



Seafood Expo  
GLOBAL



Seafood Processing  
GLOBAL

25-27 APRIL 2023 / BARCELONA, SPAIN  
FIRA BARCELONA GRAN VIA VENUE

# The GLOBAL Seafood Marketplace

2023 Marketing  
Opportunities &  
Seafood Excellence  
Global Awards

## When Will You Start Reaching Buyers?

Attracting customers to your business and making your participation at Seafood Expo Global/ Seafood Processing Global a success can **START TODAY**. The world's LARGEST seafood trade event has highly-visible and effective marketing opportunities to reach them – **building buyer interest before and during the event, across digital and print communications.**


   #SEG23

[seafoodexpo.com/global](https://seafoodexpo.com/global)

PART OF A GLOBAL SEAFOOD PORTFOLIO



Produced by: **diversified**  
COMMUNICATIONS

A Member of:   
ufi

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# Enhanced Exposure Opportunities



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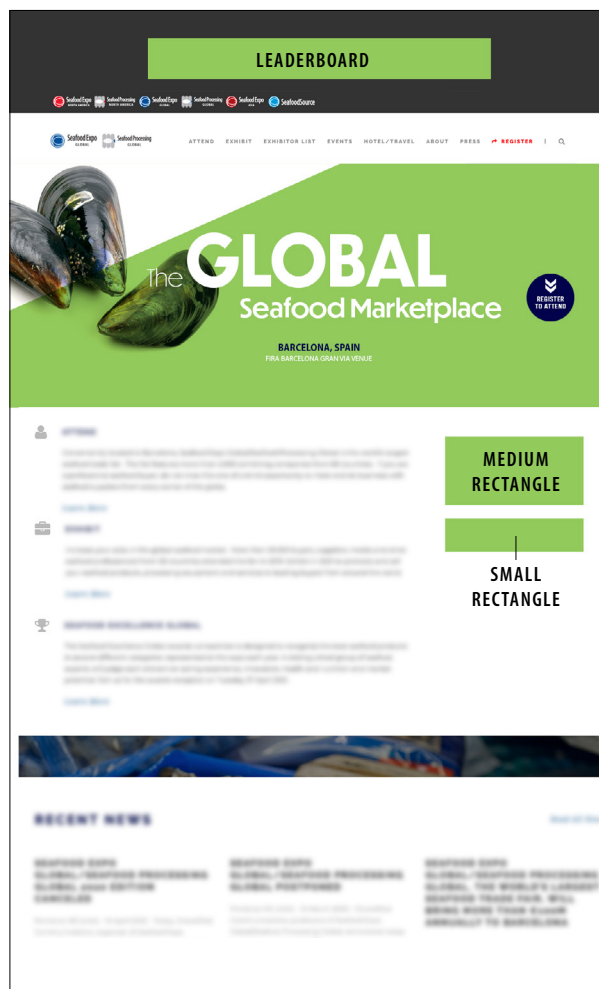
Capture the attention of buyers during all critical points of their event experience: as they plan, prepare and walk the exhibit halls. With opportunities including digital and print exposure, these packages offer your company comprehensive advertising opportunities.

## Web

Buyers visit the Seafood Expo Global/ Seafood Processing Global website in advance of and during the expo, actively seeking exhibiting companies that strike their interest. **Your advertising can reach them, so YOU** can meet them in Barcelona! Ads will run until 1 September.

*Expo website advertising is featured throughout the site. All advertising opportunities are subject to limited availability.*

Ad Placement	Size (pxL x pxH)	File Weight	Animation
<b>Leaderboard</b> (Expo website)	728 x 90	40k	10 sec maximum
<b>Medium Rectangle</b> (Expo website)	300 x 250	40k	10 sec maximum
<b>Small Rectangle</b> (Expo website)	300 x 100	40k	10 sec maximum



## Did you know?

The event website received more than **279,000** unique visitors with more than **2,460,000** page views.\*

\*From 26 April 2021 to 9 May 2022

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# Enhanced Exposure Opportunities



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## WiFi Sponsorship – EXCLUSIVE



Thousands of seafood professionals depend on the event WiFi during the expo. 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, printed signage, onsite digital signage, in the Floor Guide and in the Frequently Asked Questions section of the Mobile App

## WIFI LANDING PAGE



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## Mobile App Sponsorships

The mobile app is the most efficient way for buyers to digitally identify products and suppliers, access event and conference logistics, and navigate the expo halls. These sustainable opportunities are easy for you to take advantage of, generate more buyer traffic and get you seen before your competitors.

