

CEDA Dredging Days[®] 2021

Sustainable Dredging and Innovation

The science. The practice. The business.

A Virtual Event

28-29 September 2021

**SPONSORSHIP
OPPORTUNITIES**



LET US SURPRISE YOU

WELCOME TO OUR VIRTUAL EVENT

Explore these pages to see how you could make the most of **the many opportunities available** to achieve your **marketing** and **business development** objectives.

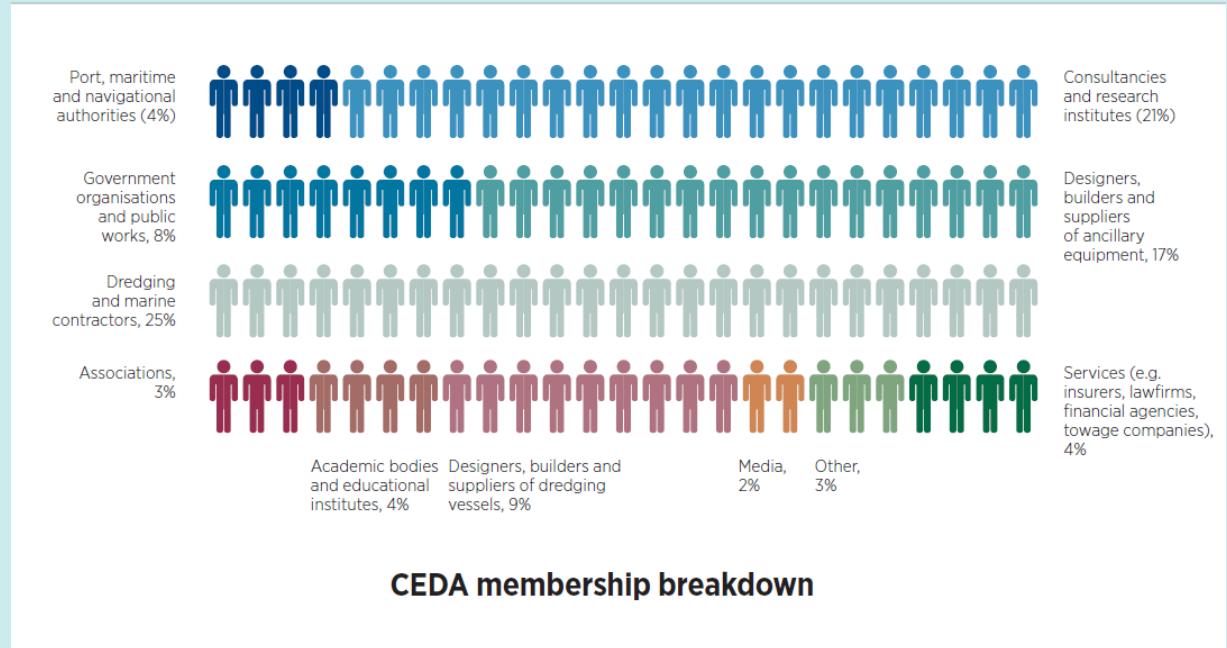
WATCH OUR LIVE DEMO

In June we ran a **live demo** to show our supporters how to make the most of their sponsorship and their virtual exhibition booth. The recording is now available on request. Please send an e-mail to the CEDA Dredging Days Conference Secretariat at ceda@outsourcedevents.com if you want to see what you can do.

You may also like to watch a [Swapcard tutorial for exhibitors](#).

ABOUT CEDA DREDGING DAYS[©] 2021

- CEDA's flagship event
- A major event on the dredging professionals' calendar in the Europe, Middle East and Africa (EMEA) region
- A primary forum for leading researchers and industry experts
- Valued for its high-quality technical content and networking opportunities
- Brings together the entire cross-section of CEDA's diverse membership



ABOUT CEDA DREDGING DAYS[©] 2021 CONT/D

The revamped CEDA Dredging Days[©]

- Maintains its specialised knowledge content
- Addresses broader societal topics in the context of dredging
- Goes beyond the technical aspects to shine a light on developments in the business of dredging



This will be an event that truly addresses the science, the practice and the business.

Invaluable for the whole business.

