



Seafood Expo
NORTH AMERICA



Seafood Processing
NORTH AMERICA

MARCH 12-14, 2023 / BOSTON, USA
BOSTON CONVENTION & EXHIBITION CENTER

The Seafood Marketplace for **NORTH AMERICA**

2023

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.

    #SENA23

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

Produced by: **diversified**
COMMUNICATION

A Member of: 
ufi

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.

YOUR COMPANY HERE
Leaderboard
728 x 90

YOUR COMPANY HERE
Medium Rectangle
300 x 250

YOUR COMPANY HERE
Small Rectangle
300 x 100

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)

YOUR COMPANY HERE
Email Banner Ad
468 x 60

Did you know?

The event website received more than **166,000 unique visitors** with more than 1,174,000 views*.

*From March 14, 2021 to March 31, 2022

NEW OPPORTUNITY AdBox

ONPEAK

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

PACKAGE INCLUDES:

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

DIGITAL OPPORTUNITIES



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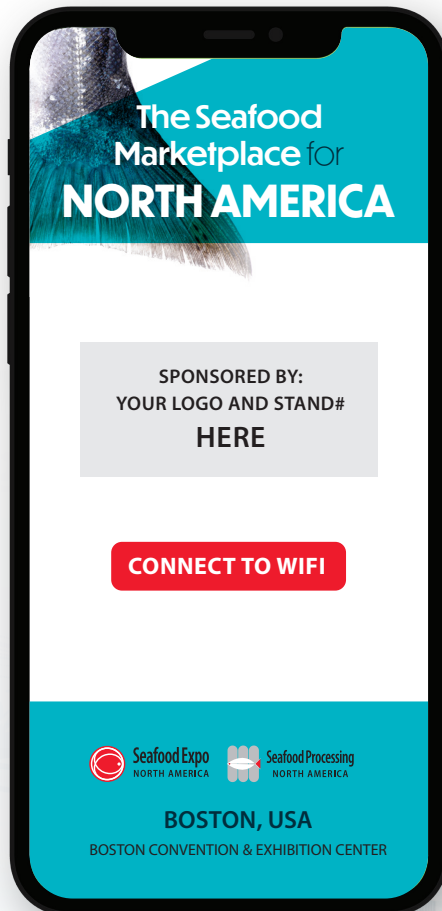


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WiFi Sponsorship – EXCLUSIVE

Thousands of seafood professionals onsite 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, 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. Take full advantage of this opportunity to remain top of mind and in the palms of buyers' hands.

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 on the navigation and landing screens
- Company logo and booth number on all app marketing collateral (including in pre-event communications 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

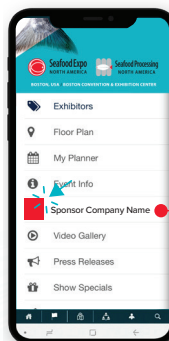
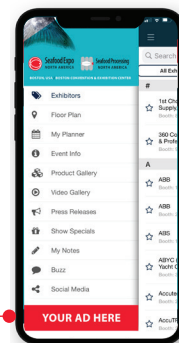


ADDITIONAL OPPORTUNITIES:

Rotating Banner Ads

(6) AVAILABLE

Be among the rotating banners featured on the navigation page and the Exhibitors page – increasing visibility and driving ROI. Rotating banner ads are linked to your company listing in the mobile app.



NEW OPPORTUNITY

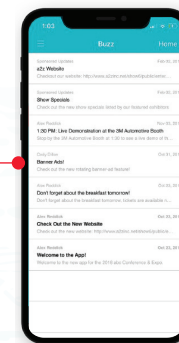
Clickable Logo on Home Navigation Page – EXCLUSIVE

Make your company stand out! Your logo will link directly to your company listing in the mobile app.

Push Notifications

(4) AVAILABLE

Communicate directly with the buyers during the expo! Send a message to all mobile app users with a push notification.



Did you know?

The main menu dashboard received **47,000+ visits** with total visits averaging 15 times per user.*

*2022 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: +1 207-842-5590 or sales-na@seafoodexpo.com.

EXHIBITOR LISTING PACKAGES



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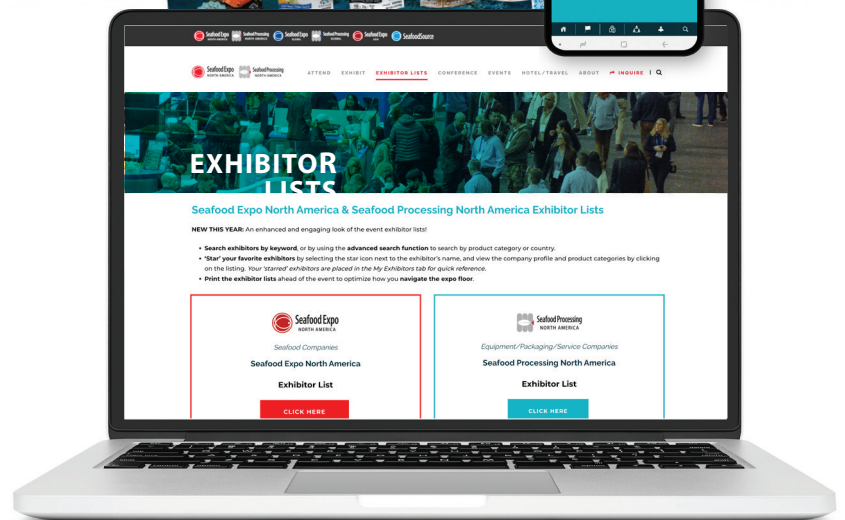
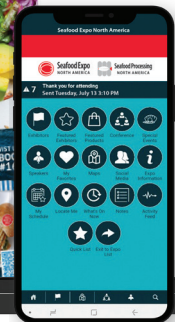
Help buyers find your company profile with this multi-channel offering, including exposure on the website, the Expo Today mobile app and the SeafoodSource.com Supplier Directory.

