EUROPE 21-23 MAY 2024



WELCOME



Elizabeth Rankin Event Director Breakbulk Europe

Breakbulk Europe is the largest event in the world for project cargo and the breakbulk industry. It's the best place for networking, business transactions and lead generation, with over 12,000 key decision makers attending from 120 countries – making it the perfect place to showcase your company.

At Breakbulk Europe, the exhibitor experience goes beyond a stand on the floor, it allows you the opportunity to connect face-to-face with project owners, EPCs, industrial manufacturers and global project forwarders—the people who decide which service providers get the next contract. Located in the iconic Rotterdam Ahoy in the heart of Rotterdam–Zuid, just ten minutes from the centre of Rotterdam one of Europe's largest port cities.

Each year we put on an exhibition to top the last, with plenty planned to make 2024 our best yet. With more networking opportunities, an increased number of sponsorship opportunities, a handful of outstanding fringe events and live content sessions, this year will be our biggest event to date.

From the moment you sign your contract, our marketing team is on hand to support you and your business. Meaning the earlier you sign, the more exposure your business will receive across our digital and social channels.

WE LOOK FORWARD TO PARTNERING WITH YOU FOR BREAKBULK EUROPE.

AMPLIFY YOUR MESSAGE, ELEVATE YOUR BRAND

As an exhibitor at Breakbulk Europe, you open the door to international recognition as a thought leader and top brand. Our family of media products – Breakbulk Magazine, BreakbulkONE and Breakbulk Studios offers a variety of opportunities.

Advertising at a preferred rate, available only to exhibitors

Consideration as an interview resource for Breakbulk editorial

Featured case study in the magazine

Opportunity to contribute as a Thought Leader on a specific topic of interest to the Breakbulk community

Interview in Breakbulk
Studios onsite at the

On location filming to capture your story and share with the industry

Preferred rates on session sponsorships that include speaking opportunities

All article content from BreakbulkONE and Breakbulk Magazine is posted to the Breakbulk website and to Breakbulk's Linkedin company page with 16,000+ followers.

Ask your sales rep about custom packages. Sponsorships, advertising and editorial preference available to exhibitors and BGSN members.

EXHIBITOR PROMOTION IN ACTION

Our event content and editorial teams work closely with industry leaders, including exhibitors and Breakbulk Global Shipper Network members, to identify emerging opportunities that hold promise for breakbulk and project cargo service providers. Here, we look at an example focused on new nuclear power opportunities in Europe.

ORIGIN

Topic recommended by Breakbulk Global Shipper Network Member Bechtel Corporation, previewed in the magazine and brought to life on the Main Stage and in Breakbulk Studios at Breakbulk Europe.



PROMOTION TIMELINE

JANUARY FEBRUARY MARCH APRIL MAY JUNE



"A New Era for Nuclear,"

Breakbulk Magazine Issue 2 2023, pre-event coverage. Distributed to 35,000 subscribers. Exhibitors:

Port of Gdańsk, deugro, Comark **BGSN members:** Bechtel

Corporation, Westinghouse, GE

Steam Power, EDF Energy,

"Osprey Delivers Reactor to UK Nuclear Plant," BreakbulkONE newsletter, March 2023, exhibitor news. Distributed to 35,000 subscribers.

"Moving Cargo for NPPs: A Complex Task Says Comark," BreakbulkONE newsletter, March 2023, exhibitor news. Distributed to 35,000 subscribers.



Energy Transition Photo & Video Contest, Osprey entry from Hinkley nuclear reactor move, on display at Breakbulk Europe "Nuclear Power Projects
in Europe: Infrastructure,
Feasibility and
Collaboration," Main Stage
Session at Breakbulk
Europe, June 2023.
Panelists (Exhibitors):
Mammoet, UTC Overseas
Panelists (BGSN members):
Bechtel Corporation

"Opportunities Around Poland's First Nuclear Power Plant," Breakbulk Studios Interview with panelist Łucasz Chwalczuk, president of ESTA, who covers key takeaways from the nuclear power session. Filmed at Breakbulk Europe, June 2023.

