



**12&13 March 2024**  
**Rotterdam Ahoy**

# Sponsorship pack.

Official Media Partner

**TANK**  
**STORAGE MAGAZINE**

Get involved [stocexpo.com](https://stocexpo.com)

by **EASYFAIRS**

# Why StocExpo?

## TOP REASONS FOR ATTENDING



Networking



To be in the know



Meet current suppliers



Find new suppliers



Source new products



Develop and learn

## WHO ATTENDS?



ExxonMobil



أرامكو السعودية  
saudi aramco



Port of Rotterdam

Port of Antwerp

Port of Fujairah



Port of Hamburg

ADVIRIO

Vopak

vtti  
energy partners

KINDER MORGAN

ODFJELL



Petrofac



TechnipFMC

BURNS MCDONNELL

## Who attends?

- Engineers
- Terminals and oil majors
- Innovation managers
- Traders
- Suppliers and manufacturers

## Visitor spend

Average attendee spend:  
**€153.3K to €175K**

Sales generated by the event:  
**€118.4M to €158M**

Attendees overall annual spend:  
**€571.9M to €763M**

# Stand out from the crowd.

**Maximise your organisation's exposure to key industry experts at StocExpo.**

As a sponsor you will benefit from an extensive, industry-wide campaign before, during and after the event.

## **Before the event**

- Naming rights to the event feature
- Logo on sponsors page of website
- Pre-event branded marketing
- Logo on emails and promotion
- Name mention in event preview
- Sponsor mentioned in all pre-show press releases

## **During the event**

- Branding of sponsored feature
- Feature build in brand partnership
- Logo in show guide
- Logo on show daily
- Feature in show promotion video
- Featured logo on onsite 'you are here' boards
- Logo on digital and printed collateral
- Logo on all printed signage

## **After the event**

- Rolling banner on website
- Newsletter feature
- 3 x social media posts
- Email announcing sponsorship

## **Online coverage**

- Name mention in pre-event report
- Logo on all post-event material
- Name mention in industrial publication write up
- Rolling banner advert on website

## **Additional options**

- Speaking session opportunity
- VIP lounge and event access
- Complimentary conference passes
- Data capture of all third party and opt in data



# Platinum.

**INVESTMENT: €28,000**

**Elevate your brand to the highest level possible and stand out from all your competitors with headline sponsorship.**

As a Platinum Sponsor, you will receive the most prestigious promotional elements of the event and the highest-level visibility, service and support from the event management team. Your company will receive unsurpassed recognition by our StocExpo and Tank Storage Awards attendees, with continuous brand exposure during the build-up to the event and beyond.

## Exposure includes

- Headline sponsor of both StocExpo and awards
- Fully branded exhibition hall and awards night

## Exhibition

- Advert in event guide – double page spread
- 10 complimentary tickets to the conference
- 10 complimentary tickets to the VIP lounge
- Sponsorship of conference session
- Premium website listing until the event
- Rolling banner on the website until the event
- Company logo on on floor title
- Promotional flyer in each delegate bag – dependent on bag sponsor

## Awards

- Advert in awards book – double page spread
- Exclusive sponsorship of selected award
- Opportunity to nominate a guest judge
- Opportunity to present the award on the night
- Company logo on table numbers of each table
- Exclusive rights to place promotional 'gift'
- Leaderboard advert featured on awards website
- Premium table near the stage
- Onstage opening address





# Conference.

**INVESTMENT: €15,000**

## Position your brand as the go-to information hub.

The conference is produced by Tank Storage Magazine, the leading industry publication. Key sessions attract 350+ professionals from leading oil majors, terminal and storage players across the world.

## Exposure includes:

- Fully branded conference theatre
- Lead capture on all scanned and opted in attendees
- Prime time speaking opportunity and 10 complimentary conference passes
- Exclusive promotion of the conference as a branded feature

# Networking lounge.

**INVESTMENT: €20,000**

## Position yourself at the hub of the exhibition floor.

The networking hub is one of the event's key features, and is a major draw for visitors as it provides a buzzing hub where they can interact and connect with senior decision makers.