DETAILS

- 28-29 September 2021
- Online event
- Targeting 300+ attendees from the EMEA region and beyond
- Reach 25+ countries
- Attendees: represent over 65 companies; C-level management, young professionals and students
- Duration: 2 days of informative, engaging, timely and thought-provoking content including:
 - [Streamed, well-curated, peer-reviewed content](#) (agenda built from call for abstracts, invited technical and business keynote speakers, and CEDA technical working groups)
 - Sponsors' showcases = **virtual exhibition booths**
 - Young CEDA programme (incl. Flash Talks ask a CEO, Young CEDA coffee lounges)
 - Live chat, polling and Q&A opportunities
 - AI algorithm suggests people, companies and content for you to meet



ABOUT THE VIRTUAL EVENT PLATFORM

CEDA Dredging Days[®] 2021 will be hosted on the **Swapcard platform** which offers rich interactive tools including AI match-making networking, audio/video/text chat, polls, and live-streamed and video-on-demand content, in an immersive community environment.

It enables our audience to navigate CEDA Dredging Days[®] 2021 with ease in a visually engaging experience that is:



MOBILE-FRIENDLY



FULLY-BRANDED



HIGHLY INTERACTIVE



The virtual exhibition will allow our sponsors to connect with attendees via text, chat, video and audio, as well as offering digital resources for download from their fully branded virtual presence.

Swapcard is a cloud-based virtual event platform hosted on Amazon Web Services and does not require any download to access.

SPONSORSHIP BENEFITS – BEFORE, DURING AND AFTER THE EVENT

BRAND AND PRODUCT VISIBILITY

Benefit from unrivalled branding amongst your target audience. **Your logo will be included in pre-event promotions, visible during pre-event visits** (the platform will open 5 days before the event); on **live event days** as attendees navigate the online platform; **post-event** as attendees view on-demand content (available until 31 December 2021); and in **post-event communications. Your products, services and solutions will be on display and highly visible throughout.**

THOUGHT LEADERSHIP

Engage with a focused audience, interested in what you have to say, during **an interactive round table – Lunch & Learn session** and/or **a fireside chat** hosted by you. As a gold sponsor it is a great opportunity to make a lasting impact and drive future sales leads. Find out more on pages 12 & 13.

SPONSORSHIP BENEFITS – BEFORE, DURING AND AFTER THE EVENT

EXCLUSIVE PARTNERSHIP

Be recognised as one of our key partners. It is a great opportunity to maximise your association with CEDA's mission, and activities, and demonstrate your commitment to knowledge sharing and excellence in dredging.

HIGHLY TARGETED

Connect with an audience of industry decision makers and influencers looking for new information. They are open to hearing about your new ideas, advancing technologies, partnerships and collaborations.

QUANTIFIABLE SUCCESS

With face-to-face events it can be hard to measure ROI but, with our virtual platform, you will be able to track attendee engagement to increase lead generation efficiency.

THINK OF YOUR SPONSOR SHOWCASE PAGE AS YOUR VIRTUAL EXHIBITION BOOTH

You can do everything here that you can do in real life... almost!

- Show promotional videos and collateral
- Brand your virtual exhibition booth
- Run your promotional ads
- Add company info and contact details

The virtual exhibition booth is included in each package. The options to populate your booth will depend on your choice of sponsorship level.

See the following pages for details.

