

DOSSIER

sun&blue.



Blue Tourism
Innovation Congress

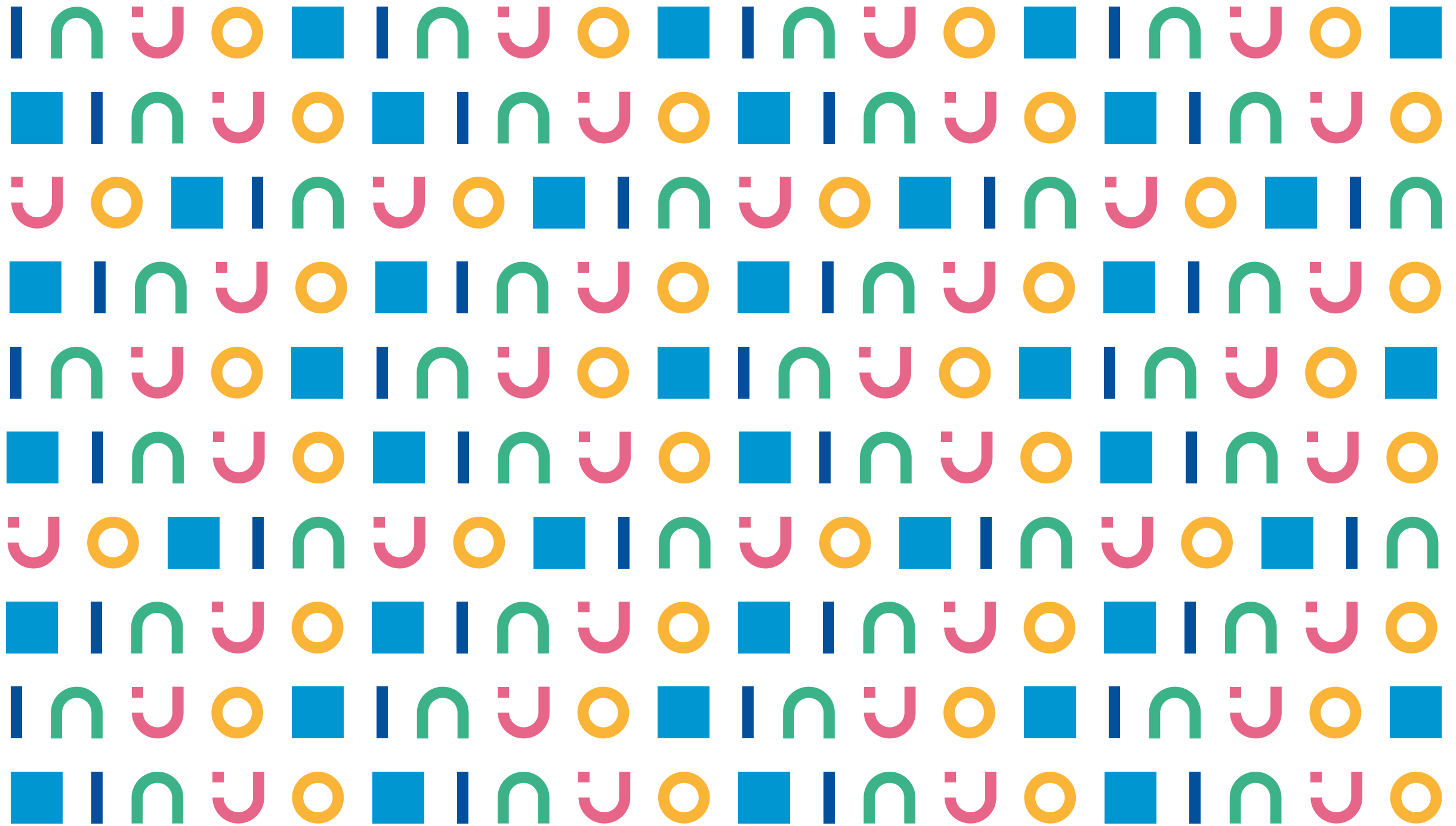
19 and 20

NOVEMBER 2025

Cabo de Gata Exhibition and
Conference Center – City of Almeria

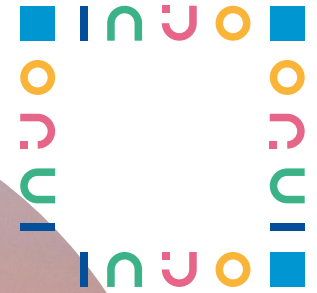
Almería, Spain

be
on.
WORLDWIDE



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DOSSIER

01

Sun&Blue Congress

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Sun&Blue is the most important annual congress on Tourism and Blue Economy in Europe, with the presence of more than 1,000 professionals. Attendance of public representatives and administrations both national (regional and local) and European and international: with leading companies in innovation and sustainability in the coastal tourism industry (shipping, transport, energy, infrastructure, hotel chains, travel agencies, gastronomic groups, sports and cultural activities, etc.). Destinations and scientific community to participate in an intense debate (round tables, Keynote, side events and scientific and social program) on the challenges of these two sectors.

A meeting that seeks to foster a unique approach that promotes economic growth while preserving marine and aquatic ecosystems and promoting social equity and sustainable development. At Sun&Blue, all members of the value chain of Tourism and the Blue Economy have a place. Public Administrations, scientific communities and private enterprises join forces to respond to the challenges of this emerging sector.

