



VPI ATHENS

27 FEBRUARY 2024

Sponsorship Opportunity

Digital Ship Presents:

VPI Athens - UNDERSTANDING YOUR VESSEL PERFORMANCE

Divani Apollon Palace & Thalasso, Athens – 27th February 2024

At this forum, we review digital technologies which can integrate with other technologies – and hear from shipping companies who are using a mix of digital services to tell our audience how it is working and how they do it. The web of technologies for vessel performance is increasing important.

See a sample agenda of recent VPI events - <https://www.vesselperformanceforum.vpoglobal.com/>

**Topics are subject to change by Organiser*



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Headline – Platinum Sponsor

The best way to maximise your exposure through this privileged opportunity is to become Headline-Platinum Sponsor of the stream for all events. An opportunity for each event may be also available if there is no stream headline sponsor. The package is to include;

Sponsor Entitlements, Branding and Positioning

The Headline-Platinum Sponsor will be the top tier sponsor at the respective VPI event, with the most prominent branding in all areas – including on the website, signage/banners, brochures/flyers/adverts (for example in the VPI Global website), conference marketing blasts (pre-and post-event) and all conference materials. The Headline-Platinum Sponsor may also provide VPI with their own prepared pre-event marketing emails (up to two pre-event) that VPI will send to the relevant region/event database as either text only or HTML. These must be used to promote the Sponsor's involvement in the relevant conference and not for general product marketing/announcements

Banner Display

VPI commits to having at least two roll up banners (at our expense) displayed in a prominent position at each event, which would acknowledge the Sponsor's contribution, and position as Headline Sponsor. In addition, the Sponsor may have up to two banners of their own – at their own expense – Distributed in the conference room, exhibition hall or event reception/foyer area (venue space permitting). The Headline Sponsor's banner will be the only one permitted exclusively on the conference stage at any event (excepting VPI's own banner/s). The Sponsor is welcome to distribute other material (provided by themselves) to delegates via the conference seats, registration area or during the Conference Reception.



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Badges/Lanyards

The Sponsor's logo will be **the most prominent on all the attendees' badges**. The Sponsor would also be entitled to provide the attendees' **lanyards** at the events they are sponsoring.

Notepads/Pens

The Sponsor has the right to provide the conference notepads and pens at the events they are sponsoring.

Presentation Slots

x1 Presentation Slot, x1 Panel (or Moderator) Slot: For each of these, we would encourage the Sponsor use different speakers for these two slots and ideally to invite customers to present on their behalf (or co-present).

Delegate Tickets

At each event, **x6 delegate passes** (including speaker/panelist). Further delegate passes will be available at each event for Sponsor staff at a 50% discount on each event's rate. *Please note – inclusive and discounted delegate passes are for Sponsor internal company staff only.

Conference Reception

The main networking function of the VPI Events is the Reception at the end of the day. This is included in the Headline-Platinum Sponsorship, and will be arranged by Digital Ship (who will consult with the Sponsor on locations/venues to be used). The Sponsor will be the sole sponsor Host of the post conference Networking Reception. This will take place **within the conference venue**. VPI will work with the Sponsor to create an enticing party/reception for all delegates. VPI has final say on location and entertainment but will consult with the Sponsor.



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Conference Reception (contd)

The Sponsor may use the Receptions **to provide an address** to the attendees and may also provide promotional materials/gifts/host a Raffle. These are to be provided at the Sponsor's own expense. The Sponsor to discuss this with VPI in advance so the necessary PA system/logistics can be booked if required.

Table Top Exhibition Stands or Banner Display Only

x1 table top display. Note: provision of stands is subject to change for the events at the trade show.

Headline-Platinum Sponsor costs € 10,000 per event. For booking for multiple events together a discount will apply.

Add-on Workshop

The Headline-Platinum Sponsor is also entitled to hold a 45minute Breakfast Briefing in the morning prior to the start of the forum (suggested timing: 0900-0945 with the Forum start at 1000), or a Lunch Briefing (suggested timing 1300-1345, but tbc as best fits the agenda). This may be for end users only (and thus may be held in parallel to something else) or open to all attendees (and held as stand-alone). VPI will provide the room (to seat a minimum of 40 people) and basic AV & catering as required for this session and will include it in the event marketing materials and programme details. This session may last for up to 45 minutes. Content and focus of this session to be discussed and agreed with VPI.

Headline-Platinum Sponsor, including Workshop, costs €12,000 per event. For booking for multiple events together a discount will apply.



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Sponsorship Opportunity

Gold Sponsor

Conference Opportunities

- **x1 Speaking Slot*** – a stand-alone presentation from a senior member of your company or co-presentation in conjunction with an end-user
- **Acknowledgement** – Conference Chair announces your sponsorship
- **x4 Non-Speaker Delegate Passes for your company staff***
- **Discounted fee** – for an additional pass for your company staff

Advertising Opportunities

- **Logo on Registration Sign & Name Badges** – only Global Sponsor's and your company logo will be exclusively on them.
- **Event Website** – Company logo and link to your website
- **Email blasts** – Acknowledgement of your sponsorship with company logo included in email blasts
- **Company Signage** – Your company logo on signage throughout the conference

Display Opportunities

- **Table Top Display*** – a table & two chairs will be offered along with space for up to 3 roller banners.

