

# International Conference on Maritime Transport & Logistics:

## "A Vision for Future Integration"

**Hilton Green Plaza, Alexandria - Egypt**  
**18 - 20 December 2011**



**MRCC**



### Historical background about the conference:

- Port Training Institute (PTI) and Maritime Research and Consultation Center (MRCC) have held international maritime conferences in Alexandria. Elite international experts and specialists in logistics and maritime transport field from all over the world participate in this conference and present papers.



- Furthermore, national, local and international seaport authorities and maritime transport companies participate in these conferences which present a unique opportunity for decision makers in seaports and maritime transport field to share cutting edge research on emerging sea port technologies, exchange decisions, expectations and experiences. These conferences were accompanied by specialized annual marine services and equipment exhibitions. The exhibition is considered one of the most important maritime specialized exhibitions in Egypt and the Middle East.
- As a result of the continuous development and the ever-changing environment worldwide, PTI and MRCC of the Arab Academy for Science, Technology & Maritime Transport decided to join the efforts and organize an International Maritime Conference to cope with the utmost updates in the international maritime field.



### **The significance of PTI annual conference:**

- Seaports and maritime transport are the main artery for countries and the indicator of development in various fields. Seaport and maritime transport is witnessing a great leap forward in all fields whether engineering, administrative or operational.
- The conference is one of the most important annual regional events in seaports and maritime transport field. It addresses the experiences and updates in the industry of seaports and maritime transport to provide guidance in planning future strategies for development and modernization of the industry.
- The conference is a unique convention of professors of universities, maritime institutes, centers of research and consultancy of maritime institutes, seaports authorities, foreign and Arab maritime transport companies, logistics and freight forwarders and representatives of ministers in the quest of problems solving and conquest of new horizons.



### **Time and location of the conference:**

- 18 – 20 December 2011
- Al Zahraa Hall - Hilton Green Plaza Hotel - Alexandria



### **Conference Media**

- ✚ Opening session under the auspices of **H.E. Secretary General of the Arab League** and **H.E. Minister of Transport**.
- ✚ Honoring the sponsors during the opening session.
- ✚ Closing session under the auspices of **H.E. the General Manager of the Arab Academy for Science, Technology & Maritime Transport**.
- ✚ Honoring the participants and presenters in the closing session and acknowledging their work in the recommendations.
- ✚ Press and media coverage.
- ✚ Operational rooms for reporters and announcers.
- ✚ Promotional posters inside and outside the conferences' venue.
- ✚ Website for the conference.
- ✚ Newspapers and magazines advertisements.
- ✚ Promotional printings (posters, flyers, folders, brochures, magazine and a guide for the exhibition).

### **Conference events**

- ✚ Specialized sessions from international and local speakers and experts.
- ✚ Maritime Equipment and Services Exhibition.

### **Organizers:**

- ✚ Maritime Research and Consultation Center (MRCC), and Port Training Institute (PTI).

### **Co-Organizers:**

- ✚ Institute of Shipping Economics and Logistics (ISL) – Bremen – Germany
- ✚ The Arab of Federation of shipping



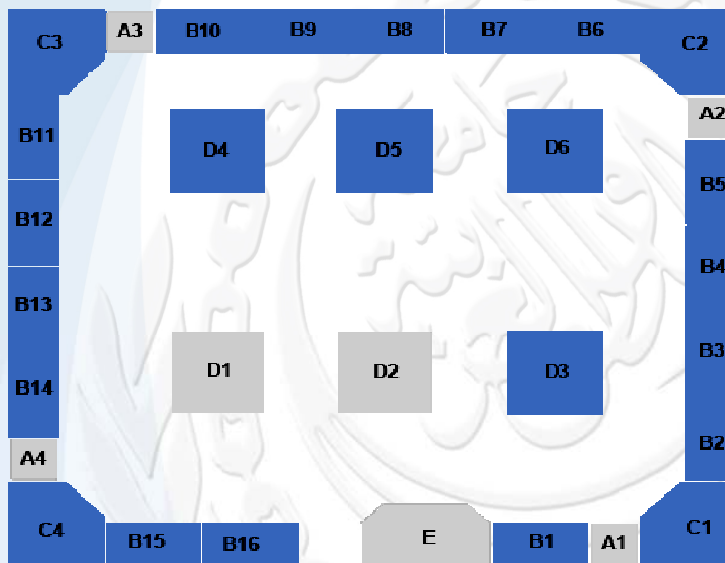
## Marine Services and Equipment Exhibition

The Marine Services and Equipment Exhibition will accompany the conference for local and international companies working in port services, maritime transport and information systems.

The exhibition is one of the largest specialized exhibitions in the maritime community in Egypt and Arab countries.