Since its first edition in 2023, it has become the only place to keep up with the latest trends, products and specific solutions for each segment of Tourism and the Blue Economy: Destinations, Beaches, Ports and Cruises, Nautical Sports, Gastronomy, Hospitality, Water, Agriculture, Culture and Heritage.

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Andalucía

Comunidad por la Costa
MAG. | Fondos Europeos
Junta de Andalucía



ALMERÍA
CIUDAD



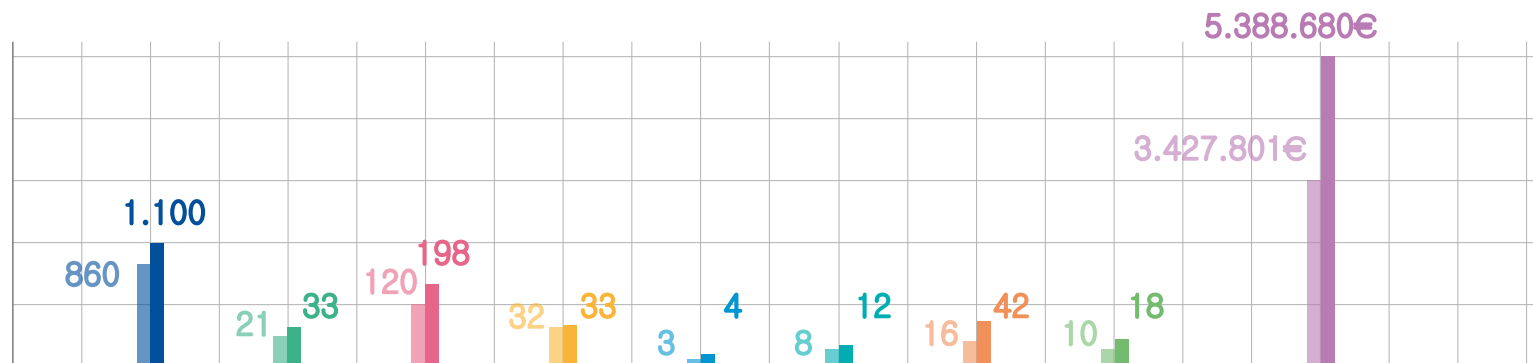
Junta de Andalucía
Consejería de Agricultura,
Pesca, Agua y Desarrollo Rural



DIPUTACIÓN
DE ALMERÍA



Sun&Blue Congress Editions 2023/2024



2024

- Attendees
- Countries
- Speakers
- Panel discussions
- Keynotes
- Side events
- Sponsors
- Exhibitors
- Economic impact in the region



Beach clean-up sponsored by Mares Circulares-Coca Cola



Sun&Blue Research



581 news items generated



"La España Azul", Nacho Dean

2023

- Attendees
- Countries
- Speakers
- Panel discussions
- Keynotes
- Side events
- Sponsors
- Exhibitors
- Economic impact in the region



Beach clean-up day

Sun&Blue 2025 Objectives

A congress with greater impact



FROM BREADTH TO SPECIALISATION: MORE DEPTH, MORE IMPACT.

- **SUN&BLUE 2025 evolves into towards a more specialised and strategic format.**

The event has grown in relevance and maturity, and with that, we take a step forward in quality. We've streamlined content and tracks, focusing on what truly creates impact and adds value for attendees.

