



**BULK TERMINALS 2017 – ACHIEVING EFFICIENCY AND COMPLIANCE**  
***The Inaugural Association of Bulk Terminal Operators (ABTO) Conference***  
**Tuesday 31 October – Wednesday 1 November 2017: London**

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**SPONSORSHIP PROSPECTUS**

Achieving Efficiency and Compliance is the theme that will run through the Bulk Terminals 2017 conference.

With some of the bulk trades experiencing a recovery from previously depressed volumes, Bulk Terminals 2017 will undertake a strategic overview of the markets, future trends and sources of finance.

Operational efficiencies are the top priority for every terminal manager as margins are squeezed. Increasingly environment and safety issues need to be factored into the planning and decision making process. How can these be reconciled?

Security, the ever-present physical threat as well as the growing menace posed by cyber-crime will be examined, as will the technologies which are available to assist terminals run safer, more compliant and profitable operations.

Delegates will come from the bulk terminal operating community; port authorities; terminal developers; mining companies; commodity producers and traders; ship owners, operators, charterers and managers; barge companies; shippers; logistics companies; materials handling engineers; ship building and repair; port and terminal equipment and service suppliers, government and regulators; ship brokers; freight forwarders; port and infrastructure consultants; finance; insurance and P&I; analysts and lawyers.

**Why sponsor or exhibit at Bulk Terminals 2017?**

Bulk Terminals 2017 offers an exciting opportunity to demonstrate the advantages of your products and services directly to senior executives in the terminal operator community. As well as providing you with invaluable personal contacts, supporting Bulk Terminals 2017 will convey your message to key decision makers operating in the global bulk trades.

All sponsors and exhibitors receive an integrated package of benefits. These include branding and communications as part of our own promotion of the conference, plus the valuable networking opportunities afforded by a personal presence at Bulk Terminals 2017.

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## **Bulk Terminals 2017 Sponsorship Prospectus *continued*:**

Our promotional and PR efforts for Bulk Terminals 2017 – *and thus the benefits to your organisation* – start immediately, maintain during and continue well after the event.

### ***The benefits to your organisation include:***

- Reaching the terminal managers holding key operational and technical responsibility
- Targeted direct mailings to ABTO key contacts
- Email campaigns featuring your corporate logo and links
- Branding through advertising, a web presence and conference signage
- Press and advertising campaigns in ABTO supporting publications – *Bulk Terminals International (BTI)*, the ABTO members quarterly magazine, and *ABTO News*, the organisation's monthly newsletter
- Face to face contact and valuable networking opportunities
- High level influence: Ian Adams, ABTO Chief Executive attends IMO meetings relevant to the bulk terminal sector – no commercial event provider can offer conference participants such a unique opportunity to feed directly into discussion on and therefore influence the future direction of terminal regulation
- Advantageous rates for additional delegates or VIP guests

### **Available Packages**

These high profile sponsorship packages will maximize your exposure to the senior operational and technical decision makers in the bulk terminal community.

Ours is not a one size fits all approach to sponsorship – rather that of a partnership. The offerings are all designed to offer an integrated package of benefits, whether your requirement is principally for exposure through branding, hospitality or personal contact.

In addition to these we are also experienced in designing bespoke packages, so if you have something particular in mind please contact us to discuss your requirements.

### **Platinum Lead Sponsorship – £20,000**

Lead sponsorship completely identifies your organisation with the conference and themes. Our Platinum service is an exclusive, integrated package that includes branding, communications and the networking opportunities afforded by a personal presence.

### **Gold Support Sponsorship – £8,000**

Our Gold service promotes your organisation and a limited number of others alongside all our communication and marketing activities associated with the conference, reinforced by your networking presence at the event.

### **Conference Dinner – POA**

This sponsorship is a high-profile hospitality package linking your company with the main focal point of the evening's activities. It integrates branding and communication together with reinforced networking opportunities afforded by your personal presence as hosts of the Bulk Terminals 2017 Dinner. The Sponsor will have the opportunity to host their own VIP table. Part of the agenda if sponsored

### **Conference Reception – £10,000**

Hosting the Conference Reception is a special opportunity to raise your company profile when all the delegates come together to enjoy that first drink after the first days deliberations – a great networking opportunity including valuable branding and communications benefits.

