



SMM

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the leading international
maritime trade fair

Sponsorship Catalogue 2026

SMM - driving the maritime transition



Hamburg
Messe + Congress



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Facts & Figures

SMM 2026 | Facts & Figures



 Facts & Figures	 48,000+ participants	 2,200+ exhibiting companies
 90,000 m² exhibition area	 100+ nations	 25+ national pavilions
 12 exhibition halls	 4 open stages	 350+ speakers





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Core Sponsorship Benefits

SMM 2026 | Core Sponsorship Benefits included for each Sponsor



Event Website

Your company logo shown on the event website under “Partners and Sponsors”



On-site Digital Signage

Your company logo shown on the on-site printed and digital signage



SMM Guide

Your company logo presented in the visitor guide



Event Newsletter

Your company logo finds presence in exhibitor and visitor newsletters



Event App

Your company logo placed in the event app





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Prime Sponsorship Packages

SMM 2026 | Prime Sponsorship Packages



MAIN SPONSOR



PLATINUM

- Welcome Reception
- Lanyards
- Badges



GOLD

- Transition Stages
- Conferences
- Hall Branding
- Admiral's Clubs
- VIP Shuttles



SILVER

- eTicket Sponsorship
- Individual Facade Branding
- Atrium



BRONZE

- Content Package
- Wine o'clock



PLATINUM | SMM Welcome Reception

Showcase your company to the maritime C-level audience in an informal environment

Our proposed services



- ✓ Opportunity to open the Welcome Reception with a welcome message
- ✓ Beachflags & roll up banners prominently displayed at entrance areas
- ✓ Your marketing message shown on several screens in the location
- ✓ Your company logo on invitations and on menu cards on-site
- ✓ Core Sponsorship Benefits

Available

€ PRICE UPON REQUEST *

* The price is for exhibitors only. Price for non-exhibitors upon request.

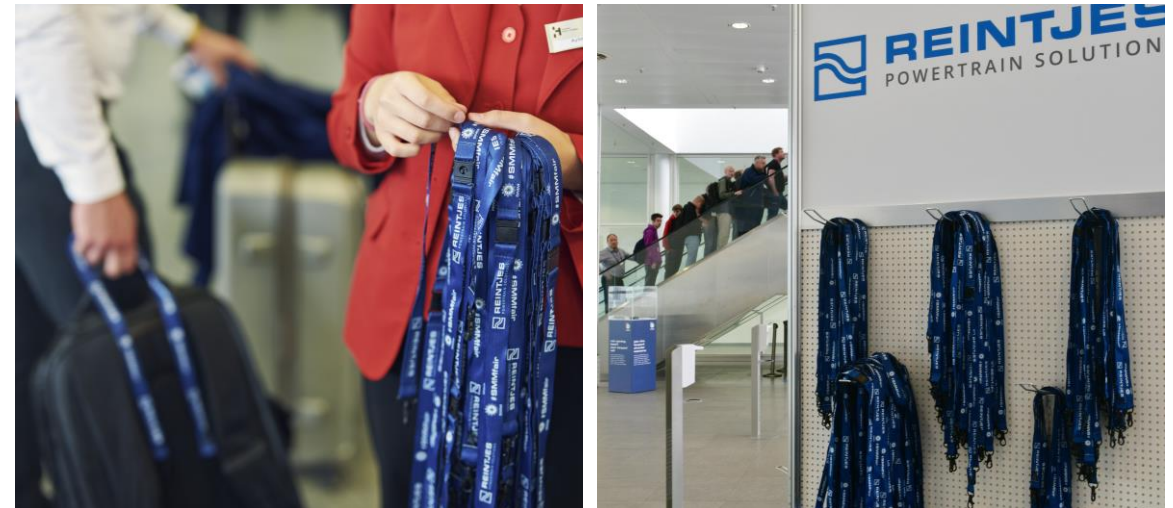


PLATINUM | Lanyards

Stay close to your customers

Our proposed services

- ✓ Your logo or claim shown on high quality lanyards together with the SMM logo
- ✓ Production of lanyards made from recycled material included
- ✓ Available at all entrances
- ✓ Distribution to all participants
- ✓ Core Sponsorship Benefits

