# ICOMIA
# WORLD MARINAS CONFERENCE
## SHANGHAI 2027

ICOMIA
International Council of Marine Industry Associations

sinoexpo
informa markets



# WELCOME FROM THE CEO

It is my great pleasure to welcome you to the ICOMIA World Marinas Conference in Shanghai—an event that continues to define the direction of our global industry. As the marina sector evolves at pace, driven by innovation, sustainability, and changing consumer expectations, the importance of collaboration and knowledge-sharing has never been greater. Shanghai provides a compelling backdrop for this year's conference. Positioned at the centre of Asia's rapidly expanding recreational marine market, the city represents both opportunity and ambition.

The World Marinas Conference has always been about more than discussion; it is about tangible progress. By bringing together developers, operators, policymakers, and suppliers from across the globe, we create an environment where ideas translate into action and where relationships lead to long-term growth.

For our sponsors, your support is integral to the success of this event. Your partnership and participation not only elevates your brand but also demonstrates leadership and commitment to advancing our industry on a global stage.

I look forward to welcoming you to Shanghai and to another exceptional gathering of the world's marina community.

**Joe Lynch**

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# 01.
# ABOUT



# ABOUT ICOMIA

**ICOMIA** brings together a wide range of national marine industry associations into one global organisation and represents them at an international level, presenting a strong and united voice when dealing with issues challenging the industry.

**ICOMIA has been an active advocate for the international marine industry since 1966**, working with authorities, regulatory bodies and related organisations to facilitate and encourage the growth of the worldwide recreational marine industry whilst keeping on top of policies and guidance to ensure the promotion, protection and growth of the industry.



ICOMIA
INTERNATIONAL COUNCIL OF MARINE INDUSTRY ASSOCIATIONS

# ABOUT IWMC

**The ICOMIA World Marinas Conference is a specialist marina conference overseen by the ICOMIA Marinas Group and held approximately every two years in a different international location.**

Inaugurated in 1993, the Conference has been held across Europe, the US, Australia and Asia and has covered a wide range of topics relating to the longevity and continued success of the marina community.





The event attracts marine professionals from all aspects of the business from marina owners, managers and staff, marina development organisations, technical experts, manufacturers of essential marina products, services and technologies, start-up businesses, media stakeholders, fleet owners and charter agencies.

## PREVIOUS EDITIONS

Venice (2025)
Portugal (2023)
Dubai (2021)
Greece (2018)
Amsterdam (2016)
Istanbul (2014)
Singapore (2011)
Ostenda (2008)
San Diego (2005),
Sydney (2002)
Fort Lauderdale (1999)
Genova (1996)
Amsterdam (1993)

# AUDIENCE PROFILE

The ICOMIA World Marinas Conference attracts a highly targeted and influential audience, including:

- Marina owners and operators
- Waterfront developers and investors
- Government and port authorities
- Marine industry suppliers and service providers
- Architects, engineers, and planners
- Tourism and destination management professionals

*Delegates represent over 30 countries, offering sponsors unparalleled international reach and networking potential.*



# SHANGHAI WELCOMES IWMC2027

Shanghai is a global financial hub and a gateway to Asia's rapidly expanding marine industry. With increasing investment in waterfront development, marina infrastructure, and leisure boating, the region represents significant growth potential for businesses across the sector.

**Hosting IWMC in Shanghai ensures:**

- **Direct access to key decision-makers in Asia-Pacific markets**
- **Exposure to emerging marina projects and investment opportunities**
- **Engagement with regional authorities and developers shaping future policy and infrastructure.**



# THE ORGANISERS

## ICOMIA
### The International Council of Marine Industry Associations

ICOMIA was formed in 1966 to bring together in one global organisation the national boating federations and other bodies involved in the recreational marine industry, and to represent them at international level.

## Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. (IM Sinoexpo) is the first joint venture exhibition company in China, founded by Informa PLC (the world's largest event organiser) and Shanghai Sinoexpo International Exhibition Co., Ltd. (founded in 1992, the first private exhibition enterprise in China) in 1998.

# 02.

# THE CONFERENCE



# ABOUT IWMC2027

## GLOBAL CONNECTION

## WATERFRONT COMMUNITY

## ECONOMIC GROWTH

**The 2027 ICOMIA World Marinas Conference in Shanghai is anchored by a unifying theme,** set by our members, that reflects both the current priorities and future trajectory of the global marina sector.







**Global Connection** speaks to the increasingly interconnected nature of the marine industry. As markets expand and innovation accelerates, collaboration across borders is essential. The Conference will bring together international stakeholders to share expertise, align on standards, and explore opportunities that transcend regional boundaries. From emerging markets in Asia-Pacific to established hubs in Europe and the Americas, IWMC serves as a catalyst for meaningful global partnerships.