- **More focus, more depth, more applicable solutions.**

Each session is designed to immerse participants in key topics, with more focused keynotes, relevant case studies and real-world applications. SUN&BLUE 2025 is not a trends conference, but a solutions forum.

- **More networking, more interaction.**

We've reduced the number of speakers to create more dynamic sessions, fostering greater interaction between experts and attendees. High-quality networking is our priority, ensuring meaningful connections between professionals and investors.

- **Strategic tracks for the future of Blue Tourism.**

The themes have been refined and specialised in three essential pillars: Tourism, Water and Energy. This allows us to offer more provide deeper content tailored to the real needs of the industry.

- **SUN&BLUE 2025 is not just a congress, it is a meeting point for action.**



2 days



70 speakers



15 side events



1.500 attendees



20 round tables



50 sponsors



40 countries



5 keynotes



20 exhibitors

Cooperation, strategic alliances, project promotion.

High-level European institutions will be in attendance, along with more than a dozen top international speakers, working groups of international blue innovation projects and foreign companies that will come to show their innovations at the different levels of the congress.

Promoting the sustainability of coastal regions.

Examples of sustainable coastal management. Challenges and solutions to achieve coastal sustainability. Policies and frameworks that support coastal sustainability.

Training of leaders and managers in Blue Tourism.

Collaborative analysis of the impact, best practices and return on investment of Blue Tourism and the Blue Economy. The event will also facilitate the exchange of new business models and learning opportunities that arise from the integration of science, technology, and innovative management approaches.