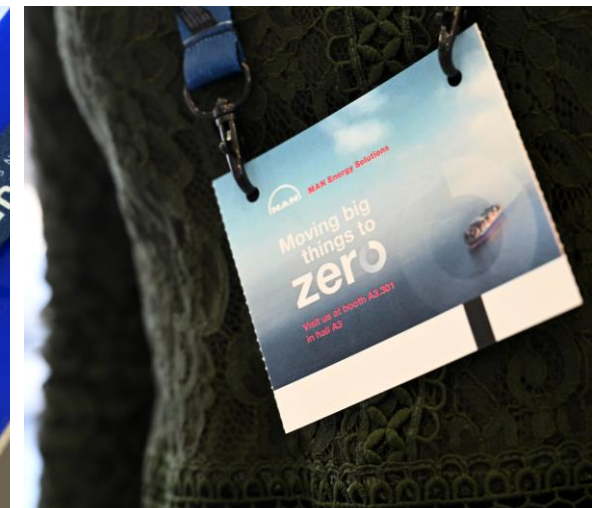


PLATINUM | Badges

Visibility throughout the exhibition halls

Our proposed services

- ✓ Your company logo on the front of all exhibitor and visitor badges
- ✓ Your marketing message on the back of all exhibitor and visitor badges
- ✓ Possible combination with eTicket Sponsorship
- ✓ Core Sponsorship Benefits



* The price is for exhibitors only. Price for non-exhibitors upon request.

GOLD | Transition Stages

This is where the show is on – Let’s explore the stage together!

Our proposed services



- ✓ Official signage “Stage powered by ...” in all media
- ✓ Your logo featured on stage on-site signage
- ✓ One speakers’ slot at the stage (10 min.)
- ✓ Your advertising (logo or video) before the beginning of the stage programme and during breaks
- ✓ Core Sponsorship Benefits



€ 33,000 EUR *

* The price is for exhibitors only. Price for non-exhibitors upon request.



GOLD | Conferences

Taking place at the Transition Sages in the halls with access for all attendees!

Our proposed services

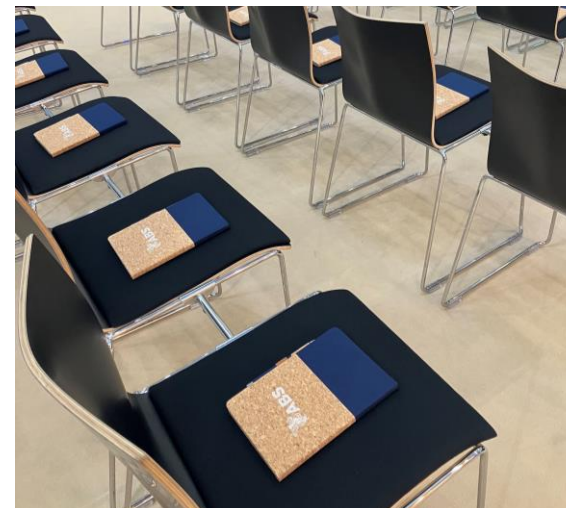


- ✓ Opportunity to open the conference with a welcome message
- ✓ On-screen recognition of your company logo or video before the conference and during breaks
- ✓ Association with the conference in the programme
- ✓ Core Sponsorship Benefits



€ PRICE UPON REQUEST *

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GOLD | Hall Branding

Greater visibility through exclusive hall branding

Our proposed services



- ✓ Your company logo on the hall entrance doors and on-site floor plans
- ✓ Your company logo in the digital site plan
- ✓ Four banners in the hall (4m x 4m incl. production)
- ✓ Core sponsorship benefits

Available:

