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23 2023 | Hamburg
Germany

THE **MOTORSHIP 44TH** **2023**
PROPULSION
& Future Fuels Conference

SPONSORSHIP **OPPORTUNITIES**

Organiser **mercatormedia**³
magazines | events | online

THE MOTORSHIP 44TH 2023 PROPULSION & Future Fuels Conference

The Motorship Propulsion & Future Fuels Conference first launched in 2018 as a combined and enhanced event celebrating over 40 years of The Motorship's Propulsion & Emissions Conference, and nearly 10 years of the Gas Fuelled Ships Conference.

Over 44 years The Motorship Conferences have explored the evolution of LNG and other clean, low-fl ashpoint fuels, and has become the conference for delegates seeking up to the minute information about future fuel frontrunners such as ammonia, hydrogen, methanol, ethane, VOCs, wind, biofuels and many more. With 50% absolute carbon reduction by 2050, alternative fuels are now an essential feature alongside ship owner's propulsion and powering considerations.

At Propulsion & Future Fuels 2022 attendees benefitted from insightful technical presentations covering a range of future fuels and innovative propulsion design projects either in streams or plenary sessions over two days, with the event culminating in a technical visit aboard Damen Fire-Fighting Vessel 3508.

Hamburg is the location for Propulsion & Future Fuels due to its strong presence in the global shipping sector. The city boasts some of the best transport links of any European destination and sits at the heart of a robust German shipping market. Germany has the sixth largest merchant fleet in the world, with 295 shipping companies representing more than 1,900 vessels.

The 89 shipping companies based in Hamburg, representing 61% of Germany's gross tonnage, provide Propulsion and Future Fuels with a solid industry foundation.

The 2023 conference will provide senior executives with a meeting place to learn, discuss and share knowledge of the latest developments in efficient propulsion technology and low fl ashpoint, low carbon fuels. It is a must-attend event for CEOs and technical directors from ship owning/ operating and management companies, ship design and ship building senior executives, sector specialists from fuel, equipment and technology suppliers plus senior management and advisors from classification and policy-making organisations.

The Motorship Propulsion and Future Fuels Conference provides an exceptional platform for your company to market itself through our varied sponsorship packages. It brings all the benefits of your brand being associated with premium content in a face-to-face thought leadership environment.



2023 marks the 44th anniversary of **Motorship Conferences**, making our conference the longest running technical conference in the maritime sector.

Motorship Conferences attract shipowner panels representing a fleet of 5,100 ships, featuring strong support and chairmanship from two of the sectors heavy weight associations: BIMCO, whose shipowner members represent more than 60% of global tonnage, and the German shipowner association VDR, headquartered in Hamburg and representing a fleet of 2,324 ships with a combined gross tonnage of 57.5 million.

What is The Motorship?

The Motorship has been published since 1920 and is the longest running technical title within the marine sector. It provides insight for marine technology professionals in print, online and through regular eNews and social media. With a monthly combined audience of 35,860 this title underpins the success of its sister events.

What is Propulsion and Future Fuels?

The **Motorship's Propulsion & Future Fuels Conference** attracts 200 attendees, from 30 countries managing a combined fleet of 5,100 ships. It provided decision makers from the ship operating sector, ship design and construction companies, fuel, equipment and technology suppliers

plus classification and policy-making organisations with a meeting place to learn, discuss and knowledge share solutions to operational and regulatory challenges.

In 2023 this will continue, with emphasis on the next steps to 2030 and 2050: and an in-depth analysis of ship operators' future fuel considerations with sessions featuring expert presentations from a selection of fuel and equipment manufacturers, policy makers, safety experts, shipowners, and class societies.



