

**PETROSPOT**

# MARITIME WEEK AFRICA

16-17 FEBRUARY 2021

VIRTUAL CONFERENCE & EXHIBITION

## GUIDE TO VIRTUAL CONFERENCE SPONSORSHIP

Position your business and services as market leaders, distinct from your competitors, driving growth and brand recognition

#MWAf21

 REGISTER FREE



# MARITIME WEEK AFRICA

# VIRTUAL CONFERENCE & EXHIBITION

*Maritime Week Africa* is the longest-running and most popular bunkering event in the African continent. It has built a strong reputation for attracting the highest-level government and industry speakers, bringing together the most important suppliers and buyers and highlighting the challenges and possibilities presented by the uniquely diverse African bunkering industry.

*Maritime Week Africa* delivers enlightened debate on **the key issues and challenges facing the marine fuels sector and wider shipping industry** in an African context.

Now in its ninth year, having alternated in-person **events between Accra in Ghana and Cape Town and Durban in South Africa**, COVID-19 has opened the opportunity for Petrosport to present *Maritime Week Africa 2021* online, thereby opening the event to hundreds more people who normally might not be able to travel to Africa but still have a strong interest in learning more about **African bunker markets** and those involved in them.

The audience will hear **expert views and opinions** from bunker suppliers and buyers, traders and brokers, fuel testing agencies, regulators, maritime lawyers, and shipping analysts, in a hard-hitting series of **live interviews and discussions**.

# JOIN US VIRTUALLY

HELPING YOU KEEP CONNECTED FROM THE COMFORT OF YOUR DESK

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In the current global climate, it is vital to continue the **knowledge sharing and relationship building** we have previously taken for granted at face-to-face conferences.

For the first time, *MWAF21* will be going virtual to bring speaking and branding opportunities to you in the comfort of your own home.

Virtual conferencing provides sponsors, speakers, exhibitors, and delegates with a roster of **dedicated means to engage** with *MWAF21* and **shape their experience**.

*MWAF21* is **entirely free of charge to attend and open to everyone**. You just have to register and complete your personalised profile so that you can connect with others and others can connect with you.



## PRE-EVENT ACTIVITIES

Start building your pipeline before the event begins



## TOP-CLASS VIRTUAL CONFERENCE PROGRAMME



## DEDICATED SCHEDULING SYSTEM FOR 1-2-1 MEETINGS



## ONLINE HELP DESK SUPPORT TEAM

[VIRTUAL PLATFORM GUIDE](#)

# WHO WILL ATTEND ONLINE

## BRINGING TOGETHER MAJOR PLAYERS FROM THE BUNKER SUPPLY CHAIN

As a virtual event, *Maritime Week Africa 2021* will expand on its reputation by providing an even more compelling programme while opening the event to a worldwide audience.

*MWAF21* will examine developments in **West Africa, Southern Africa, East Africa, and Mauritius**, and for the first time, **North Africa, including the Maghreb and Egypt**. It will also take a hard look at security issues and safe passage in the Gulf of Guinea.

We'll be inviting our community of 16,000 active contacts to attend the Virtual conference, which will bring together all the major players across the entire marine fuel supply chain.

# 16,000

ACTIVE  
PROFESSIONALS

- Ship Owners & Operators
- Ports, Port Authorities
- Bunker Suppliers
- Bunker Traders & Brokers
- Law Firms
- Service Providers
- Port Agents
- LNG Suppliers

**Putting you in front of the people that matter, in a position to develop your business.**



# WHY YOU SHOULD SPONSOR

## POSITION YOURSELF AS A MARKET LEADER AND GENERATE LEADS

For **sponsors and exhibitors**, **visitor data is automatically captured** for future follow-ups, providing a fast and efficient way to reach a large number of potential clients.



### GENERATE LEADS

#### Identify Hot Prospects

Access all event and attendee information on the virtual platform for up to 6 weeks after the event closes



### VIRTUAL NETWORKING

#### Engage and Connect

Engage with a full spectrum of networking tools, comprising text chat, video calls, 1-2-1 video meetings, and a dedicated scheduling system to help you manage your experience across the conference



### BRAND AWARENESS

#### Put your Brand Front of Mind

Showcase your company in our virtual exhibition hall; brand your stand, promote your products and services, and direct visitors towards key resources on your website



### THOUGHT LEADERSHIP

#### On Demand Engagement

Utilise the in-built Q&A interface to engage audiences, take queries, and pose polls and questions during presentations and panel discussions

# SPONSORSHIP PACKAGES



## PLATINUM – £10,000

(Only 2 Available)

Included in a Platinum sponsorship:

- Virtual event **keynote** speaker – day one or day two
- Highest Profile throughout the event
- Promoted as Platinum Sponsor throughout the event
- Exhibition package included
- Your corporate logo displayed within the virtual platform
- Virtual platform main banner logo included
- Sponsor push notifications
- Hyperlinks from the event to your corporate website
- Targeted announcements of your sponsorship via social media in the run-up to the live event
- Company branding on Petrospot's virtual event email campaigns to over 16,000 industry professionals
- Your company logo will appear in digital marketing via the Petrospot website

**Generate leads from everyone who watched your session**

## GOLD- £7,500

Included in a Gold Sponsorship:

- Virtual event speaker
- Promoted as Gold Sponsor throughout the event
- Exhibition package included
- Your corporate logo displayed within the virtual platform
- Virtual platform main banner logo included
- Sponsor push notifications
- Hyperlinks from the event to your corporate website
- Targeted announcements of your sponsorship via social media in the run-up to the live event
- Company branding on Petrosport's virtual event email campaigns to over 16,000 industry professionals
- Your company logo will appear in digital marketing via the Petrosport website

## SILVER - £5,000

Included in a Silver Sponsorship:

- Promoted as Silver Sponsor throughout the event
- Exhibition package included
- Your corporate logo displayed within the virtual platform
- Virtual platform main banner logo included
- Sponsor push notifications
- Hyperlinks from the event to your corporate website
- Targeted announcements of your sponsorship via social media in the run-up to the live event
- Company branding on Petrosport's virtual event email campaigns to over 16,000 industry professionals
- Your company logo will appear in digital marketing via the Petrosport website

**REGISTER FREE**

# SPONSORSHIP PACKAGES



## BRONZE - £3,500

Included in a Bronze Sponsorship:

- Promoted as Bronze Sponsor throughout the event
- Virtual platform main banner logo included
- Sponsor push notifications
- Hyperlinks from the event to your corporate website
- Targeted announcements of your sponsorship via social media in the run-up to the live event
- Company branding on Petrosport's virtual event email campaigns to over 16,000 industry professionals
- Your company logo will appear in digital marketing via the Petrosport website

## EXHIBITORS PACKAGE - £2,500

Included in an Exhibitors Package:

- Logo included on Virtual platform banner
- Social media Links
- Company contact information displayed
- Hyperlinks from the booth page to your corporate website
- Attendees can live chat with your company
- Attendees can send meeting requests
- Ability to showcase your products and services
- Page visits data (GDPR rules apply)

**This is a valuable and cost-effective means of engaging with your target audience over the course of the year, maintaining brand awareness and promoting thought-leadership to a wider network.**

**PETROSPOT**

# THANK YOU

for your interest in *Maritime Week Africa 2021*.  
We hope to see you there.

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To learn more about our sponsorship and exhibition packages,  
please contact Jerry Carter at [jerry@petrospot.com](mailto:jerry@petrospot.com)

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If you'd be interested in participating as a speaker at *MWAF21*  
please contact Llewellyn Bankes-Hughes at [LBH@petrospot.com](mailto:LBH@petrospot.com)

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