

DOSSIER SPONSORSHIPS

sun&blue.



Blue Tourism
Innovation Congress

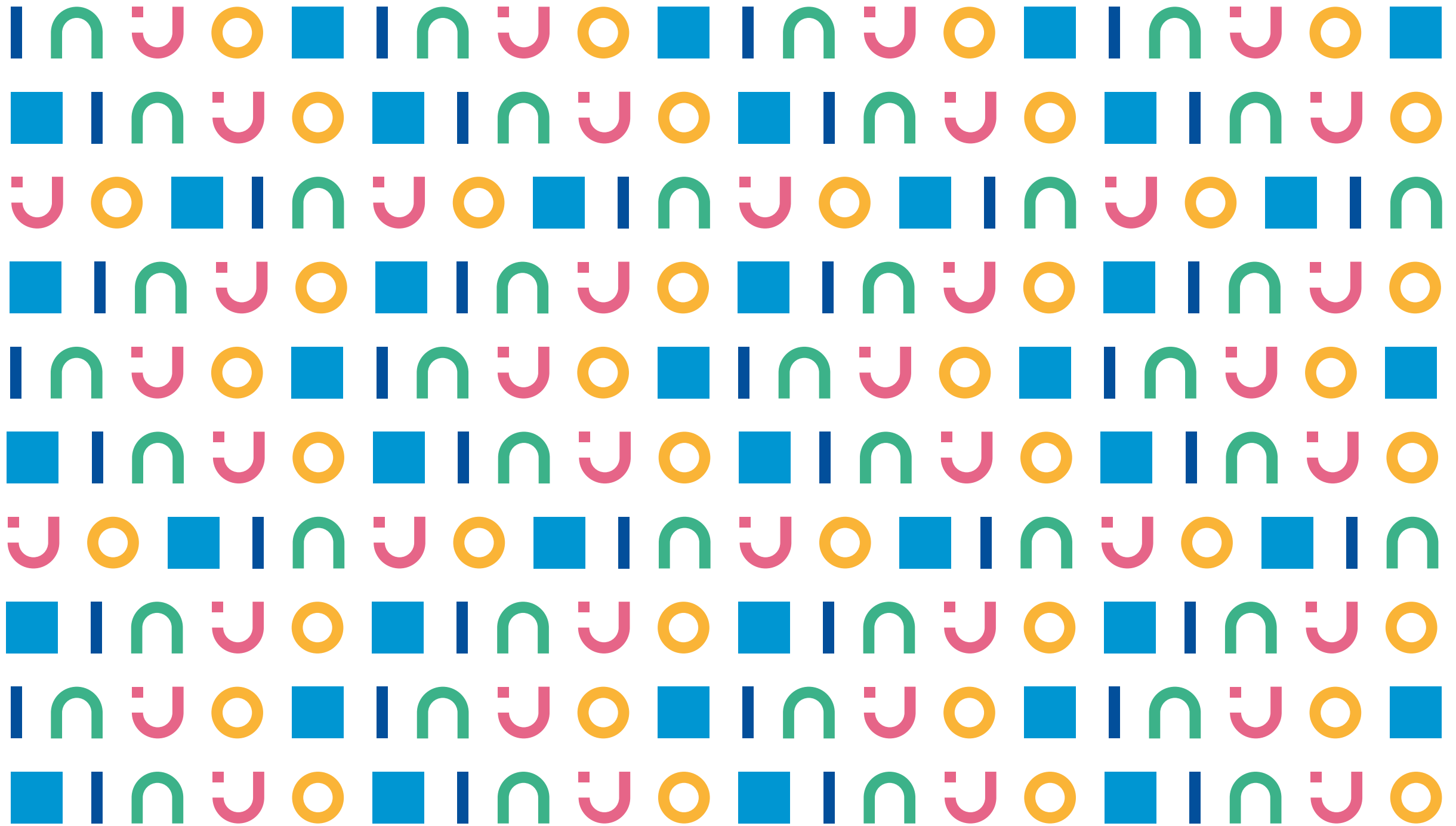
20, 21 and 22

NOVEMBER 2024

Cabo de Gata Exhibition and
Conference Center – City of Almería

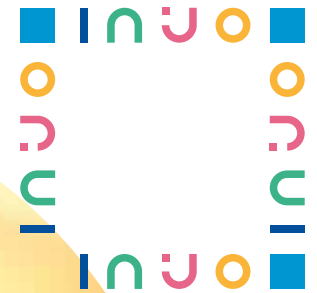
Almería, Spain

be
on.
WORLDWIDE



INDEX

- 01 Sun&Blue Congress
- 02 Sun&Blue 2023 in facts
- 03 Sun&Blue 2024
- 04 Ride the Wave
- 05 Who organises



01

Sun&Blue Congress

sun&blue.
Blue Tourism
Innovation Congress

**be
on.**
WORLDWIDE

Sun&Blue is the most important annual meeting on Blue Tourism and Blue Economy in Europe, where key members of the value chain of smart coastal destinations, infrastructure management, port activities, blue tourism (hotels, gastronomy, sports, experiences...) and conservation of oceans and natural resources **join forces to move from theory to joint action**, coming together to share strategies, success stories and first class relationships to innovate, differentiate and stand out in Blue Tourism, Sustainability and Impact Economy.




It is the meeting of Tourism and Blue Economy professionals, of those responsible for Coastal, Inland Beach and River Tourism Destinations, with the Industry's Offer represented by companies and associations providing services, solutions and technology.



It is the **leading event** that delves into **Tourism and Blue Economy**.

The crossroad for professionals to **exchange knowledge and experiences**, where **sustainability, innovation and governance**.

Are debated, a key player in the management of **blue tourism destinations** in terms of **innovation, digitisation, entrepreneurship** and sustainability.



The place to keep up to date with the **latest trends, products and specific solutions for each segment of Blue Tourism:** Beaches, Ports and Cruises, Nautical Sports, Gastronomy, Hospitality...

