

# 2018 Exhibitor Sponsorship Opportunities



NOV. 28 – 30, 2018  
NEW ORLEANS, LA  
Morial Convention Center  
[www.workboatshow.com](http://www.workboatshow.com)

## Collaboration Zone (Exclusive Opportunity)

Be the official sponsor of the Collaboration Zone for **ULTIMATE** company exposure. Get your brand in front of attendees while they network, use the charging lounge, grab a bite to eat in the Food Court, or pop in for an open Dock Talk session. This exclusive opportunity will allow your company to connect with attendees in an experiential way as they come together to do business at North America's largest commercial marine trade event.

### Collaboration Zone Features:

#### Keynote Address

The 2018 Keynote Address will take place in the Collaboration Zone with a brand new format. Located on a central stage, the keynote draws attendees from every industry sector. This is a great opportunity to pair your brand with one of the central focal points of the Show.

#### Dock Talk Sessions

These sessions cover a myriad of topics related to the industry, and are open to all attendees. The casual set up of this area helps to inspire peer to peer discussion and networking, all while staying up to date on the latest industry trends and innovations.

#### Charging Lounge

This cozy charging station is the perfect place for attendees to kick back and relax with colleagues while they rest their feet and charge up. Complete with comfortable couches and TV, this area is a hot spot for buyers looking to take a break during the show.

#### Food Court

With an exhibit floor as large as the WorkBoat Show, convenient concession placement is key. The food carts located in the Collaboration Zone are handpicked to offer something for everyone. From authentic Cajun cuisine, to on the go snacks, attendees flock to this area to fuel up before getting back to business.

#### Fun Factor

While business to business trade events are centered on buyer and seller relationships, it's important to create a lasting experience that brings the industry together. The Collaboration Zone is a place for people to come together and experience the community that is commercial marine. From foosball and corn hole, to a full service virtual reality booth, the Collaboration Zone helps to foster peer to peer networking in a casual fun way.



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### Collaboration Zone Sponsorship Deliverables:

- Logo / Company mention in all applicable digital communications to attendees and prospective attendees
  - This includes both email and newsletter communications
- Logo / Company mention in all applicable print communications / advertising
  - This includes all print marketing to attendees and prospective attendees and all print advertising related to the Collaboration Zone
- Logo / Company mention in all social media related to the Collaboration Zone
- Logo / Company mention in all at-show signage related to, or promoting the Collaborations Zone
- Dedicated sponsor banner hanging within the Collaboration Zone
- Three minute welcome speech prior to the Keynote Address
- Logo rotating on stage slides displayed on Dock Talk screen in between sessions
- Option to place promotional materials / giveaways in both the Food Court area and the Charging Lounge
- One rotating banner ad within the official WorkBoat Show Mobile App
- One custom push notification to be deployed through the official WorkBoat Show Mobile App during the 2018 event

**Investment: \$10,000**