### Title Sponsorship

– **EXCLUSIVE**

Get maximum visibility within the event Mobile App and all related communications (leading up to event and onsite through digital and print channels). Title Sponsorship exposure includes:

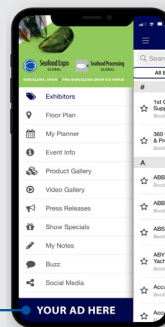
- Splash page, which appears every time a user enters the event app
- Rotating banner ad at the top of the navigation page (6 available)
- Company logo and stand number on all app related marketing collateral (including in pre-event email communications, the Floor Guide and onsite print and digital signage)
- Company logo and stand number on app webpage
- 3 push notifications (1 per day) during the event, sent to all users



### Additional Opportunities

#### Rotating Banner Ads – (6) Available

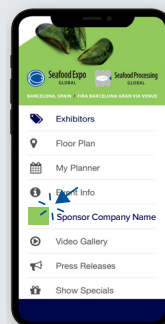
Be among the rotating banners featured on the navigation page and the Exhibitors page - increasing visibility and driving ROI. Rotating banner ads are linked to your company listing in the mobile app.



#### New Opportunity – **EXCLUSIVE**

##### CLICKABLE LOGO ON HOME NAVIGATION PAGE

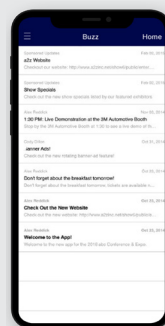
Make your company stand out! Your logo will link directly to your company listing in the mobile app.



#### Push Notifications – (4) Available per day

##### Send every app user a special announcement.

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



## Did you know?

The main menu dashboard of the app received **103,400+** visits with total visits averaging 17 times per user.\*

\*2022 app statistics

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## Exhibitor Listing Packages

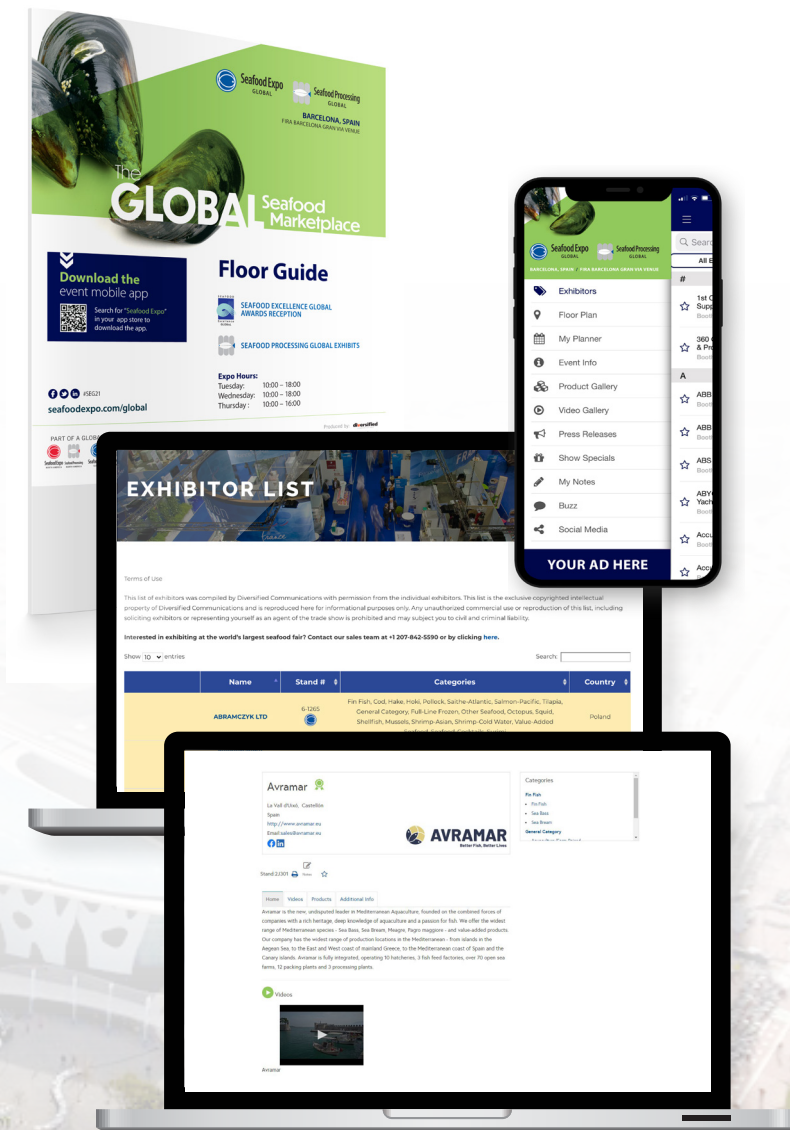
All exhibitors have listings for their stands, but not all exhibitors take full advantage of them.

