



# SUBSEA EXPO

P&J LIVE | ABERDEEN

ORGANISED BY



Global  
Underwater  
Hub

# SPONSORSHIP & EXHIBITOR RATES





# EXHIBITION

Featuring around 100 exhibitors, Subsea Expo attracts upwards of 5,000 delegates from around the world over the course of the show.

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## HEADLINE SPONSOR £14,950



This is the **premier package** for any company seeking to maximise their presence at Subsea Expo. Your logo will appear prominently on all marketing material, and on the official website in the run up to and throughout the show, including Subsea Expo literature and press releases.

You'll also have a dedicated company display area in the exhibition space, display panels in the registration area and banner opportunities at the venue, a full colour page ad on the back cover of the official show guide, your company logo on all visitor badges and a table of guests at the prestigious Subsea Expo Awards Dinner.

## SUPPORTER PACKAGES

### Lanyard sponsor - £8,300

Sponsor the lanyards that all delegates visiting Subsea Expo will affix to their visitor badges and wear.

### Registration sponsor - £5,000

Sponsor the registration area at Subsea Expo, and feature your logo on all visitor badges. Sponsors can also place pop-ups in the registration area.

### Networking reception - £4,500

Sponsor the networking reception to break the ice at Subsea Expo and place your branding in The View area.



### Show guide sponsor - £5,000

The official Subsea Expo show guide includes the exhibitor list, company profiles, floorplan and conference schedule and is a must-have for any Subsea Expo visitor attending the show. This sponsor pack places your logo on the front cover of the show guide, a full page ad on the back cover (value £1,750), and includes banner opportunities in the media zone, where delegates will pick up their copies of the guide.

### Media & Recharge zone - £5,000

Wi-fi access and the ability to recharge devices is free for all delegates for the duration of Subsea Expo - thanks to the Media & Recharge zone. Feature your branding in this zone where delegates can sit and continue working while their devices charge.



# EXHIBITION

The options below are examples of packages our exhibitors and sponsors have found successful in the past. If you have an idea for a package that is not listed here please let us know.



Contact us to discuss



## EXHIBITION SPONSORSHIP PACKS AND BENEFITS

Sponsorship Pack	Benefits	Value
Headline Sponsor	<ul style="list-style-type: none"> <li>Logo prominent on all marketing material</li> <li>Logo ahead of all other sponsors on official website</li> <li>Dedicated company display area in the exhibition space</li> <li>Display pop-ups in registration area</li> <li>Banner opportunities at the venue</li> <li>Full colour ad in a prime location in the official show guide</li> <li>Company logo on all visitor badges</li> <li>Table of 10 guests at the prestigious Subsea Expo Awards &amp; Dinner</li> </ul>	£14,950
Registration Sponsor	<ul style="list-style-type: none"> <li>Logo prominently displayed on all visitor badges worn by delegates at the show</li> <li>Display pop-ups in the registration area</li> <li>Logo on official website and on all marketing material</li> </ul>	£5,000
Networking Reception	<ul style="list-style-type: none"> <li>Display pop-ups in The View area at P&amp;J Live</li> <li>Logo on Networking Reception marketing material</li> <li>Logo on official website and on all marketing material</li> </ul>	£4,500
Lanyard Sponsor	<ul style="list-style-type: none"> <li>Feature your logo on all lanyards affixed to badges and worn by delegates at Subsea Expo</li> <li>Table of 10 guests at the prestigious Subsea Expo Awards &amp; Dinner</li> <li>Logo on official website and on all marketing material</li> </ul>	£8,300
Show Guide Sponsor	<ul style="list-style-type: none"> <li>Logo prominently displayed on the official show guide</li> <li>Full page colour advert on back cover</li> <li>Banner opportunities in the media zone where the show guide is located</li> <li>Logo on official website and on all marketing material</li> </ul>	£5,000
Media & Recharge Zone Sponsor	<ul style="list-style-type: none"> <li>Branding opportunities in the Media &amp; Recharge Zone</li> <li>Full page colour advert in the official show guide</li> <li>Logo on official website and on all marketing material</li> </ul>	£5,000

Sponsors are responsible for supplying artwork for adverts and supplying banners / other marketing collateral etc at sponsor's own cost unless otherwise agreed by Global Underwater Hub. If you require any specific additional support (eg artwork creation) please let us know.



