



Seafood Expo
GLOBAL



Seafood Processing
GLOBAL

23-25 APRIL 2024 / BARCELONA, SPAIN
FIRA BARCELONA GRAN VIA VENUE

The GLOBAL Seafood Marketplace

2024 Marketing Opportunities & Seafood Excellence Global Awards

When Will You Start Reaching Buyers?

Attracting customers to your business and making your participation at Seafood Expo Global/Seafood Processing Global a success can START TODAY. The world's LARGEST seafood trade event has highly-visible and effective marketing opportunities available for any budget. **Build buyer interest before and during the event, across digital and print communications.**

   #SEG24

seafoodexpo.com/global

PART OF A GLOBAL SEAFOOD PORTFOLIO



Produced by: **diversified**
COMMUNICATIONS
A Member of: 

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Engage with buyers as they prepare for the event and arrive onsite.

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Why wait to build attendee relationships? Start reaching them today.

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Don't just hope buyers find your stand—guide them there.

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Engage a captivated audience onsite.

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Visualize the placement of the event's sponsorships, inside and outside the venue.

Enhanced Exposure Opportunities



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Capture the attention of buyers during all critical points of their event experience: as they plan, prepare and walk the exhibit halls. With opportunities including digital and print exposure, these packages offer your company comprehensive advertising opportunities.

Web

Buyers visit the Seafood Expo Global/Seafood Processing Global website in advance of and during the Expo, actively seeking exhibiting companies that strike their interest. **Your advertising can reach them**, so **YOU** can meet them in Barcelona! Ads will run until 1 September.

Expo website advertising is featured throughout the site. All advertising opportunities are subject to limited availability.

Ad Placement	Size (pxL x pxH)	File Weight	Animation
Leaderboard (Expo website)	728 x 90	40k	10 sec maximum
Medium Rectangle (Expo website)	300 x 250	40k	10 sec maximum
Small Rectangle (Expo website)	300 x 100	40k	10 sec maximum



Did you know?

The event website received more than **358,000** unique visitors with more than **2,455,000** page views.*

*From 1 May 2022 to 30 April 2023

Enhanced Exposure Opportunities



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Mobile App Sponsorships

The mobile app is the most efficient way for buyers to digitally identify products and suppliers, access event and conference logistics, and navigate the expo halls. These sustainable opportunities are easy for you to take advantage of, generate more buyer traffic and get you seen before your competitors.

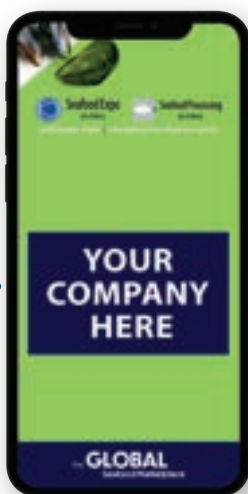
Title Sponsorship

- EXCLUSIVE

Get maximum visibility within the event Mobile App and all related communications (leading up to the event and onsite through digital and print channels).

Title Sponsorship exposure includes:

- Splash page, which appears every time a user enters the event app
- Rotating banner ad (exact location will vary, 6 available)
- Company logo and stand number on all app related marketing collateral (including in pre-event email communications, the Floor Guide and onsite print and digital signage)
- Company logo and stand number on app webpage
- 3 push notifications (1 per day) during the event, sent to all users

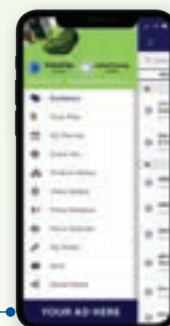


ADDITIONAL OPPORTUNITIES

Rotating Banner Ads

(6) AVAILABLE

Be among the rotating banners featured on the navigation page (exact location will vary) – increasing visibility and driving ROI. Rotating banner ads are linked to your company listing in the mobile app.



Push Notifications

(4) AVAILABLE PER DAY

Communicate directly with buyers during the Expo! Send a message to all mobile app users with a push notification.

Did you know?

The main menu dashboard of the app received **54,000+** visits with total visits averaging 7 times per user.*

*2023 app statistics

Enhanced Exposure Opportunities



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Exhibitor Listing Packages

All exhibitors have a company listing, but not all exhibitors take full advantage of them.