01 Sun&Blue Congress



Sun & blue



The congress has been sponsored by the Andalusian Ministry of Tourism, Culture and Sport, the City Council of Almería the Provincial Council of Almería and the Andalusian Ministry of Sustainability, Environment and Blue Economy.





Almería



ALMÉRICA



DIPUTACIÓN DE ALMERÍA



COSTA DE ALMERÍA



European Union



sun&blue.
Blue Sun
Precision Congress



Javier Aureliano
Presidente - Diputación de Almería



Almería



Sun & Blue
Blue Sun
Precision Congress



With an advisory and technical board composed of institutional, business and academic representatives, as well as representatives of the most representative national and international industry associations.



02

Sun&Blue 2023 in facts



sun&blue.
Blue Tourism
Innovation Congress

be
on.
WORLDWIDE

The first edition of 2023, held in Cabo de Gata Almería, obtained the following results:



A congress held in Almería (Spain) for **3 days**.



An unprecedented **7,200m²** of state-of-the-art technology.



900 attendees from **21** nationalities



169 speakers, **36** round tables, **11** conferences, **4** keynotes and **6** relevant side events.



Debate, updating and new visions on the main challenges of Tourism and Blue Economy: **energy, sustainability, governance, training, accessibility, etc.**



With the support and sponsorship of **regional tourism, economic and sustainability institutions**.



Sponsorship of **25** private companies and **22** exhibitors.



Collaboration of **35** national and international institutions. Including the Westmed initiative of the European Commission.



Congress presented and promoted at **15** national and international events.



Certified as a **Sustainable Event** according to the ISO 20121:2013 standard.

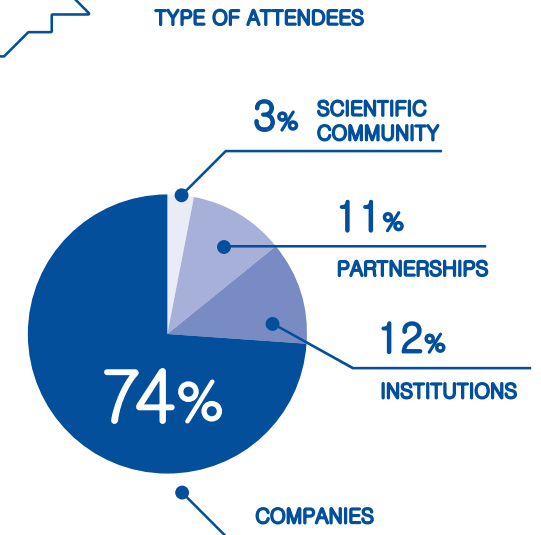


Public outreach with **387,978,790 media impacts / 541 news items / €1,674,274 media value generated**.



A total economic impact generated for the region of **€3,427,801**.

Origin of attendees



With the sponsorship of more than 25 private companies in the sector.



With the support of 35 national and international institutions and associations, including the European Commission's Westmed initiative.



With the collaboration of generalist and specialized Media Partners.



With an ambitious programme:

169 speakers

national and international including numerous regional, European, Latin American and European Commission public officials.

And the celebration of of:

36 round tables

11 presentations

4 keynotes



Addressing the issue of Tourism and Blue Economy from multiple perspectives.



With 22 exhibitors.



6 very relevant side events.

- **General Assembly of the Board of Trustees of the Sustainable Restaurants Foundation**, with the participation of Green Michelin Star chefs.
- **Training session on European Funds and financing opportunities for business projects**, organised by Cajamar with the assistance of Manuel Pleguezuelo (Directorate General for Maritime Affairs and Fisheries – European Commission), and Marta Pascual (Spanish National Hub – Support Mechanism for the WestMed Initiative).
- **Committee of experts on Blue Tourism organised by Turismo Andaluz.**
- **Andalucía Open Future**, an accelerator of start-ups linked to the Blue Economy.
- **Ametic Boards of Directors meeting.**
- **Maritime Tourism Meeting, organised by Westmed.**



The celebration of the 1st edition of the Sun&Blue Awards.

To identify, assess and recognise the best projects and experiences in the application of **Tourism and Blue Economy** criteria and their implementation in public and private companies, organisations and institutions.



