

City of Hamburg –  
Calling at the smartPORT

Sponsorship  
opportunities  
IAPH Hamburg  
2015

Be Smart.  
Be a Sponsor.





Host

The **29th IAPH World Ports Conference in 2015** will be hosted and organised by the Hamburg Port Authority (HPA).

The management board and the staff of the HPA are delighted to have the internationally most significant port conference take place in Germany, in the Hanseatic city on the River Elbe.

The IAPH conference is a premier event. In order to organise and stage it adequately, we need the support of renowned partners who will assist us in making it a success.

We are inviting you to be a sponsor of the IAPH Conference 2015. Join us as a partner

and benefit from significant opportunities for distinct marketing to enhance your company's profile. Partnership lies at the heart of our sponsorship concept, and we would like to make use of the next two years to build a mutually beneficial relationship and raise awareness in a joint effort with your organisation. The earlier you come onboard, the more your organisation will benefit from this high-profile brand exposure opportunity.

The following pages will provide you more information about the event and how to become a sponsor.

**We are looking forward  
to welcoming you as a partner!**



Watching  
the port.  
Envisioning  
the future.



The Hamburg Port Authority (HPA) is a commercially oriented institution under public law that manages all tasks associated with the area of the port of Hamburg. This includes port planning and port development, the strategic management of the land, properties and floating facilities located within the area of responsibility, maintenance of the landside and the waterside infrastructure as well as ensuring the navigational safety of ships.

The HPA is in charge of around 300km of rail tracks, some 150 bridges, over 120km of public roads, nearly 50km of quay facilities and waterfront structures as well as tunnels, locks and lighthouses.

With a workforce of about 1,800 staff evidence of the HPA's efforts to guarantee safety and ensure cost-efficiency can be found throughout the port.

Not only does the HPA provide the prerequisites for the growth of the port, but it actively shapes the port's development. Farsighted planning and efficient actions are the key to sustainable growth.

With the future of the port of Hamburg in mind, the HPA is looking for innovative approaches to sustainably utilise the port's growth potential as well as to strengthen and expand its international position in the long run.

The HPA applies a solution-based, future-oriented approach in all task areas that forms the basis of a holistic concept for the port of Hamburg thus ensuring that the gateway to the world will continue to live up to its reputation.

**The HPA is where the present  
and the future of the port come together.**



## International Association of Ports and Harbors

On 7 November 1955 some 100 delegates from 38 ports and maritime organisations in 14 countries founded the **International Association of Ports and Harbors (IAPH)** in Los Angeles, USA, to represent the interests of the world's seaports. The organisation's headquarters are in Tokyo, Japan.

Over the past five decades, the IAPH developed into an organisation that is active around the globe. Today it represents more than 200 ports from 85 nations. The member ports together handle around 60% of the world's seaborne trade and nearly 80% of the world's container traffic.

The IAPH is a non-profit-making, non-governmental organisation (NGO). Its declared aim is to promote the cooperation among its members and jointly find solutions to global maritime problems. In addition, the organisation continuously passes insights and recommendations to its members thus enabling them to benefit from their peers' experiences.

**The IAPH is eponymous  
for the world ports conference,  
the IAPH World Ports Conference!**





Key data

**Date:** June 1– 5, 2015

**Venue:** Hamburg

**Theme:** City of Hamburg – Calling at the smartPORT

**Organiser:** Hamburg Port Authority

**Event website:** [www.iaph2015.org](http://www.iaph2015.org)



**2007** – 25th IAPH  
World Ports  
Conference  
in Houston



**2009** – 26th IAPH  
World Ports  
Conference  
in Genoa



**2011** – 27th IAPH  
World Ports  
Conference  
in Busan



**2013** – 28th IAPH  
World Ports  
Conference  
in Los Angeles



**2015** – 29th IAPH  
World Ports  
Conference  
in Hamburg



## The 2015 conference in Hamburg



In the past years some 700 renowned representatives from the international maritime industry and decision-makers from port authorities and associations attended the working sessions of the one-week-long IAPH World Ports Conference. The conference is known for featuring top-notch speakers. Apart from concrete current issues, the agenda contains topics such as safety, security, ecology, macroeconomic challenges and port financing – issues that will be examined by recognised experts and on top discussed in depth during the conference breaks.