By upgrading your listing package, you will increase your visibility and enhance your first impression with buyers by providing them **more product information, contact details and reasons to see you onsite**. The exhibitor list is among the most sought-after and utilized tools buyers take advantage of through multiple channels, before, during and after the event. Don't miss your opportunity to make these valuable digital and print impressions count!



Connect with your  
account executive  
**or click here**

to see the upgrade opportunities  
and details.



# Pre-Event Exposure Opportunities



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Why wait to build customer relationships? Prospective buyers are already starting to make their event plans TODAY. These pre-event exposure opportunities will make your presence and brand known, and your stand a must-see stop on the expo floor.

## Email Banner Ad

Send a banner ad straight to the inbox of expo registrants and high-volume key buyers. While they review event emails, introduce your company and become a must-see exhibitor. Opportunities include:

- Visitor Pre-Registration Email – **EXCLUSIVE**
- Visitor Registration Confirmation – **EXCLUSIVE**
- Exhibitor Newsletter – **EXCLUSIVE**

*Banner ad size: 468 x 60 pixels. Consult your sales representative for email scheduling information.*

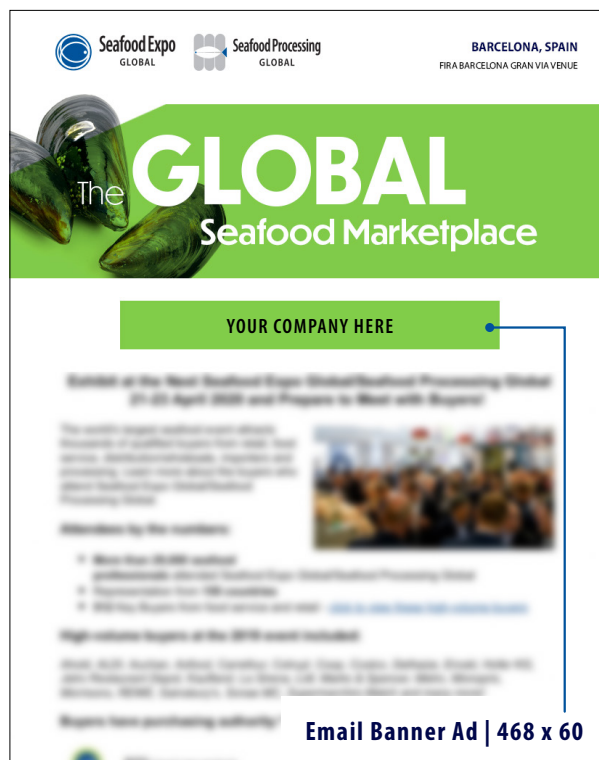


## Key Buyer Pre-Event Digital Mailing

Include your company's sponsored piece in the pre-event digital mailing to pre-registered Key Buyers. The pre-event digital mailing includes important information about the Expo that is emailed to all registered Key Buyers weeks prior to the event.

*Sponsored piece to be provided by sponsoring company.*

**Contact your account executive for details.**



## Custom Packages

Let us work with you to create a custom sponsorship package designed for you to meet your specific goals and needs. For additional exhibitor marketing and sponsorship ideas, contact your account executive at: **+1 207-842-5590** or **sales-global@seafoodexpo.com**.

# Onsite Exposure Opportunities



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## Floor Guide Advertising

As the **only distributed printed piece for the expo**, the Floor Guide contains valuable visitor information, including hall maps, exhibitor locations and listings, event details, conference program and logistics. Each day of the event, they will read the Floor Guide, see your ad and remember to stop by.

### Ad Opportunities:

- **Cover Tip – EXCLUSIVE**
  - Size: 20cm x 10cm
- **Printed Cover Belly Band – EXCLUSIVE**
  - Size: 20cm x 6cm
- **Inside Cover and Back Cover Ads**
  - Size: 21.6cm x 30.3cm  
(add .3175cm bleed all sides)
- **Full Page**
  - Size: 19cm x 27cm
- **Half Page (horizontal)**
  - Size: 18.4cm x 13.3cm
- **Quarter Page (horizontal)**
  - Size: 18.4cm x 8.5cm



*File formats accepted: high-resolution, cmyk digital files are required (pdf, jpg or ai format).*



# Onsite Exposure Opportunities



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With thousands of industry professionals attending the event, Seafood Expo Global/ Seafood Processing Global will be one of Barcelona's busiest sites—and your brand can be displayed onsite for all to see. Whether it's through indoor & outdoor signage or registration opportunities, **direct more buyers to your stand** and increase your return on investment.