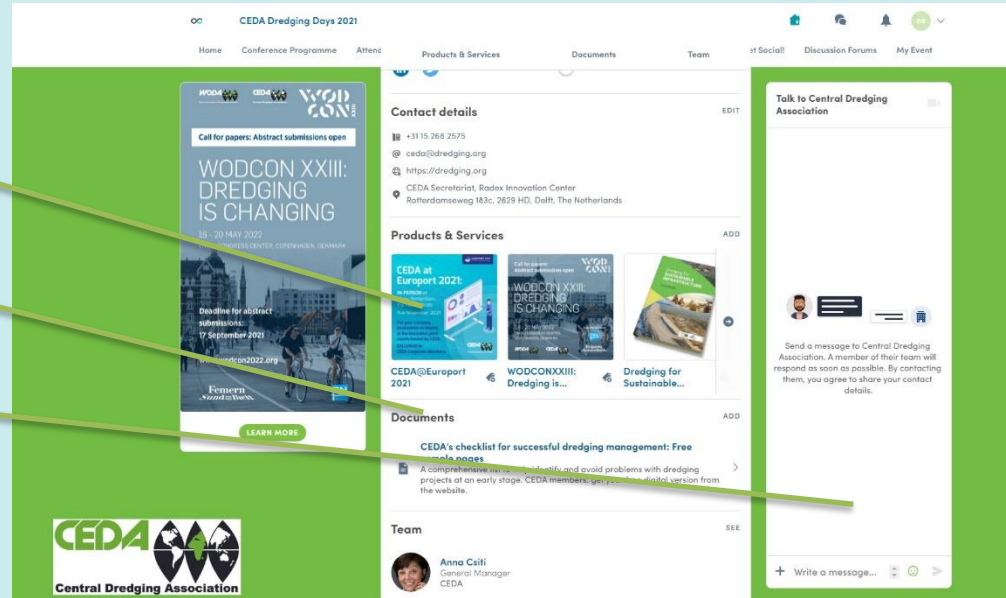
The screenshot displays a virtual exhibition booth for the Central Dredging Association (CEDA) during the Dredging Days 2021 event. The booth is set against a green background and features several key elements:

- Navigation:** A top navigation bar includes links for Home, Conference Programme, Attendees, Information & Help Desk, Speakers, Sponsors, Products & Services, Get Social!, Discussion Forums, and My Event.
- Event Promotion:** A prominent banner for "WODCON XXIII: DREDGING IS CHANGING" (18-20 MAY 2022) is displayed, with a call to action for abstract submissions and a "LEARN MORE" button.
- Association Profile:** The CEDA logo and name are prominently featured, along with the tagline "keeping dredging professionals, and associated communities, informed...". Below this, icons represent various services: Events, News, Networking, Publications, and Professional development.
- Organiser Information:** A section identifies CEDA as the "Organiser" and provides links for "Products & Services", "Documents", and "Team".
- Information Section:** A detailed paragraph describes CEDA as an established authority and the leading independent forum for the professional dredging community, with a "See more" link.
- Social Media:** A "Social media" section includes icons for LinkedIn and Twitter.
- Contact:** A "Talk to Central Dredging Association" chat window is open on the right, showing a message input field and a "Send a message" button.

THINK OF YOUR SPONSOR SHOWCASE PAGE AS YOUR VIRTUAL EXHIBITION BOOTH CONT/D

You can do everything here that you can do in real life... almost!

- Display new products and services on dedicated pages (3 to unlimited)
- Add documents (unlimited)
- Handle inbound requests from attendees and schedule meetings via live schedule
- Speak directly to attendees and visitors to your booth (pre-arranged meetings; instant chats and 1 to 1 video calling)
- Lead scoring



THINK OF YOUR SPONSOR SHOWCASE PAGE AS YOUR VIRTUAL EXHIBITION BOOTH CONT/D

You can do everything here that you can do in real life... almost!

- Each product and service gets a dedicated page
- Add product images
- Add product information
- Add links to more information

The screenshot displays the CEDA Dredging Days 2021 virtual exhibition booth. The interface includes a navigation menu on the left with options like Home, Company profile, Overview, Documents, Products & Services, Meetings, Team's contacts, Analytics, and Your team. The main content area shows a list of products, including 'CEDA@Europort 2021', 'WODCONXXIII: Dredging is Change practice. The science. The business', 'Dredging for Sustainable Infrastructure', and 'CEDA's Checklist for Successful Management'. A detailed view of the 'Dredging for Sustainable Infrastructure' product is shown on the right, featuring a cover image, a name field, a description field with ISBN and author information, and a link to more information field.

Your products will show up in the products directory, for the event, where attendees can see and search for what they want to learn more about.

YOUR SPONSORED SESSION

LUNCH & LEARN

Your guest presenters, **your** topic, **your** audience... This is a great opportunity for your company to host a 30-minute interactive roundtable event, and engage with participants, who came to see **you**, in your own fully branded break-out room as part of CEDA Dredging Days 2021. **Build your reputation** as market leader through subject-specific presentations. **Establish capability** and expertise in your specialty as well as highlight successful work completed with your clients. There are two **Lunch & Learn** sessions available, to gold sponsors only, on each day.