While the delegates are attending the working sessions, their accompanying persons enjoy their own social

programme. In the past years some 300 accompanying persons took part in the supporting programme. In Hamburg participants will explore the Hanseatic city and learn to love it – the combination of shopping, sightseeing and culture will make sure of that.

The event offers both a conference programme geared towards industry experts and a peek into the culture and traditions of the host country as well as of the Hanseatic City of Hamburg. Approximately 1,000 persons are expected to attend each of the joint evening events – among others a cocktail reception, a welcome dinner and a gala dinner – that will offer a very varied entertainment programme. Guests like to make use of

this informal setting to network with like-minded professionals and hold intense talks. The day-time conference programme will take place at the Congress Centre Hamburg (CCH); the evening events will take place at various venues allowing guests to experience the many different facets of Hamburg.

As is tradition in Hamburg the 29th IAPH World Ports Conference in 2015 will end with a joint harbour tour.

**City of Hamburg –  
Calling at the smartPORT**



## Hamburg Night



Interested in a spaceship? – The unique Hamburg Night in Los Angeles whet people's appetite for Hamburg and the forthcoming IAPH World Ports Conference 2015 at the river Elbe. As is traditional, the next host introduces themselves at the previous World Ports Conference, a biennial event that takes place in key harbour metropolises.

During the 28th IAPH conference in 2013, Hamburg welcomed people to come together and party at the California Science Center's Space Shuttle Pavilion Endeavour and Display, and wowed the astonished guests in an extraordinary way: with a gala dinner beneath the wings of the Endeavour "space shuttle".

This glamorous setting provided the stage upon which the HPA's (Hamburg Port Authority) series Hafen TV received an award for the world's best port communications project. And the fact that Hamburg has both just the right rhythm and communication was demonstrated by a Beatles cover band. After all, this is the city that marked the Beatles' rise to global superstardom – and the pubs and cubs around the legendary Reeperbahn are still rife with the music made by the boys from Liverpool.

And one more thing: Endeavour was also the name of the ship on which Captain James Cook set sail on his first voyage of discovery – much like the Hamburg

Night probably served as the impetus for many visitors to the Space Shuttle Pavilion to set off on their very own voyage of discovery in Hamburg in 2015.

Want to find out more about Hamburg? Then log on to **[www.iaph2015.org](http://www.iaph2015.org)** to see photos from Hamburg Night.

So get ready for the 29th IAPH World Ports Conference 2015 in Hamburg – a great event in a great city.

**Welcome!**





	Programme	Whole Day	Morning	Afternoon	Evening
Sunday, May 31, 2015				Board meeting	Cocktail reception
Monday, June 1, 2015			Committee meeting	Committee meeting	Welcome dinner
Tuesday, June 2, 2015		Exhibition Accompanying persons programme	Opening event	Conference, part 1	Dinner
Wednesday, June 3, 2015		Exhibition Accompanying persons programme	Conference, part 2	Conference, part 3	Dinner organised by the host of the IAPH conference in 2017
Thursday, June 4, 2015		Exhibition Accompanying persons programme	Conference, part 4	Conference, part 5	Gala dinner
Friday, June 5, 2015			Harbour tour	Sightseeing optional	



Your sponsorship  
benefits



**We offer you communication opportunities  
before and after the conference and, above all, "live" on site**

- About 1,000 international participants
- High-ranking decision-makers from the port industry who represent 200 ports in 90 countries
- Influential executives from the logistics sector
- "Live" networking due to a centrally positioned exhibition area
- Follow-up contacts
- Your choice between four different sponsorship packages as well as individual and special sponsorship opportunities that can be booked separately

**Your commitment and contribution as a partner of the IAPH Conference 2015 will**

- offer you a platform to present your company and showcase your products
- serve to maintain and enhance your company's image
- increase your company's recognition among a target group of a related topic environment
- support your company's public relations efforts
- establish direct contacts to high-ranking representatives from the maritime sector







# Gold Sponsor



## One full-page advertisement

in the conference brochure, placement on a cover page (U2, U3 or U4 as per request, "first-come/first-serve" principle, design by the sponsor or – for a fee – by the agency)

Prominent placement of the logo on the  
**home page** and link to the  
**company profile page**  
of the conference website

Placement of the logo and introduction of the sponsor in  
the **event newsletter**

