



Seafood Expo
NORTH AMERICA



Seafood Processing
NORTH AMERICA

MARCH 13-15, 2022 / BOSTON, USA
BOSTON CONVENTION & EXHIBITION CENTER

The Seafood Marketplace for **NORTH AMERICA**



2022 MARKETING OPPORTUNITIES

Make sure your company takes full advantage of North America's seafood industry gathering this March. Through the opportunities in this packet, you will **gain valuable exposure before, during and after** the expo.

    #SENA22

seafoodexpo.com/north-america

PART OF A GLOBAL SEAFOOD PORTFOLIO



Seafood Expo
NORTH AMERICA



Seafood Processing
NORTH AMERICA



Seafood Expo
GLOBAL



Seafood Processing
GLOBAL




Seafood Expo
ASIA



SeafoodSource
Official
Media

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DIGITAL OPPORTUNITIES



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Web Advertising

Help buyers find you online! Put your name in front of North American seafood professionals before, during and after the event with a targeted online advertising strategy.

Advertising is featured throughout the website.

Maximum of 3 advertisers per position.

The screenshot shows the website layout with three red boxes indicating advertising opportunities:

- Leaderboard** 728 x 90: Located at the top of the page, above the main header.
- Medium Rectangle** 300 x 250: Located on the right side of the page, below the main header.
- Small Rectangle** 300 x 100: Located at the bottom of the page, below the main content area.

Email Advertising

Don't wait until the event to start generating interest. Place your company and products where you know buyers will find them: their inbox. Targeted email advertising opportunities include:

- Visitor Registration Confirmation Email
- Visitor Pre-Registration Email
- Seafood Processing North America Email
- Exhibitor Registration Confirmation Email
- Exhibitor Newsletter Email
- Exhibitor Newsletter (package of 4)

The screenshot shows an email newsletter with a red box indicating an advertising opportunity:

- Leaderboard** 728 x 90: Located at the top of the email, below the header.

Did you know?

The event website received more than **172,000 unique visitors** with more than 890,000 views*.

*From March 14, 2018 to March 20, 2019.

AdBox - NEW OPPORTUNITY!

Increase your advertising reach with onPeak's AdBox! Display advertising with a targeted reach throughout the event's hotel booking experience.

Package includes:

ONPEAK

- Individual Confirmation Emails
- Group Confirmation Emails
- Hotel Gallery Card

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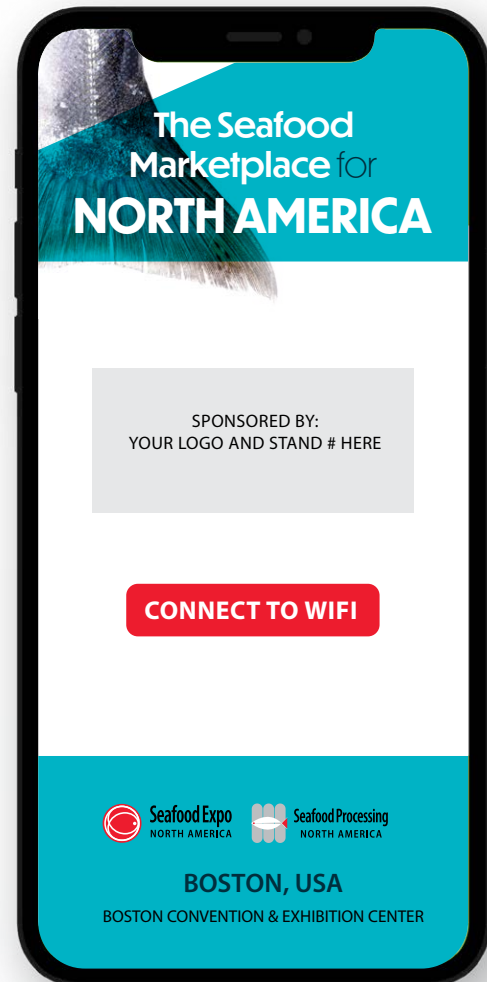
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WiFi Sponsorship - EXCLUSIVE