Your session will be branded with your logo in the programme



YOUR SPONSORED SESSION CONT/D

FIRESIDE CHAT

Does your company have a burning issue that it would like to address in a private 30-minute event at CEDA Dredging Days? We are offering the opportunity to host a fireside chat, on the first evening of the conference, where you can have an **informal chat on a hot topic. It could be anything...** 'improving the image of dredging as a sustainable activity in the wider community', or 'attracting the best talent to dredging', a new idea, or "what if?" scenarios in dredging'... the opportunities are endless. It could even be a great opportunity to do a bit of **impromptu research**.




Fully company branded and hosted by a guest of your choosing (and approved by CEDA, of course...), this unique opportunity will be available to one gold sponsor only.

Your session will be branded with your logo in the programme



SPONSORSHIP PACKAGES OVERVIEW

PRE-LIVE EVENT

	 GOLD THOUGHT LEADERSHIP	 SILVER ENHANCED BRANDING	 BRONZE EXHIBITION BOOTH
	Available to CEDA Members only		
	€ 5000	€ 3500	€ 2700
Branding on promotional emails	✓	✓	Post-event only
Social media sponsorship announcement with logo and URL link	✓	✓	✓
Company logo and URL link on the event registration site/landing page – visible also to “Try before buy” visitors	Increased size	Increased size	✓
Digital marketing toolkit	✓	✓	✓
Invitation to the Virtual CEDA Dredging Days® 2021 Tips & Tricks Webinar	✓	✓	✓
Advertisement of presence in CEDA Industry Newsletter with URL link	2	1	✗

SPONSORSHIP PACKAGES OVERVIEW CONT/D



AT THE EVENT (Extended period: 23 September -31 December 2021)

	Available to CEDA Members only		
Fully branded virtual presence (page) with dedicated video meeting and chat functionality	✓	✓	✓
Video header (Bronze will have a static header image)	✓	✓	✗
Branded background	✓	✗	✗
Advert on sponsor showcase page (image with URL so could be used for demos)	✓	✓	✗
Documents to download from sponsor showcase page	Unlimited	Unlimited	Unlimited
Products, services, solutions displayed on sponsor showcase page and on the dedicated marketplace page	Unlimited	10	3
Skyscraper advert on the platform landing page with URL link	✓	✗	✗
20-minute pre-recorded presentation to be added to the content library for on-demand viewing	✓	✗	✗
Host interactive round table session with branded backdrop (30 min)	✓	✗	✗
Sponsor passes (NB only people with passes can populate a sponsor showcase page)	3	2	1
Meeting scheduler for attendees to request dedicated 1-2-1 meetings	✓	✓	✓
Host fire-side chat – (30 min) only 1 available	€ 1500 extra	✗	✗
Coffee lounge chat	€ 600 extra	€ 600 extra	✗

SPONSORSHIP PACKAGES OVERVIEW CONT/D



POST-LIVE EVENT

	Available to CEDA Members only		
Opt-in data of your page visitors, resource downloads and session attendance	✓	✓	✓
Inclusion of 1 question within the post-event delegate survey (CEDA to approve)	✓	X	X
Branding on thank you e-mail to attendees	✓	✓	✓
Social media post from CEDA (logo)	✓	✓	✓



SPONSORSHIP PACKAGES

GOLD THOUGHT LEADERSHIP

€ 5000 (excl. VAT)

- 3 attendees/users
- **Host an interactive round table session – Lunch & Learn** – with a branded backdrop and sponsor acknowledgement (with logo) in the programme – 30 minutes, topic, presenter(s) decided by you (to be approved by CEDA). Find out more on pages 12 &13.
- Add your **20-minute** pre-recorded presentation to the content library for delegate viewing
- Provide unlimited documents for download, as well as 10 products/services/solutions assets displayed on sponsor showcase page and the marketplace page
- Chat to, and have video meetings with, visitors; book these meetings and network in advance of the event
- **Ask a tailored question** in the main attendee survey (question to be approved by CEDA)
- **Data of all opted in attendees** who visit your page or download your resources



SPONSORSHIP PACKAGES

GOLD THOUGHT LEADERSHIP CONT/D

€ 5000 (excl. VAT)