**Logo** on all other  
conference publication and on  
the sponsor wall which serves  
as a photo background

Logo presence in the city,  
**city light-poster** or similar

Logo on the name badges/  
**conference  
badges**

Prominent placement of the logo on the  
**sponsor page**

of the conference website  
incl. attention-drawing individualisation  
through quote or similar

Presence in the **logo loop** as part of a  
presentation during the conference breaks

Display of the logo on  
**brandings on site** during  
the day-time and evening events







# Gold Sponsor



The right to advertise the commitment as gold sponsor of the **IAPH Conference**

Acknowledgement as gold sponsor within the scope of pre- and post-conference

**press releases**

Acknowledgement in

**post-conference thank-you advertisements**

in various (specialist) media

**Exhibit booth space package**

L (6 x 6m) during the conference

Small **give-away** in conference bag

Display of **company info material/brochures** in a magazine holder on site

**3 complimentary conference tickets** worth USD 8,235; each inclusive of one accompanying person



**COST OF PACKAGE:**  
**EUR 80,000**

\*All package prices quoted are exclusive of German VAT as applicable





# Silver Sponsor



One **full-page advertisement** inside the conference brochure (design by the sponsor or – for a fee – by the agency)

Acknowledgement in **post-conference thank-you advertisements** in various (specialist) media

**Exhibit booth space package** M (6 x 3m) during the conference

Small **give-away** in conference bag

**2 complimentary conference tickets** worth USD 5,490; each inclusive of one accompanying person

**Logo** on all other conference publication and on the sponsor wall which serves as a photo background

The right to advertise the commitment as **silver sponsor** of the IAPH conference

Display of **company info material/brochures** in a magazine holder on site

Prominent placement of the logo on the **sponsor page**

of the conference website and link to the company's website

Presence in the **logo loop** as part of a presentation during the conference breaks

Display of the logo on **brandings on site** during the day-time and evening events



COST OF PACKAGE:  
**EUR 50,000**

\* All package prices quoted are exclusive of German VAT as applicable





# Bronze Sponsor



One **half-page advertisement** inside the conference brochure (design by the sponsor or – for a fee – by the agency)

Display of company info material/brochures in a magazine holder on site

Placement of the logo on the **sponsor page** of the conference website and link to the company's website

Acknowledgement in **post-conference thank-you advertisements** in various (specialist) media

Small **give-away** in conference bag

Presence in the **logo loop** as part of a presentation during the conference breaks

**Exhibit booth space package** S (3 x 3m) during the conference

**1 complimentary conference ticket** worth USD 2,745 including one accompanying person

Display of the logo on **brandings on site** during the day-time events



**COST OF PACKAGE:**  
**EUR 25,000**

\*All package prices quoted are exclusive of German VAT as applicable





# Supporting Sponsor



Product presence and  
product display space on site

Give-away in  
conference bag

Presence in the logo loop  
as part of a presentation during the  
conference breaks

Display of the logo on  
brandings on site  
during the day-time and/or evening events



COST OF PACKAGE:  
**EUR 15,000**

\* All package prices  
quoted are exclusive of  
German VAT as applicable

(sponsorship in the form of in-kind  
benefits based on market-conform  
sales prices, top-up by cash benefits)



## Sponsorship Package Benefits at a Glance



### Gold Sponsor



### Silver Sponsor



### Bronze Sponsor



### Supporting (in-kind) Sponsorship

EURO

80,000

50,000

25,000

15,000

Conference brochure  
advertisement

One full-page advertisement,  
cover page

One full-page advertisement,  
inside

One half-page advertisement,  
inside

Logo presence, print:  
conference publication

Yes

Yes

Logo presence, online:  
Logo and link  
Company portrait  
Introduction in event Newsletter

Yes (home page and sponsor  
page)  
Yes  
Yes

Yes (sponsor page)  
Yes

Yes (sponsor page, grouped)

Logo presence, live:  
Logo loop  
Brandings  
Sponsor-/photo wall  
Conference badges

Yes (prominent)  
Yes (day-time & evening events)  
Yes  
Yes

Yes (prominent)  
Yes (day-time & evening events)  
Yes

Yes (grouped)  
Yes (day-time events)

Yes (grouped)  
Yes (day-time and/or evening  
events)

Logo presence, public:  
City light poster

Yes

Acknowledgement in  
press releases

Yes

Acknowledgement in thank-you  
advertisements (by size)

Yes

Yes

Yes

Yes

Exhibit booth space

Package L, 6 x 6m, 36sqm

Package M, 6 x 3m, 18sqm

Package S, 3 x 3m, 9sqm

Give-away in conference bag

Yes

Yes

Yes

Display of material on site

Yes

Yes

Yes

Free conference tickets  
(each incl. accompanying person)

3

2

1



Individual  
sponsorship  
opportunities  
(can be booked  
separately)

All package  
prices quoted  
are exclusive of  
German VAT as  
applicable.