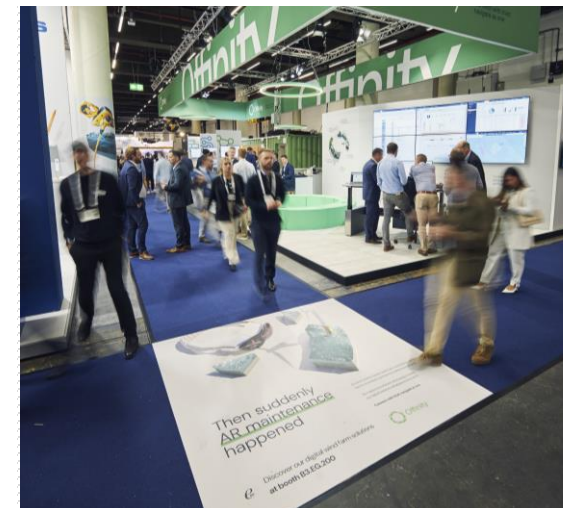
A1 | A2 | A3 | A4 | B5 | B6 | B7 | B8

Please note: Hall brandings are exclusively reserved for exhibitors located in the respective halls. Not every hall can be equipped with brandings.

€ 25,000 EUR

*

* The price is for exhibitors only. Price for non-exhibitors upon request.



GOLD | Admiral's Clubs

Be visible for VIPs

Our proposed services

- ✓ Reference "Admiral's Club sponsored by ..." in VIP invitations
- ✓ Your company logo on the admission cards to the Admiral's Club
- ✓ 3 roll-up banners incl. brochure stand inside and in front of the Admiral's Club
- ✓ Reserved seating area for up to 6 people
- ✓ Combination with VIP Shuttle Sponsorship possible
- ✓ Core Sponsorship Benefits



Available

€ 30,000 EUR

*

* The price is for exhibitors only. Price for non-exhibitors upon request.



GOLD | VIP Shuttles

Take advantage of our chauffeur service

Our proposed services



- ✓ Sponsor our VIP shuttles, prominently placed in front of the central entrance and available to a selected pool of SMM attendees
- ✓ Present your company logo and marketing message on the vehicles
- ✓ Possible combination with Admiral's Club Sponsorship
- ✓ Core Sponsorship Benefits

Available

€ PRICE UPON REQUEST *

* The price is for exhibitors only. Price for non-exhibitors upon request.



SILVER | eTicket Sponsorship

Get your ticket

Our proposed services

- ✓ Exclusive branding of all online exhibitor and visitor pdf tickets with your company logo
- ✓ Possible combination with badge sponsorship
- ✓ Core Sponsorship Benefits



Available

€ 16,500 EUR

*

* The price is for exhibitors only. Price for non-exhibitors upon request.



your visitor ticket for SMM trade fair



Join the leaders at our conferences
smm-hamburg.com/programme



Check our safety precautions
smm-hamburg.com/safety

Venue
 Hamburg Messe und Congress
 Messeplatz 1
 20357 Hamburg
 Germany

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How to get there
smm-hamburg.com/travel

Opening hours
 Tuesday – Thursday 10:00 – 18:00
 Friday 10:00 – 16:00

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Acce/eron



Visit our other first-class events

27–30 September 2022 6–8 September 2023



Bereich für das personalisierte Ticket inkl. QR-Code.

Bereich für Ticket-Beschreibung.