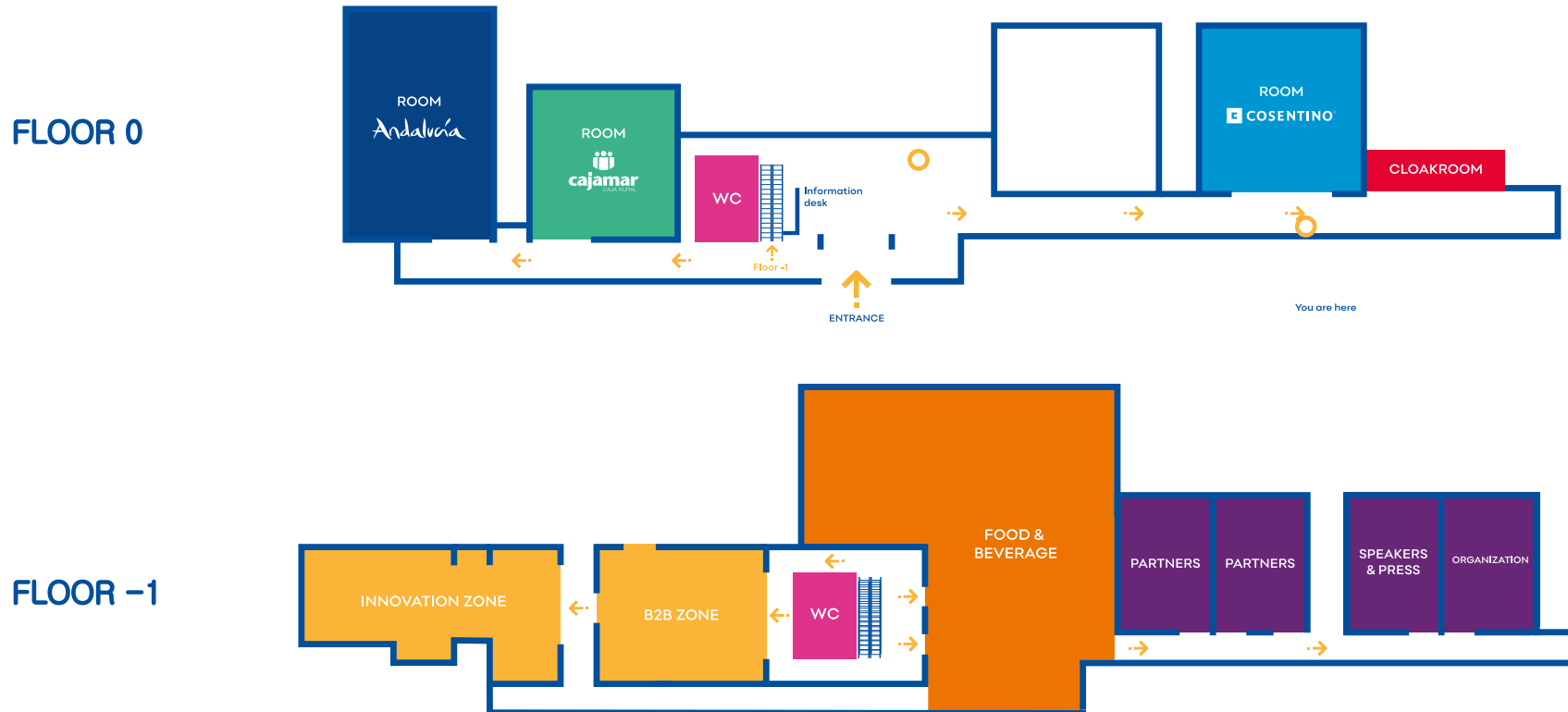


Social, cultural and legacy events in the historic city centre and on the beach.

- Visit to the **Alcazaba and VIP Dinner.**
- **Gala Dinner at the Cathedral of Almería.**
- Handing over of Recycled Urban Furniture to the City of Almería by the **MINI for the Oceans Project.**
- **Beach clean-up** day sponsored by the **Ecomar Foundation.**



With an unprecedented set-up in Almería, using the 7.200m² of the Conference Center with the latest technology.



Not forgetting the commitment to sustainability:

- Lights, screens and other lighting units are **LED or low-energy devices**.
- **Refurbished and renovated** furniture.
- Printed material with **UVI ink**.
- **Ecological fair carpet**, REWIND
- **Sustainable merchandising**.
- **Programmed temperature and humidity conditioning**.
- **Local products**.
- Promotion of **healthy food and drink**
- **Single-use, reusable packaging**.
- **Zero plastics, zero emissions and zero waste** policy.



Obtaining the Sustainable Event certificate.

Within the framework of the ISO 20121:2013 standard, qualified as a CO² neutral event, receiving the E-076-23 Eventsost label.



A congress presented and promoted throughout the year at more than 15 national and international events and other congresses:

CARTAGENA DE INDIAS (LATAM)

27–31 March
Course "Leadership and Management of Intelligent Tourism Destinations".

SEVILLA (SPAIN)

20 June. NextSpain
#Energíaycircularidad. Event organised by ABC and Vocento

QUERÉTARO (LATAM)

28–30 June. Ibero–American Cities Forum

MEDELLÍN (LATAM)

9–11 October. I Ibero–American Congress on Smart Tourist Destinations

MARBELLA (SPAIN)

25–27 October
Ecobeach

BENIDORM (SPAIN)

20–21 April
Digital Tourist

SEVILLA (SPAIN)

21st June. OBH II Conference. "Blue tourism opportunities in Seville, Huelva and Faro".

TENERIFE (SPAIN)

16–19 July. Meeting of the Seas

MÁLAGA (SPAIN)

17 October II Sustainable Tourism Agora. Hosteltur – Greens & Human

DONOSTIA (SPAIN)

23–25 October. III Turespaña Convention: The sustainable transformation of tourism.

HUELVA (SPAIN)

4th May
II Blueminds Networking

CÁDIZ (SPAIN)

21–22 June
Incubazul

HAMBURGO (EUROPE)

6–8 September
Seatrade

SEVILLA (SPAIN)

18–20 October
TIS

BARCELONA (SPAIN)

7–9 November
Tomorrow Blue Economy

MÁLAGA (SPAIN)

17 May. Blue Tourism" Panel: Coastal and maritime tourism. Cruise ships. Emerging and technological companies in sustainable tourism

MALTA (EUROPE)

22 June
Westmed Blue Economy Initiative

MÁLAGA (SPAIN)

11–12 September
Seatrade Cruise Med

CÁDIZ (SPAIN)

19–20 October
SunCruise

CÁDIZ (SPAIN)

November
Innovamar



Disseminated to the public through:

National and international, general and sectorial media through media partner agreements.

As well as web and social media channels and digital campaigns, and with the support of opinion leaders such as **Theresa Zabell, two-time Olympic sailing champion and president of the Ecomar Foundation.**



Which has obtained the following audience and coverage in its first edition:

sun&blue.
Blue Tourism
Innovation Congress

**From 1 September
to 23 November 2023**

Coverage obtained in
online and offline media: **541 coverage.**

Interviews in the
press, radio and
television: **15 interviews.**

Audience reached
in these online and
offline coverage: **387.978.790**

Equivalent advertising
value of the coverage
obtained: **1.674.274€.**

Equivalent communication
value of the coverage
obtained: **5.027.730€.**



What do the assistants say?

"The other day I had the opportunity to attend Sun&Blue Congress, the most important #BlueTourism event in Europe. Three exciting days where I was able to learn a lot, meet exceptional people and become an "almost expert" on the applications of AI in tourism to make it more sustainable".

KAROLINA LEWANDOWSKA
 Editor of La Voz de Almería.

"Tourism serves the well-being of the local residents, therefore the new paradigm of tourism requires a citizen-centered approach in order to preserve the environment, cultural heritage, urban development and other important issues in the interest of the citizen in the long term".

MAMUKA BERDZENISHVILI
 Founder and Executive Director Tourism Institute – Georgia National Hub.