JULY



Mammoet, UTC Overseas

Panellists (BGSN members):

Bechtel Corporation



WHY SHOULD YOU EXHIBIT?

MEET DECISION-MAKERS

Including leading EPCs, oil & gas companies, energy companies, mining & metals producers and manufacturers.

BREAKBULK APP OFFERS CONVENIENT NETWORKING

The app makes it easy to plan your meeting schedule in advance.

INCREASE BRAND AWARENESS AND LAUNCH NEW PRODUCTS

Branded meeting area for business development teams plus full marketing support to promote exhibitors before, during and after the event.

THE BREAKBULK PLATFORM

At Breakbulk Europe, the exhibitor experience is more than a stand on the floor. Our marketing team supports your participation from the moment you sign your contract, which means the earlier you sign, the more marketing exposure you will receive.



WHO SHOULD EXHIBIT?



FREIGHT FORWARDER



OUIPMENT



ROAD TRANSPORT



PORTS & TERMINALS



MARITIME TRANSPORT



INDUSTRY-RELATED SERVICES



BARGE & INLAND TRANSPORT

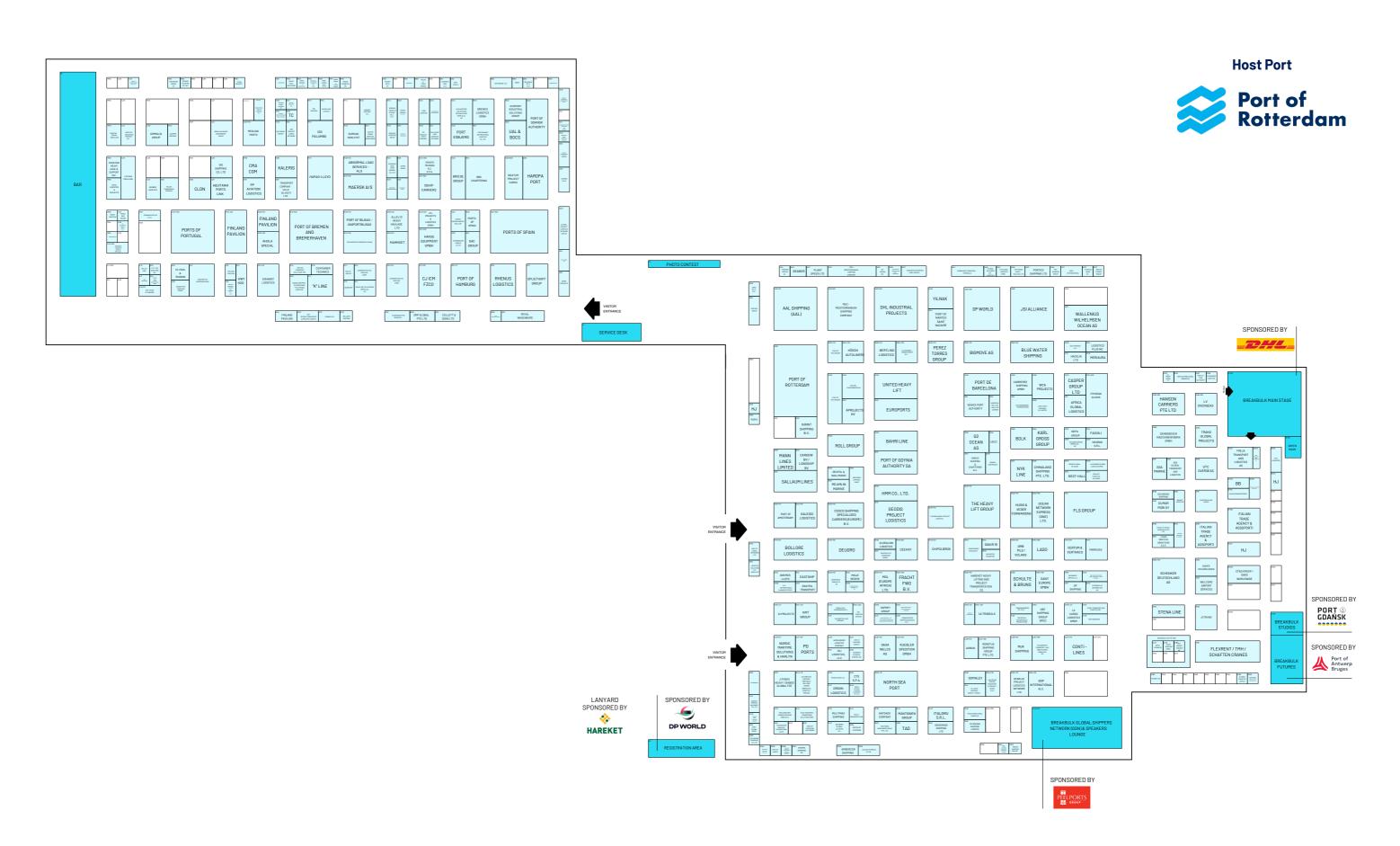


AIR TRANSPORT



RAIL TRANSPORT

FLOORPLAN



BREAKBULK EUROPE 2023 IN NUMBERS



Attendees:

Companies

15% increase over 2022

Exhibitors

ATTENDEE BREAKDOWN

Exhibitor Reps:

18% increase over 2022

Visitors:

8% increase over 2022

Breakbulk Global Shipper Network Members:

100% increase over 2022



SHIPPERS -THE DECISION-MAKERS **EVERYONE WANTS TO MEET**



In total

BIG NAME SHIPPERS AT BREAKBULK EUROPE

Air Liquide, Air Products, ALCOA, Alstom, Andritz, Aramco, Baker Houghes, Bechtel Corp., BMW, Bouygues Construction, BP, British Steel, Caterpillar, Chevron, Enel, Enercon, Enerkem, Europipe, FLSmidth, Fluor, GE, Glencore, Halliburton, Hitachi Energy, Jacobs