

The logo for ARACON 2020 features the word "ARACON" in a light blue, sans-serif font, with "2020" in a yellow, sans-serif font below it. The text is set against a dark blue background with a white, stylized wave or speech bubble shape behind it.

ARACON  
2020

# WHAT LIES AHEAD?

## VIRTUAL CONFERENCE AND EXHIBITION

2-3 DECEMBER 2020

# GUIDE TO VIRTUAL CONFERENCE SPONSORSHIP

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

**FREE**  
TO ATTEND





# VIRTUAL CONFERENCE & EXHIBITION

BUILDING RESILIENCE IN A CHALLENGING MARKET

*ARACON* is the longest-running and biggest bunkering conference in the Amsterdam-Rotterdam-Antwerp region. Its no-nonsense conference programme attracts all the main bunker suppliers and barging companies in the ARA and Northwest Europe as well as dozens of **European shipowners** and **managers**.

*ARACON* has built up a strong reputation as a key forum where industry stakeholders **share their expertise and insights** on all aspects of the bunker industry, and where they can speak frankly and openly about challenges and changes the sector is facing. And, from the vantage point of late 2020, those challenges will be unprecedented, profound, and long-lasting.

*ARACON 2020* will look at how the ARA market and the wider shipping and bunker industry can **retrench, regroup, and recover** from the economic shocks caused by COVID-19. It will debate the impact of **IMO 2020**, from an operational, commercial, and legal point of view. It will also look at how the industry is responding to the next wave of changes – including digitalisation and the marine energy transition.

The primary focus of *ARACON* is, of course, on the dynamic bunker markets of Amsterdam, Rotterdam and Antwerp, and the conference will give a platform for informed exchanges between speakers and delegates on key ARA issues, such as **fuel quality, supply chain transparency**, and bunker **licensing**.

# JOIN US VIRTUALLY

HELPING YOU KEEP CONNECTED FROM THE COMFORT OF YOUR DESK

---

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, *ARACON 2020* 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 *ARACON 2020* and **shape their experience**.

*ARACON 2020* 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-LEVEL 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, *ARACON 2020* will expand on its reputation by providing an even more compelling programme while opening the event to a worldwide audience.

Virtual *ARACON 2020* will showcase the **ARA region** to a far larger and more diverse audience than any physical event is able to do.

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.

[VIEW PROGRAMME](#)

## 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



## GOLD - £7,500

Included in a Gold Sponsorship:

- Virtual event keynote speaker, plus Q&A with a live audience
- Exhibition package
- 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 event
- Company branding on Bunker Events virtual event email campaigns to over 16,000 industry professionals
- Your company logo will appear in digital marketing via the Bunker Events website

## SILVER - £5,000

Included in a Silver Sponsorship:

- Virtual event speaker, plus Q&A with a live audience
- Exhibition package
- 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 event
- Company branding on Bunker Events virtual event email campaigns to over 16,000 industry professionals
- Your company logo will appear in digital marketing via the Bunker Events website

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

## BRONZE - £2,500

Included in a Bronze Sponsorship:

- 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 event
- Company branding on Bunker Events virtual event email campaigns to over 16,000 industry professionals
- Your company logo will appear in digital marketing via the Bunker Events website

## EXHIBITORS PACKAGE - £1,950

Included in Exhibitors package:

- Virtual platform main banner logo included
- Social media Links
- Company contact information displayed
- Opportunity to include your website link and downloadable resources
- Attendees can live chat with your company
- Attendees can send meeting requests
- Ability to showcase your products and services
- Customer support from the moment you book to throughout the event
- 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.**

**REGISTER FREE**

[www.aracon.nl](http://www.aracon.nl)

**BUNKER**  
EVENTS LTD

# THANK YOU

for your interest in *ARACON 2020*. We hope to see you there.

---

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

---

If you'd be interested in participating as a speaker at *ARACON 2020*  
please contact Llewellyn Bankes-Hughes at [LBH@petrospot.com](mailto:LBH@petrospot.com)

+44 1295 81 44 55 | [info@bunkerevents.com](mailto:info@bunkerevents.com) | [www.bunkerevents.com](http://www.bunkerevents.com)

