebApp

Distribution Opportunities:
- **Literature** – Your company brochure or literature can be distributed at a designated point

Wi-Fi Sponsor

Conference Opportunities:
- **Non-Speaker Delegate Passes** – Passes with full access for your company staff* (3 for a two-day event, 2 for a one-day event)
- **Discounted Fees** – For additional passes for your company staff

Advertising Opportunities:
- **Choice of SSID or Password** – Your company name or product name in password to gain free Wi-Fi access for all delegates
- **Password on Conference Signage** – Wi-Fi login details including your company or product name will be displayed in the main screensaver throughout the conference
- **Event Website** – Company logo and link to your website
- **Marketing Emails** – Acknowledgement of your sponsorship with company logo included in marketing emails
- **Company Signage** – Your company logo on signage throughout the conference
- **WebApp** – Company logo and profile included in the event WebApp
It was a very interesting day with some eye-opening presentations!

Maren Schroeder, Head Technical, Vroon BV
Summary of Sponsorship Options for one-day events – Maritime CIO, Maritime Cyber Resilience and Maritime Digitalisation Forums

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<th>PANEL SLOT</th>
<th>TABLE TOP DISPLAY</th>
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<th>WEBAPP SP</th>
<th>WI-FI SP</th>
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* Stand-alone Wi-Fi, WebApp, Lunch, Coffee Break options are subject to availability. Please enquire check.

* For Bronze, includes WebApp. Wi-Fi, Lunch, allocated first come first served. If WebApp or Wi-Fi stand-alone option is sold out, alternatively Lunch or Coffee Break Sponsorship will be included, subject to availability.

* There are x3 Coffee Breaks on Day 1 and x1 on Day 2: Welcome, Morning, and Afternoon on Day 1, and Welcome or Morning on Day 2. Sponsor may choose which to sponsor based on the availability – first come first serviced.

* For multiple event bookings, discounts may apply. Please enquire.

* Digital Ship events are free for shipping companies to attend. For all others, there is a small delegate fee as outlined below, excluding Sponsors who have complimentary passes included or those with discounted fees as part of their packages.

Summary of Sponsorship Options for two-day events

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<th>LEVEL</th>
<th>WORKSHOP SLOT</th>
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<th>PANEL SLOT</th>
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Contact

Contact us to find out more about how you can get involved with Digital Ship events in 2020:

For Maritime CIO Forums, Maritime Digital Transformation Forums, Maritime Cyber Resilience and Digital Ship

Narges Jodeyri, +44 (0)207 017 3406, narges@thedigitalship.com