Keynote Panel (left to right)

Lars Robert Pedersen, Deputy Secretary General, BIMCO

Martin Kröger, CEO, German Shipowners' Association VDR

Torsten Schramm, President Maritime, DNV

Valter Selén, Senior Policy Advisor Sustainable Development, Cruise and Ferry Network, EcoPorts Coordinator, ESPO

Dr. Kai-Dieter Classen, Deputy Director External Affairs Division, Hamburg Port Authority

Ricardo Batista, Policy Officer, European Commission (On Screen)

“Great opportunity to meet & network with experts focusing on decarbonizing shipping and ongoing transition to share the latest information. Happy to get the opportunity to join and present. thank you!”

Franciska Kjellstrom, Alfa laval

“This is the first time I attended. it was to replace a colleague that couldn't make it. I will like to attend in the future.”

Gabriel Martin, Wabtec Corporation

All levels of sponsorship include the PFF Corporate Branding & Awareness Package

- Logo included on advertisements and marketing collateral
- Company logo, profile and hyperlink on PFF website, plus an online advertisement, size subject to package chosen
- Company logo listed in the PFF 'preview' issue of The Motorship magazine
- Logo on 13,325 programmes distributed globally
- Logo on cover of PFF Delegate Handbook and PFF Complete Conference Handbook download, plus a full-page advertisement
- Live announcement of sponsorship by PFF chair
- Logo featured on the conference break holding presentation slide
- Acknowledgement postings on PFF social media channels (Twitter, Facebook, LinkedIn)
- 25 % discount on the delegate rate for colleagues and guests to attend

GOLD SPONSORSHIP

€15,700

A single opportunity that brings all the brand prestige of being recognised as the major sponsor the Propulsion and Future Fuels

During PFF

- 4 delegate passes
- An opportunity to deliver a short speech at the start of PFF
- Sponsorship of the conference Sli.do app – banner on screen during all Q&A sessions
- Complimentary exhibition stand area
- A pop-up banner in the conference room
- 1 complimentary insert into the delegate bags
- Branding during the registration welcome coffee
- Recognition in the conference proceedings welcome letter
- Sponsorship of live Twitter stream - sponsors link 3x a day

Lead up to PFF

- Leaderboard advert on the PFF website (from sign on until 60 days after PFF)
- A 'Sponsored content' article on the PFF website homepage (as above), including text and pictures or graphics.
- 1 solus sponsorship of a PFF eNews to over 7,300 names industry contacts
- Opportunity to list 1 White Paper on the PFF website
- Promotion of the White Paper in 1 eNews
- Recognition in the PFF Delegate Handbook and PFF complete Conference Handbook download Welcome Letter
- PFF Corporate Branding & Awareness Package

SILVER SPONSORSHIP

€12,300

Three opportunities for priority branding.

During PFF

- 3 delegate passes
- Complimentary exhibition stand area
- A pop-up banner in the conference room
- Promotional literature seat drop on Day 1 or 2 of PFF
- Recognition in the PFF Delegate Handbook and PFF complete Conference Handbook download Welcome Letter

Lead up to PFF

- MPU on the conference website from booking to 60 days after
- Sponsored content
- Sponsorship of 1 PFF eNews
- PFF Corporate Branding & Awareness Package



CONFERENCE DINNER**€12,900**

- 3 delegate passes
- Opportunity to hold a short speech during the dinner
- Logo to appear on materials at the conference dinner such as menus, table pennants and napkins
- Opportunity to display up to 4 x pop up posters at the dinner venue

Lead Up

- Left MPU on website
- Corporate Branding & Awareness Package

DELEGATE BAGS**€9,600**

Branded PFF delegate bags handed out to all delegates and speakers on arrival and registration, with the option of an inserted brochure and/or gift provided by sponsor. PFF bags will bear your company name and logo alongside the PFF brand in full colour.

Lead up to PFF

- MPU on PFF website
- Sponsorship of 1 PFF eNews
- PFF Corporate Branding & Awareness Package

During PFF

- 2 delegate passes
- Logo on delegate bags
- 1 PFF delegate bag insert (up to 4 page A4)

BRANDED WATER**€4,900**

Branded bottles with sponsor's logo available on all delegate and speakers' tables and replenished during each break

Lead up to PFF

- Homepage listing
- PFF Corporate Branding & Awareness Package

During PFF

- 1 delegate pass

PENS AND NOTEPADS**€4,500**

Placed on the conference table of all delegates and speakers with constant visibility for the whole of PFF.

