

Guide to success

YOUR STEP-BY-STEP GUIDE TO A SUCCESSFUL
TRADE FAIR PARTICIPATION AT
SEATRADE EUROPE 2023

After receiving your signed main exhibitor or co-exhibitor application, we will send you an admission letter.

THE ADMISSION LETTER IS YOUR MOST POWERFUL TOOL.

It contains your [access data for our Online Service Center](#) – the place where you can book most services that lead you to success. Stand construction, wall graphics and electricity, only to name a few.

■ **MEDIA ENTRY**

Upload and amend your data for the online and printed exhibitor directories and the Seatrade Europe app at the [Online Shop for Media in the Online Service Center](#).

Our official and only partner for catalogue and media entries as well as digital marketing is [NEUREUTER FAIR MEDIA GmbH](#)

Do you have questions regarding your media entry? Please contact seatrade@neureuter.de

■ **REGISTER YOUR CO-EXHIBITORS**

[Register here](#)

■ **MAKE YOUR SERVICE BOOKINGS - PRICE INCREASE FROM 10TH AUGUST 2023**

Please use the [Seatrade Europe Online Service Center](#) and order your desired services and stand equipment as soon as possible.

The current prices are valid until 9th August 2023. For orders received later, an express surcharge of 20% applies.

Have you thought of everything? You can find the entire [catalogue of our bookable services in this document](#). All deadlines of the order dates can be [seen in this document](#).

■ ORDER YOUR WASTE DISPOSAL

Make sure that you order your waste disposal in due time [here](#).

Every exhibitor is obliged by the Conditions of Participation and the Technical Guidelines to avoid and dispose of waste. Therefore, please order your required waste bags or roll containers in advance at the Online Service Center (OSC). Waste deposited in front of the stands will be disposed of before and during the event for a fee.

A surcharge of 20% per m³ or part thereof will be levied for valuable/raw materials that have not been declared and/or remain in the hall after you have left your stand. Hazardous waste will be disposed of at cost.

■ GET YOUR EXHIBITOR PASSES

Your free quota of digital exhibitor passes will be made available to you in the Exhibitor Ticket Shop for downloading to your smartphone, for example. We recommend that you personalize your exhibitor passes and then make them available to your employees by e-mail from the Exhibitor Ticket Shop, e.g. as mobile exhibitor passes for smartphones.

[You can access exhibitor passes via the Online Service Center](#)

(>Book your services >Exhibitor ticket shop >Exhibitor passes).

■ TAKE CARE OF YOUR STAND AREA DESIGN AND STAND PARTITION WALLS

Binding minimum requirements are full-surface floor covering (carpet, etc.), stand lettering (company name) and stand partition walls decorated in a manner visually appropriate to the surroundings. Exhibitors are required to demarcate their rented booth space with booth boundary walls unless they bring their own booth.

[Please order the required flooring and your stand partition walls at the Online Service Center.](#)

You don't want to bring your own stand? [Get information about our stand packages here.](#)

■ APPLICATIONS AND APPROVALS

Please remember to take care of your applications and approvals regarding your stand construction (e.g. booth height approval or approval of multi-storey exhibition stands).

[This is the direct way to the respective forms.](#)

■ INFORMATION FOR SET-UP AND DISMANTLING

[The set-up and dismantling times can be found here.](#)
[Please pay attention to the traffic guide and delivery information.](#)

No construction or dismantling passes are required for the construction and dismantling periods. Access to the Hamburg Messe exhibition grounds during the set-up and dismantling periods is via a cash deposit arrangement (see [traffic guide](#)).

ORGANIZE AN EXHIBITOR EVENT LIKE A PRO

■ PUBLISH YOUR EVENT UNDER THE HEADING "EXHIBITOR EVENTS" ON OUR WEBSITE

Press conference, stand party or workshop: Exhibitor events taking place during Seatrade Europe on the premises of Hamburg Messe will be listed. [Register exhibitor event here](#)

■ ORGANIZE YOUR STAND PARTY

When making your plans, please note that your party can start at 4:30 p.m. at the earliest and end at midnight at the latest. If you want to play music, you are required to notify GEMA. Here you will find all the important forms for your party:

[Application for a stand party](#)
[Questionnaire on music use](#)

■ BOOK A CONFERENCE ROOM

Are you still looking for a conference room for your seminar, press conference or business appointment? [Please contact Ms. Carola Tepper.](#) She will inform you about the availabilities.