## Signage Outside The Venue

Get your company seen as soon as attendees approach the venue. Prominent flags, canvas towers, wooden cubes, meter boards and banners will boldly introduce your business to buyers, inviting them into the expo and to your stand.

### Flags

- **Flags at South Access** (set of 5 flags – 7 sets available)
  - Size: 1m x 4m
- **Moveable Flags** (sets of 5 flags available)
  - Size: 1m x 4m

### Towers

- **Four-sided Canvas Tower**
  - Size options: 1.5m x 6m — 1m x 4m
- **Four-sided Wooden Cube**
  - Size: 1.2 x 2.04m

### Meter Boards

- **Double-sided Meter Boards**
  - Size: 1.2m x 1.85m

### Drop Banners

- **Single-sided Drop Banners between Halls 2 and 3**
  - 2 sets of 6 banners available or
  - 1 set of 12 banners for exclusivity
  - Size: 1.66m x 5.93



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## Signage Inside The Venue

First impressions are everything – so make yours count. These striking banner, floor tile, escalator and travelator signage opportunities will catch attendees' attention upon entering the venue and direct them straight to your exhibit stand.

## Digital Signage

Powerfully and sustainably project your message in high-traffic locations throughout the venue – standing out from competitors and **directing captive audiences to your stand**.

- **CIRCULAR LED, SOUTH ACCESS LOBBY – (3) available shared with the organizer**
  - Size: 104m x 1.5m
- **LASER PROJECTOR DISPLAYS**
  - **SOUTH ACCESS LOBBY TOWARDS HALL 2**  
One of two projector displays (sponsor, left side; organizer, right side), 4.2m x 2.3m
  - **UPPER WALKWAY TOWARDS HALL 2**  
One of two projector displays (sponsor, left side; organizer, right side), 4.7m x 2.6m
  - **UPPER WALKWAY OVER HALL 2**  
Two projector displays available (separate locations): 4.9m x 3.6m per display
  - **UPPER WALKWAY OVER HALL 3**  
Two projector displays available (separate locations): 4.9m x 3.6m per display





# Onsite Exposure Opportunities



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## South Access Lobby Sponsorships

- **Double-sided Drop Banner (set of 6 banners) – EXCLUSIVE**
  - Size: 0.8m x 5m
- **Double-sided Drop Banner**
  - 2 sets of 5 banners available or
  - 1 set of 10 banners for exclusivity
  - Size: 0.7m x 2m
- **Four-sided Totem (2 totems available)**
  - 1.5m x 0.65m x 2m
- **Escalator Railings – EXCLUSIVE**
  - Escalator connecting South Access Lobby and Upper Walkway
  - 8 Glass Railings
  - Dimensions available upon request





# Onsite Exposure Opportunities



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## South and East Access Lobby Sponsorships

Drive buyers to your stand with these advertisements prominently displayed in high-traffic locations.

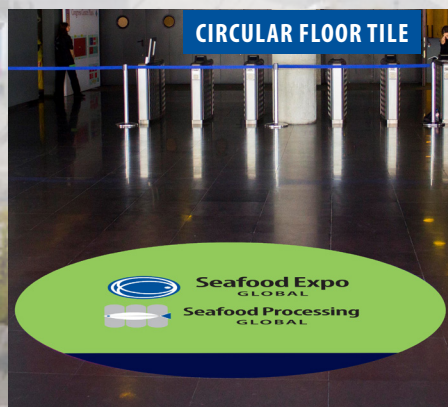
- **Double-sided Lightbox Totem**
  - Size: 0.8m x 2m
- **Four-sided Lightbox Totem**
  - Size: 1.2m x 2m
- **Four-sided Column Wrap**
  - Size: 1.1m x 2.54m
- **Double-sided Meter Board in Textile Canvas**
  - Size: 1m x 2m
- **Square or Circular Vinyl Floor Tile**
  - Size: 2m x 2m or 2m diameter



DOUBLE-SIDED LIGHTBOX TOTEM



FOUR-SIDED LIGHTBOX TOTEM



CIRCULAR FLOOR TILE



DOUBLE-SIDED METER BOARD



# Onsite Exposure Opportunities



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## Expo Hall Sponsorships

Generate brand awareness in these high traffic areas.

