



21 - 23 September 2021 | NEW DATES

One Event. Two Platforms.
Marina Bays Sands, Singapore & Virtual Expo

www.sea-asia.com

**8th
EDITION**



@SeatradeAsia



Sea Asia

Sea Asia Insights - Chartering Your Digital Route With Sea Asia

Reach a powerful, proactive and receptive network of maritime professionals with our customised digital opportunities. Designed exclusively for sponsors and exhibitors, our digital marketing opportunities are ready to launch and support your brand.

Go Digital To Reach New Clients

Discover new digital offerings on our Sea Asia and Seatrade Maritime News platforms to help you amplify your brand and reach your target clients. Tap on our global community reach and expand your digital landscape through the digital opportunities such as sponsored webinars or content and showcase your thought leadership.

Sea Asia Digital Platforms



Webinar



Podcast



Sponsored Content
(Article, white paper)



Digital Advertising
(Web banners)



Newsletters

Sea Asia Insights



Sea Asia Insights is a new initiative for thought leaders to discuss and share knowledge on main issues regarding the shipping industry across the globe. Sea Asia presents enriching **webinars** and **podcasts**, providing participants an engaging platform to tackle vital topics and allowing greater participation of attendees to access the latest industry news and updates.

Sea Asia Insights sponsorship opportunities will help to chart your digital journey by starting the digital sail from pre-event webinar to onsite Sea Asia Conference exposure and ending the route with a post event sponsored article. At every sail, we ensure that your brand is well-positioned to reach a highly targeted and engaged audience.

The Sea Asia webinar is also available on-demand after the event and converted to Podcast to further enhance your branding exposure and outreach to a wider audience.



Four Engaging Webinar Themes



Workforce/Talent Development

Engaging the future workforce and new working model



Legal

Analysis and discussion of the current critical legal topics for the maritime industry



Regulatory Deep Dive

Beyond IMO 2020: An in-depth look of what's next on the regulatory landscape?



The Future of LNG as Marine Fuel

Developing the infrastructure & bridging the gap of decarbonisation

WEBINAR

SEA ASIA INSIGHTS SPONSORSHIP

- Placement of one (1) sponsor's logo on the webinar registration page
- Placement of one (1) sponsor's logo on the webinar platform
- Placement of one (1) sponsor's web banner on the webinar platform
- Opportunity to play a 30-second corporate video prior to the sponsored webinar

Sponsorship:
USD 3,000.00

WEBPAGE ILLUSTRATION



The image is for illustration purposes only and is subject to changes.

SEA ASIA 2021 TOPICAL CONFERENCE SESSION (PM) SPONSORSHIP

Pre-Event

- Company identified as a sponsor on pre-event sales and marketing collaterals, where applicable
- Sponsor's 200-word company profile (to be provided by sponsor) on the event website, with hyperlink to their corporate website upon confirmation of sponsorship and up to one-month post-event
- Placement of one (1) banner advertisement on event website
- Placement of one (1) sponsor's logo on the conference programme and registration page
- Social media shout-out upon confirmation of sponsorship

Sponsorship:
USD 12,000.00
(including webinar)

At Event

- Acknowledged as sponsor in various signages and event boards at the Sea Asia venue (Marina Bay Sands Expo and Convention Centre)
- Two (2) complimentary full-access delegate passes to the live conference (which also allows access to the virtual conference), including the Official Opening Ceremony, which may be utilised by sponsor or their invited clients. Entry into the conference shall be subject to Organisers' Visitor Rules & Regulations
- Twenty (20) complimentary single-session delegate passes to the live conference, which also allows access to the virtual sponsored conference session
- Special 30% discount for any additional purchase of conference passes (on standard conference rates only)
- One (1) full page colour advertisement in the event guide
- Acknowledged as sponsor in the event guide and event show dailies (Daily Sea Press)
- Speaking opportunity for the sponsored conference session (in consultation with organiser)
- Opportunity to play a 30-second corporate video (on loop) prior to the sponsored conference session
- Placement of one (1) sponsor's logo on the virtual live streaming and video on-demand page
- Acknowledged as sponsor on electronic signboard outside the conference room
- Placement of one (1) sponsor's logo on backdrop during sponsored conference session
- Placement of one (1) sponsor's pull-up banner at the sponsored conference session
- Opportunity to distribute one (1) electronic brochure for download via QR code at the sponsored area

Post-Event

- Post-event coverage published on the event website, EDM and social media posts

Sea Asia Webinar Case Study

The Next Wave of Digitalisation in Shipping

The webinar is focused on how Singapore is approaching digitalisation and specific areas where the industry can benefit.



Steen Lund
Singapore Shipping Association
(SSA) Council Member and Chairman
of SSA Digitalisation Committee



Marcus Hand
Editor of Seatrade Maritime News



Statistics at a Glance

982

Live Webinar registrants

593

Live Attendees

60%

Live attendance Rate

40

questions

Alphamar Port | American Bureau Of Shipping | Anglo Eastern Ship Management | Baker Mckenzie Habib Al Mulla | Bernhard Schulte Singapore Holdings Pte Ltd | Bureau Veritas Marine (Singapore) Pte Ltd | Chembulk Tankers | Chevron Shipping Company LLC | China Merchants Port Holdings | Clarksons Research | Colombo Dockyard Plc | D P World Chennai | DNVGL | Drydocks World Dubai | Gearbulk Shipping Singapore Pte Ltd | Germela Law LLP | HFW | Hoegh LNG Asia Pte. Ltd. | Imc Shipping & Offshore Tech Pte | Ince & Co | Inchcape Shipping Services | Indian Register Of Shipping (Irclass) | Indian Register Of Shipping (Pt. IRS Class Service Indonesia) | International Registries | K Line Pte Ltd | Laurel Ship Management Pte. Ltd. | Lloyd's Register | Maersk Singapore | MSI Ship Management Pte Ltd | Pacific Basin Shipping (HK) Limited | Pacific Radiance Group | PG Ship Management Pte Ltd | Port Authority Tenerife | Rajah & Tann Singapore LLP | Sea Eagles Shipping | Shell Trading & Shipping | Swiftbulk LLC | Teekay Tankers | The China Navigation Co Pte Ltd | Thome Ship Management | Tru-Marine Pte Ltd | Universal Shipmanagement Pte Ltd | Wan Hai Lines Singapore Pte Ltd | Wartsila India Private Ltd. | Watson Farley & Williams LLP | Wilhelmsen Ships Service and more...



Contact Us

Contact us today to discuss your preferred digital route and marketing strategy.



Jonathan Kiang

T: +65 9278 1701

E: jonathan.kiang@informa.com



Chris Adams

T: +44 207 0174820

E: chris.adams@informa.com

www.sea-asia.com



Sea Asia



@SeatradeAsia

Join in the conversation online #SeaAsia