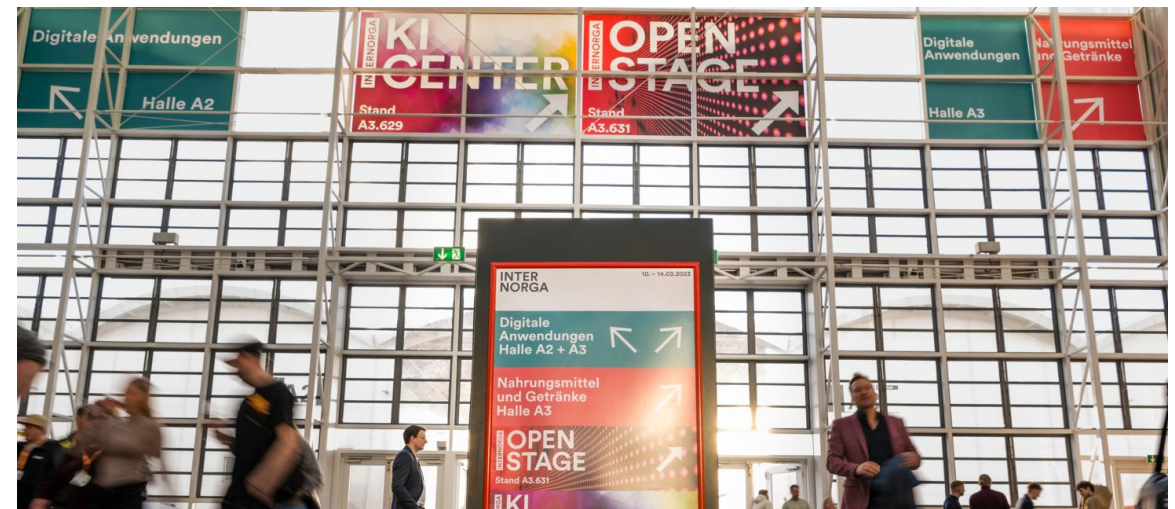
SILVER | Individual Facade Branding

Promote your brand on highly visible facades

Our proposed services



- ✓ Individual facade branding in the atrium between halls A1 and A4 with window stickers (inside and outside)
- ✓ 4 hanging banners inside the central entrance
- ✓ All production and mounting costs included
- ✓ Possible combination with Atrium Sponsorship
- ✓ Core Sponsorship Benefits



Available

€ PRICE UPON REQUEST *

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SILVER | Atrium



Put your brand in the spotlight of the A-halls

Our proposed services



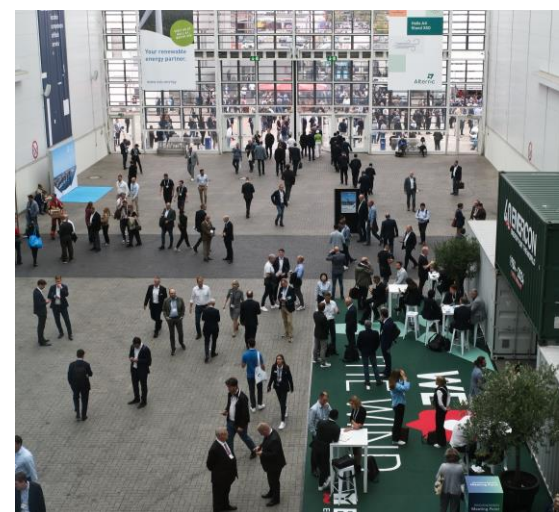
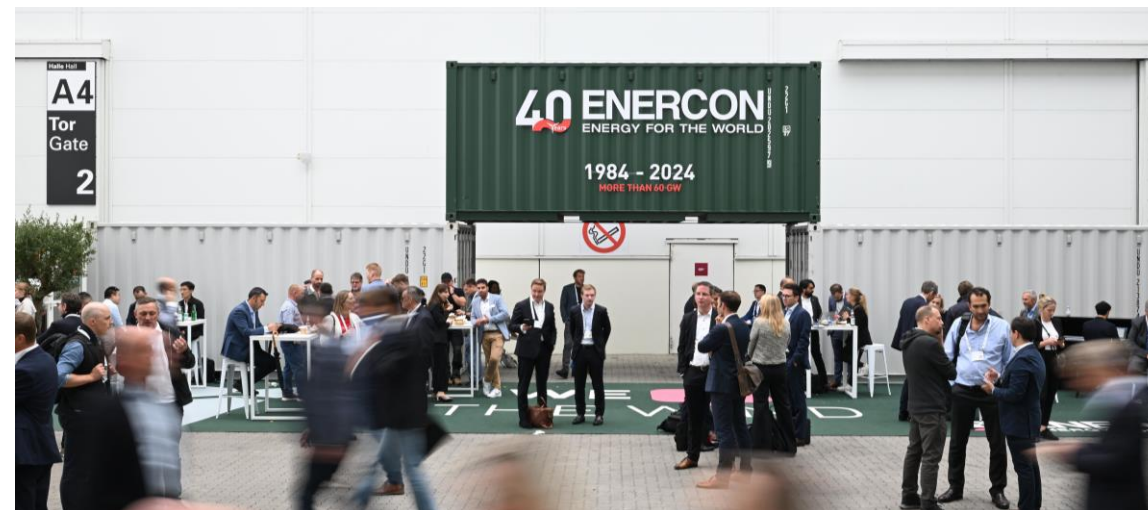
- ✓ Branding of the Atrium area between halls A1 and A4 with your logo or marketing message on shipping container
- ✓ Opportunity to choose carpet colors
- ✓ Possible combination with facade sponsorship
- ✓ Core Sponsorship Benefits