Engineering, Kiewit, Linde Engineering, McDermott, Mercedes-Benz, NOV, NEOM, Nordex, Repsol, Saipem, Samsung Engineering, Shell, Siemens, Sumitomo, Tata Steel, Technip Energies, Técnicas Reunidas, Tecnimont, thyssenkrupp, TotalEnergies, Vallourec, Vestas, Volvo, Wärtsilä, **Westonghouse Electric Company**

25% EPC (Engineering Procurement & EPC (Engineering,

SEČŤOR

33%

Manufacturer (of Project Cargo)

42%

Project Owner (inc. Aerospace, Chemical, Construction, Metals & Heavy Industries, Military & Defense, Mining, Oil & Gas, Power, Renewables etc.)

NETWORKING BEYOND THE EXHIBITION FLOOR



WOMEN IN BREAKBULK BREAKFAST







Carlos Palleiro, Projects Department, Pérez Torres Marítima

"Breakbulk Europe provides a paramount opportunity. It holds significant value in terms of company branding, enabling visibility and fostering connections with both new and existing clients, transcending borders, and reaching a global audience"



Amanda Bouin, Global Senior Director of Energy, Geodis

"The event facilitates productive interactions, enabling us to connect with clients and stakeholders on a deeper level, building stronger relationships. This gathering offers a rare opportunity to gain insight into the challenges faced by others in the industry while fostering a supportive environment"



Johan-Paul Versch, Project Director, Rebel

"The breakbulk industry thrives on interpersonal connections; it is a true people-centric business. Breakbulk Europe is paramount to fostering these vital connections. It provides and invaluable opportunity to network, by actively engaging with the industry, we ensure that we remain well-informed and equipped to navigate the ever-evolving landscape"