Lead up to PFF

- Homepage listing
- PFF Corporate Branding & Awareness Package.

During PFF

- 1 delegate pass
- Logo on all pens and notepads provided to each delegate on the conference tables (pens can be supplied by organisers for an additional cost)

NETWORKING LUNCHES**€12,100**

An opportunity to display your brand or logo prominently during the two lunch breaks across two days.

Lead up to PFF

- MPU on the conference website
- Sponsorship of 1 eNews
- PFF corporate branding & awareness package

During PFF

- 3 delegate passes to attend the conference
- Logo on promotional materials such as table pennants and napkins

COFFEE BREAKS**€8,800**

An opportunity to display your brand or logo prominently during coffee breaks.

Lead up to PFF

- Right MPU on the conference website
- Sponsorship of 1 eNews
- PFF Corporate Branding & Awareness Package

During PFF

- 2 delegate passes to attend the conference
- Logo on promotional materials such as table pennants and table cloths



LANYARDS**€6,800**

Exclusive branding worn each day by all attendees, delegates and speakers during PFF.

Lead up to PFF

- Homepage listing
- PFF Corporate Branding & Awareness Package

During PFF

- 2 delegate passes
- Logo on lanyards, provided to all delegates at the event (lanyards can be supplied by organisers for an additional cost)

DELEGATE HANDBOOK AND COMPLETE CONFERENCE DOWNLOAD**€9,600****Lead up to PFF**

- Sponsorship of 1 eNews
- Homepage listing on the PFF website
- PFF corporate branding & awareness package

During PFF

- Logo on 'what's on, speakers, papers'
- Branded USB flash drive
- 2 complimentary delegate passes
- Company logo and profile on the inside cover of the delegate handbook and the complete conference handbook download
- Logo featured on every conference page of the PFF delegate handbook and complete conference handbook download
- 1 full page advert in both the PFF delegate handbook and complete conference handbook download

Post PFF

- Logo on the complete conference handbook download, what's on, speakers, papers, presentations and PowerPoints
- 1 company brochure to be added to the download webpage
- Web banner advert on the download webpage

VISITOR BADGES**€4,800**

Exclusive branding worn each day by all attendees and speakers during the conference.

Lead up to PFF

- Homepage Listing
- PFF corporate branding & awareness package

During PFF

- 1 delegate pass
- Logo on delegate badges

WIFI SPONSORSHIP**€3,100**

Opportunity to sponsor the WiFi at Propulsion & Future Fuels. Branding will be displayed on posters around the venue.

INSERT OR GIFT IN THE DELEGATE BAGS**€1,800**

A branded gift or company literature given to all delegates in the delegate bags

Lead up and During PFF

- Homepage Listing

ADVERTISE IN THE DELEGATE CONFERENCE HANDBOOK

- For only **€2000** for a full page you can place an advertisement in the PFF Delegate Handbook and Conference Handbook download. Includes an MPU on the PFF website and a listing in the industry database for 12 months online and in print

SPONSOR AN eNEWS

€1,100

Solus sponsorship of a PFF eNews including top banner. The PFF eNews is sent to over 7,300 recipients. It includes hyperlinks to the URL of choice, plus a sponsored message. Free artwork service available.

E-CAST OR E-BLAST

€2,100

A PFF eCast is a blank slate for your content. We can send a select number of client branded emails direct to a database of over 11,000 CEOs and technical directors from ship owning/ operating and management companies, ship design and ship building senior executives.