By upgrading your listing package, you will increase your visibility and enhance your first impression with buyers by providing them with **more product information, contact details and reasons to see you onsite**. The exhibitor list is among the most sought-after and utilized tools buyers take advantage of through multiple channels, before, during and after the event. Don't miss your opportunity to make these valuable digital and print impressions count!

Connect with your
account executive

» OR CLICK HERE

TO SEE THE UPGRADE
OPPORTUNITIES AND DETAILS.



Pre-Event Exposure Opportunities



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Why wait to build customer relationships?

Prospective buyers are already starting to make their event plans TODAY. These pre-event exposure opportunities will make your presence and brand known and your stand a must-see stop on the expo floor.

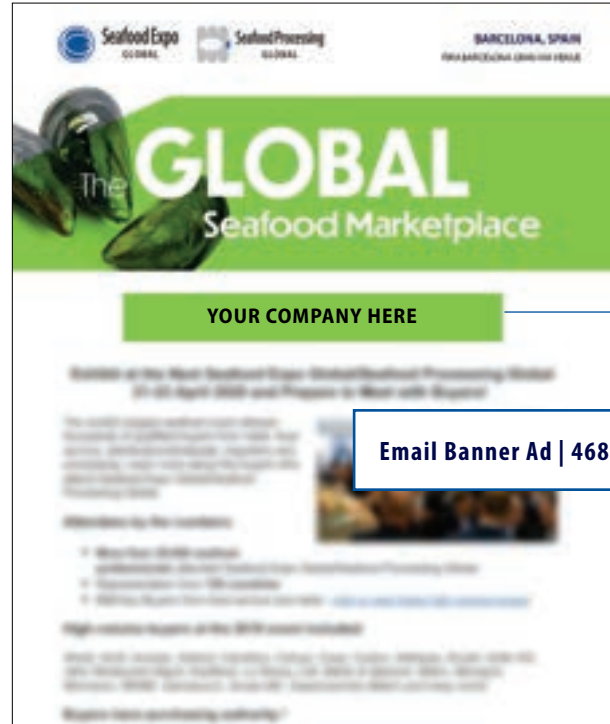
EMAIL BANNER AD

Send a banner ad straight to the inbox of Expo registrants and high-volume Key Buyers. While they review event emails, introduce your company and become a must-see exhibitor. Opportunities include:

- **Visitor Registration Confirmation – EXCLUSIVE**
Banner ad size: 800x150
- **Exhibitor Registration Confirmation – EXCLUSIVE**
Banner ad size: 800x150
- **Visitor Pre-Registration Email – EXCLUSIVE**
Banner ad size: 468x60
- **Exhibitor Newsletter – EXCLUSIVE**
Banner ad size: 468x60



CONSULT YOUR SALES REPRESENTATIVE
for email scheduling information.



KEY BUYER

KEY BUYER PRE-EVENT DIGITAL MAILING

Include your company's sponsored piece in the pre-event digital mailing to pre-registered Key Buyers. The pre-event digital mailing includes important information about the Expo that is emailed to all registered Key Buyers weeks prior to the event.

Sponsored piece to be provided by sponsoring company.



CONSULT YOUR ACCOUNT EXECUTIVE for details.



Custom Packages

Let us work with you to create a custom sponsorship package designed for you to meet your specific goals and needs. For additional exhibitor marketing and sponsorship ideas, contact your account executive at: **+1 207-842-5590** or **sales-global@seafoodexpo.com**.

Onsite Exposure Opportunities



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Floor Guide Advertising

As the **only distributed printed piece for the Expo**, the Floor Guide contains valuable visitor information, including hall maps, exhibitor locations and listings, event details, conference program and logistics. Each day of the event, attendees will read the Floor Guide, see your ad and remember to stop by.

AD OPPORTUNITIES:

Cover Tip – EXCLUSIVE

- Size: 20cm x 10cm

Printed Cover Belly Band – EXCLUSIVE

- Size: 20cm x 6cm

Inside Cover and Back Cover Ads

- Size: 21.6cm x 30.3cm
(add .3175cm bleed all sides)

Full Page

- Size: 19cm x 27cm

Half Page (horizontal)

- Size: 18.4cm x 13.3cm

Quarter Page (horizontal)

- Size: 18.4cm x 8.5cm

FILE FORMATS ACCEPTED:

high-resolution (at least 300 dpi), cmyk digital files are required (pdf, jpg or ai format).