The opportunities offered  
in the packages and the  
individual sponsorship  
options can, of course,  
be booked separately  
and combined flexibly.

To develop and quote  
a package that fits your  
needs, please contact us.

**Shuttle bus sponsor of the VIP shuttle for selected guests (automobile)**

Presence in the outside/approach areas of the various venues  
VIP shuttle in branded vehicles (passenger car, driver, logistic staff)

**EUR 30,000**

excl. in-kind benefits

**Shuttle bus sponsor of the shuttle for attendees (bus line name giver)**

Bus lines named after the company and bearing their logos

**EUR 25,000**

**Sponsor lounge, e.g. guest service hostesses wearing company outfit**

Lounge area, logo presence, lounge named after the sponsor,  
e.g. coffee lounge, VIP lounge, cocktail lounge

**from EUR 10,000**

excl. in-kind benefits

**Dinner sponsor**

Acknowledgement of the lunch sponsor in the programme (print and online),  
logo presence on menus, buffet cards, banners or similar

**EUR 40,000**

**Lunch sponsor**

Acknowledgement of the lunch sponsor in the programme (print and online),  
logo presence on menus, buffet cards, banners or similar  
Special offers available when booking several lunch breaks!

**EUR 15,000**

**Coffee break sponsor**

Acknowledgement of the coffee break sponsor in the programme (print and online)  
Special offers available when booking several coffee breaks!

**EUR 5,000**



Special  
sponsorship  
opportunities  
(can be booked  
separately)

All package  
prices quoted  
are exclusive of  
German VAT as  
applicable.

**Conference bag sponsor, bag with company branding**

Logo presence on conference bags, give-away in conference bags  
(Design of the bags will be chosen in consultation with the organiser)

**EUR 10,000**

excl. in-kind benefits

**Sponsor of conference notepads and pens with company branding**

Logo presence on notepads and pens  
(Items will be chosen in consultation with the organiser)

**EUR 5,000**

excl. in-kind benefits

**Sponsor of USB sticks with company branding**

Logo presence on USB sticks

**EUR 5,000**

excl. in-kind benefits

**Live band sponsor, evening event**

Acknowledgement of the sponsor in the programme (print and online),  
logo presence close to the stage (band will be chosen by the organiser)

**from EUR 10,000**

**Sponsor of an accompanying persons programme/side event**

Acknowledgement of the sponsor in the programme (print and online),  
logo presence on fact sheets added to the programme or similar

**EUR 25,000**

**Business centre sponsor or press lounge sponsor**

Work area, logo presence, naming of the centre/lounge after the sponsor

**EUR 10,000**

excl. in-kind benefits



## Exhibit booth pricing information

All package prices quoted are exclusive of German VAT as applicable.