The exhibition provides the opportunity to show the latest technology in the industry of Seaports & Maritime Transport to the companies, authorities and international organizations working in this field.

The organizing committee has doubled the exhibition space this year as a consequence of the massive attendance of previous years' exhibitors and the importance of such annual event in port and maritime industry.



**Booths Prices:**

Sample	Space	EGP Price (Egyptians)	USD Price (Non Egyptians)
A	6.25 m <sup>2</sup>	4.350 EGP	1500 USD
B	12.50 m <sup>2</sup>	7.500 EGP	2750 USD
C	22.00 m <sup>2</sup>	10.000 EGP	4250 USD
D	25.00 m <sup>2</sup>	15.000 EGP	5000 USD
E	22.50 m <sup>2</sup>	12.000 EGP	4250 USD

**Advantages of Participating in the Exhibition:**

- ✚ Under the auspices of **H.E. Secretary General of the Arab League** and **H.E. Minister of Transport**.
- ✚ Organized by the Maritime Research and Consultation Center and Port Training Institute of Arab Academy for Science, technology and Maritime transport.
- ✚ Participation of International delegates from international and standard organizations.
- ✚ Sessions and exhibition.
- ✚ The largest international conference in seaports and maritime transport industry.
- ✚ Attendance of decision makers of seaports authorities chairman as well as foreign and Arab maritime transport companies.
- ✚ International and national gathering for the maritime and transport industry community.
- ✚ Mass Media coverage.



## **Conference Sponsorship General Benefits**

- # Honoring in the opening session under the auspice of **H.E. Secretary General of the Arab League** and **H.E. Minister of Transport**.
- # Honoring in the closing session by the President of the Arab Academy for Science, Technology and Maritime Transport.
- # Promotional posters inside and outside the conference hall
- # Press advertisement.
- # Announcement on the conference screens and inside the exhibition hall.
- # Sponsor name & logo are shown clearly in all the conference printings.
- # Sponsor acknowledgment in news.
- # Adding the name and the logo of the sponsored company on the conference website.
- # Hosting in the conference press which will be held before the opening session pinpointing the conference and its activities.
- # Adding the name and logo of the sponsored company on the conference materials
  - The conference briefcase; which is distributed to the attendees, speakers and participants of the conference.
  - Conference Program
  - Conference proceedings
  - Conference CD
- # Award of a special page in the exhibition catalogue which is distributed to the exhibition participants, attendees and visitors.
- # The right to use the conference logo
- # A number of free invitations for the sponsor prominent clients for the opening and closing session.

### **Important Note:**

Highlighting the logo size and the sponsor's name and its presence attendance is equivalent to the kind and size of sponsoring starting with 100 % till 40 % of the advertising and press size of the conference.



**Sponsors Costs**

Diamond Sponsor	25000\$
Platinum Sponsor	10000\$
Gold Sponsor	5000\$
Participant Sponsor	2000\$
Media Sponsor	5000\$

**Advantages for the Sponsors:**

**Diamond Sponsor**

- Honoring the diamond sponsor in the opening session under the auspices of **H.E. Secretary General of the Arab League** and **H.E. Minister of Transport**.
- Announcement of Diamond sponsors in a press conference.
- Referring to the sponsor participation in all the news titles.
- The sponsor logo and name are printed on all the printings of the conference.
- The sponsor logo and name in advertisements.
- The sponsor logo on the conference printings.
- Adding the sponsor logo to the conference website.
- Displaying the sponsor logo on the welcoming posters inside and outside the conference hall.
- The diamond sponsor will get 10 conference briefcases with the logo printed on them.
- Booth in the exhibition hall.
- Free ten invitations for the conference.
- Opportunity for presenting case study within one of the conference sessions.
- Distributing the sponsor printings in the participants briefcases.





- Sole sponsor of lunch banquette.
- Allowing the sponsor to put their advertisements in two pages in the conference and exhibition catalogue.
- Giving the sponsor a full page in the conference magazine.
- Special thanks for your company in the appreciation page of the exhibition catalogue.
- Acknowledgment in the final video reportage of the conference.
- The diamond sponsor has the advantage to use the conference logo in marketing for its products for six months after the end of the conference.

### **Platinum Sponsor**

- Honoring the platinum sponsor in the closing session under the auspices of **H.E.** the President of the Arab Academy for Science, Technology & Maritime Transport.
- The sponsor logo and name are printed on all the printings of the conference.
- The sponsor logo and name in advertisements.
- The sponsor logo on the conference printings.
- Adding the sponsor logo to the conference website.
- Displaying the sponsor logo on the welcoming posters inside and outside the conference hall.
- The Platinum sponsor will get 5 conference briefcases with the logo printed on them.
- 50% discount on the booth in case of participating in the exhibition and displaying the logo inside the exhibition hall.
- Free five invitations for the conference.
- Distributing some of the sponsor printings in the participants briefcases.
- Allowing the sponsor to put its advertisements in a full page in the exhibition catalogue.
- Special thanks for your company in the appreciation page of the exhibition catalogue.
- Acknowledgment in the final video reportage of the conference.
- The diamond sponsor has the advantage to use the conference logo in marketing for its products for three months after the end of the conference.