Beatriz Alvarado, Sales and Chartering Director, Kaleido

"The exhibition this year for us has been quite successful I must say - very crowded, a lot of attendance and very interesting contacts. So, we are ready to come next year"

Julianna Gibbons, Vice President, Swire Shipping

"Breakbulk Europe presents an incredibly powerful business opportunity, extending beyond networking to provide a platform for showcasing our company. Here we have the privilege of forging meaningful connections that enable us to conduct business in a more personal and impactful manner"



SPONSORSHIP

REASONS TO SPONSOR

Put your brand in front of the project cargo community at a time when prospects for new business are high.

- Establish and reinforce leadership in your company's sector
- Meet with project owners, shippers, specialised transport and logistics companies both in-region and global
- Launch new products and services to a captive buying audience
- Tap into Breakbulk's global social media presence and promote your company to the world
- Match your company's sales objectives with a sponsorship to reinforce your message
- Have another idea? Our sponsorship team is eager to work with you in customising a program that's exactly right for you

THOUGHT LEADERSHIP



Breakbulk Main Stage Session

Showcase your company to an engaged audience during a high-level strategic session on the Main Stage and participate in the session with opening remarks or a seat on the panel.



Women in Breakbulk

With the growing drive for diversity, this is a sponsorship to show support for equality across the industry. A panel of female industry leaders will share their stories and advice, while providing a lively forum for networking.



Education Day

One of the most important initiatives across the industry is ensuring the next generation of leaders. Breakbulk Education Day is known throughout the region for its role in educating students from partnering institutions about the opportunities for a career in maritime, transportation, logistics and other related fields.

ONSITE OPPORTUNITIES



BREAKBULK MAIN STAGE

Conference sessions will take place throughout the event on the Main Stage, which will include sponsor branding. This is the hub for the region's thought leaders who deliver compelling content on the issues critical to new business for project cargo professionals.

Sponsored by





BREAKBULK STUDIOS

Breakbulk Studios is the place for live interviews with speakers, dignitaries and exhibitors. Sponsor logo will be displayed in the background for all video interviews, giving the sponsor high visibility during the event, as well as post-event.

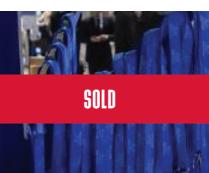


ATTENDEE BAGS

Every event attendee will receive a complimentary bag to hold sales material they've collected for future reference. This is a straight forward branding opportunity for a sponsor who wants full visibility throughout the event and the potential to have a lasting impact with your business profiled on these reusable tote bags.







LANYARDS

An essential item for all attendees that offers repeated exposure for sponsor's brand throughout the show.

Sponsored by 🔆 HAREKET



ATTENDEE BADGE

Designed into the badge layout for every attendee, a sponsor's message or offer will receive the attention it deserves.

Sponsored by





EVENT MEET APP

The Breakbulk Meet App is available for exhibitors, shippers and attendees to schedule meetings and stay connected.

Find out more about our sponsorship opportunities by contacting the team:

https://europe.breakbulk.com/page/exhibitor-form

THE VALUE OF BOOKING NOW

RENFFITS RECEIVED

	BENEFITS RECEIVED	
JUNE	Exclusive priority offers (rebook)	OFFERS
	Preferred stand location	STAND PREFERENCE
	Maximum year round exposure	EXPOSURE
	Opportunity to increase a brand's visibility via sponsorship	BRAND ENHANCEMENT
	6-month website profile on Breakbulk Europe website	WEB PROFILE
	Opportunity for exposure through Breakbulk social media channels including Twitter, Facebook, Instagram & LinkedIn	SOCIAL MEDIA
	Possible exposure in the show creative used across show collateral prior to the show and onsite	CREATIVE
MAY	Exhibitor profiles featured in official show catalogue to be easily found.	CATALOGUE ONSITE



NEW FOR EUROPE 2024

BREAKBULK ROUND TABLES

Round Tables will bring together professionals from across industry sectors to share insights, address issues and generate actionable takeaways. Discussions will focus on key Breakbulk topics to fuel business solutions and foster collaboration. Round Table themes will include, Decarbonisation, Rates & Capacity, Women in Breakbulk, The Talent Gap and Energy Transition.