Lanyards

Prominently display your company logo on the lanyards that visitors wear with their badges.



Onsite Exposure Opportunities



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With thousands of industry professionals attending the event, Seafood Expo Global/ Seafood Processing Global will be one of Barcelona's busiest sites—and your brand can be displayed onsite for all to see. Whether it's through indoor & outdoor signage or registration opportunities, **direct more buyers to your stand** and increase your return on investment.

Signage Outside The Venue

Get your company seen as soon as attendees approach the venue. Prominent flags, canvas towers, wooden cubes, meter boards and banners will boldly introduce your business to buyers, inviting them into the Expo and to your stand.

Flags

- **Flags at South Access (SET OF 5 FLAGS – 7 SETS AVAILABLE)**
 - » Size: 1m x 4m
- **Moveable Flags (SETS OF 5 FLAGS AVAILABLE)**
 - » Size: 1m x 4m

Towers

- **Four-sided Canvas Tower**
 - » Size options: 1.5m x 6m and 1m x 4m
- **Four-sided Wooden Cube**
 - » Size: 1.2 x 2.04m

Meter Boards

- **Double-sided Meter Boards**
 - » Size: 1.2m x 1.85m

Drop Banners

- **Single-sided Drop Banners between Halls 2 and 3**
 - » 2 sets of 6 banners available or
 - » 1 set of 12 banners for exclusivity
 - » Size: 1.66m x 5.93m

Table Stickers (SET OF 30)

- **Vinyl table stickers in busy outdoor catering points between Halls 2 and 3**
 - » Size: 40cm in diameter



FLAGS AT SOUTH ACCESS



1.5M x 6M FOUR-SIDED CANVAS TOWER



FOUR-SIDED
WOODEN CUBE



METER BOARD



DROP BANNERS BETWEEN HALLS 2 AND 3



TABLE STICKERS

Onsite Exposure Opportunities



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Signage Inside The Venue

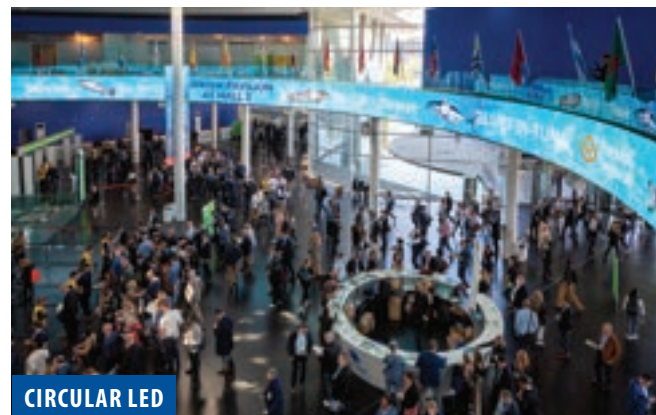
First impressions are everything – so make yours count. These striking banner, floor tile, escalator and travelator signage opportunities will catch attendees' attention upon entering the venue and direct them straight to your exhibit stand.

SOUTH ACCESS LOBBY DIGITAL SIGNAGE

Powerfully and sustainably project your message in high-traffic locations throughout the venue – standing out from competitors and **directing captive audiences to your stand**.

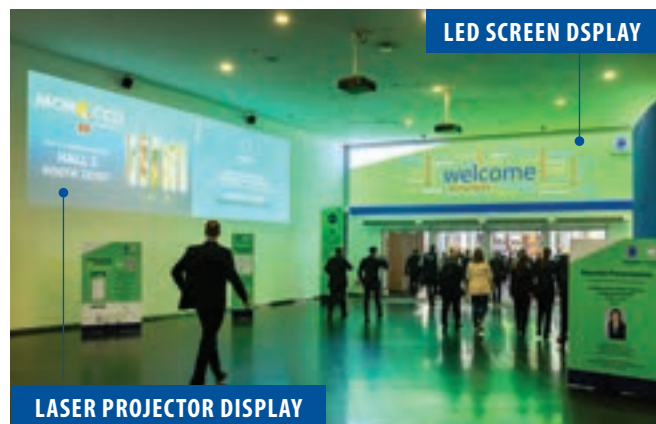
- **Circular Led**

- » SOUTH ACCESS LOBBY
– (3) AVAILABLE, SHARED WITH ORGANIZER
Size: 104m x 1.5m



- **Laser Projector Display**

- » SOUTH ACCESS LOBBY TOWARDS HALL 2
One of two projector displays
(sponsor, left side; organizer, right side)
Size: 4.2m x 2.3m