# EXHIBITION

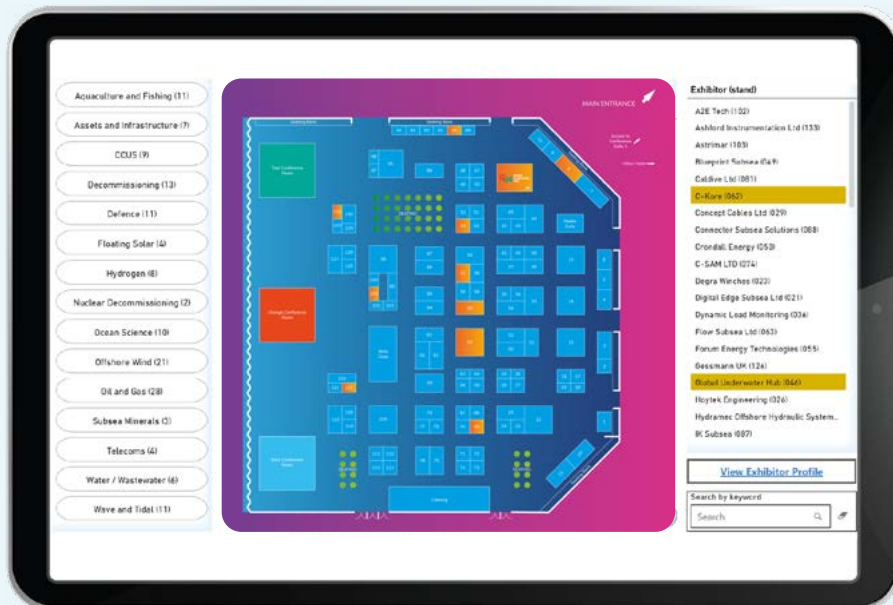
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## BOOK YOUR STAND

Our new interactive floorplan lets you easily see at a glance which stands are available, on hold, or have been sold.

[Click here](#) to jump to the floorplan and see what stands are available to book.



## EXHIBITOR STAND PRICING

Exhibition options starting at:

Stand Size (m)	Stand Type	GUH Member	Non Member
3x2	Shell Scheme & Walk On	£2,754 +VAT	£4,655 +VAT
3x3	Shell Scheme & Walk On	£4,885 +VAT	£7,299 +VAT
3x3	Space Only	£3,777 +VAT	£6,314 +VAT

We have a variety of stand sizes and options available. Please [contact us](#) to explore your options!

## ADVERTISING OPTIONS

### GUH News magazine - from £850

Global Underwater Hub's magazine, GUH News, has over 10,000 subscribers and will be in circulation at Subsea Expo - in the Media Zone and in every conference session. It features news from the GUH, members and industry. Established over 15 years ago, it is one of the most recognisable publications in the industry.

For full options and rates, [view the GUH News media pack here](#) (scroll to end of page and click "download media pack").

### Subsea Expo show guide - from £750

Looking to maximise your advertising coverage at Subsea Expo? The official show guide, which delegates can pick up as they enter the show floor, offers adverts starting from £750.

You can also [sponsor the show guide](#) which includes the prime location back cover ad valued at £1,750 as well as other benefits.



# CONFERENCE

A multi-stream conference with curated speakers, the Subsea Expo conference brings together around 90 presenters including leaders in their fields, innovators and pioneers.

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## HEADLINE CONFERENCE SPONSOR

£14,950

This is the **premier package** for the three-day conference, giving you the opportunity to brand all conference lecterns and session title slides for every presentation set, and place your literature on tables in all conference rooms over the course of the three-day conference.

## PREMIUM SPONSOR

£POA

This sponsorship package includes an international breakfast at the opening of Subsea Expo, and a curated line-up of speakers on a range of select topics on the first day of the conference.