22,000+ seafood professionals depend on the expo WiFi during the event. Be the exclusive brand that attendees see upon login everyday they access the WiFi:

- **Pre-event promotion** with your logo included in communications to registered attendees and website resources
- **Onsite promotion** with your logo included on the WiFi login page, onsite printed & digital signage, in the Expo Map and in the Frequently Asked Questions section of the Mobile App



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Mobile App Opportunities

The popular event mobile app will be the unrivaled source for the most up-to-date onsite event information. Make sure your brand takes full advantage of this opportunity to remain top of mind and in the palms of buyers' hands.

Mobile App Title Sponsorship – EXCLUSIVE

Maximize exposure within the expo app and across all of its promotions, before and during the event. The Title Sponsorship includes:

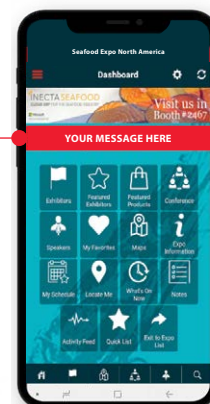
- Splash page advertising, which appears every time a user enters the app
- Rotating banner ad at the top of the dashboard page
- Company logo and booth number on all app marketing collateral (including in pre-event communications, the Expo Map and onsite print and digital signage)
- Company logo and booth number on app related webpages
- 3 push notifications (1 per day) during event, sent to all app users



ADDITIONAL APP OPPORTUNITIES:

Dashboard Banners (6) AVAILABLE

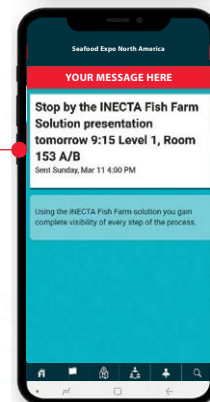
Be among the rotating banners at the top of the dashboard – increasing visibility and driving ROI.



Push Notifications (4) AVAILABLE

Communicate directly with the buyers! Alert the attendees of your onsite activities or demonstration with a push notification.

Push notifications contain up to 200 characters and link directly to your exhibitor profile.



Did you know?

The main menu dashboard received **68,600+ visits** with total visits averaging 13 times per user.*

*2019 app statistics



CUSTOM PACKAGES

Build a sponsorship package that works for you! Maximize exposure and increase buyer interest with a custom sponsorship package tailored to meet your specific marketing objectives. For more exhibitor marketing and sponsorship ideas, contact your account executive at: +1 207-842-5890 or sales-na@seafoodexpo.com.

EXHIBITOR LISTING PACKAGES



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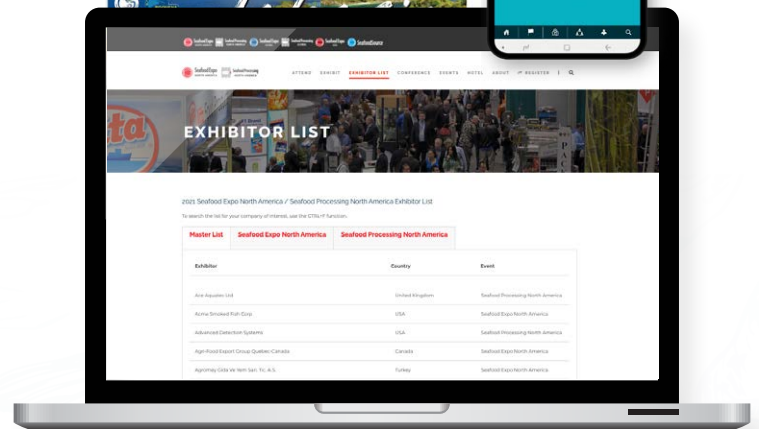
Help buyers find your company profile with this multi-channel offering, including exposure on the website, expo map, mobile app and the SeafoodSource.com Supplier Directory.

