



**Seatrade  
europe<sup>®</sup>**

**Cruise & River Cruise Convention**

**24-26 September 2013**

Hamburg Messe, Germany

Early Bird  
Deadline  
for Exhibition  
Booking  
31 March 2013

Europe's meeting  
point for the  
cruise industry

Organised by



Hamburg Messe  
und Congress

**Seatrade<sup>®</sup>**

In Print Online At Events

Book online now at [www.seatrade-europe.com](http://www.seatrade-europe.com)

### Providing a focal point for Europe's cruise and river cruise industries

Seatrade Europe returns to Hamburg in 2013, bringing together a wealth of industry personnel and suppliers to meet and discuss the way forward for the cruise and river cruise industries.

Europe is predicted to become the world's largest source market within a decade as its growth continues to outpace North America, accounting for 30% of all cruise passengers in 2011.

River cruise is an important element within the European cruise industry, with approximately half of the world's vessels operating on its rivers. With 12 new vessels due to be built in 2012, Europe is seen as the main focus for river cruising.

Seatrade Europe offers the leading platform for the cruise and river cruise industries, in which exhibitors can showcase cruise products, services, destinations and innovations directly to the key decision makers within the industry. The event offers an abundance of networking opportunities, between key international industry manufacturers, suppliers, destinations and decision makers from all areas of the cruise market, making Seatrade Europe the number one meeting point for the cruise industry.

### Who exhibits

- Classification societies
- Cruise associations
- Cruise ports
- Cruise terminal suppliers
- Destination management companies
- Food & beverage suppliers
- Hotels & airlines
- Hotel equipment & onboard suppliers
- Interior outfitters
- IT & communication suppliers
- Kitchen equipment
- Marine equipment manufacturers
- Onboard entertainment suppliers
- Ship agents
- Shipbuilders & repairers
- Tourism authorities
- Tour operators & ground handlers

### Who attends

#### 69 cruise and river cruise brands were represented in 2011

Purchasers and procurement personnel including, senior executives, itinerary planners, technical operators, hotel directors, and many more major players from the world's leading cruise and river cruise lines will gather under one roof, providing the perfect opportunity to network and develop business opportunities over the two and half days.

In 2011 these were just a few of the key industry figures in attendance:

**Vice President – Marine Operations, AIDA Cruises**

**Senior Purchasing Agent – Europe, Royal Caribbean International**

**Port Operations Manager, TUI Cruises GmbH**

**Corporate Shore Excursion Manager, MSC Cruises**

**Vice President – Marine & Technical Ops, Disney Cruise Line**

**Hotel Operations/ F & B Director, Costa Crociere SpA**

**VP – Air & Land Programs, Silversea**

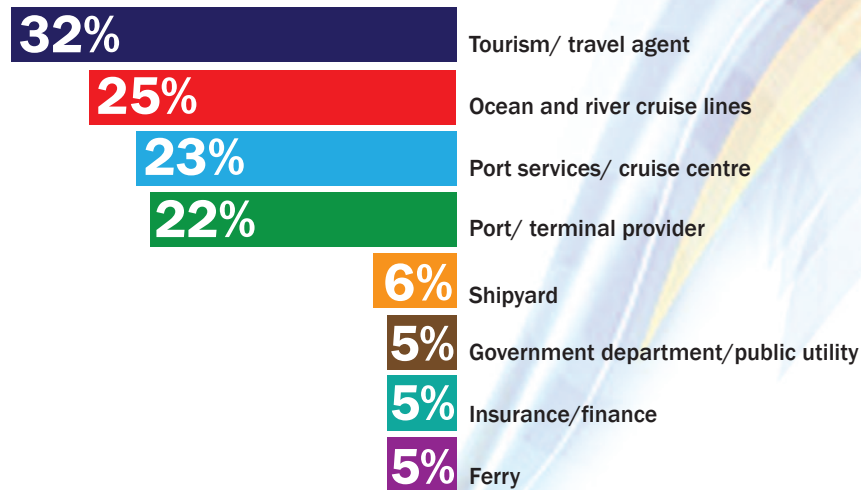


# 85%

of exhibitors say  
**Seatrade Europe is an  
important cruise event**

4,000 participants, 83 countries,  
one location

### 2011 Visitor economic sectors



SOURCE:  
Organisation of visitor survey: Phone Research Fair, Hamburg, 2011  
Multiple choice survey, with some companies representing more than one industry.



“  
**Seatrade Europe 2011 was excellently organised and a very worthwhile event, well run in the spacious venue and very well attended by clients and suppliers alike. We will certainly be exhibiting again.**  
”

Rupert Woodard - Chairman,  
The World's Leading Ground Operators

## Newcomers' Pavilion

**New to cruise?** The Newcomers' Pavilion is designed exclusively for you. Situated within a dedicated area on the exhibition floor, exhibitors can take advantage of a tailor-made shell-scheme package including all necessary infrastructure plus a lounge area for meetings.

The Newcomers' Pavilion provides a cost effective way to showcase your products and services directly to your target audience and find your place and professional contacts within the diverse cruise market.

“  
**Our first time at Seatrade Europe. An excellent show, extremely professional and well organised. A great success!**  
”

Helen Rowberry - Carpenter Ltd

## Not just an exhibition...

As the European cruise industry continues to grow, Seatrade Europe has been designed to provide participants with the knowledge needed to take their business forward within this growing arena.

A two-day conference programme will see a wealth of professional players within the market come together to discuss the developments within Europe and its progress for the future, providing participants with an invaluable insight into the European cruise industry.