INVITE YOUR CUSTOMERS

■ INVITE YOUR CUSTOMERS NOW - FOR FREE!

As an exhibitor, you have the opportunity to invite your customers to visit the Seatrade Europe Expo completely free of charge. Regardless of how many visitors will use your ticket code, you will not incur any costs.

Use your individual promo code, which we sent to you by e-mail or [order invitations in our Online Service Center to invite your customers.](#)

[Find all the information about how to perfectly invite your customers on this page.](#)

You did not get the promo code or have questions about the coupon codes?

[Please contact us!](#)

■ SHARE YOUR PROMO CODE WITH INDIVIDUALIZED BANNERS

Simply add your individual promo code to the banner generator on our website and download the appropriate graphic for e.g. your e-mail signature.

[Banner Generator](#)

INCREASE YOUR VISIBILITY

■ #STCEurope

On our social media channels you can find all news about Seatrade Europe in Hamburg. Become more visible and inform your customers about your business and products at [#STCEurope](#)

Use our social media reach for updates on your appearance at the trade fair and get in touch with cruise professionals from all over the world. Are you reporting on an exciting topic as part of your participation in Seatrade Europe? Let us know! Tag us on:

[facebook](#)

[LinkedIn](#)

[Twitter](#)

■ DISCOVER OUR SPONSORING OPPORTUNITIES

Expand the presence of your brand through our sponsorship opportunities. We're happy to support you with a range of measures that allow you to reach your target group without any scatter.

[Discover Sponsoring Possibilities](#)

■ PARTICIPATE IN THE JOB ROUTE AND LIGHTNING PITCH COMPETITION

We serve you talent - [Find all information about the job route here](#)

We award your HR strategy - [Participate in our Lightning Pitch Competition here](#)

PREPARE YOUR TIME ON-SITE

■ GET DISCOUNTED TICKETS FOR THE Seatrade Europe Conference

In addition to the conference tickets free of charge you receive according to your stand size, we offer you a 50% discounts on additional tickets you might want to buy.

Enter the code **EXCO2023** and select the category „Exhibitor“ in the conference ticket shop and the discount will be deducted.

[Conference ticketshop](#)

[Take a look at the Seatrade Europe Conference programme](#)

■ DOWNLOAD THE SEATRADE EUROPE APP

The Seatrade Europe app for iOS and Android is now available for download in the stores. Look forward to comprehensive exhibitor profiles, interactive hall plans, the complete program and more.



Android



iOS

MARK YOUR CALENDAR

■ **Seatrade Europe Conference, 06-08 September 2023**

The 2023 conference theme „Scaling Sustainably“ underscores the agenda with discussions taking a deeper dive into navigating both the present and what lies ahead and focusing on the importance of continued reinvention and expansion that is both responsible and practical.

Take a look at the [Seatrade Europe Conference programme](#)

In addition to the conference tickets free of charge you receive according to your stand size, we offer you a 50% discounts on additional tickets you might want to buy.

Enter the code EXCO2023 and select the category „Exhibitor“ in the conference ticket shop and the discount will be deducted.

Conference ticketshop

■ **NETWORKING AT „IT’S WINE O’CLOCK“ @MARINE INTERIORS**

You are invited: Starting at 16:30 – 18:30 Wednesday and Thursday, our networking format „It’s wine o’clock“ will transform the Plaza in Hall A1, into a relaxed and communicative meeting place for exchanging ideas with experts from the maritime industry. We are looking forward to meeting you as an exhibitor at Seatrade Europe on Wednesday and Thursday!

■ **FREE CONFERENCE SESSIONS AT THE SHOWCASE DECK @SEATRADE EUROPE AND CREATORS’ DECK @MARINE INTERIORS**

At the the two stages Showcase Deck and Creators’ Deck you will experience conference sessions where the most interesting minds of the industry will discuss upcoming trends – from interior design to sustainability solutions. Free of charge for all visitors.

Take a look at the program here:

Showcase Deck

Creators’ Deck

■ **CRUISE NIGHT – THE BIG EXHIBITOR PARTY ON 7TH SEPTEMBER**

Our Cruise Night, the big exhibitor party co-hosted with MARINE INTERIORS Cruise & Ferry Global Expo, will take place on 07th September 2023. Enjoy an evening with relaxed networking. [Please download your two tickets in our Online Service Center.](#)

(>Book your services >Exhibitor ticket shop >Exhibitor passes).