- **Led Screen Display**

- » ABOVE ENTRANCE DOORS TOWARDS HALL 2
– SHARED WITH ORGANIZER
Size: 10.24m x 2.4m
- » ABOVE ENTRANCE DOORS TO HALL 1
– SHARED WITH ORGANIZER
Size: 12.8m x 2.4m
(available to Hall 1 exhibitors only)

LASER PROJECTOR DISPLAY

Onsite Exposure Opportunities



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SOUTH ACCESS LOBBY SPONSORSHIPS

- **Double-sided Drop Banner – EXCLUSIVE**
 - » Set of 6 banners
 - » Size: 0.8m x 5m
- **Double-sided Drop Banner**
 - » 2 sets of 5 banners available or
 - » 1 set of 10 banners for exclusivity
 - » Size: 0.7m x 2m
- **Four-sided Totem**
 - » 2 totems available
 - » 1.5m x 0.65m x 2m
- **Escalator Railings – EXCLUSIVE**
 - » Escalator connecting South Access Lobby and Upper Walkway
 - » 8 Glass Railings
 - » Dimensions available upon request



Onsite Exposure Opportunities



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SOUTH AND EAST ACCESS LOBBY SPONSORSHIPS

Drive buyers to your stand with these advertisements prominently displayed in high-traffic locations.

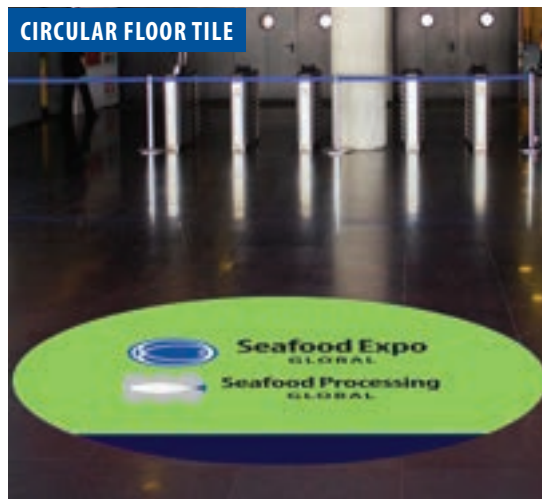
- **Double-sided Lightbox Totem**
 - » Size: 0.8m x 2m
- **Four-sided Lightbox Totem**
 - » Size: 1.2m x 2m
- **Four-sided Column Wrap**
 - » Size: 1.1m x 2.54m
- **Double-sided Meter Board in Textile Canvas**
 - » Size: 1m x 2m
- **Square or Circular Vinyl Floor Tile**
 - » Size: 2m x 2m or
 - » 2m diameter



DOUBLE-SIDED LIGHTBOX TOTEM



FOUR-SIDED LIGHTBOX TOTEM



CIRCULAR FLOOR TILE



DOUBLE-SIDED METER BOARD

Onsite Exposure Opportunities



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EXPO HALL SPONSORSHIPS

Generate brand awareness in these high traffic areas.

In and around the exhibit hall

- **Double-sided Hanging Aisle Banners**
 - » Exclusive opportunities available in Halls 2, 3, 4 & 5
- **Square Vinyl Floor Tiles**
 - » Size: 1.5m x 1.5m and 2m x 2m
- **Circular Vinyl Floor Tiles**
 - » Size: 1.5m diameter
- **Charging Lounge Sponsorship – EXCLUSIVE**

Your company logo, stand number and message will be exclusively displayed on all signage in this highly trafficked area within the exhibit hall where attendees can relax and recharge their mobile devices.
- **Escalator Railings**

Stand out on the main passage way with this escalator sponsorship

 - » Four (4) locations available in Halls 2, 3 and the Galleria
 - » Six (6) glass railings per location



KEY BUYER SPONSORSHIP

The exposition welcomes hundreds of Key Buyers with high-volume purchasing responsibility from the largest, multi-unit retail and foodservice establishments.

Make a lasting impression on these decision makers and drive them to your stand with the following opportunity.