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.



ONSITE DIGITAL SIGNAGE OPPORTUNITIES



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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

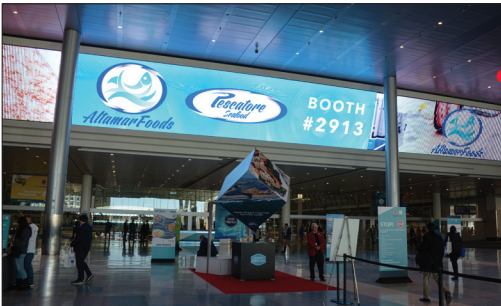
Located outside the Boston Convention & Exhibition Center (BCEC) & Westin Waterfront Hotel

- 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

25 (65") LED screens and 6 (98") LED screens 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.



33' x 19' LED Video Wall

Located in the lobby of the Westin Boston Waterfront (closest hotel to the facility)

- Two-hour pack
- 39-foot diagonal screen
- Perfect for short video ad, brand message, company logo etc.



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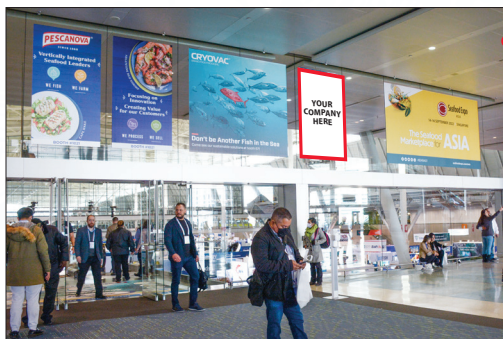
Column Wraps

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 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

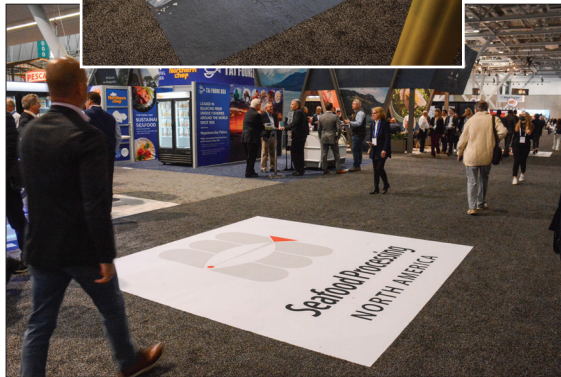


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Seafood Processing
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Floor Tiles

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 the Expo 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. Achieve excellent exposure with 20" w x 12" h Interior Window Banners – facing seated passengers.

- Up to 4 creatives
- Up to 10 banners per bus



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. The exposition welcomes ***hundreds of 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 reusable canvas bags* with the Key Buyer logo on one side and sponsoring exhibitor company logo (two-color) with booth number on the other side.

This sponsorship includes one insert in the Key Buyer bag.

**Number of key buyer bags produced is determined closer to the event.*

Key Buyer Bag Insert

(5) SPONSORSHIPS AVAILABLE

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. *The most sought after inserts Key Buyers look for are reusable water bottles, small notebooks, hand sanitizer, USB drives, portable chargers and spices!*

Key Buyer Pre-Event Digital Mailing

Include your company's sponsored piece in the pre-event digital mailing to pre-registered key buyers. The pre-event digital mailing includes important event information e-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



MEETING ROOM SPONSORSHIP



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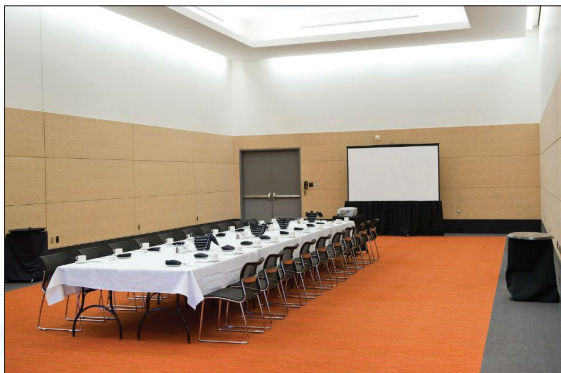
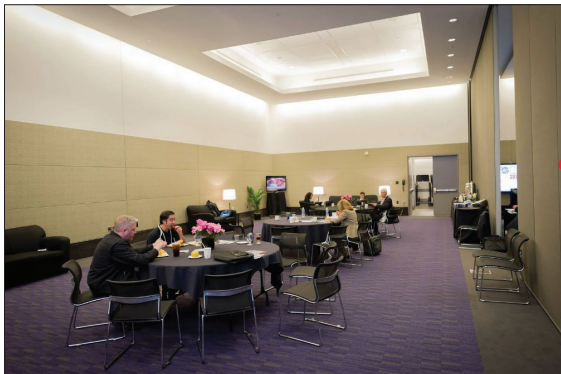


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Meeting Room Rentals

Choose from a variety of meeting room spaces to rent at the Boston Convention & Exhibition Center. Hold focused meetings, network with colleagues and customers, host a private event and more.



Each room comes with:

- A furniture set of your choice (theater, classroom, banquet, cocktail etc.)
- One head table and podium
- One water cooler
- Free WiFi
- Free signage with company logo outside of the room.

Sizes vary between 1,000 and 2,000 square feet.

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 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



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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!



ENTER THE PRESTIGIOUS AWARDS COMPETITION



Each new seafood 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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