Available

€ 17,500 EUR

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BRONZE | Content Package

Spread your message to our huge maritime network

Our proposed services

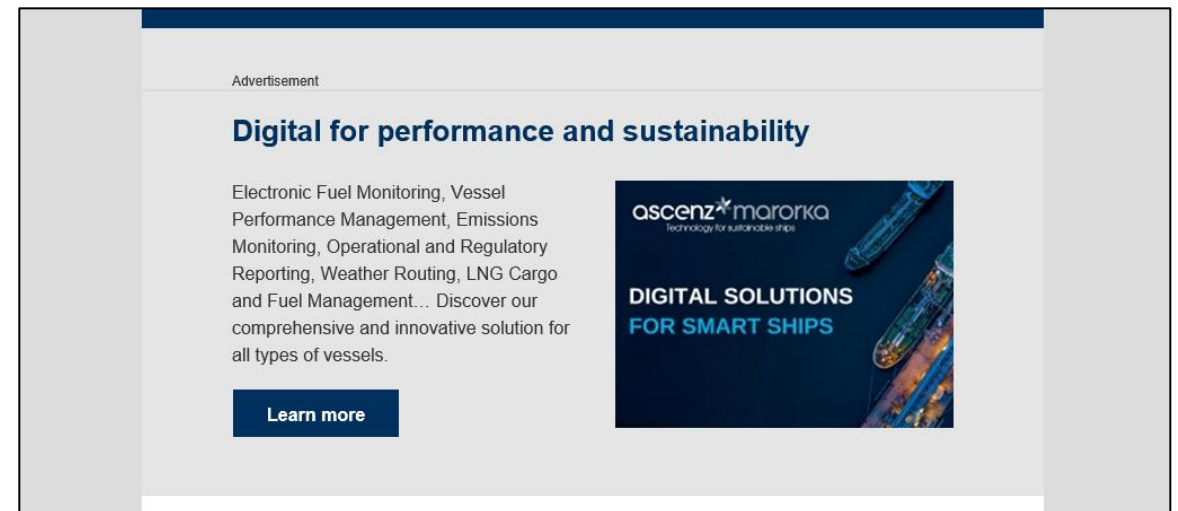
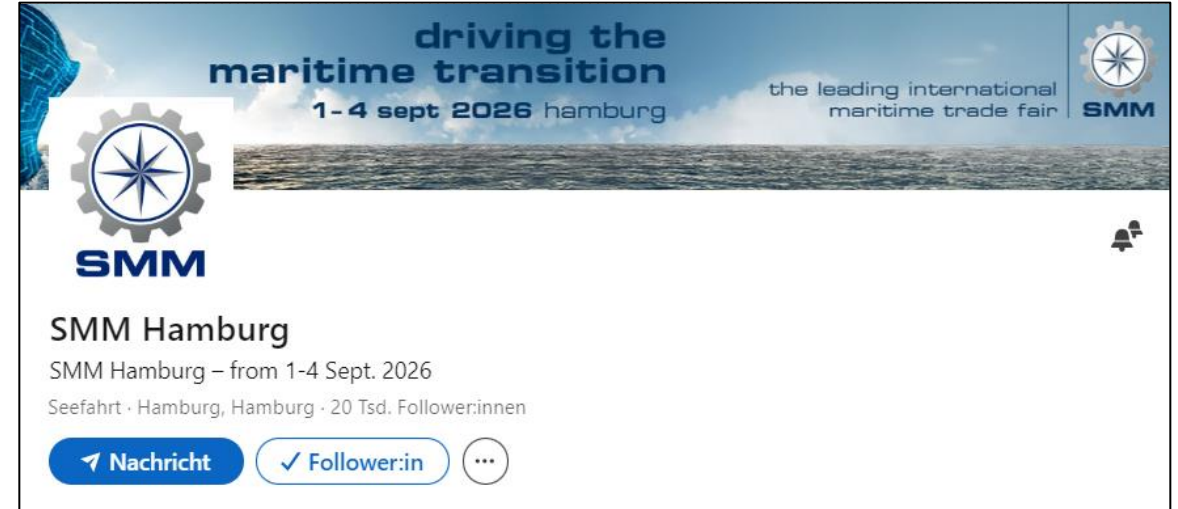