"[...] We, so often, focus on land conservation and nature, but actually the ocean is equally –if not more– important. 71% of our land –if not more– is covered by water, 70% of our oxygen is produced by the ocean, it's our biggest carbon sink and the interaction between the oceans and the atmosphere mainly create our climate. This is why –and that's what I learned here– the new big EU initiative will be the Blue Deal in 2024 after the Green Deal initiated 2019. [...] This conference is envisioned to become the most important European event on shaping and financing Blue tourism initiatives".

ANDREAS KOCH
 Managing Director – blueContec.

"Last week I had the honour of participating in the Sun&Blue Congress, an event dedicated to tourism and the blue economy. It was a real success and I am sure it will be the first of many editions".

ÁNGEL BONET
 President – ImpactCo.

"You go to a congress with the expectation of making contacts, meeting other initiatives... but at this Sun&Blue Congress we went a little further and forged relationships and friendships. We also took away with us the creation of the Marine Tourism Network at a national level, which we will gradually weave together".

PABLO MARIÑO
 CEO – Bluscus Maritime Tourism.

"Sun&Blue Congress, an experience that can be described simply with two adjectives: exceptional and extraordinary! This is what these two and a half days in #Almería have been like".

IRENE BRUZÓN
 Director-Manager Marina de Hércules, Ceuta.

What does the media say?

"In its first edition, this pioneering international congress on the blue economy and innovation closed with an undeniable success. In quantitative terms, more than 900 people followed live the reflections of 169 speakers, many of them coming from countries such as Turkey, Malta, Georgia, Great Britain, USA, Germany, Italy, Portugal, France, Belgium, Switzerland, Uruguay, Brazil, Argentina or Chile".

EL MUNDO

"A congress that aspires to become the most important congress on Tourism and Blue Economy in Europe".

LA RAZÓN

"Sun&Blue Congress is the first congress that addresses tourism and the blue economy at a European level and, as Javier Aureliano García, President of the Almería Provincial Council, said, we are especially proud because Almería is going to be a world leader in this perfect pairing of sustainability and tourism".

LA VOZ DE ALMERÍA

"Sun&Blue Congress 2024 will host the first international meeting of beach and coastline managers and that we are working to bring to Sun&Blue Congress the international summit of the Intelligent Cities Challenge (ICC) and an international meeting with WestMED".

COPE

"Sun&Blue Congress has outlined a future where artificial intelligence, social media and emerging technologies such as virtual reality emerge as the driving force redefining the way tourism will be travelled and enjoyed. While challenging, the travel industry is poised to take advantage of the transformative opportunities these fields offer, paving the way for a smarter, more personalised travel experience".

NATIONAL GEOGRAPHIC

What do our sponsors say?

"Great event, key for the future of tourism and the blue economy and where, once again, we will be present in 2024. Thank you for involving us in this new stage".

ESRI
DANIEL ROJAS-MARCOS – Head of Local
Administration and Tourism.

"A great forum. Great presentations such as those by Manuel Pleguezuelo Alonso illustrated the regulatory panorama that the European Union has deployed to guide and promote the blue economy. Congratulations to all for this first edition of Sun&Blue Congress".

COSENTINO
SANTIAGO ALFONSO – VP Strategic
Communication & Corporate Reputation.

"We participated in the Sun&Blue Congress held in Almería. A congress on #BlueEconomy where we met companies from different areas that allowed us to learn about other points of view and make new and very interesting collaborations".

ACCIONA ENERGY
CARLOS DE LA ROCHA – Business Development Director
Energy Services South Zone.

"Delighted to contribute to reinforcing the messages about the importance of #sustainability in the coastal and marine environment by sharing experiences with all Sun&Blue Congress participants".

D-MARIN
RAFAEL AZNAR – General Manager.

What do companies say?

"The completion of the project Tourism 4.0 for the Black Sea was announced in The Sun&Blue Congress, a significant congress on maritime tourism in Almería, Spain. The project and its implementation involved a crucial partnership with Arctur from Slovenia, an institute specializing in tourism that examines local perspectives of urban residents and transforms the paradigm of traditional tourism. In this new model, the tourist is placed at the center, and when integrated with smart technology, it aligns with the interests of the local resident. This approach considers the local resident's interests, such as freedom, business, central governance, academic sphere, or even the resident's role as a tourist themselves, and ensures their active participation in shaping the tourist experience".

TOURISM INSTITUTE
For the sustainable development of Georgian economics, in particular tourism.

"Proud to have been one of the partners of the great event Sun&Blue Congress, a unique opportunity to learn from successful experiences and renowned experts from around the world related to marine protection".

IMPACTCO.MPANY

"Sun&Blue Congress is called on to be the most important congress of Blue Tourism in Europe, supported by the European Union and National Geographic Spain among many other leading institutions (...) The President presented the proactive actions of the ports and destinations in the 22 countries and 152 ports represented by the association and key international collaborations built up over the years including BlueMissionMed CLIA in Europe World Tourism Organization (UNWTO) Global Sustainable Tourism Council (GSTC) to name a few".

MEDCRUISE
The Association of Mediterranean and adjoining seas cruise ports.

"Last Friday, our chef Xanty Elías was one of the speakers at the most important European congress on Tourism and Blue Economy: Sun&Blue Congress".

XANTY ELÍAS GROUP

"Congratulations to the organisation for such an ambitious congress, with such a variety and quality of professionals and interesting proposals in the exhibitors' area. Thanks to Almería and Andalusia for the welcome".

EDURNE VIDAL LÓPEZ-TORMOS
Director-Manager of the Municipal Tourism Company of Santander, S.A.M.P.

03

Sun&Blue 2024

sun&blue.
Blue Tourism
Innovation Congress



be
on.
WORLDWIDE

After the success of the first edition, Sun&Blue 2024 will explore themes from new perspectives with the following challenges:

- **Promoting training, coordination and collective action on Tourism and Blue Economy.**

Collaborative analysis of the impact, best practices and return on investment of the Tourism and Blue Economy, exchange of new business models and learning about the opportunities arising from the sum of science, technology and innovative management approaches.