This gives you the opportunity to brand all of the premium stream lecterns and session title slides for every presentation set, and place your literature on tables in the premium conference rooms.

## SUPPORTER PACKAGES

### Theatre sponsor - £5,000

Sponsor an individual conference theatre for the full three days and feature your branding on holding slides, lecterns and blades. Use the opportunity to display your pop-ups and distribute brochures or giveaways to delegates (at sponsor's expense).

### Session sponsor - £2,500

Sponsor a single session at the conference and get your branding on your selected session's title slides and place your literature on chairs in the session's conference room.

### Pen sponsor - £1,500

Sponsor all of the pens included throughout the event, with your branding on all pens at the conference and at the Subsea Expo Awards dinner. Sponsor to supply and deliver pens at sponsor's own cost.





# CONFERENCE

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## CONFERENCE SPONSORSHIP PACKS AND BENEFITS

Sponsorship Pack	Benefits	Value
Headline Conference Sponsor	<ul style="list-style-type: none"> <li>Logo prominent on all marketing material</li> <li>Logo ahead of all other conference sponsors on official website</li> <li>Your branding on all lecterns and session title slides in all conference stream rooms</li> <li>Place your literature on tables in all conference stream rooms</li> <li>Participation in the conference advisory group</li> <li>Full colour ad in the official show guide</li> <li>Table of 10 guests at the prestigious Subsea Expo Awards &amp; Dinner</li> </ul>	£14,950
Premium Conference Sponsor	<ul style="list-style-type: none"> <li>Your branding on all lecterns and session title slides in premium conference stream room</li> <li>Place your literature on tables in premium conference stream room</li> <li>Full colour ad in the official show guide</li> <li>Table of 10 guests at the prestigious Subsea Expo Awards &amp; Dinner</li> <li>Logo on official website and on all marketing material</li> </ul>	£POA
Theatre Sponsor	<ul style="list-style-type: none"> <li>Your branding on theatre lecterns and theatre title slides in theatre's conference stream rooms for three days</li> <li>Place your literature on tables in selected theatre conference stream rooms</li> <li>Full colour ad in the official show guide</li> <li>Logo on official website and on all marketing material</li> </ul>	£5,000
Session Sponsor	<ul style="list-style-type: none"> <li>Your branding on single session lecterns and single session title slides in selected conference stream rooms</li> <li>Place your literature on tables in selected session conference stream rooms</li> <li>Full colour ad in the official show guide</li> <li>Logo on official website and on all marketing material</li> </ul>	£2,500
Pen Sponsor	<ul style="list-style-type: none"> <li>Logo prominently displayed on the official show guide</li> <li>Full page colour advert on back cover</li> <li>Banner opportunities in the media zone where the show guide is located</li> <li>Logo on official website and on all marketing material</li> </ul>	£1,500

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# AWARDS

The prestigious annual Subsea Expo Awards brings industry peers together for an evening of celebration, entertainment and a delicious three-course meal.

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## SUBSEA EXPO AWARDS GOLD SPONSOR

This is the **premier package** for the Subsea Expo Awards ceremony and dinner, which recognises and highlights the achievements of our industry's outstanding companies and individuals. Your company logo will be a main feature on the stage set, and you'll have full branding of the dinner, so your logo will appear on the menu, and in any printed materials produced for the dinner (such as invitations). Gold tier sponsors also receive branding opportunities in the main exhibition hall (as agreed with the GUH).



## SUPPORTER PACKAGES

### Drinks Reception sponsor - £7,500

Sponsor the drinks reception, which takes place ahead of the Subsea Expo Awards and dinner. You will have full branding at the reception, and your company logo will feature on the physical menu on every table, and on any materials produced for the dinner (such as invitations).

### Wine sponsor - £5,000

Sponsor the wine at the Subsea Expo Awards dinner and place your branding on the bottle labels on each table.

### Table Gifts sponsor - £2,500

Sponsor the table gift for all guests at the Subsea Expo Awards dinner to be set at each delegate place. Please note that the sponsor must provide and deliver their own gifts to P&J Live. Type of gift subject to agreement with the GUH.