- ✓ Include your content (podcast, teaser video or similar) in one LinkedIn post and one newsletter
- ✓ Include your content in one SMM newsletter
- ✓ One speaker slot at a Transition Stage
- ✓ Core Sponsorship Benefits

5/5 Available

€ 10,000 EUR *

* The price is for exhibitors only. Price for non-exhibitors upon request.



BRONZE | Wine o'clock

After speech networking at the Transition Stages – make it your networking event!

Our proposed services



- ✓ Provision of wine, beer, non-alcoholic drinks, snacks and the necessary hospitality infrastructure
- ✓ Opportunity to provide a short welcome speech
- ✓ Presentation or video during the event on the Transition Stage screen
- ✓ Place your roll-ups at the networking area of the stage and display your marketing material on the tables
- ✓ Core Sponsorship Benefits

Available

€ 9,000 *

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Single Sponsorship Opportunities

SMM 2024 | Single Sponsorship Opportunities

Start-ups@SMM	Maritime Career Market	Skywalk	Visitor Bag Sponsoring
Coffee Bike	Charging Stations	 <p>Packages for you to choose from</p>	Brand Recognition Bundle
Bicycle Taxi	Apple Crate	Wifi & App	Photo Box

Charging Stations

Power your presence!

Our proposed services

- ✓ Sponsorship for charging stations across the entire site possible - choose your favorite positions and carpet colour
- ✓ Display of sponsor claim on both sides of a lightbox
- ✓ Branding of the area with company logo, e.g. your logo on the charging cubes
- ✓ All production costs included
- ✓ Core Sponsorship Benefits



Available

€ 20,000 EUR *

* The price is for exhibitors only. Price for non-exhibitors upon request.



Photo Box

A picture is worth a thousand words

Our proposed services



- ✓ Placement, set up and supervision of the photo box on site. Choose your favorite location (subject to availability)
- ✓ Overlay of sponsor logo on photo
- ✓ Branding of the area with sponsor logo
- ✓ Instant print and digital files, ready to post on social media
- ✓ Core Sponsorship Benefits

Available

€ 19,000 *

* The price is for exhibitors only. Price for non-exhibitors upon request.



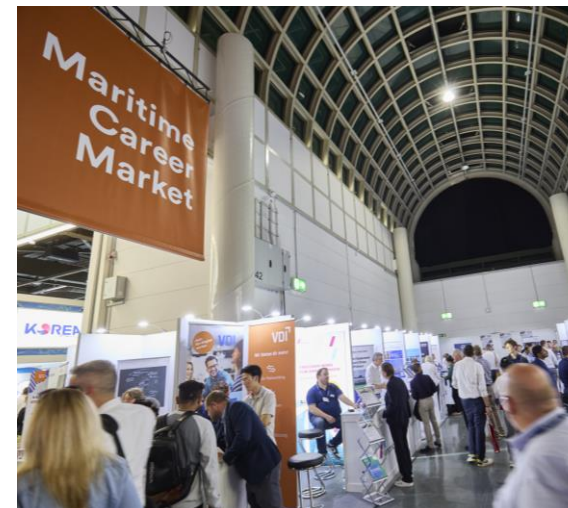
Maritime Career Market

Become employer of the day

Our proposed services



- ✓ Booth at our Maritime Career Market
- ✓ Speakers' slot on our Stage
- ✓ Your company logo at the opening and during breaks
- ✓ Official signage "Maritime Career Market sponsored by..." in all media
- ✓ Core Sponsorship Benefits



Available

€ PRICE UPON REQUEST *

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Brand Recognition Bundle

Take advantage of our Core Sponsorship Benefits

Your company logo presented:

- ✓ on the event website
- ✓ on on-site digital signage
- ✓ in the SMM guide
- ✓ in exhibitor and visitor newsletters
- ✓ in the event app



9/10 Available

€ 8,250 *

* The price is for exhibitors only. Price for non-exhibitors upon request.