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## **Bulk Terminals 2017 Sponsorship Prospectus *continued*:**

### **Welcome Reception – £8,000**

Like the Conference Reception, an ideal hospitality opportunity to target arriving delegates and speakers the evening before the conference starts, again including valuable branding and communications benefits.

### **Lunch – £5,000**

The ideal way to meet your target audience during the conference with branding placed around the dining area in front of all the delegates.

### **Conference WiFi Sponsor – £5,000**

By providing delegates with free wifi access you will be a highly popular sponsor. We will send delegates to your stand to pick up the wifi code – providing an ideal opportunity to collect cards and engage with delegates.

### **Refreshment Breaks – £4,500**

This package enables sponsors to take advantage of the networking opportunity, with branding placed around the delegates' break-out refreshment area.

### **Networking Breakfast – £4,500**

Similar to Refreshment Breaks but including pastries and/or breakfast rolls.

### **Corporate Gifts – £3,500**

This package provides all attendees at the conference with a corporate branded gift – such as a USB stick – to take away, giving exposure during and long after the event. Sponsor to provide, or ABTO will do at cost.

### **Delegate Wallets – £4,000**

If sponsored, each delegate will be given a wallet on arrival bearing your company logo ensuring that it is seen by all delegates and used during and after the event. Sponsor to provide or ABTO will do at cost.

### **Documentation Pack – £3,500**

This package ensures that your organisation's logo is seen by all delegates – the conference Documentation Pack is provided to all delegates at registration.

### **Conference Bag – £3,500**

All delegates receive a branded conference bag to ensure all your paperwork, corporate gifts and materials get back to the office safely.

### **Lanyards – £3,500\***

Upon registration every participant will be presented with a lanyard and badge. The sponsor's name will be printed on the lanyard guaranteeing their continuous display at the event and enhancing awareness of your brand to all conference attendees.

### **Badges – £3,500 \***

Every participant will be given a name badge, which will be worn throughout the conference and networking elements of the event. The sponsor's logo will be printed on the badge alongside the ABTO logo, guaranteeing their continuous display at the event and enhancing awareness of your brand to all conference attendees.

*\* Badge or Lanyard sponsorship will only be available to compatible non-competitive organisations, after the first one of the two has been taken*

### **Exhibition Space Package – £3,000**

Raise your profile and showcase your products & services directly to delegates with a visible presence in the refreshment area – plus benefit from our pre-event promotional activity.

**About The Association of Bulk Terminal Operators (ABTO)**

This new association was came about due to the under representation of the bulk terminal sector at the national governmental, as well as the international regulatory levels. We believed this needed to change since there are over a dozen ship-owner associations at IMO, while the bulk terminal industry is vastly under represented.

ABTO provides that voice for the bulk terminal industry representing its interests at the highest level and providing a forum for discussion on the issues affecting operators and suppliers. Please email us at [membership@bulkterminal.org](mailto:membership@bulkterminal.org) or follow this link [www.bulkterminals.org/membership.html](http://www.bulkterminals.org/membership.html) for details of how to join ABTO.

As well as staging events to facilitate networking and discussion within the bulk terminal community, ABTO publishes a monthly Newsletter, Editor Patrik Wheeler +44 (0)7984 919345 [pwheater@seabornecomms.com](mailto:pwheater@seabornecomms.com) and is launching a quarterly magazine, Bulk Terminals International (BTI). For editorial and advertising details of BTI please contact Bill Robinson, Publisher [production@bulkterminals.org](mailto:production@bulkterminals.org)

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**To discuss sponsorship opportunities or speaking at Bulk Terminals 2017  
please telephone Simon Gutteridge on +33 (0)321 47 72 19 or email  
[events@bulkterminals.org](mailto:events@bulkterminals.org)**

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