Upgrade your listing package to distinguish yourself from a competitive field of suppliers and provide buyers with the information they need to make informed purchases. Include product descriptions, contact information and onsite details in your profile at every touchpoint.



Connect with your
account executive
or click here

to see the upgrade opportunities
and details.



EXHIBITOR LIST

2022 Seafood Expo North America / Seafood Processing North America Exhibitor List

To search this list for your company or product, use the filters on the right.

Master List Seafood Expo North America Seafood Processing North America

Exhibitor	Country	Event
Aqua Aquatics Ltd.	United Kingdom	Seafood Processing North America
Aqua Unlimited Fish Corp.	USA	Seafood Expo North America
Advanced Datacom Systems	USA	Seafood Processing North America
AquaFood Export Group Quebec Canada	Canada	Seafood Expo North America
Argonity Data Vx North America	Turkey	Seafood Expo North America

EXPO MAP ADVERTISING



Seafood Expo
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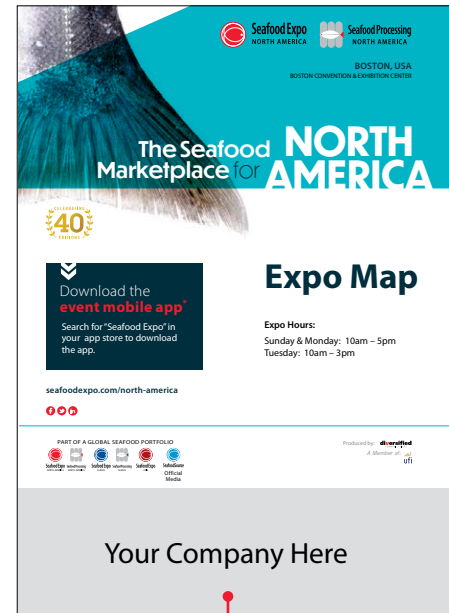
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Put your company and products/services on the map...literally! The Expo Map is one of the most utilized tools by visitors. That means it is also one of the best advertising opportunities for companies to extend their reach and boost onsite traffic.

Ad Opportunities:

AD SIZE	WIDTH & HEIGHT
Cover Tip (no bleed)	8.25"w x 3"h
Cover Printed Belly Band (no bleed)	8.25"w x 2"h
Full & Cover Page (bleed ads)	8.75"w x 11.25"h
Full Page (non-bleed ads)	7.75"w x 10.25"h
Half Page (horizontal)	7.75"w x 4.9375"h
Quarter Page (horizontal)	7.75"w x 2.4375"h



Printed
Belly Band

Mechanical Requirements

TRIM SIZE: 8.5" x 11"

FILE FORMATS: Ad materials are to be supplied as 300dpi, high-resolution digital files in the preferred pdf, jpg or ai formats (CMYK only, no RGB files).

FONTs: All fonts must be embedded or saved as outlines.

Bleed Ads (Full Page Only)

Full page bleed ads must be created to bleed specification with crops (printer marks) set at trim dimensions and placed outside the bleed area. Bleed must extend 1/8" beyond trim. Keep live matter a minimum of 3/8" from trim edge. Full-page ads without correct crop marks will be centered on the page.



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KEY BUYER SPONSORSHIPS



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Key Buyer Sponsorships

Key Buyers have high-volume purchasing responsibility for large, multi-unit retail or foodservice establishments. At the last edition, the exposition welcomed **600+ key buyers from the largest, multi-unit retail and foodservice establishments**. Make a lasting impression on these decision makers and attract them to your booth with the following opportunities.

Key Buyer Bag Sponsor– **EXCLUSIVE**

Sponsorship includes the production of 600 reusable canvas bags with the Key Buyer logo on one side and sponsoring exhibitor company logo (two-color) and booth number on the other side.