**Waterfront Community** recognises the evolving role of marinas as integrated lifestyle destinations. Today's developments are no longer standalone infrastructure projects; they are vibrant, multi-use environments that connect people to the water while enhancing urban and coastal living. Sessions will explore how thoughtful design, sustainability, and community engagement can transform waterfronts into inclusive, resilient spaces that deliver social as well as economic value.

**Economic Growth** underscores the significant contribution of marina development to local and national economies. Investment in marina infrastructure drives tourism, supports marine businesses, and stimulates job creation across multiple sectors. In high-growth regions such as China and the wider Asia-Pacific, this impact is particularly pronounced. The Conference will examine how strategic planning, policy frameworks, and private-public collaboration can unlock long-term economic potential.

Together, these three pillars define a forward-looking agenda—one that positions the marina industry as a driver of global connectivity, community value, and sustainable economic progress.

# SCHEDULE

## DAY 1

30 MARCH 2027

ARRIVALS

WELCOME DRINKS

## DAY 2

31 MARCH 2027

**09:30 - 17:30***

ACCREDITATION

CONFERENCE

NETWORKING

## DAY 3

1 APRIL 2027

**08:30 - 18:30***

MARINAS TOUR

GALA DINNER

## DAY 4

2 APRIL 2027

**09:00 - 17:00***

CONFERENCE

FAREWELL COCKTAILS

** Programme and schedules are indicative and subject to change.*

# 03.

# SPONSOR OPPORTUNITIES



# WHY SPONSOR IWMC2027

**Sponsorship provides a strategic platform to position your brand at the forefront of the global marina industry. By aligning with IWMC, your organisation gains visibility, credibility, and direct access to key stakeholders driving industry growth.**

**Key Benefits:**

- **Global Exposure:** Position your brand before an international audience of senior decision-makers
- **Thought Leadership:** Showcase your expertise through engagement opportunities and content integration
- **Business Development:** Build relationships with developers, operators, and investors
- **Brand Alignment:** Associate with ICOMIA's reputation for quality, innovation, and sustainability
- **Market Entry:** Strengthen your presence in the Asia-Pacific region

# HIGH IMPACT VISIBILITY

**Sponsorship of the ICOMIA World Marinas Conference in Shanghai delivers sustained, high-impact visibility across an extended campaign lifecycle of more than 18 months—ensuring your brand remains front-of-mind with key industry stakeholders worldwide.**

## Before the Event

From the initial announcement phase, IWMC2027 Sponsors benefit from early and continuous exposure through integrated marketing campaigns. Your brand will be featured across the official conference website, email communications, global press outreach, and targeted social media activity. Pre-event content—including speaker announcements, industry insights, and promotional campaigns—provides multiple touchpoints to position your organisation as a leading voice in the sector.

## During the Event

On-site in Shanghai, your visibility is amplified through premium branding across conference environments, including stage backdrops, digital displays, delegate materials, and networking spaces. Sponsors gain direct engagement with a highly qualified audience through exhibition opportunities and curated networking sessions. This is where brand awareness converts into meaningful business connections.

## After the Event

Post-event exposure ensures continued return on investment. Sponsors are included in official event reports, highlight videos, and ongoing media coverage distributed globally. Content captured during the Conference—presentations, interviews, and insights—extends your brand presence well beyond the event itself. Additionally, follow-up communications and digital engagement campaigns maintain momentum, reinforcing your position in the market long after the Conference concludes.

This comprehensive visibility strategy ensures your brand is not only seen—but remembered.



# SPONSOR VISIBILITY

**The IWMC2027 Sponsorship Plan offers a wide range of different benefits, logo placement on all materials, and mentions in online communication activities, up to a year.**







**ONLINE activities:** Logo and mentions in all digital communication activations: Media (press releases, etc), Conference social media pages, IWMC2027 website, newsletter, and related editorial calendar

**MENTION in printed materials**
Printings: Brochures, flyers, leaflets, accompanying the Conference all around the globe in world Boat Shows

**ON SITE, DURING THE CONFERENCE**
Location branding: Welcome gate, Plenary branding (monitors, graphics), banners, location signals, outdoor flags, etc.

# CONFERENCE ACCESS

IWMC2027 Sponsors will receive complimentary full conference entrance tickets (for team members or special guests), which include access to all Conference sessions and reception services: lunches, breaks, welcome and farewell cocktails, as well as entrance to Marinas Tour and Gala Dinner.