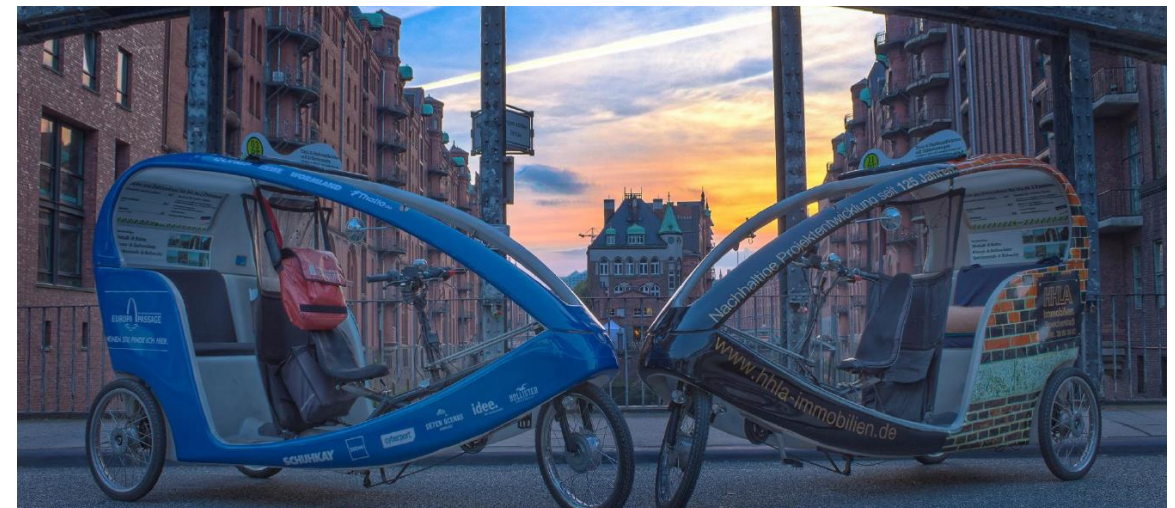
Bicycle Taxi Branding

Transport your message in a sustainable way!

Our proposed services



- ✓ You branding on our bicycle taxis (equipped with a supporting electric motor), means of transportation for two guests
- ✓ Choose between partial (sides only) or full coverage (including the back of the bikes)
- ✓ Core Sponsorship Benefits



Available

€ PRICE UPON REQUEST *

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Apple Crate NEW



Green starts here!

Our proposed services



- ✓ Treat participants to fresh apples from the region, from organically integrated cultivation
- ✓ Your company logo on apple crates located at Central Entrance (atrium) and East Entrance during the entire duration of SMM
- ✓ Logo branding of apples (at additional cost)
- ✓ Core Sponsorship Benefits

Available

€ 9,000 *

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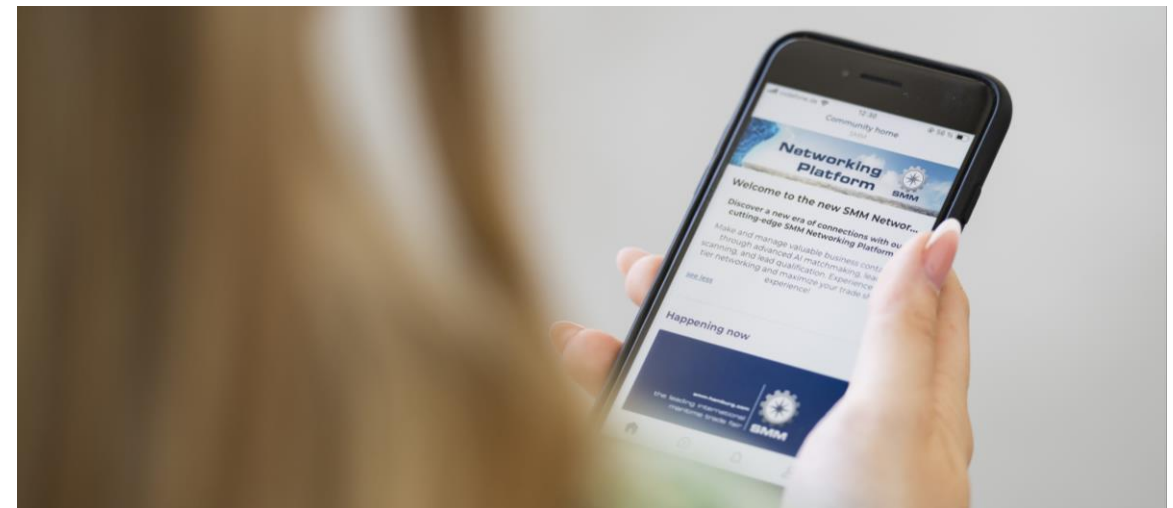
Wifi & App