Package L:  
6 x 6m,  
36sqm exhibit booth space  
**EUR 12,000**

Package M:  
6 x 3m,  
18sqm exhibit booth space  
**EUR 8,000**

Package S:  
3 x 3m,  
9sqm exhibit booth space  
**EUR 5,000**

### Basic equipment\* per each 9sqm-large in-line booth (modular system):

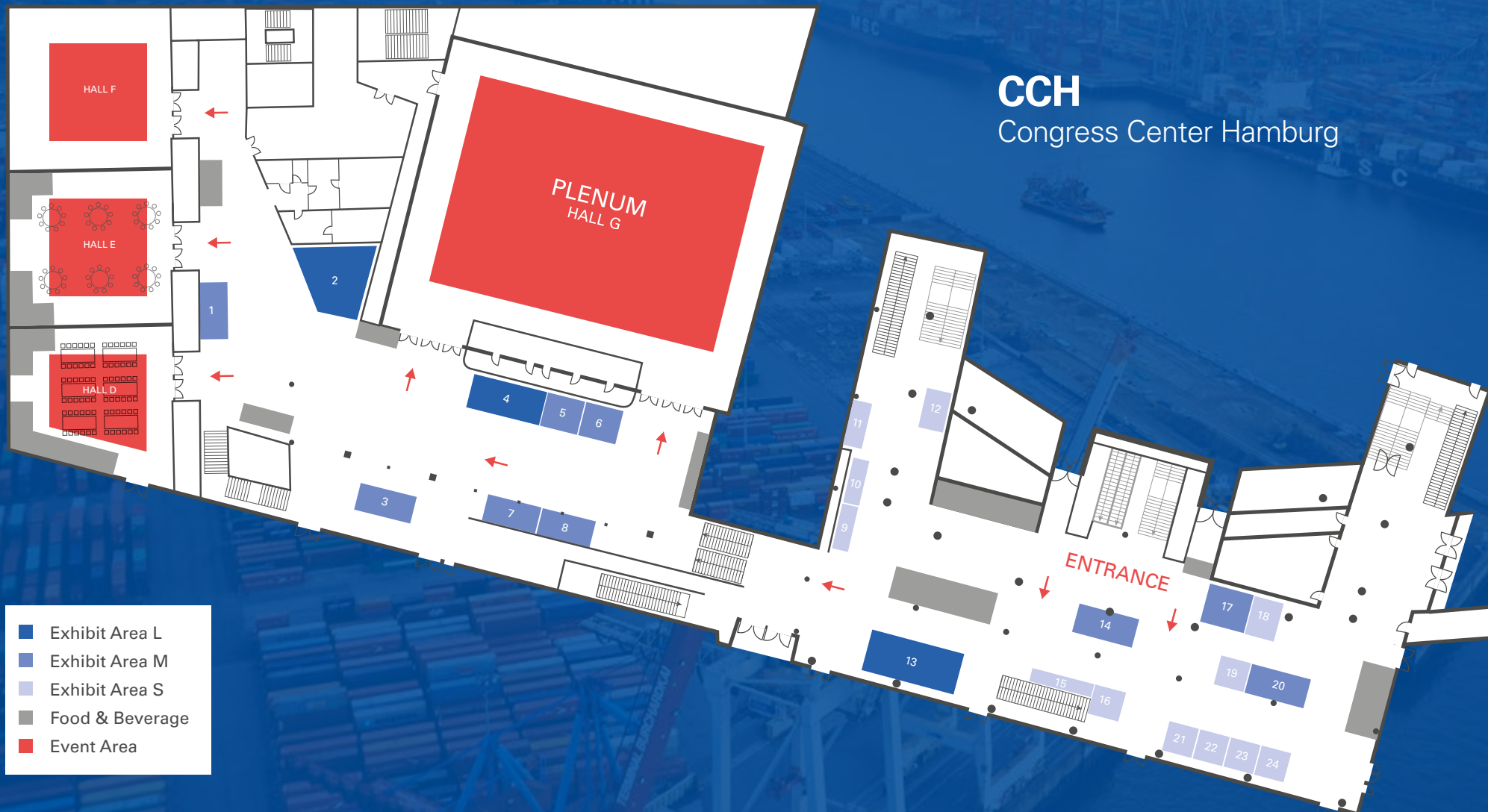
Logo plot on the rear wall  
(supply of ready-to-print data)  
1 table, 2 chairs  
1 magazine holder  
Carpeting  
2 spotlights  
1 power connection  
2 complimentary tickets to the  
exhibition area, excl. admission to  
the conference and shuttle service

### Services in addition to the exhibit packages:

Corner booth surcharge	<b>EUR 1,500</b>
Peninsula booth surcharge	<b>EUR 2,500</b>
Additional admission ticket, per person:	
Exhibition area	<b>EUR 150</b>
Upgrade to conference programme	<b>EUR 500</b>
Upgrade to evening programme	<b>EUR 300</b>
Bus shuttle, per day	<b>EUR 100</b>

\* Customised booth design available  
upon request against surcharge









Would you like to know more about the sponsorship opportunities?  
Or do you have any special requests? Please contact:

Contact

AGENCY:

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**Please note:** All sponsorship opportunities are subject to change or corrections as well as subject to approval by the sponsorship advisory board of the Hamburg Port Authority.





[www.iaph2015.org](http://www.iaph2015.org)

Event website