Congress



Blue Startup Village



Sun&Blue Research



Exhibition area



Awards



Social Programme



Side Events

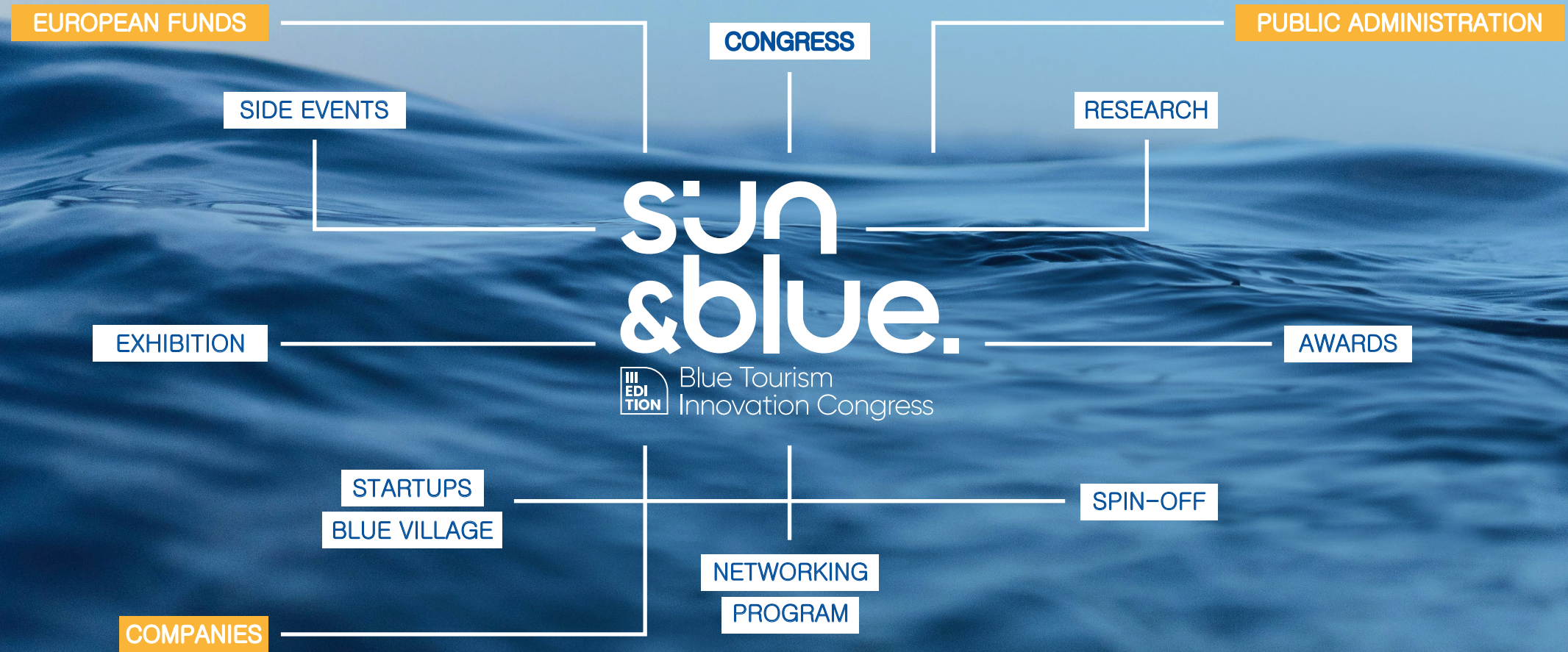


Spin off



Technical visits from

Sun&Blue Ecosystem 2025



Content 2025

TRACKS



Tourism



Energy



Water

TRANSVERSAL



Financing

Investment models for sustainable infrastructure and blue tourism projects.



Technology

AI, Big Data, digital platforms and automation in tourism management.



Circular Economy

Sustainability in hospitality, regenerative tourism and water efficiency.



Digitalisation

Smart Destinations, applied AI and digital strategies for the traveller experience.



Side Events

An effective tool for companies, initiatives, institutions, and destinations —both national and international— that want to leverage the Sun&Blue Congress framework for productive meetings.

A unique opportunity to present results, hold internal project meetings, launch working groups, conduct training sessions, organize hackathons, and more. A space to share insights, network, gain knowledge, inspiration, and find new partners for future projects.

At Sun&Blue 2024, several key meetings highlighted the European and Mediterranean commitment to sustainable tourism and the green and digital transition:

- CPMR–Intermediterranean Commission Working Group. Task Force on Culture and Sustainable Tourism organised by CRPM– IMC with the support of the Consejería de Turismo y Andalucía Exterior de la Junta de Andalucía and the presence of CPMR Intermediterranean Commission, Region of Sardinia, IUCN Med, Plan Bleu, EMFAF Project.
- 2nd Annual Joint Forum of the Interreg Euro–MED Sustainable Tourism Mission organised by the Sustainable Tourism Mission of the Interreg Euro–MED Programme.
- Official launch of the Western Mediterranean Sustainable Tourism Technical Group organised by WestMED Initiative with the participation of the European Commission.
- Blue Municipalities Green and Digital Transition Seminar organised by ALMERIA2030, Almeria City Council and Intelligent Cities Challenge Initiative (ICC).
- Dialogue Alliance for the Sea organised by AGAPA and with the participation of Gunter Pauli, the Directorate General for Fisheries, Aquaculture and Blue Economy of the Junta de Andalucía and WestMED Initiative.
- Final dissemination event of the ECO–CRUISING FUTOUR project organised by X23–The Innovation Bakery in collaboration with ASCAME (Association of the Mediterranean Chambers of Commerce and Industry).
- NaTour4CChange project organised by Interreg Euro_Med.

SPIN-OFF

- To amplify our efforts, we must double our impact. We need to reach a wider audience and engage the entire **community**:
- Institutions, Companies, influencers, students...
- Sun&Blue broadens its spirit and scope thanks to a programme of events under the umbrella of the Congress and its theme.

STARTPUS BLUE VILLAGE

- Startups Blue Village is an initiative designed to become a dynamic Hub connecting startups, investors, companies, institutions and media within the framework of the Blue Economy and Blue Tourism.
- **Startups** looking to grow their business.
- **Investors** and accelerators seeking business opportunities in the Blue Economy and Blue Tourism sector.
- **Companies and institutions** that have the power to make a disruptive model that impacts society a reality.
- Specialised **media** looking for the latest news and achievements within this ecosystem.

SUN&BLUE RESEARCH

- One of the main purposes of Sun&Blue is to showcase research results and experience from projects related to the Blue Economy and Blue Tourism, fostering information exchange among attendees.
- Sun&Blue will feature a **Virtual Classroom**, where the most innovative scientific projects focused on a sustainable future will be presented, under the direction of the Sustainable Tourism Chair at the University of Almería.

AWARDS

- Recognition and awards are a **stimulus** and an **incentive** that reinforces the work of all those institutions, companies, associations and individuals who, through their work, contribute to the Blue Economy and Blue Tourism as key elements in sustainable development.
- The awards will be granted by a jury composed of members of the Sun&Blue Congress Organizing Committee and leading professionals from sectors related to tourism and sustainability, both from the public and private spheres.