### In and around the exhibit hall

- **Double-sided Hanging Aisle Banners**
  - Exclusive opportunities available in Halls 2, 3, 4 & 5
- **Square Vinyl Floor Tiles**
  - Size: 1.5m x 1.5m and 2m x 2m
- **Circular Vinyl Floor Tiles**
  - Size: 1.5m diameter
- **Framed Canvas over Restroom Outlet Wall**
  - Size: 16m x 2.4m
- **Escalator Railings**

Stand out on the main passage way with this escalator sponsorship

  - Four (4) locations available in Halls 2, 3 and the Galleria
  - Six (6) glass railings per location



## Key Buyer Sponsorship

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 stand with the following opportunity.

- **Key Buyer Bag Sponsor**

Sponsorship includes the production of canvas bags with the Key Buyer logo on one side and sponsoring exhibitor company logo (two-color) with stand number on the other side.





# Other Opportunities



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Capture the attention and interest of engaged buyers through these captivating onsite experiences.

## Sponsored Presentations

Showcase your expertise through a Sponsored Presentation. This unique speaking opportunity is an excellent way for your company to be seen as industry experts, generate exposure and connect with attendees. Sponsored Presentations are featured alongside the event's conference program.



## Custom Packages

Let us work with you to create a custom sponsorship package designed for you to meet your specific goals and needs. For additional exhibitor marketing and sponsorship ideas, contact your account executive at: [+1 207-842-5590](tel:+12078425590) or [sales-global@seafoodexpo.com](mailto:sales-global@seafoodexpo.com)



# Other Opportunities



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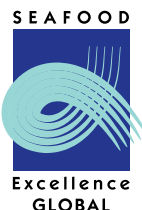
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## Seafood Excellence Global Awards

### Be among the BEST seafood products at the event

The Seafood Excellence Global Awards competition recognizes the best seafood products represented at Seafood Expo Global/Seafood Processing Global each year.



By participating in this prestigious event, you'll benefit from the following:

- Display of your product(s) in the Seafood Excellence Global stand during the three-day exposition
- Promotion of the Seafood Excellence Global competition and stand in marketing pieces such as visitor brochure, advertising, Floor Guide, mobile app and press outreach to drive buyers to the stand
- Promotion of Seafood Excellence Global competition and stand via social media
- Promotion of Seafood Excellence Global competition and stand in the "Expo Today", Seafood Expo Global/Seafood Processing Global's daily publication covering news at the event

**Don't miss the opportunity to enter your product(s) and recognized at the largest seafood event on the globe.**

Finalists will be selected from the products entered in the Seafood Excellence Global Awards competition and featured as such in the stand. A distinguished group of seafood experts will judge each Finalist's products based on tasting experience, innovation, health and nutrition, and market potential.

Both Finalists and Winners will:

- Be featured in press releases announcing the finalists/ winners, which will be distributed and pitched to industry and consumer media
- Receive additional exposure of their products on the exposition's website
- Be announced via SeafoodSource.com and Seafood Expo events' social media channels
- Receive coverage in the "Expo Today", the exposition's daily publication covering news at the event
- Receive "Promotional Packet" to include press release announcement template, specially designed email signature and logo
- Receive valuable feedback from our expert jury, including a transcript of the judges' scores and written comments about each product after the competition



**For more information on this opportunity contact:**

Mrs. Minh Ly-Gordon at +1-207-842-5525  
or [mlygordon@divcom.com](mailto:mlygordon@divcom.com)

# Other Opportunities



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## Meeting Room Rentals

Choose from a variety of meeting room spaces to rent at the Fira Barcelona Gran Via Venue. Hold focused meetings, network with colleagues and customers, host a private event and more. Opportunities include:

### Conference Center Meeting Rooms

- Available sizing: 29 m<sup>2</sup> to 340 m<sup>2</sup>
- Furnished with a stage, chairs, a podium and/or head tables

### Barcelona Suites

- Available sizing: 18 m<sup>2</sup> to 36 m<sup>2</sup>
- Furnished with table(s), chairs and a lockable cabinet



**For more information  
on meeting rooms**

contact your account executive at:  
+1 207-842-5590 or  
[sales-global@seafoodexpo.com](mailto:sales-global@seafoodexpo.com)

# Map of Sponsorship Opportunities



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## LEGEND



ESCALATORS



BANNERS



FLAGS



OUTDOOR TOWERS



LASER PROJECTOR DISPLAYS



CIRCULAR LED



OUTDOOR  
SIGNAGE AREA

## OPPORTUNITIES



DIGITAL



PRINT - INSIDE  
THE VENUE



PRINT - OUTSIDE  
THE VENUE