- **Cooperation, strategic alliances and project promotion.**

Attendance of national (regional and local), European and international public representatives and administrations; with leading companies in innovation and sustainability in the coastal tourism industry (shipping, transport, energy, infrastructures, hotel chains, travel agencies, gastronomic groups, sports and cultural activities, etc.). Destinations and scientific community of conservation and marine tourism.

- **Promoting the sustainability of coastal regions.**

- **Training of Tourism and Blue Economy leaders and managers.**

- **Awareness-raising and knowledge transfer to the business fabric and the general population.**

- **Positioning Andalusia and Almería as in Tourism and Blue Economy.**

Sun&Blue 2024 tracks



Hospitality



Sports



Energy



Islands and territories



Technology



Financing



Culture and gastronomy



Coasts and beaches

Transversal 2024

In line with European challenges



Ecological transition



Digital transition



Resilience and inclusion



Skills and support



Policy framework and governance

Who attends?

Public management positions related to Tourism and the Blue Economy at all levels of administration, both international and national, such as City Councils, Regional Councils, Autonomous Communities and specialised coastal, maritime and port management bodies.

Executives of companies operating in coastal cities, especially those in the tourism sector (hotel chains, ports, shipping companies, gastronomy, tourist activities, etc.), infrastructure management (construction, transport, energy, waste, etc.) and innovative and technological companies with high added value.

Scientific community around the management, conservation and restoration of beaches, marine environment, natural resources, water management, energy, infrastructures, etc.

Representatives of **associations or foundations** that bring together groups or social objectives related to blue tourism, its infrastructures, its management, the physical environments in which it is developed, its productive fabric.

2024 ASSISTANCE TARGET:

1.500 people

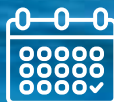


sun&blue.
Blue Tourism
Innovation Congress



LOCATION

Palacio de Exposiciones y Congresos
Cabo de Gata – City of Almería
(Almería, Spain)



DATES

S&B Playas: 19 November.
Sun&Blue: 20, 21
and 22 November 2024.



DURATION

2 and a half days: Wednesday,
Thursday and Friday morning



AREA

International



CAPACITY

1,500 people on-site



1 MAIN AUDITORIUM

Plenary room for opening, closing
and keynote speeches



2 PARALLEL ROOMS

A space for vertical discussion forums
in which institutions, organisations and
companies will take part



EXHIBITION AREA

For company and
institutional stands to
exhibit solutions



INNOVATION AND NETWORKING ROOM



SUN&BLUE AWARDS

Recognition for the most innovative and
cutting-edge organisations



SOCIAL ACTIVITIES: WELCOME PARTY, VIP RECEPTION, GALA DINNER...



LEGACY ACTIVITIES AND IMPACT ON NATURE

Side event

1st International Forum of Beach Managers

19 November 2024

In the context of Sun&Blue, the **I INTERNATIONAL FORUM OF BEACH MANAGERS** will be held, thus creating the perfect framework for the exchange of knowledge, successful experiences and different topics of interest for public beach managers in Spain.

Sun&Blue Playas will also be the forum in which the National **Association of Beach Managers will be constituted**. This association will fill an existing gap in the representation of these public professionals in Spain, which could raise proposals of general interest to public and private institutions, as well as provide legal tools, regulations, funding and technical resources for such an important group.

s&b.playas
I Foro Internacional
de Gestores de Playas

Communication strategy



TARGET

Institutions, organisations and entities of Tourism, Sustainability, Environment and Blue Economy.

Tourism and Blue Economy industry agents.



MEDIA TO BE REACHED

Generalists.

Specialised in Tourism, Economy, Business, Sustainability, Environment, Entrepreneurship, Startups, Nautical Sports, CSR.



CHANNELS

Offline: Communication and PR with the media.

Online: Social media (Twitter + LinkedIn + YouTube).

Web.

Email Marketing.



SCOPE

International + National + Regional + Local



OBJECTIVES

To give visibility and communicate the Congress.

To position Andalusia and Almería as a pioneering region in Europe in the growth of Tourism and the Blue Economy.

To give visibility to the sponsors' brands.

To give presence to sponsors, collaborators and speakers.



ACTIONS

Offline: Press, Radio, Outdoor, Promotion in other related congresses, and Merchandising.

Online: Promotional video, Social ADS, Programmatic, SEM/ SEO, Banner Campaign, Brand content, and Email Marketing.

Dissemination and promotion plan

	PREVIOUS STAGE	DURING PHASE	POST PHASE
CABINET OF COMMUNICATION AND PR	DECEMBER 2023 – OCTOBER 2024	NOVEMBER 2024	DECEMBER 2024
SOCIAL MEDIA	DECEMBER 2023 – OCTOBER 2024	NOVEMBER 2024	DECEMBER 2024
WEB	DECEMBER 2023 – OCTOBER 2024	NOVEMBER 2024	DECEMBER 2024
NEWSLETTER	APRIL 2024	NOVEMBER 2024	
MEDIA PLAN (ON/OFF)	SEPTEMBER 2024	NOVEMBER 2024	
PROMOTION PLAN AT OTHER CONGRESSES	JANUARY 2024	NOVEMBER 2024	
SPONSORSHIPS	DECEMBER 2023 – OCTOBER 2024		

04

Ride the Wave



sun&blue.
Blue Tourism
Innovation Congress

be
on.
WORLDWIDE

Become a Sun&Blue Sponsor!

Position yourself as an
international benchmark in
Tourism and Blue Economy



What does Sun&Blue bring to its sponsors?



FOCUSED NETWORKING OPPORTUNITIES

We will work specifically on attracting the targets that are of interest to you and the congress will serve your company as a meeting platform for business development, relying on the organisation to engage, attract and get the people that are of interest to your organisation to attend.



RETURN RETURN ON 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. We are committed to maximising the value you get from your sponsorship, ensuring a mutually beneficial partnership. We are committed to long-term relationships.