EXHIBITON

- An exhibition area where companies will be able to showcase their latest initiatives, products and services related to the Blue Economy with a high visibility impact and the generation of business links.

NETWORKING PROGRAM

- During the two days of the Congress there are different social events aimed at encouraging networking in a more relaxed atmosphere. This is the case of Blue Party.

Participate in Sun&Blue



Are you an innovative company in the tourism and blue economy sector?

Here are 8 reasons why your company should consider showcasing your latest innovations at this event:



FOCUSED NETWORKING OPPORTUNITIES

We will work specifically on the attraction of the targets that are of your interest and the Congress will serve your company as a meeting platform for business development, counting on the organization to engage, attract and get people who are of interest to your organization.



RETURN INVESTMENT

A tangible return on investment through increased brand awareness, new business opportunities or increased credibility in the industry. Sun & Blue is designed to deliver measurable results.



INTELLECTUAL LEADERSHIP AND EXPERIENCE

You will have a platform to show your experience and establish your company as a referent in the field. Automatically, you will also be an exponent, so you will have a stand where you can disseminate your projects and show your solutions to all attendees in an attractive and close way.



CUSTOM BRAND INTEGRATION

We'll work closely to seamlessly integrate your brand into the fabric of our event. From customized sponsorship packages to targeted marketing campaigns.



UNLIMITED EXPOSURE

It's an opportunity to expand your brand's visibility and consolidate your position as a market leader around a very influential audience in the tourism sector.



STRATEGIC CONNECTIONS

The Congress will become a meeting point for industry professionals and subject matter experts that will enable you to make meaningful connections, forge strategic alliances and discover new business opportunities.



BRAND EXHIBITION PERSONALISED

We understand the importance of aligning the event experience with your brand identity. As a participant, we will work closely to integrate your brand into the Congress.



OPINION LEADERSHIP

Thanks to your participation, you will have the ideal platform to show your experience in the sector. You'll be able to share your knowledge, best practices and cutting-edge solutions.

02

Modalities of participation

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Sun&Blue Sponsorship

	EXHIBITOR PASSES	FULL-FLEDGED INVITATIONS	OPENING AND CLOSING REMARKS OF THE CONGRESS	EXHIBITION SPACE (M)	LOGO IN OFFSET AND DIGITAL ADVERTISING	BLUE PARTY INVITATIONS	LOGO ON CONGRESS WEBSITE	LOGO ON CONGRESS DIGITAL PROGRAM	LOGO ON TOTEM OF SPONSORS BLUE PARTY	LOGO IN VIDEO SUMMARY OF THE EVENT	PUBLICATION IN SOCIAL NETWORKS	INTERVIEW FOR MEDIA DIGITAL	SPEAKER
BLUE SPONSOR	5	20	✓	5x4	✓	10	✓	✓	✓	✓	✓	✓	KEYNOTE
GOLD SPONSOR	3	10	✓	4x3	✓	5	✓	✓	✓	✓	✓	✓	ROUND TABLE
SILVER SPONSOR	3	5	✓	3x2	✓	2	✓	✓	✓	✓	✓	✓	ROUND TABLE

Sun&Blue Sponsorship

BLUE

SPONSOR

Sponsorship includes:

- 5x exhibitor passes with access to trade show area. Includes coffee breaks and lunches.
- 20x Congress invitations with full access rights to all rooms, activities, catering services and social programme (Blue Party not included).
- 10x invitations to Blue Party.
- Special mention and thanks to the sponsoring company during the opening and closing of the congress.
- Projection of the sponsor's corporate video, with a maximum duration of 3 minutes.
- 5x4 m exhibition space (stand construction not included). Best location in the entire commercial area.
- Logo presence in all official communications of the Congress.
- Logo presence in all advertising, whether offset or digital, carried out by the Congress through its official media.
- Presence of the corporate logo on the website with hyperlink to the company's website.
- Presence of the corporate logo in the digital programme of the Congress.
- Presence of corporate logo in Blue Party for general totem with all the Sponsors' logos.
- Logo presence in the video summary of the event.
- Announcement on social networks of the sponsor's adhesion to the Congress.
- 30-minute keynote to explain a case study (the sponsor will be responsible for covering the speaker's travel and accommodation expenses).
- Recorded interview for digital media and web.