Distribution Opportunities

- **Literature** – Your company brochure or literature can be distributed on conference seats



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Sponsorship Opportunity

Silver Sponsor

Conference Opportunities

- **x1 Panel Slot** – a senior panel from your company can join one of the panel discussions
- **Acknowledgement** – Conference Chair announces your sponsorship
- **x3 Non-Speaker Delegate Passes for your company staff***
- **Discounted fee** – for an additional pass for your company staff

Advertising Opportunities

- **Event Website** – Company logo and link to your website
- **Email blasts** – Acknowledgement of your sponsorship with company logo included in email blasts
- **Company Signage** - Your company logo on signage throughout the conference

Display Opportunities

- **Table Top Display*** – a table & two chairs will be offered along with space for up to 3 roller banners.

Distribution Opportunities

- **Literature** – Your company brochure or literature can be distributed at a distribution point



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Sponsorship Opportunity

Bronze Sponsor

Conference Opportunities

- **x1 Panel Slot** – a senior panel from your company can join one of the panel discussions
- **Acknowledgement** – Conference Chair announces your sponsorship
- **x2 Non-Speaker Delegate Passes for your company staff***
- **Discounted fee** – for an additional pass for your company staff

Advertising Opportunities

- **x1 Coffee Break Sponsorship**
 - ◆ **Display of your company banner** – during a coffee break you sponsor
 - ◆ **Opportunities of conducting marketing activities** – you can run a raffle etc. during x1 break you sponsor. Activities should be agreed with Organiser and can be included in agenda for promotion prior to an event.
- **Event Website** – Company logo and link to your website
- **Email blasts** – Acknowledgement of your sponsorship with company logo included in email blasts
- **Company Signage** - Your company logo on signage throughout the conference

Display Opportunities

- **Table Top Display*** – a table & two chairs will be offered along with space for up to 3 roller banners.

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/session to be agreed with VPO conference producer. Sponsor must follow VPO's presentation guidelines., which will be provided. Any sponsor who does not adhere to the guidelines, VPO reserves the right to cancel future presentations/panels with no penalty.*



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Sponsorship Opportunity

Promotional Sponsor

Conference Opportunities

- **x2 Non-Speaker Delegate Passes for your company staff***
- **Discounted fee** – for an additional pass for your company staff

Advertising Opportunities

- **Event Website** – Company logo and link to your website
- **Email blasts** – Acknowledgement of your sponsorship with company logo included in email blasts
- **Company Signage** - Your company logo on signage throughout the conference

Display Opportunities

- **Table Top Display*** – a table & two chairs will be offered along with space for up to 3 roller banners.

Distribution Opportunities

- **Literature** – Your company brochure or literature can be distributed at a distribution point



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Sponsorship Opportunity

Lunch Break Sponsor

Conference Opportunities

- **x2 Non-Speaker Delegate Passes** – passes with full access for your company staff*
- **Discounted fee** – for an additional pass for your company staff

Advertising Opportunities

- **Display of your company banner** – during the lunch break you sponsor
- **Opportunities of conducting marketing activities** – you can run a raffle etc. during the lunch break you sponsor. Activities should be agreed with Organiser and can be included in agenda for promotion prior to an event.
- **Event Website** – Company logo and link to your website
- **Email blasts** – Acknowledgement of your sponsorship with company logo included in email blasts
- **Company Signage** – Your company logo on signage throughout the conference

Distribution Opportunities

- **Literature** – Your company brochure or literature can be distributed at a distribution point



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Sponsorship Opportunity

Coffee Break Sponsor

Conference Opportunities

- **x2 Non-Speaker Delegate Passes** – passes with full access for your company staff*
- **Discounted fee** – for an additional pass for your company staff

Advertising Opportunities

- **Display of your company banner** – during the Coffee Break you sponsor
- **Opportunities of conducting marketing activities** – you can run a raffle etc. during the break you sponsor. Activities should be agreed with Organiser and can be included in agenda for promotion prior to an event.
- **Event Website** – Company logo and link to your website
- **Email blasts** – Acknowledgement of your sponsorship with company logo included in email blasts
- **Company Signage** – Your company logo on signage throughout the conference

Distribution Opportunities

- **Literature** – Your company brochure or literature can be distributed at a distribution point

**Delegate passes included in all Sponsorship Packages are only offered to your company staff, not to be shared with other suppliers even if they are your partners.*



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To discuss how to get engaged, contact: David Jeffries via djeffries@vpoglobal.com or on **+44 (0)797 364 2086**.