Be visible online: prior, during & after SMM 2024

Our proposed services



- ✓ Sponsor complimentary Wifi access for all visitors
- ✓ Configuration of an individually adapted SSID (network name) and PSK
- ✓ Display of your company logo as banner within the SMM event app linked to your exhibitor entry
- ✓ Core Sponsorship Benefits



Available

€ 22,000 *

* The price is for exhibitors only. Price for non-exhibitors upon request.

Start-ups @ SMM

Focus on innovative technologies and sustainable solutions

Our proposed services



- ✓ Your branding at the Transition Stage during Start-up Pitches and SMM Maritime Start-up Party
- ✓ Official signage “sponsored by...” in all media, including online programme, website, social media posts and articles with regard to Start-ups @ SMM
- ✓ Contact and interview opportunities with the Start-up companies and founders

Available

€ PRICE UPON REQUEST *

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Coffee Bike

Coffee for take-away

Our proposed services

- ✓ Sponsor a classy coffee bike, located e.g. close to a Transition Stage
- ✓ Serving up to 500 coffee specialities per day
- ✓ Place your roll-ups next to the coffee bike
- ✓ Individual branding of the bike on request
- ✓ Core Sponsorship Benefits

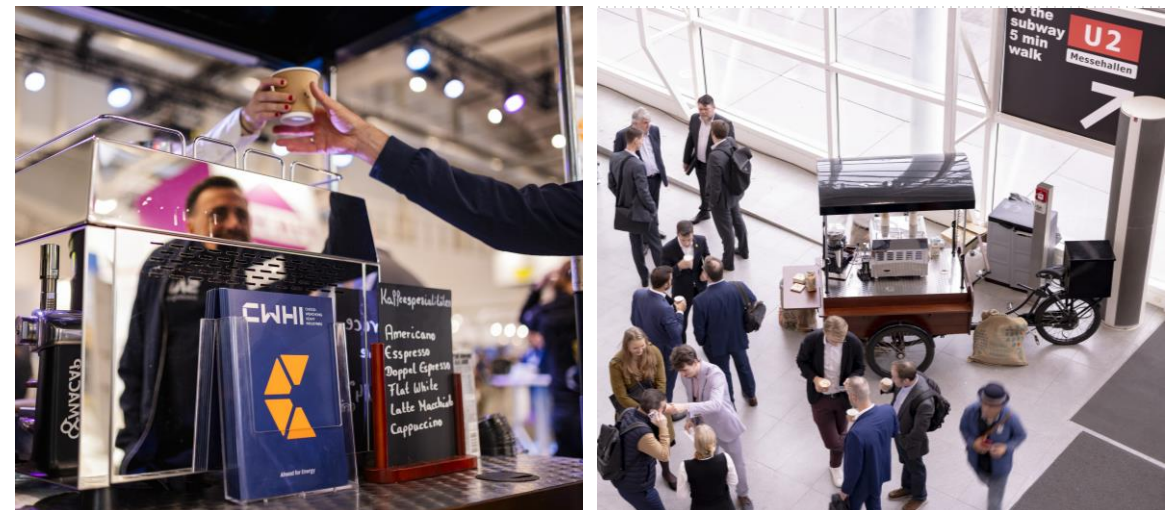


5/5 Available

€ 17,000

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Contact

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Please do not hesitate to get in touch to learn more about how SMM can support putting your brand into the maritime spotlight.

We are looking forward to discussing our sponsorship offers or creating a bespoke solution for you.

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maritime trade fair
1-4 sept 2026



Contact

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