Breakbulk's brand-new, innovative programme, Round Tables are 1 hour peer group round table discussions connecting groups of up to 10 industry professionals based on their topic of interest.

You can only sign up to one Round Table at Breakbulk Europe 2024, so make sure you select the topic most interesting to you!



LEARN

from other Breakbulk & Project Logistics leaders who bring a variety of perspectives and experiences

GROV

your professional network

DISCUSS

debate and share your experiences with other professionals





We know how powerful it is when the Breakbulk Industry come together to discuss their shared experiences, challenges and opportunities. Round Tables is an innovative new platform to enable peer to peer discussions at scale.

Why not take the lead and sponsor a session yourself, lead the conversation and find out for yourself some of the resolutions to issues your company or customers face themselves;

VALUE FOR SPONSORS:

UNIQUE OPPORTUNITY

for only 3 Breakbulk strategic partners, to be part of a largely sponsor free area of the show.

BRAND EXPOSURE

and influence across 1 of the Round Table content series.

OPPORTUNITY

for sponsor give aways, swag and information drops.

GAINING INSIGHT

and feedback from key industry player, including cobranded follow up.

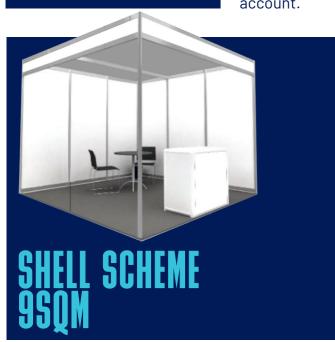
Speak to the team today to find out your opportunities.

STAND PACKAGES

SPACE ONLY

Space only allows for a bespoke design to bring your brand to life. We can connect you with our official event contractor to assist with the design and build.

SPACE ONLY EXCLUDES: Shell scheme booth, signage, power cable, DB board for electrics, lighting, furniture and all requirements for your custom stand will need to be provided by your design team and/or yourself as the exhibitor for your direct account.





Shell Scheme - 9SOM contains:

Aluminium Sodem profile structure with white forex infill panels at overall height of 2.5 metre exhibition grade carpet

- 1x Arc table, black (code: MT21)
- 2 x Iso chairs, black (code: MC12)
- 1 x Lockable Counter, white (code: MD11)
- 1 x Waste bin (code: MA10)
- Exhibitor's banner name in vinyl lettering cut out per open side fascia
- 1 x Exhibitor's fascia logo per fascia board (600mm W x 200mm H)
- 1x Exhibitor's front counter logo (940mm W x 940mm H)
- 3 x 35W Halide Spotlights
- 1x 3-pin UK Standard Electrical Socket
- ** Please note, lights and sockets will only be installed if power is ordered.

Shell Scheme - 18 SOM contains:

Aluminium Sodem profile structure with white forex infill panels at overall height of 2.5 metre exhibition grade carpet

- 2 x Arc table, black (code: MT21)
- 4 x Iso chairs, black (code: MC12)
- 2 x Lockable Counter, white (code: MD11)
- 2 x Waste bin (code: MA10)
- Exhibitor's banner name in vinyl lettering cut out per open side fascia
- 1x Exhibitor's fascia logo per fascia board (600mm W x 200mm H)
- 2 x Exhibitor's front counter logo (940mm W x 940mm H)
- 6 x 35W Halide Spotlights
- 2 x 3-pin UK Standard Electrical Socket
- ** Please note, lights and sockets will only be installed if power is ordered.

SPONSORS

HOST PORT











LANYARD



SHOW SPONSORS

















∠SHIPNEXT

