



The Posidonia SEA TOURISM FORUM

International Conference & Exhibition

Reinventing Cruising in the East Mediterranean

23-24 May 2017

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With the active involvement of CLIA Europe, MedCruise and cruise lines operating in the Mediterranean, the Posidonia Sea Tourism Forum has become the most important business platform for stakeholders in the East Med. The dynamic participation of high level decision makers of the yachting and marina industries further enhances the event. The Forum's high profile also generates ample opportunities for national and regional government authorities to interact with members of the sea tourism industry and discuss the challenges ahead.

The Conference

At the East Med's dedicated event, key speakers from the world's leading Cruise and Yachting Industries will be joining the Conference Panels to put forward their views on the present and future of Sea Tourism in this region.

Cruise topics to be discussed include current Global Deployment Trends and the challenges facing the East Mediterranean. Additionally, discussions will include the importance of Berth Allocation, New Destinations, Emerging Markets and Cruise Sales, Shore Excursions and Land Experiences, among others.

During the Yachting Sessions, speakers will address the privatisation process and investment opportunities in Marina Infrastructure and Management, Yacht Building and Repair Services, High Profile Yacht Racing in the Aegean Sea and much more.



Recent developments in the region, such as port privatisations and new port developments, the privatisation of regional airports and their impact on the region's homeporting potential, the launch of a sea plane service and its collateral benefits for the sea tourism industry, will also be tabled at the Forum.

The successful B2B Meetings will once again feature in the 2-Day Programme, as will the importance of Coastal and Inter-Island Passenger Shipping for the local economies.



The Exhibition

Ports & Marinas, Cities & Destinations, Suppliers and Service Providers have a unique opportunity to showcase their features and products to cruise line representatives attending the Forum. An integral part of the 2017 Exhibition will be networking possibilities and joint marketing solutions.

Turnkey Stand Solutions and Exhibitor Packages offer participants maximum exposure, including additional networking opportunities and complimentary delegate seats.



Doing Business with the Industry

The Forum traditionally attracts high level Cruise Executives from international cruise lines including:

Azamara Club Cruises • Carnival Corp • Celebrity Cruises • Celestyal Cruises • Costa Cruises • Crystal Cruises • FTI Cruises • Holland America Line • MSC Cruises • Norwegian Cruise Line • Paul Gaugin Cruises • Pullmantur Cruises • Royal Caribbean International • Seabourn Cruise Line • Silversea Cruises.

Yachting panels have included senior representatives of the following companies: Assomarinas • A1 yachting • Burgess • BWA Yachting • Camper & Nicholson's • D-Marin Marinas Group • Fraser Yachts Worldwide • Hill - Robinson Management Consultants • ICOMIA • MDL Marinas Group • MYBA • Turkish Chamber of Shipping.

Cruise Workshops

The 2017 Posidonia Sea Tourism Forum will feature two hands-on Workshops, the first for Port Managers - **Berth Allocation: A Solution for Large and Small Ports** and the second for Travel Agents - **Cruise Sales: How to generate New Business**.

The aim of these Workshops is to provide participants with the tools to make them successful in managing ports or in becoming specialised cruise sales agents.

Direct access to the Cruise and Yachting Decision Makers!

Exhibit with a Stand

The Posidonia Sea Tourism Forum offers turnkey solution stands that enable you to showcase your products and services to potential international clients.

The Exhibitor Package includes:

- Fully equipped 6 sq. m. Stand
- Two Free Delegate seats for the Conference
- Invitation to the official Reception
- Free Entry in the Exhibition Catalogue
- Free listing on the website under the Exhibiting Companies Section
- Free Visitor Invitations for Exhibitors to distribute to their clients and contacts



Sponsor the Posidonia Sea Tourism Forum

A comprehensive list of sponsorship options is also available. As Sponsor or Supporter of the event you can enjoy a selection of exposure opportunities, which will raise your company profile, enhance awareness of your products and services and enable you to reach out to cruise and yachting executives and the international sea tourism industry.

Sponsor benefits include:

- Free Delegate Passes
- Fully equipped Exhibition Stand (6 sq. m.)
- Sponsor listed with logo on all Conference Literature
- Sponsor's material inserted in Delegate Kit
- Sponsor's logo on Conference Backdrop
- Sponsor's logo on Delegate Bag
- Logo on speaker, exhibitor and delegate lanyards
- Sponsor invited to Speakers' Dinner
- Sponsor's logo included on Posidonia Sea Tourism Forum advertisements
- Sponsor's Company Profile to be included in the Forum Programme
- Sponsor listed in Press Releases



Reach out to the Sea Tourism Industry

Promote your Company, Products and Services to Sea Tourism Industry buyers through cost-effective advertising.

Advertising opportunities include:

- Posidonia Forum Programme and Catalogue
- Banner on Posidonia Forum Website
- Exhibitor e-mail blast to over 3.500 industry executives
- Large scale wall space advertising at event venue



Organised in association with



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Events

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