INTELLECTUAL LEADERSHIP AND EXPERIENCE

With your sponsorship, you will have a platform to showcase your expertise and establish your company as a benchmark in the field. Automatically, you will also be an exhibitor, so you will have a stand where you will be able to disseminate your projects and show your solutions to all attendees in an attractive and close way.



CUSTOMISED BRAND INTEGRATION

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

Sponsor Sun&Blue



BLUE

SPONSOR

Sponsorship includes:

- 5x exhibitor passes with access to the trade exhibition area. Includes coffee breaks and lunches from 20–22 November 2024.
- 20x congress invitations with full access rights to all conference rooms, activities, catering services and social programme (not including Welcome Party and Gala Dinner).
- 10x invitations to the Welcome Party and 10x invitations to the Gala Dinner. Special mention and thanks to the sponsor 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 congress communications.
- Presence of the logo 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 the corporate logo in the Gala Dinner in the general totem with all the Sponsors' logos.
- Presence of the logo in the video summary of the event.
- Announcement on social networks of the sponsor's support to the congress.
- Keynote of 30 minutes to explain a case study. The sponsor will be responsible for the speaker's travel and accommodation expenses.
- Recorded interview for digital media and web.

Sponsor Sun&Blue



GOLD

SPONSOR

Sponsorship includes:

- 3x exhibitor passes giving access to the trade exhibition area and including coffee breaks and lunches from 20–22 November 2024.
- 10x congress invitations with full access rights to all rooms, activities, catering services and social programme (not including Welcome Party and Gala Dinner).
- 5x invitations to the Welcome Party and 5x invitations to the Gala Dinner.
- 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 congress communications.
- Presence of the logo 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 the corporate logo in the Gala Dinner in the general totem with all the Sponsors' logos.
- Presence of the logo in the video summary of the event.
- Announcement on social networks of the sponsor's support to the congress.
- Recorded interview for digital media and web.
- Participation of 1 speaker at a table (the sponsor will be responsible for transport and accommodation expenses of the speaker).

Sponsor Sun&Blue



SILVER

SPONSOR

Sponsorship includes:

- 3x exhibitor passes giving access to the trade exhibition area and including coffee breaks and lunches from 20–22 November 2024.
- 5x congress invitations with full access rights to all rooms, activities, catering services and social programme (not including Welcome Party and Gala Dinner).
- 2x invitations to the Welcome Party and 2x to the Gala Dinner.
Special mention and thanks to the sponsoring company during the opening and closing of the Congress.
- 3x2 m exhibition space (stand construction not included).
- Presence of logo in all official congress communications.
- Presence of the logo 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.
- Presence of the corporate logo in the digital programme of the Congress.
- Presence of the corporate logo in the Gala Dinner in the general totem with all the Sponsors' logos.
- Presence of the logo in the video summary of the event.
- Announcement on social networks of the sponsor's support for the congress.
- Participation of 1 speaker at a table (the sponsor will be responsible for transport and accommodation expenses of the speaker).

Sponsorship overview

	EXHIBITOR	INVITATIONS OF FULL LAW	MENTION IN OPENING AND CLOSING OF THE CONGRESS	SPACE EXHIBITORY (M)	LOGO IN ADVERTISING OFFSET AND DIGITAL	INVITATIONS WELCOME COCTAIL + GALA DINNER	LOGO ON WEBSITE OF THE CONGRESS	LOGO ON DIGITAL CONGRESS PROGRAMME	LOGO ON TOTEM DE SPONSORS GALA DINNER	LOGO ON VIDEO SUMMARY OF THE EVENT	PUBLICATION IN PRSS OF THE CONGRESS	INTERVIEW FOR DIGITAL DIGITAL MEDIA	SPEAKER
BLUE SPONSOR	5	20	✓	5x4	✓	10	✓	✓	✓	✓	✓	✓	KEYNOTE
GOLD SPONSOR	3	10	✓	4x3	✓	5	✓	✓	✓	✓	✓	✓	TABLE
SILVER SPONSOR	3	5	✓	3x2	✓	2	✓	✓	✓	✓	✓	✗	TABLE

Other sponsorships

SPACES AND SERVICES

Awards: 12.000€ + VAT.

- 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.
- Signage 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€ + VAT.

- 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.
- Signage with the sponsor's logo in the sponsored space.



Other sponsorships

CATERING SERVICES

Coffee service: 5.000€ + VAT.

- 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 all congress posters.

Welcome cocktail service: 15.000€ + VAT.

- 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 all congress posters
- Broadcasting of the sponsor's corporate video, maximum 3 minutes.

Working lunch service: 10.000€ + VAT.

- 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 all congress posters.

Gala Dinner Service: 25.000€ + VAT*.

- 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 all congress posters.
- Broadcasting of the sponsor's corporate video, maximum 3 minutes.

Other sponsorships

CONGRESS APP 5.000€

- Inclusion of the company logo in the digital programme and on the website.
- Exclusive sponsorship of the APP of the congress.
- Push notification of access.

PERSONAL EQUIPMENT 4.000€

- Inclusion of the company logo on the T-shirts worn by the support staff, which will provide high visibility throughout the venue.
- Inclusion of the company logo in the digital programme and on the website.