- **Key Buyer Bag Sponsor**

Sponsorship includes the production of canvas bags with the Key Buyer logo on one side and sponsoring exhibitor company logo (two-color) with stand number on the other side.



DOUBLE-SIDED HANGING AISLE BANNERS



SQUARE VINYL FLOOR TILES



GLASS RAILING



KEY BUYER BAG SPONSOR

Other Opportunities



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Capture the attention and interest of engaged buyers through these captivating onsite experiences.

NEW SPONSORSHIP:

Special Event Sponsorship

Drive attendees to your stand by promoting your business's onsite Special Event (machinery demo, chef demo, celebrity appearance, cocktail party/happy hour, etc.) on the event website, mobile app and Floor Guide.



Sponsored Presentations

Showcase your expertise through a Sponsored Presentation. This unique speaking opportunity is an excellent way for your company to be seen as industry experts, generate exposure and connect with attendees. Sponsored Presentations are featured alongside the event's conference program.



NEW THIS YEAR

Upgrade to a Video Recording package – Receive a recorded copy of your presentation, and have your presentation available online alongside the rest of the conference program sessions (accessible to paid conference attendees after the Expo).

» Custom Packages

Let us work with you to create a custom sponsorship package designed for you to meet your specific goals and needs. For additional exhibitor marketing and sponsorship ideas, contact your account executive at: **+1 207-842-5590** or **sales-global@seafoodexpo.com**.

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SEAFOOD EXCELLENCE GLOBAL AWARDS

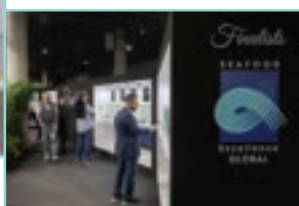
Be among the BEST seafood products at the event

The Seafood Excellence Global Awards competition recognizes the best seafood products represented at Seafood Expo Global/Seafood Processing Global each year.



By participating in this prestigious event, you'll benefit from the following:

- Display of your product(s) in the Seafood Excellence Global stand during the three-day exposition
- Promotion of the Seafood Excellence Global competition and stand in marketing pieces such as visitor brochure, advertising, Floor Guide, mobile app and press outreach to drive buyers to the stand
- Promotion of Seafood Excellence Global competition and stand via social media
- Promotion of Seafood Excellence Global competition and stand in the "Expo Today", Seafood Expo Global/Seafood Processing Global's daily publication covering news at the event



Finalists will be selected from the products entered in the Seafood Excellence Global Awards competition and featured as such in the stand. A distinguished group of seafood experts will judge each Finalist's products based on tasting experience, innovation, health and nutrition, and market potential.

Both Finalists and Winners will:

- Be featured in press releases announcing the finalists/winners, which will be distributed and pitched to industry and consumer media
- Receive additional exposure of their products on the exposition's website
- Be announced via SeafoodSource.com and Seafood Expo events' social media channels
- Receive coverage in the "Expo Today", the exposition's daily publication covering news at the event
- Receive "Promotional Packet" to include press release announcement template, specially designed email signature and logo
- Receive valuable feedback from our expert jury, including a transcript of the judges' scores and written comments about each product after the competition

Don't miss the opportunity to enter your product(s) and recognized at the largest seafood event on the globe.

» For more information on this opportunity contact:

Mrs. Minh Ly-Gordon at +1-207-842-5525 or mlygordon@divcom.com

Other Opportunities



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MEETING ROOM RENTALS

Choose from a variety of meeting room spaces to rent at the Fira Barcelona Gran Via Venue. Hold focused meetings, network with colleagues and customers, host a private event and more.

Opportunities include:

Conference Center Meeting Rooms

- Available sizing: 29 m² to 340 m²
- Furnished with a stage, chairs, a podium and/or head tables

Barcelona Suites

- Available sizing: 18 m² to 36 m²
- Furnished with table(s), chairs and a lockable cabinet



» For more information
on meeting rooms

contact your account executive at:
+1 207-842-5590 or
sales-global@seafoodexpo.com

Map of Sponsorship Opportunities



23-25 APRIL 2024 / BARCELONA, SPAIN
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LEGEND



OPPORTUNITIES

- DIGITAL
- PRINT - INSIDE THE VENUE
- PRINT - OUTSIDE THE VENUE