## Exposure includes:

- 100sqm of space
- Host the exhibitor networking drinks
- Fully sponsored bar in partnership with your brand
- Naming rights, hanging banner and leaflet drop
- Exclusive promotion of the bar as a branded feature



# Registration.

**INVESTMENT: €10,000**

## **Gain exposure in this high visibility position.**

Gain branding across the online registration forms, in the main welcome entrance, on the registration desk and more. This sponsorship also allows you to include your own question during registration.

## **Exposure includes:**

- Sponsored question to feature in the registration form
- Branding across all welcome signage
- Fully branded registration desks and welcome area
- Exclusive promotion of registration as a branded feature



# ESG.

**Highlight and promote your company as a lead in the fight for sustainability.**

Prove your working to reduce the carbon footprint and doing everything you can to highlight and promote sustainability at all levels.

**INVESTMENT: €10,000**

## Exposure includes:

- Sponsor of Sustainability trail
- Media wall sponsorship
- Branded water bottles
- Sponsor of most sustainable stand award
- Tank Storage Magazine article on sustainability

# Name badge.

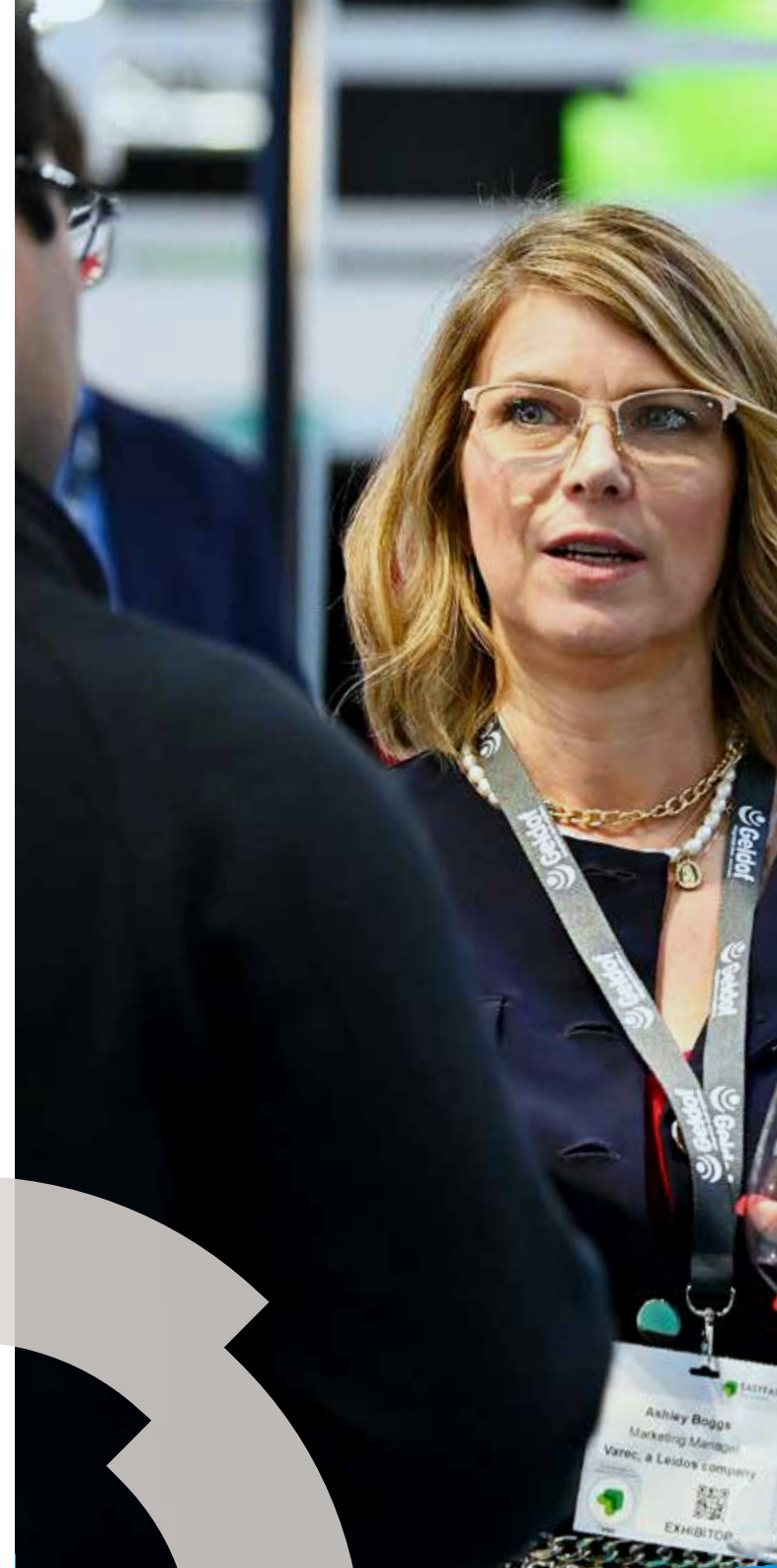
**Be proudly displayed on every individual at the event**