35.000€ + IVA

Sun&Blue Sponsorship

GOLD

SPONSOR

Sponsorship includes:

- 3x exhibitor passes giving access to trade exhibition area and including coffee breaks and lunch services.
- 10x Congress invitations with full access rights to all rooms, activities, catering and social programme (Blue Party not included).
- 5x invitations to Blue Party.
- Special mention and thanks to the sponsoring company during the opening and closing of the Congress.
- 4x3 m exhibition space (stand construction not included).
- Logo presence in all official communications of the Congress.
- Logo presence in all advertising, whether offset or digital, carried out by the Congress through its official media.
- Presence of the corporate logo on the website with hyperlink to the company's website.
- Presence of the corporate logo in the digital programme of the Congress.
- Presence of corporate logo in Blue Party for general totem with all the Sponsors' logos.
- Logo presence in the video summary of the event.
- Announcement on social networks of the sponsor's adhesion to the Congress.
- Recorded interview for digital media and web.
- Participation of 1 speaker in a round table (the sponsor will be responsible for covering the speaker's travel and accommodation expenses).

25.000€ + IVA

Sun&Blue Sponsorship

SILVER

SPONSOR

Sponsorship includes:

- 3x exhibitor passes giving access to trade exhibition area and including coffee breaks and lunch services.
- 5x Congress invitations with full access rights to all rooms, activities, catering services and social programme (Blue Party not included).
- 2x invitations to Blue Party.
- Special mention and thanks to the sponsoring company during the opening and closing of the Congress.
- 3x2 m exhibition space (stand construction not included).
- Logo presence in all official communications of the Congress.
- Logo presence in all advertising, whether offset or digital, carried out by the Congress through its official media.
- Presence of the corporate logo on the website with hyperlink to the company's website.
- Presence of the corporate logo in the digital programme of the Congress.
- Presence of corporate logo in Blue Party for general totem with all the Sponsors' logos.
- Logo presence in the video summary of the event.
- Announcement on social networks of the sponsor's adhesion to the Congress.
- Participation of 1 speaker in a round table (the sponsor will be responsible for covering the speaker's travel and accommodation expenses).
- Recorded interview for digital media and web.

18.000€ + IVA

Keynote Speaker

KEYNOTE SPEAKER: 12.000€ + IVA.

- Keynote of 45-minute keynote in the plenary room.
- Presence of the corporate logo on the website with hyperlink to the company's website.
- Presence of the corporate logo in the digital programme of the Congress.
- Announcement on social networks of the sponsor's support for the Congress.
- Sponsor's logo on the screen during the sponsored presentation.
- Special mention during the sponsored presentation.
- Recorded interview for digital media and web.
- Does not include travel and accommodation expenses for the speaker.



Round table discussion

ROUND TABLE IN PLENARY ROOM:

With exclusivity: **10.000€ + IVA**

Organisation of the round table and participants in the interest of the sponsoring company.

- Presence of the corporate logo on the website with hyperlink to the company's website.
- Presence of the corporate logo in the digital programme of the Congress.
- Announcement on social networks of the sponsor's support for the Congress.
- Sponsor logo on screen during the sponsored round table.
- Special mention during the sponsored round table.
- Recorded interview for digital media and web.
- Does not include travel and accommodation expenses for the speaker.
- Special mention during the sponsored roundtable.
- Does not include travel and accommodation expenses for the speaker.

ROUND TABLE IN PLENARY ROOM:

Non-exclusive: **5.000€ + IVA**

Participation of 1 speaker at a sponsored table.

- Presence of the corporate logo on the website with hyperlink to the company's website.
- Presence of the corporate logo in the digital programme of the Congress.
- Announcement on social networks of the sponsor's support for the
- Congress.
- Sponsor logo on screen during the sponsored round table.
- Special mention during the sponsored round table.
- Does not include travel and accommodation expenses for the speaker.



Exhibiting at Sun&Blue

RENTING EXHIBITION SPACE INDOOR EXHIBITION SPACE:

- 2 x exhibitor passes giving access to trade exhibition area and includes coffee breaks and lunch services from 19–20 November 2025.
- 3 x 2 m, 4 x 2 m, 5 x 2 m, 5 x 2 m exhibition space available (stand construction and supplies not included).
- Presence of the corporate logo on the website, in the exhibitors section.