HEADQUARTERS WIFI 5.000€

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

LANYARDS 8.000€

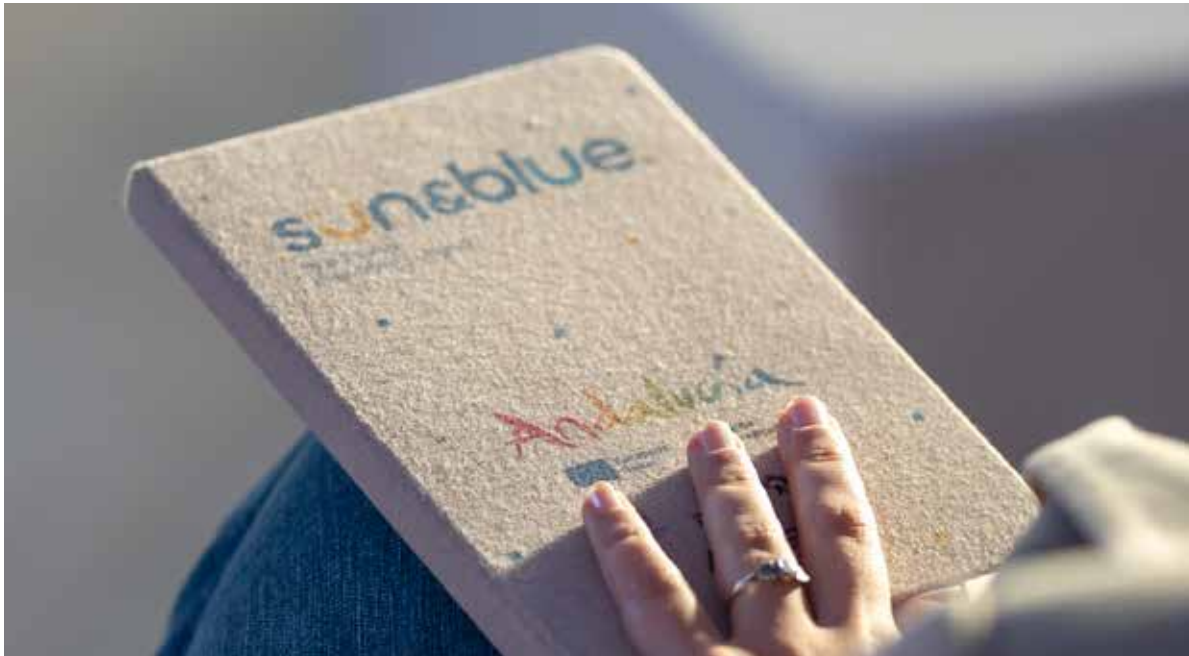
- Screen-printing of the logo on the attendees' ribbons.
- Inclusion of the company logo in the digital programme, on the website and at the Congress photocall.

TOTE BAG 9.000€

- Inclusion of the company logo on the visible part of the bags to be handed out at the congress.
- Inclusion of the company logo in the digital programme and on the website.
- The congress bag will be made of organic cotton.

NOTEBOOKS AND PENS 7.000€

- Screen printing of the logo on the notebooks and pens, made from recycled materials, which will be included in the bag.
- Inclusion of the company logo in the digital programme, on the website and at the Congress photocall.



Participate as a speaker



Are you an expert in the field of Tourism and Blue Economy? Are you a manager in a key company with innovative initiatives for the tourism industry? Do you carry out a scientific research project related to the preservation of the oceans and the coast? Here are 5 compelling reasons why you should not miss your participation as a speaker at this meeting:



THOUGHT LEADERSHIP AND INFLUENCE

Sharing their experience and knowledge can help inspire positive change in the field of ocean and coastal preservation and shape the future of sustainable tourism.



NETWORKING AND COLLABORATION

Our event serves as a unique platform to forge connections and foster collaboration between industry leaders, scientific experts and influencers. These interactions can lead to fruitful partnerships, joint research projects and business opportunities that extend beyond the event itself.



GLOBAL REACH AND IMPACT

Our event brings together a diverse international audience of industry stakeholders and decision-makers from policy and industry. This is your opportunity to drive meaningful conversations and catalyse viable initiatives that can make a tangible difference in preserving our oceans and improving the sustainability of the tourism industry.



MOMENTUM FOR CHANGE

As a speaker, you become an instrumental force in driving positive change in the tourism industry and the preservation of our oceans and coasts. Your knowledge, research findings and ideas have the power to shape policy, influence sustainable practices and inspire individuals and organisations to act.



REPUTATION AND RECOGNITION

Your knowledge and contributions will be disseminated to industry professionals and the media. This status can strengthen your personal brand, enhance your professional reputation and open doors to new opportunities in the future.

Other sponsorships

Keynote Speaker: 12.000€ + VAT.

- 45-minute keynote in 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 adhesion to the congress.
- Sponsor's logo on screen during the sponsored presentation.
- Special mention during the the sponsored presentation.
- Does not include travel and accommodation expenses for the speaker.



Other sponsorships

Round table in the plenary room: 5.000€ + VAT.

- 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 participation in the congress.
- Sponsor's logo on screen during the sponsored round table.
- Special mention during the the sponsored round table.
- Does not include travel and accommodation expenses for the speaker.



What does Sun&Blue bring to your exhibitors?



Are you an innovative company in Tourism and Blue Economy?
Here are 4 reasons why your company should consider attending,
securing a stand and showcasing your latest innovations at this event:



UNLIMITED EXPOSURE

This is an opportunity to expand your brand visibility and consolidate your position as a market leader around a highly influential audience in the tourism sector.



STRATEGIC CONNECTIONS

The congress will be a meeting place for industry professionals and subject matter experts to make meaningful connections, forge strategic alliances and discover new business opportunities. As an exhibitor, you will have exclusive access to networking events, VIP receptions and interactive sessions.



CUSTOMISED BRAND EXPOSURE

We understand the importance of aligning the event experience with your brand identity. As an exhibitor, we will work closely to integrate your brand into the congress. From customised displays to targeted marketing campaigns, we will ensure that your unique message resonates with our visitors, building long-term brand loyalty and affinity.



OPINION LEADERSHIP

By participating as an exhibitor, you will have the ideal platform to showcase your industry expertise. You will be able to share your knowledge, best practices and cutting-edge solutions.

Exhibiting at Sun&Blue

RENTAL OF INDOOR EXHIBITION SPACE:

- 2 x exhibitor passes giving access to the trade exhibition area and including coffee breaks and lunches from 15–17 November 2023.
- Available exhibition space of 3 x 2m, 4 x 2m, 5 x 2m (stand construction and supplies not included).
- Presence of the corporate logo on the website, in the exhibitors section.

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

RENTAL OF OUTDOOR EXHIBITION SPACE:

- 2 x exhibitor passes giving access to the trade exhibition area and including coffee breaks and lunches from 15–17 November 2023.
- Available exhibition space of 3 x 2m, 4 x 2m, 5 x 2m (stand construction and supplies not included).
- Presence of the corporate logo on the website, in the exhibitors section.