Additional opportunities

- **Skyscraper advert** on the platform home page with URL link (carousel of max 5 adverts)
- Dedicated sponsor showcase page
- Your logo and URL on the event registration page
- Video header on your sponsor showcase page
- Advert on your sponsor showcase page with URL link
- **Branded background** of your sponsor showcase page
- Company logo included in pre- and post-event email communications
- Social media sponsorship announcement pre- and post-event
- Advertisement in the CEDA Industry News Newsletter (2x)
- Free invitation to attend sponsors' briefing: 'Tips and Tricks: making the most of CEDA Dredging Days[®] 2021 and the event platform'
- Digital marketing toolkit with branding assets for promoting your sponsorship of the event

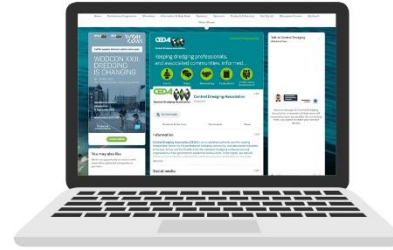
- **Exclusive**, only 1 available to Gold sponsors: **Host a fire-side chat** on the first evening of the conference, with branded backdrop and sponsor acknowledgement (with logo) in the programme – 30 minutes, topic, host and guest decided by you (to be approved by CEDA). **€ 1 500**
- **Sponsor a themed coffee lounge.** These will be open during all breaks for participants to stop by and network, and you can suggest a topic and delegate a host. **€ 600**/per coffee lounge/break



SPONSORSHIP PACKAGES

SILVER ENHANCED BRANDING

€ 3500 (excl. VAT)



- 2 attendees/users
- Provide unlimited documents for download, as well as 10 products/services/solutions assets displayed on sponsor showcase page and the marketplace page
- Chat to, and have video meetings with, visitors; book these meetings and network in advance of the event
- **Data of all opted in attendees** who visit your page or download your resources

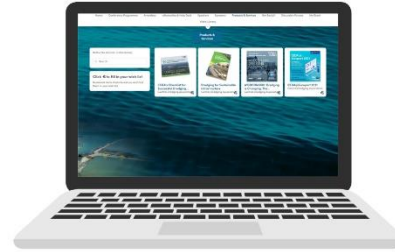
- Dedicated sponsor showcase page
- Your logo and URL on the event registration page
- Video header on the sponsor showcase page
- Advert on sponsor showcase page with URL link
- Company logo included in pre- and post-event email communications
- Social media sponsorship announcement pre- and post-event
- Advertisement in the CEDA Industry News Newsletter (1x)
- Free invitation to attend sponsors' briefing: 'Tips and Tricks: making the most of CEDA Dredging Days 2021[®] and the event platform'
- Digital marketing toolkit with branding assets for promoting your sponsorship of the event



SPONSORSHIP PACKAGES

BRONZE EXHIBITION BOOTH

€ 2700 (excl. VAT)



- 1 attendee/user
- Provide unlimited documents for download, as well as 3 products/services/solutions assets displayed on sponsor showcase page and the marketplace page
- Chat to, and have video meetings with, visitors; book these meetings and network in advance of the event
- **Data of all opted in attendees** who visit your page or download your resources

- Dedicated sponsor showcase page
- Your logo and URL on the event registration page
- Company logo included in pre- and post-event email communications
- Social media sponsorship announcement pre- and post-event
- Free invitation to attend sponsors' briefing: 'Tips and Tricks: making the most of CEDA Dredging Days[®] 2021 and the event platform'
- Digital marketing toolkit with branding assets for promoting your sponsorship of the event

SPONSORSHIP CONTACTS AND KEY DATES

Sponsorship information and sales

Anna Csiti

CEDA Secretariat

csiti@dredging.org

+31 6 5050 7336

Support to confirmed sponsors

Debbie Jovett

CEDA Event Secretariat

ceda@outsourcedeevents.com

Platform is open

- 23 September – 31 December 2021

Live Event date

- 28-29 September 2021

Deadline for sponsorship confirmation

- 27 September 2021
- Registration went live: 4 June '21
- Marketing campaign launched: 7 June '21
- Final programme: 3 September '21
- Tips & Tricks Masterclass: 3 September '21
- Access for sponsors: 6 September '21
- Sponsor e-mail to data-base: 7 September '21
- Post-event communication: 4-8 October '21