## AWARD SPONSOR

### Award sponsor - £5,950

The GUH produces trophies for each individual award and this pack entitles you to sponsor one award from a category of your choosing. You will also have the opportunity to be part of the judging panel for the awards, and present the award to the winner during the awards ceremony. Your company logo will be included on all Subsea Expo Awards promotional material.

Company of the Year  
(Over 50 employees)  
Company of the Year  
(Under 50 employees)  
Global Exports  
Rising Star  
Safety Innovation  
Cross Sector Innovation  
Technology Development



# AWARDS

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Contact us to discuss

## SUBSEA EXPO AWARDS SPONSORSHIP PACKS AND BENEFITS



Sponsorship Pack	Benefits	Value
Subsea Expo Awards Gold Sponsor	<ul style="list-style-type: none"> <li>Logo to feature on the stage set</li> <li>Logo to feature on menu and any printed materials produced for the dinner (such as invitations)</li> <li>Acknowledgement and thank you by host, GUH CEO Neil Gordon</li> <li>Opportunity to present Outstanding Achievement Award</li> <li>Branding opportunities in the main exhibition hall (as agreed with GUH)</li> <li>Full colour ad in the official show guide</li> <li>Table of 10 guests at the prestigious Subsea Expo Awards &amp; Dinner</li> <li>Logo on official website and on all marketing material</li> </ul>	£14,950
Drinks Reception Sponsor	<ul style="list-style-type: none"> <li>Branding opportunities in The View reception area</li> <li>Logo to feature on menu and any printed materials produced for the dinner (such as invitations)</li> <li>Full colour ad in the official show guide</li> <li>Table of 10 guests at the prestigious Subsea Expo Awards &amp; Dinner</li> <li>Logo on official website and on all marketing material</li> </ul>	£7,500
Individual Awards Sponsor	<ul style="list-style-type: none"> <li>Your company mentioned as sponsor on the physical award trophy</li> <li>Opportunity to present the award to the winner during the awards ceremony</li> <li>Opportunity to be part of the judging panel for the awards (if still available when booked)</li> <li>Full colour ad in the official show guide</li> <li>Logo on official website and on all marketing material</li> </ul>	£5,950
Wine Sponsor	<ul style="list-style-type: none"> <li>Your branding on the wine bottle labels on each table</li> <li>Full colour ad in the official show guide</li> <li>Logo on official website and on all marketing material</li> </ul>	£5,000
Table Gifts Sponsor	<ul style="list-style-type: none"> <li>Sponsor the table gifts for all guests to be set at each delegate place, subject to GUH approval</li> <li>Full colour ad in the official show guide</li> <li>Logo on official website and on all marketing material</li> </ul>	£2,500

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# MEDIA

Media partnership deals include a range of options tailored to suit your needs. We have paid sponsorship options available and mutually beneficial agreements involving co-promotion.



Contact us to discuss



## OFFICIAL MEDIA PARTNER

This is the **premier package** for any media organisation seeking to enhance their visibility at Subsea Expo with prominent branding on all Subsea Expo publications, the official website, and through pop-up or other branding displays as agreed with GUH (sponsor to supply materials). Includes branding opportunities in the Media & Recharge Zone and distribution of your publication throughout the show.

This partnership includes a free exhibition stand or space to suit your preference. It has the potential for a Subsea Expo 'Show Daily' with the opportunity to sell advertising. Access speakers, partners and exhibitors in the run-up to Subsea Expo. Also includes guest places (x2) at the Subsea Expo Awards and dinner.

## SUPPORTING MEDIA SPONSOR

Feature your branding on Subsea Expo literature & signage. Display your logo on the official website. Includes pop-up displays or other branding displays as agreed with GUH (sponsor to supply materials). Access to speakers, partners and exhibitors in the run-up to Subsea Expo. Display of your publication in the official Media Zone (copies to be supplied at sponsor's own cost).

In return, the organisers of Subsea Expo, Global Underwater Hub will expect advertising and editorial of equivalent value to be agreed in advance, including but not limited to print and digital adverts, news articles and social media posts.





# SUBSEA EXPO