This sponsorship includes one insert in the Key Buyer bag.

Key Buyer Bag Insert

Include one product brochure or gift in the Key Buyer bags to be dropped off at hotels and distributed to Key Buyers at the event. Insert or gift must fit in a 12"x12" bag. Sponsor must produce materials and supply to event management during exhibitor move-in period.

Sponsorships available: 5.

Key Buyer Pre-Event Mailing Insert

Include your company's sponsored piece in the pre-event mailing to 650 pre-registered key buyers. The pre-event mailing includes important event information mailed to Key Buyers weeks prior to the expo. There is a limited number of companies sponsored pieces.

Contact your sales rep for details.

Key Buyer Breakfast Sponsorship – **EXCLUSIVE**

Sponsor the Key Buyer breakfast for all three days of the expo.

Contact your sales rep for details.



KEY BUYER



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Column Wraps

Drive buyers to your booth with advertisements attached to columns in high-traffic event locations.



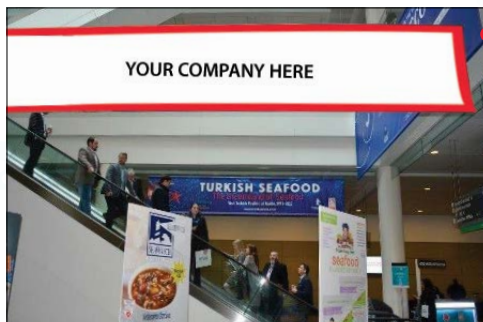
Advertising Panels

Prominently display your company name and message on a huge, double-sided, four-color, 8-foot advertising panel. Multiple locations available.



Window Cling Banners

Make a statement with an advertisement that's visible from the exhibit floor or outside the exhibit area. Double-sided cling banners are available in the North Lobby and the Sky Bridge, both overlooking the exhibit floor. *Available on a first-come, first-served basis.*



Banner Sponsorships

Single and double-sided four-color banners placed in and around the exhibition center keep all eyes on your company and products.

ONSITE OPPORTUNITIES

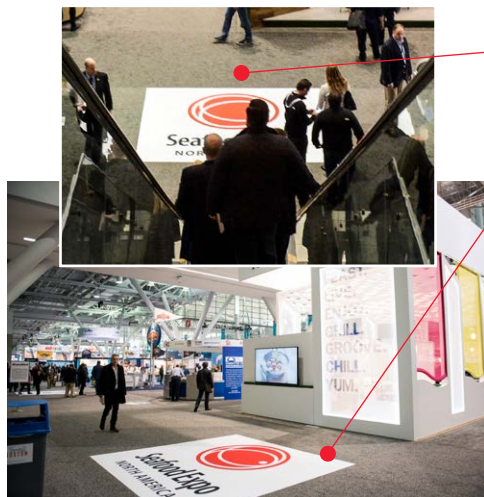


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Floor Tiles

Anywhere buyers walk is another chance to be seen. Generate brand awareness in high-traffic areas, such as escalators or near exhibit aisles.

Available sizing: 5' x 5' (small floor tile),
12' x 12' and 13' x 10' (large floor tile)

Enhanced Exhibit Identification Floor Tiles

Stand out and include your logo with these cost-effective 14" x 14" exhibit identification floor tiles placed in front of your booth.



Back of Badge Sponsorship

EXCLUSIVE

Place your sales message on the back of more than 12,000 visitor name badges to make a highly visible and lasting impression!



Lanyards

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

Shuttle Sponsorship

EXCLUSIVE

Visitors and exhibitors ride the free shuttles to and from the Convention Center and their hotels. Take advantage of this captive audience by displaying a video promoting your company, brand and products.

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Media Tower Marquee, Video Wall & Digital Signage Network

Deliver high-impact advertisements to thousands of attendees with digital signage that captivates audiences and builds brand impact after a single viewing.