Your logo will be printed on name badges received by all attendees upon arrival and worn throughout the event.

**INVESTMENT: €10,000**

## Exposure includes:

- Logo on badge confirmation email
- Black and white printed badge logo
- Stand number included under logo



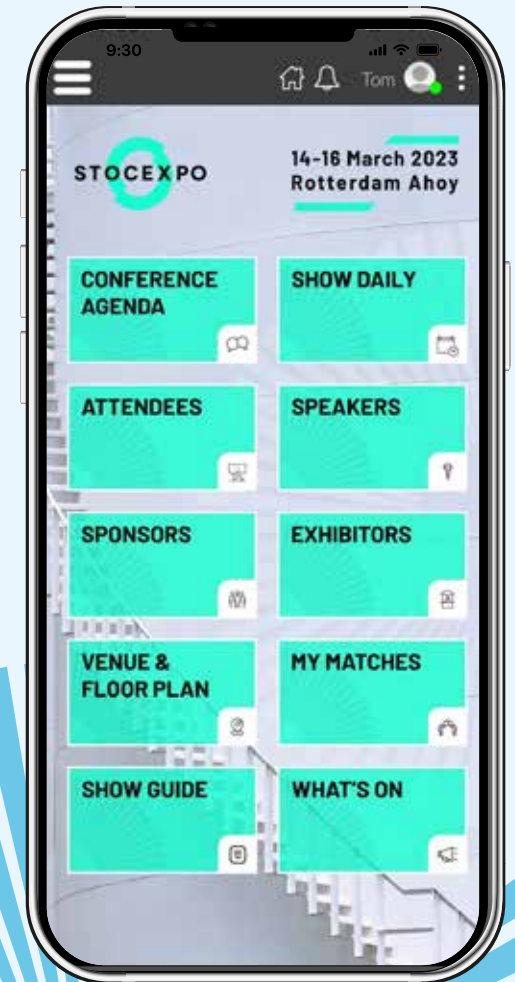
# App sponsorship.

**INVESTMENT: €10,000**

The app is downloaded by all 3,500+ attendees to the event as it includes the floorplan, exhibitor listing and conference programme.

## Exposure includes:

- Logo on all app promotion (pre-event) and signage (onsite)
- Logo on the Login Screen
- Logo and link on Home screen
- Sponsors exhibitor listing at the top of exhibitor list.
- Large pop-up advertisement



## At the top

Place your exhibitor booth at the top of the exhibitor list.

## Categorically

Place your exhibitor booth at the top of an exhibitor category.



# Get in touch.



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## Get involved

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