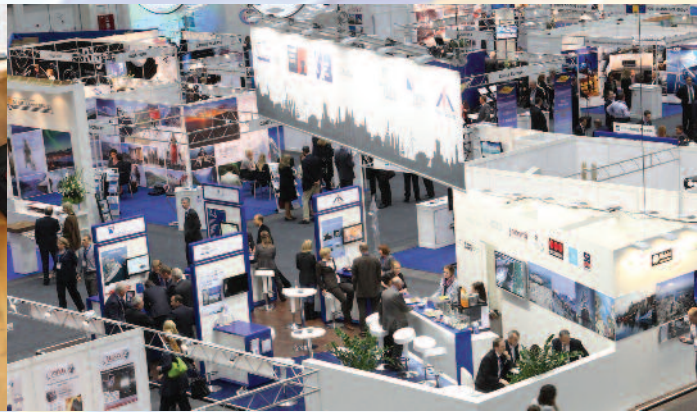
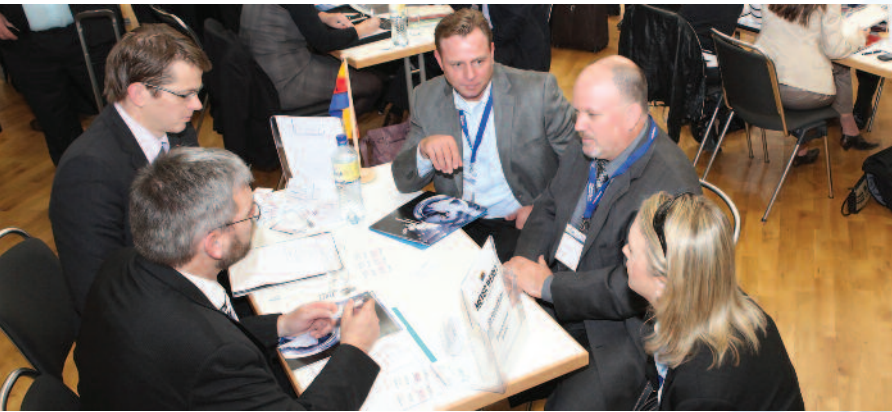
Additionally a full day river cruise programme will take place providing an update on the challenges facing this growing sector, and opportunities available to enter into this emerging market.



**89%**

of visitors think  
**Seatrade Europe is  
good to excellent**

[www.seatrade-europe.com](http://www.seatrade-europe.com)



## Exhibitor packages

Choose between our three exhibition packages:

### Shell Scheme

Full rate €495/sqm

\*Early Bird €470/sqm

### Space only (min 32 sqm)

Full rate €415/sqm

\*Early bird €380/sqm

### Newcomers' Pavilion (8sqm)

Set rate €2995

Prices ex VAT at 19%. \*Early bird discount applies to bookings received before 31 March 2013

Full package details for shell scheme and Newcomers' Pavilion, as well as full terms and conditions can be found at [www.seatrade-europe.com](http://www.seatrade-europe.com)

#### The exhibitor package includes:

- Free event catalogue
- Free 50 word corporate profile in event catalogue
- Free badges for stand personnel
- Unlimited visitor tickets to distribute to customers
- Invitations to selected social events
- Discounted conference rates

“ This was a superb event which allowed me the opportunity to not only meet up with European based cruise line executives but also influential industry execs from North America. All in all, an excellent first time attending Seatrade Europe and already looking forward to similar opportunities in the future. ”

Tony McAuley - Commercial Manager,  
Belfast Harbour

“ I found it an impressive and extremely informative event. I was able to discuss building stronger promotional links with destinations and port agents... ”

Rachael Jackson - Public Relations  
Manager, Fred. Olsen Cruise Lines

## Sponsorship opportunities

Raise your profile at Seatrade Europe by engaging with our sales team on the sponsorship opportunities available throughout the event.

With a package to suit every budget, this is your chance to stand out from the crowd and place your company at the forefront.

For more information on the opportunities available contact [sales@seatrade-global.com](mailto:sales@seatrade-global.com).



[www.seatrade-europe.com](http://www.seatrade-europe.com)

81%

of exhibitors were  
overall satisfied with  
Seatrade Europe

# Growing as fast as the European cruise industry

With Europe taking the lead on cruise market growth, Seatrade Europe offers a unique marketing platform to network with a wealth of industry personnel and suppliers:

- Almost 6.2m Europeans booked cruises in 2011 and made Europe the second largest source market;
- Europe's growth will continue to outpace North America and is predicted to become the largest source market in a decade;
- 14 ships on firm order for delivery 2012-2015;
- Cruise lines purchased nearly €550 million in provisions consumed on board cruise ships from European food and beverage manufacturers during 2011;
- Germany is the second largest passenger source market in Europe and the second largest market for cruise ship construction and maintenance.
- Within Europe, Germany is currently topping the river cruise source market, generating 462,000 passengers in 2011.
- A total of 776 global river cruise vessels were active in 2011.

Sources:

Seatrade Insider

Contribution of Cruise Tourism to the Economies of Europe 2012 Edition

Tony Peisley, Cruising Through the Perfect Storm

**“Seatrade Europe in 2011 was a phenomenal success. The Seatrade team was exceptional in their organisation, their support and their ability to feature relevant topics in the seminars. The event was a very valuable networking and commercial opportunity at all levels...”**

Daniela Wagner - Chief Executive,  
eWaterways



**88%**

**of exhibitors  
made new  
contacts**

[www.seatrade-europe.com](http://www.seatrade-europe.com)

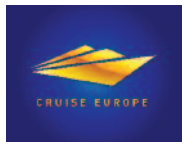
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Official publication

**Seatrade**  
CRUISE REVIEW

Official online publication

**Seatrade Insider**  
at [www.seatrade-insider.com](http://www.seatrade-insider.com)

## Exhibition and sales enquiries

For further information, exhibition sales and sponsoring enquiries, please contact:

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