Price for design or semi-design stands design or semi-design stands
400€/m²

RENTING EXHIBITION SPACE OUTDOOR EXHIBITION SPACE:

- 2 x exhibitor passes giving access to the commercial exhibition area and including coffee breaks and lunches from 19–20 November 2025.
- 3 x 2 m exhibition space available, 4 x 2 m, 5 x 2 m (stand construction and supplies not included).
- Presence of the corporate logo on the website, in the exhibitors section.

Price for the exhibition of machinery or design stands
300€/m²

MODULAR STAND TURNKEY BOOTH:

- 2 x exhibitor passes giving access to the commercial exhibition area and including coffee breaks and lunches from 19–20 November 2025.
- Presence of the corporate logo on the website, in the exhibitor section.
- Customised graphics.
- Includes furniture and display.
- Size 3 x 2 m.

Price
2.500€ + IVA.



Other modalities

SIDE EVENT: 12.000€ + IVA.

- Room rental and audiovisual and technical equipment available for the side event.
- Dissemination of the Side Event as part of the Congress.
- Registration of attendees and control by the Technical Secretariat of the Congress.
- Presence of the corporate logo in the digital programme of the Congress.
- Presence of the corporate logo on the website with hyperlink to the company's website.
- Announcement on social networks of the sponsor's support for the Congress.
- Posters with the sponsor's logo in the sponsored space.
- Access invitations (to be determined with the organisers).

AWARDS: 8.000€ + IVA.

- Presence of the corporate logo on the website with hyperlink to the company's website.
- Presence of the corporate logo in the digital programme of the Congress.
- Announcement on social networks of the sponsor's support for the Congress.
- Posters with the sponsor's logo in the sponsored space.
- Naming of one of the categories of the prizes to be awarded. Presentation of this award by a representative of the sponsor.

HACKATON: 10.000€ + IVA.

- Presence of the corporate logo on the website with hyperlink to the company's website.
- Presence of the corporate logo on the digital programme of the Congress.
- Announcement on social networks of the sponsor's support for the Congress.
- Posters with the sponsor's logo in the sponsored space.



Other options

COFFEE SERVICE: 5.000€ + IVA.

- Presence of the corporate logo on the website with hyperlink to the company's website.
- Presence of the corporate logo in the digital program of the Congress.
- Announcement on social networks of the sponsor's adherence to the Congress.
- Sponsor logo all over the Congress billboard.

BLUE PARTY: 15.000€ + IVA.

- Presence of the corporate logo on the website with hyperlink to website of the company.
- Presence of the corporate logo in the digital program of the Congress.
- Announcement on social networks of the sponsor's adherence to the Congress.
- Sponsor logo all over the Congress billboard.
- Corporate video broadcast, maximum 3 minutes.

WORKING LUNCH: 10.000€ + IVA.

- Presence of the corporate logo on the website with hyperlink to the company's website.
- Presence of the corporate logo in the digital program of the Congress.
- Announcement on social networks of the sponsor's adherence to the Congress.
- Sponsor logo all over the Congress billboard.

Other options

PODCAST: 5.000€ + IVA.

- Inclusion of the company logo on the podcast and website.
- Exclusive sponsorship.
- Participation in the podcast.

PERSONAL EQUIPMENT: 4.000€ + IVA.

- Inclusion of the company's logo on the T-shirts worn by support staff, which will provide high visibility throughout the venue.
- Inclusion of the company logo in the digital program and on the website.

WIFI OF THE VENUE: 5.000€ + IVA.

- Inclusion of the company logo on the signage of the WIFI area.
- Use of company name as username/ password to connect to WIFI.
- Inclusion of the company logo in the digital programme and on the website.

LANYARDS: 8.000€ + IVA.

- Screen printing of the logo on the tape of the attendees.
- Inclusion of the company logo in the digital program, on the website and in the photocall of the Congress.

BAG: 9.000€ + IVA.

- Inclusion of the company logo on the visible part of the bags to be delivered at the Congress.
- Inclusion of the company logo in the digital program and on the website.
- The Congress bag will be made of organic cotton.

NOTEBOOKS AND PENS: 7.000€ + IVA.

- Screen printing of the logo on the notebooks and pens, made of recycled materials, to be included in the bag.
- Inclusion of the company logo in the digital program, on the website and in the photocall of the Congress.