ADVERTISE ON THE MOTORSHIP AND PFF WEBSITES

The Motorship and PFF websites are a top information resource for the marine engineering industries.
 (*3 month tenancy on the event website alongside 1 month tenancy on motorship.com)

MPU

€900

Horizontal Banner

€900

Poster Presentation

€3275

Space for a single width pull up banner, provided by you (banner can be supplied by organisers for an additional cost)
 Space in conference handbook
 1x Delegate space



PRODUCT DISPLAY AREA

€4,900

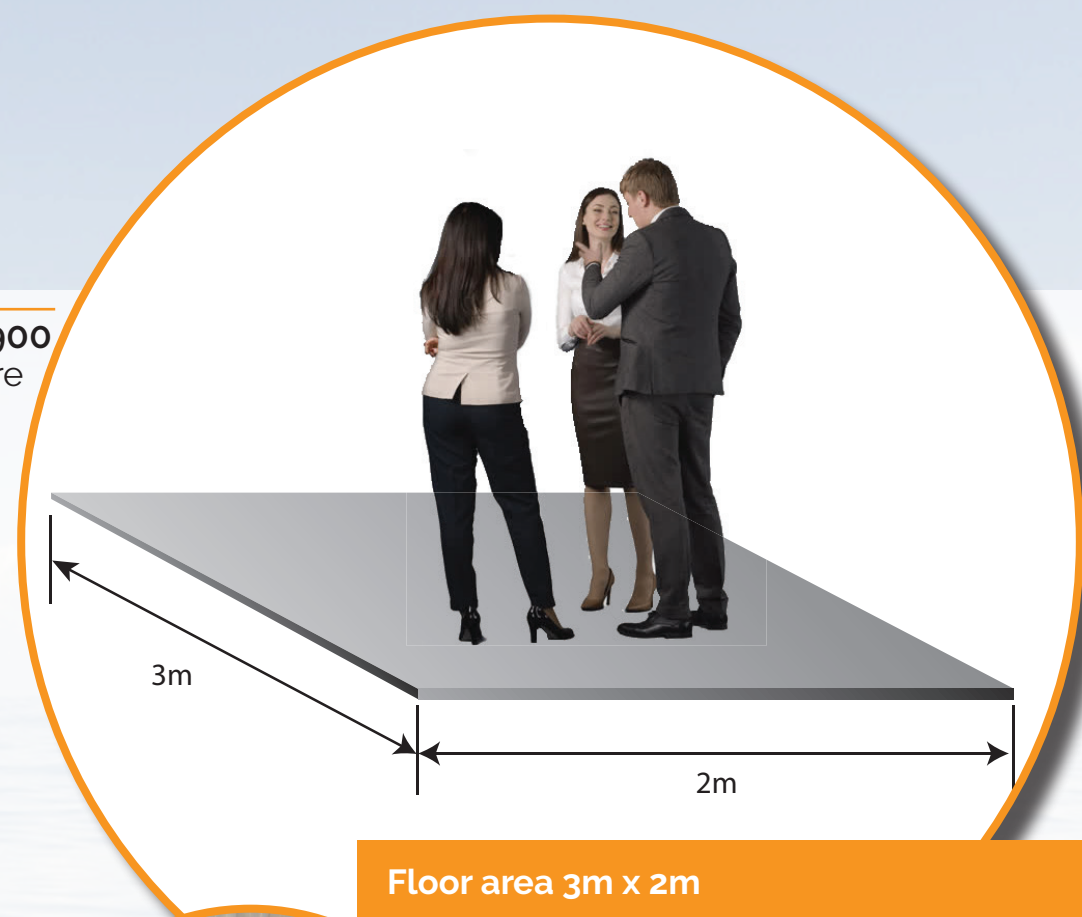
The Product Display Area is positioned as an integral part of PFF to ensure maximum delegate and speaker engagement during formal breaks and between sessions.

During PFF

- 2 delegate passes
- Exhibition area, table, 2 chairs and access to power supply
- 1 full page advert in the PFF Delegate Handbook and PFF Complete Conference Handbook download

Lead up to PFF

- Homepage listing
- PFF Corporate Branding & Awareness Package



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Mercator Media Ltd magazines, events and online resources are produced by industry experts dedicated to providing the critical insight, analysis and relevant connections needed by business professionals who are advancing their specialist fields.

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