

Maximize your investment with a Smart Bundle!

	Package 1	Package 2	Package 3	Smart Bundle PLUS	New Exhibitor Package
Enhanced Floor Plan Listing Your listing will be enhanced and given priority placement on the interactive floor plan, and mobile app.	Included	Included	Included	Included	Included
Brand Recognition Bundle Special recognition as an exhibitor in relevant SCG marketing materials including online, onsite, and print.	Included	Included	Included	Included	Included
Social Media Message Promotion of your presence via Seatrade Cruise social media. Our following across channels is at 37.5k and climbing!			Included	Included	
Auto Lead Generation Automatically receive the contact info of every attendee that adds your company to their show planner	Included	Included	Included	Included	Included
Digital Directory Listing + Multimedia Enhance your company profile with press release/ sales collateral, social media links, interactive product galleries, product category label & videos in the Show Directory.	1 of each	3 of each	5 of each	5 of each	1 of each
Virtual Business Card Add the contact details of key salespeople on your Digital Directory Page	1	2	3	4	2
Scheduled Booth Event Feature Promote events you host at your booth on your Digital Directory Page	1	2	3	4	2
Inclusion in Featured Exhibitors List Only a select number of exhibitors will be included on the Featured Exhibitors Page in the Show Directory		Included	Included	Included	
Priority Search Placement Skip the queue to rank at the top of the Exhibitor List during search results			Included	Included	
Floor Tiles (5) 5 floor advertisements with your custom design will be placed in high-traffic show aisles of the exhibit floor to navigate attendees directly to your booth.			Included	Included	
Seatrade Cruise News Ad Your choice of MPU or Leaderboard on the Seatrade Cruise News website for 1 week.				Included	
Lead Retrieval (3 licenses) Easily capture, qualify and fulfill leads via the best lead management tools in the event industry				Included	
Exhibitor Spotlight Showcase your images or videos on our Show Directory Homepage with a link directing attendees to your listing (Limit 40 exhibitors total)				Included	
Inclusion in New Exhibitors List Special recognition on the dedicated New Exhibitors Page in the Show Directory					Included
	\$990 Valued at \$3,190	\$1,900 Valued at \$5,374	\$3,900 Valued at \$7,920	\$6,100 Valued at \$8,100	\$1,500 Valued at \$3,600

SPONSOR DETAILS – Decision Maker

Account Name: _____

Exhibiting Name: _____

Decision Maker Name: _____ Decision Maker Title: _____

DM Email: _____ DM Phone: _____ DM Mobile: _____

Mailing Address: _____

City: _____ State: _____ Postal Code: _____ Country: _____

SMART BUNDLE PACKAGE _____

GENERAL TERMS:

By authorizing this agreement, the sponsoring company (herein, the "Sponsor"), acknowledges that they are in full understanding and are in agreement with the Sponsorship Description, Sponsorship Details and Deliverables, Sponsorship Cost (also the "fee" or "charges"), and the Terms and Conditions which are set forth by INFORMA Princeton, LLC.

Payment Terms:

All sponsorship fees and charges are payable in full upon receipt of invoice unless otherwise noted on invoice or by INFORMA Princeton, LLC.

Cancellation Policy:

By authorizing and forwarding this agreement, the Sponsor is committing to payment of 100% of the Cost which is outlined above. Should the Sponsor, for any reason, fail to proceed or complete the activities outlined under the Details and Deliverables at the Seatrade Cruise Global Convention, the Sponsor is obligated to pay the Fee in full to INFORMA Princeton, LLC. Should the Sponsor fail to make payment as set forth in the Terms of this Agreement, INFORMA Princeton, LLC, will reserve the right to collect the Fee from the Sponsor by all legal means. Additional Terms and Conditions on attached page.

AUTHORIZED SIGNATURE:

Signature: _____

Name (please print): _____

Title: _____ Date: _____

Along with the signed sponsorship agreement,
please also submit a copy of your high-resolution logo in vector file format (.eps, .ai, .pdf)

SEATRADE CRUISE GLOBAL 2025 SPONSORSHIP TERMS & CONDITIONS

1. ACCEPTANCE BY INFORMA Princeton, LLC.

This Application and Contract for Sponsorships supplements the terms and conditions of the Application and Contract for Exhibit Space ("Exhibit Agreement") between INFORMA Princeton, LLC and Sponsor relating to Seatrade Cruise Global (the "Event"). Sponsor's participation in this Agreement is subject to INFORMA's approval. INFORMA may withdraw its acceptance at any time if Organizer determines that Sponsor or its product is ineligible.

2. SERVICES.

a. Benefits. INFORMA Princeton, LLC will provide the "Services Descriptions" set forth in this Sponsorship Agreement for the Event. INFORMA may use its employees and contractors, and may retain other third parties, to fulfil INFORMA Princeton, LLC's responsibilities under this Sponsorship Agreement.

b. Services. The Services are for Sponsor's use only, and Sponsor may not assign or sublease any portion of the Services (including to an affiliated company) without INFORMA Princeton's prior written consent. Sponsor will provide the assistance reasonably requested by INFORMA Princeton, LLC to fulfil INFORMA Princeton, LLC's obligations under this Sponsorship Agreement. Sponsor acknowledges that many of the Services are to be performed during the Event and that prompt notification of problems is of paramount importance for timely resolution; if Sponsor is dissatisfied with any aspect of the Services, Sponsor must notify INFORMA Princeton, LLC orally as soon as possible, and Sponsor must also deliver a statement of the problem in writing to INFORMA Princeton, LLC's representative not later than 24 hours after the issue was first identified by Sponsor.

3. MISCELLANEOUS.

a. Modifications. Any modifications to the terms of this Sponsorship Agreement, the Products, or any specifications thereof, must be in writing and signed by an authorized representative of INFORMA Princeton, LLC.

b. Entire Agreement. When countersigned by INFORMA Princeton, LLC, this Sponsorship Agreement will constitute the entire agreement between Sponsor and INFORMA Princeton, LLC concerning its subject matter, and may only be modified in a writing signed by the parties. Any capitalized terms used herein shall have the same meaning as set forth in the Sponsorship Agreement. The INFORMA Princeton LLC's rights under this Sponsorship Agreement shall not be deemed waived except as specifically stated in writing and signed by an authorized representative. If any term of this Sponsorship Agreement is declared invalid or unenforceable, the remainder shall continue in full force and effect. INFORMA may assign this Sponsorship Agreement or its responsibilities to any other party. Any action arising out of this Sponsorship Agreement or the Event shall be brought in New York, New York, and governed by the law of that locale, exclusive of the choice of law rules of any jurisdiction. INFORMA shall be entitled to recover reasonable attorneys' fees and costs in any action to enforce this Sponsorship.

4. HYBRID TERMS & CONDITIONS.

By signing this Agreement, the Exhibitor expressly acknowledges and agrees to the Informa Markets Sponsorship and Exhibition Terms and Conditions – Hybrid Events, found [here](#).