03

Who organises

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WORLDWIDE

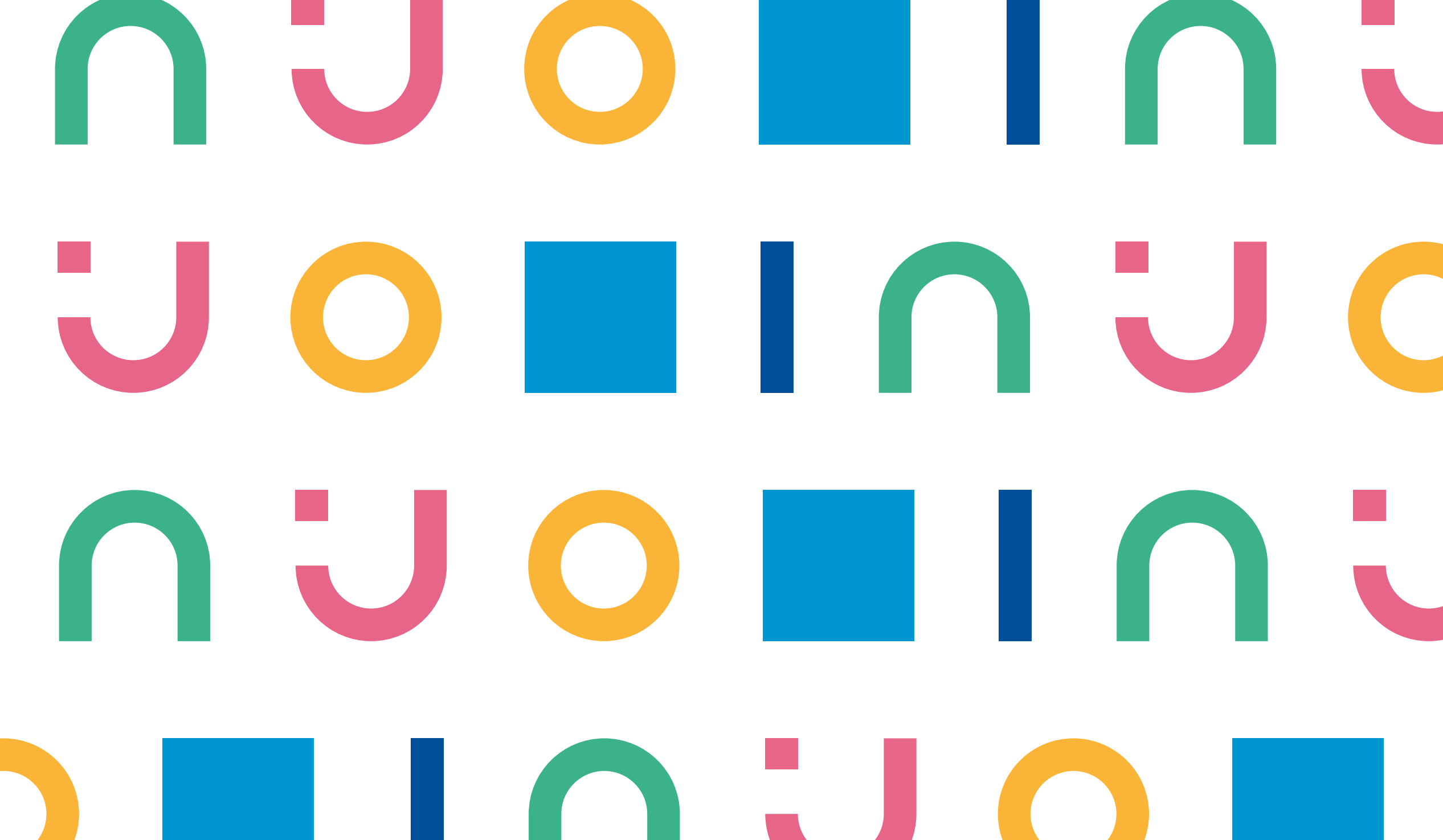




A specialized, international team with great experience and own production

A specialized, international team with extensive experience and in-house production.

An international full-service agency specializing in event organization, advertising and communication, production, entertainment, and technology, operating worldwide. With a team of over 200 professionals and 20 years of experience, the agency has created brand experiences through more than 10,000 projects across 43 countries, earning over 300 national and international awards.



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