The sponsorship package includes all three of the following mediums:

Marquee

Located outside the Boston Convention & Exhibition Center (BCEC) & Westin Waterfront Hotel

- 80 feet tall
- 3,000 square feet
- Two high-definition LED Screens
- Half-mile visibility



Video Wall

Located in the North lobby of the BCEC

- 2,000 square feet
- 160 feet wide and 12 feet tall

Digital Signage Network

31 LED screens (65") are positioned throughout the exhibition center to help exhibitors gain visibility around almost every corner.

Operational hours: 6:00am to 11:00pm throughout the three event days



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SPECIAL EVENT OPPORTUNITIES



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Chef Demonstrations

Make sure your prospects know the true potential of your product. Engage North American buyers with product demonstrations by top-level chefs and a hands-on sampling.



Sponsored Presentations

Share industry knowledge through a Sponsored Presentation. This unique speaking opportunity is a guaranteed way to place your company center stage – where it can be seen by experts, generate exposure and connect with attendees. Your Sponsored Presentation will be featured alongside the Expo's conference program.



Oyster Shucking Competition Sponsorship

The annual Oyster Shucking Competition is one of Seafood Expo North America's marquee events. The competition sponsorship includes the opportunity to:

- Have first word in front of the engaged audience before the official MC kicks off the event. Highlight your products and services during the competition's scoring intermissions or showcase your product with an exclusive on-stage speaking opportunity
- Secure digital advertising space on the event's Oyster Shucking Competition web landing page
- Include your logo on the mobile app, Expo Map and all onsite event signage related to the Oyster Shucking Competition
- Mention of your company in *Expo Today* publication
- Display your logo in the demonstration theater during the competition



SPECIAL EVENT OPPORTUNITIES



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New Product Showcase

Give Your NEW Products the Spotlight

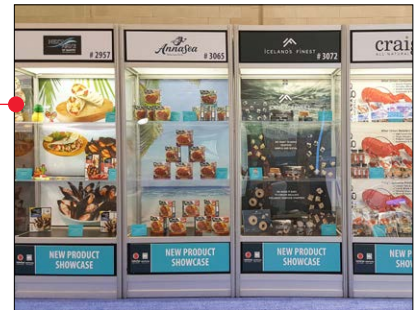
With thousands of buyers traveling to Boston to discover products and interact with suppliers, this is your best chance to launch your new products whether it be seafood, processing, packaging or services. Give your new product the spotlight it needs to stand out and successfully hit the market!

SEAFOOD



Enter the prestigious Awards competition

Each new product submission will automatically be entered in the Seafood Excellence Awards competition, which recognizes the BEST new Retail and Foodservice products in North America. Whether you win or not, your new product will still gain valuable exposure and make a great first impression with buyers.



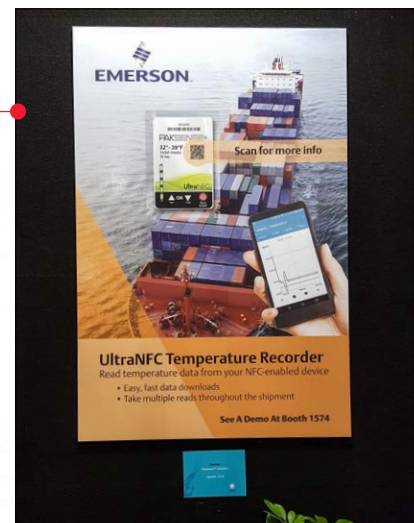
Featured Product Showcase

Get Your Products and Services Noticed!

Showcase your best products at the event regardless of the product's introduction date! The Featured Product Showcase gives you the opportunity to highlight your finest products to potential buyers.

New Product & Featured Product Showcase participants gain a variety of benefits from this program, including:

- Increased visibility at North America's largest seafood expo
- Cost-effective marketing solution for reaching thousands of seafood buyers
- Exposure on the event website, mobile app and more



For more information on these opportunities contact:

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



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