### **Gold Sponsor**

- Honoring the platinum sponsor in the closing session under the auspices of **H.E.** the President of the Arab Academy for Science, Technology & Maritime Transport.
- The sponsor logo and name are printed on all the printings of the conference.
- The sponsor logo and name in advertisements.
- The sponsor logo on the conference printings.
- Adding the sponsor logo to the conference website.
- Displaying the sponsor logo on the welcoming posters inside and outside the conference hall.
- 25% discount on the booth in case of participating in the exhibition and displaying the logo inside the exhibition hall.
- Distributing the sponsor printings in the reception hall of the conference.
- Allowing the sponsor to put its advertisements in a half page in the exhibition catalogue.
- Special thanks for your company in the appreciation page of the exhibition catalogue.
- Acknowledgment in the final video reportage of the conference.

### **Participant Sponsor**

- The sponsor logo and name are printed on all the printings of the conference.
- The sponsor logo and name in advertisements.
- The sponsor logo on the conference printings.
- Adding the sponsor logo to the conference website.
- Displaying the sponsor logo on the welcoming posters inside and outside the conference hall.
- 15% discount on the booth in case of participating in the exhibition and displaying the logo inside the exhibition hall.
- Distributing the sponsor printings in the reception hall of the conference.
- Special thanks for your company in the appreciation page of the exhibition catalogue.
- Acknowledgment in the final video reportage of the conference.



**Media Sponsor**

- Honoring the media sponsor in the opening session under the auspices of **H.E. Secretary General of the Arab League and H.E. Minister of Transport.**
- Referring to the sponsor participation in all the news titles as well as press conferences.
- The sponsor logo on the conference printings.
- The sponsor logo on the internal page of the conference publication.
- Promotional posters inside the conference hall.
- Promotional posters inside the exhibition hall.
- Distributing the sponsor printings in the reception hall of the conference.
- Special thanks for your company in the appreciation page of the exhibition catalogue.
- Acknowledgment in the final video reportage of the conference.

<b>Advantages for the sponsors in a whole</b>	<b>Diamond Sponsor</b>	<b>Platinum Sponsor</b>	<b>Gold Sponsor</b>	<b>Participant Sponsor</b>
Honoring in the opening session under the auspices of <b>H.E. Secretary General of the Arab League and H.E. Minister of Transport.</b>	v			
Honoring in the closing session under the auspices of <b>H.E. President of the Arab Academy for Science, Technology &amp; Maritime Transport.</b>		v	v	
Announcement of the sponsor in a press conference.	v			
Mentioning the sponsor in all press news.	v			
The sponsor logo and name	v	v	v	v



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**Port Training Institute** **Maritime Research and Consultation Center**

are printed on all the printings of the conference.				
The sponsor logo and name are in advertisements.	√	√	√	√
The sponsor logo on the conference printings.	√	√	√	√
Adding the sponsor logo to the conference website.	√	√	√	√
Displaying the sponsor logo on the welcoming posters inside and outside the conference hall.	√	√	√	√
Discount on the booth in case of participating in the exhibition and displaying the logo inside the exhibition hall.	<b>100%</b>	<b>50%</b>	<b>25%</b>	<b>15%</b>
Distributing conference briefcases to all the attendees and the sponsor with the logo printed on them.	<b>10</b>	<b>5</b>	-	-
Free invitations for the conference.	<b>10</b>	<b>5</b>	-	-
Opportunity for presenting case study within one of the conference sessions.	√			
Distributing all the diamond sponsor printings in the participants briefcases and some printings for the platinum sponsor.	√	√		
Distributing the gold sponsor printings in the reception hall of the conference and some			√	√



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**Port Training Institute** **Maritime Research and Consultation Center**

printings for the participant sponsor.				
Sole sponsor of lunch banquette.	√			
Advertisements in the conference and exhibition catalogue.	<b>2 pages</b>	<b>1 page</b>	<b>1/2 page</b>	-
Giving the sponsor a full page in the conference magazine.	√			
Special thanks for your company in the appreciation page of the exhibition catalogue.	√	√	√	√
Acknowledgment in the final video reportage of the conference.	√	√	√	√
The advantage to use the conference logo in marketing after the end of the conference.	<b>6 months</b>	<b>3 months</b>	-	-