Price for machinery exhibition or design stands
300€/m²



Exhibiting at Sun&Blue

TURNKEY MODULAR STAND:

- 2 x exhibitor passes giving access to the trade exhibition area and including coffee breaks and lunches.
- Presence of the corporate logo on the website, in the exhibitors section.
- Personalised graphics. Includes furniture and screen.
- Measurements 3 x 2 m.

Price

3.500€ + VAT.



sun&blue.

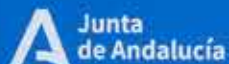
Blue Tourism
Innovation Congress

SPONSORS INSTITUCIONALES

Andalucía



European
Union



Junta
de Andalucía



ALMERÍA
CIUDAD



DIPUTACIÓN
DE ALMERÍA



COSTA DE
ALMERÍA



Junta de Andalucía
Consejería de Sostenibilidad,
Medio Ambiente y Economía Azul

Promoted by:
be on.

sun&blue.

Blue Tourism
Innovation Congress



Scan the QR code
to download
the Congress APP

Registration

From Andalus

From Spain

Innovation & CSR case

sun
&blue

05

Who organises



sun&blue.
Blue Tourism
Innovation Congress

be
on.
WORLDWIDE



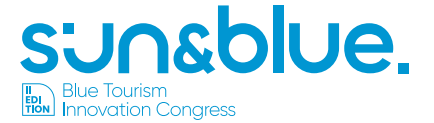
Sun&Blue is a congress **promoted and organised by beon. Worldwide**, an international full-service agency for event organisation, advertising and communication, production, entertainment and technology that operates all over the world.

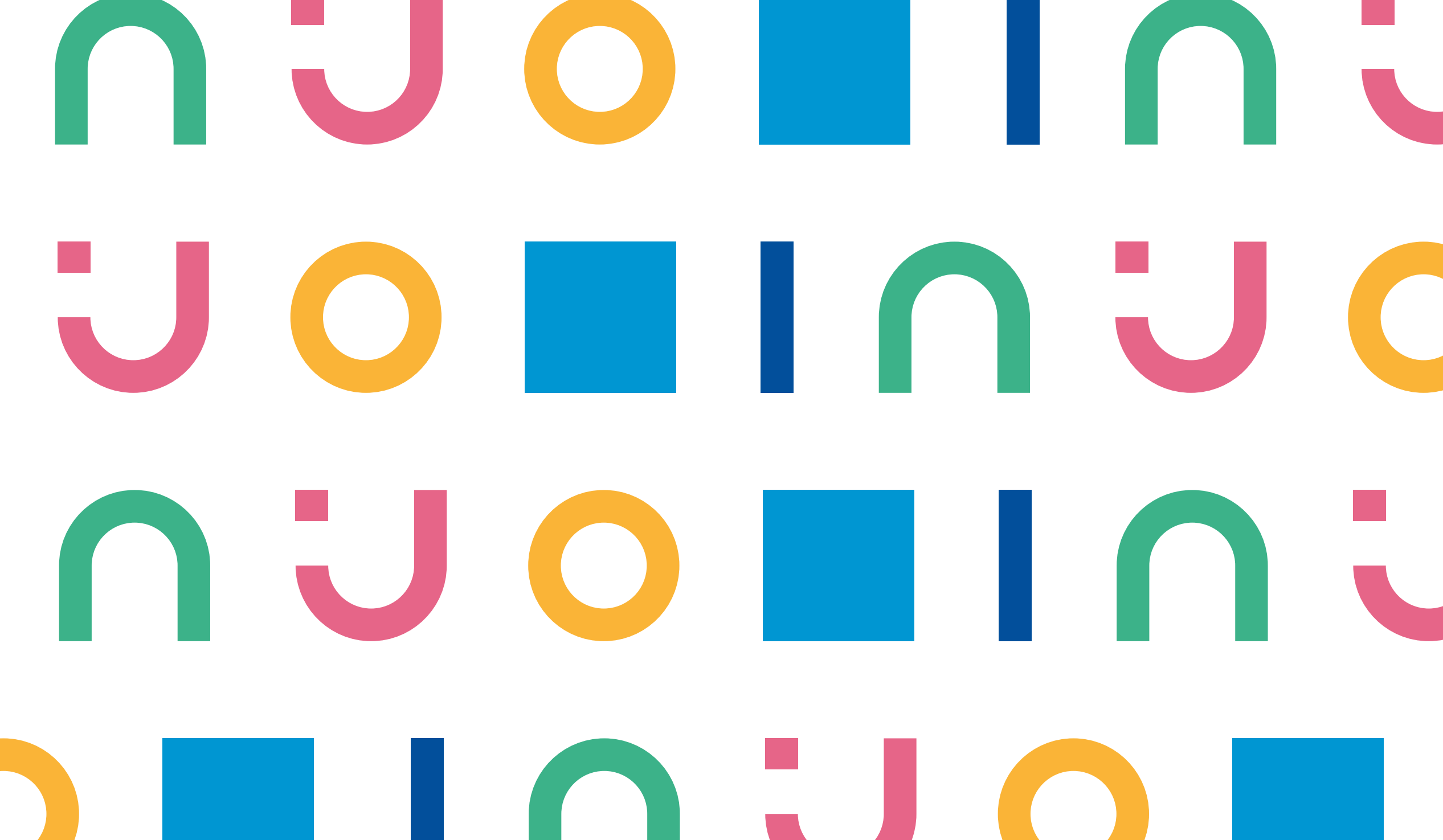
With more than 200 professionals, it has a track record of 20 years creating brand experiences in more than 10,000 projects carried out in 43 countries and with more than 300 national and international awards.

For several years it has developed the Andalusian Tourism Pavilion at Fitur, the International Tourism Fair. It has promoted the National Space Congress and managed the International

Convention of Amadeus Executives, the global technology provider for the tourism industry, among others.

100% Andalusian company.





SUN
&blue.



Blue Tourism
Innovation Congress

sunandbluecongress.com