*Refer to Partnership packages for further details.*



# Title Partner

## Maximum visibility. Category exclusivity. Strategic positioning

**Key Benefits:**

- Prominent branding across all event materials
- Naming association with IWMC2027
- Premium logo placement across all materials
- Dedicated presentation opportunity
- Video promotion across venue screens during breaks and break out sessions
- Extensive digital exposure (website, newsletters, social media)
- Dedicated solus podcast as part of the ICOMIA Podcast series
- Dedicated solus, post event evaluation and wrap up podcast
- 2 x 15 minute presentation opportunity on the product showcase stage*
- 10-minute speaking slot + gala dinner speaking opportunity
- 10 delegate passes + 10 gala dinner guests
- 4 dedicated Sponsor emails + press exposure

**Limited to just 1 Marina Industry Partner**

***Ideal for:*** *Market leaders seeking global positioning and category ownership*

* Subject to venue layout and to be confirmed

**168.000,00 €**

# Main **Platinum** Partner

## High-impact visibility with strong thought leadership positioning

**Includes**:

- Prominent branding across all event materials
- Video presence in venue during breaks and break out sessions
- 6 full-access tickets + gala invitations
- Dedicated social media promotion
- 1 x 15 minute presentation opportunity on the product showcase stage*
- 1 x dedicated solus podcast session as part of ICOMIA podcast series
- Website feature + sponsor profile

**Limited to a maximum of 2 Industry Partners**

***Ideal for**: Global brands seeking strong presence without full title investment*

* Subject to venue layout and to be confirmed

**99.000,00 €**

# Gold Partner

## Balanced exposure and engagement

**Includes:**

- Branding across marketing channels
- Presentation opportunity (sponsor session)
- 4 delegate passes
- Social media exposure
- Gala dinner invitations

**Limited to a maximum of 3 Industry Partners**

***Ideal for**: Companies targeting strong visibility and networking*

**55.000,00 €**

# Silver Partner

## Consistent visibility across event ecosystem

**Includes:**

- Logo placement across materials
- Website presence
- 3 delegate passes
- Social media inclusion

***Ideal for:*** *Regional players expanding global reach*

**38.000,00 €**

# Bronze Partner

## Entry-level brand exposure

**Includes:**

- Logo in event materials
- Website listing
- 3 delegate passes

***Ideal for:*** *Companies entering the international market*

**26.000,00 €**

# Supporter

## Accessible participation with brand presence

**Includes:**
- Logo placement
- 2 delegate passes

***Ideal for:*** *SMEs and emerging brands*

**6.000,00 €**

# Gala Dinner Partner

## Targeted Sponsorship Opportunities

**Includes:**

- Exclusive branding at flagship networking event
- Speaking opportunity during Gala
- Premium guest access (6 attendees)
- Dedicated promotional visibility



**22.000,00 €**

# Marinas & Waterfront Tour Partner

## Targeted Sponsorship Opportunities

**Includes:**

- Branding across official tours
- Direct engagement with delegates
- On-site visibility and materials distribution



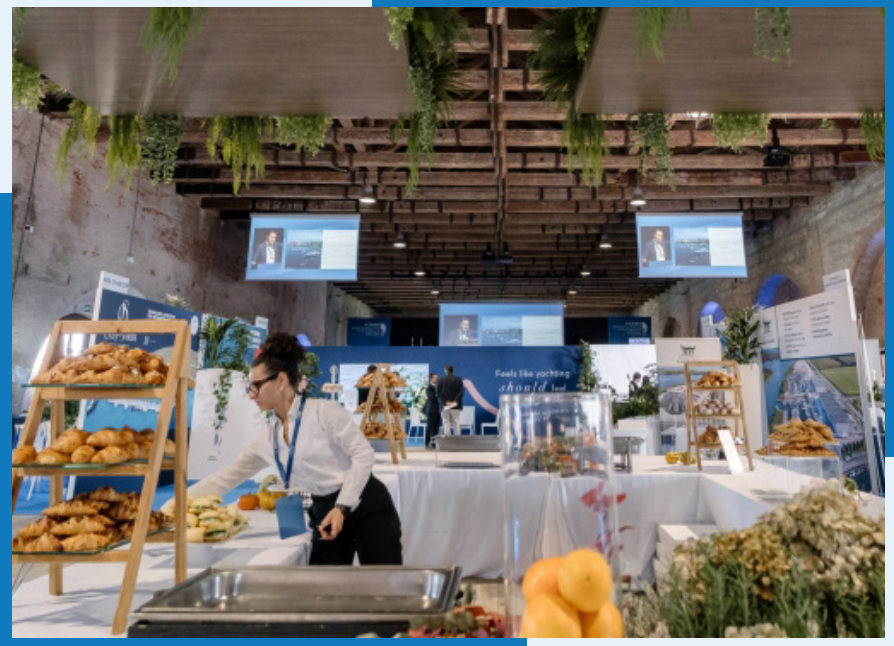
**22.000,00 €**

# Coffee Break/ Lunch/Aperitifs Partner

## Targeted Sponsorship Opportunities

**Includes:**

- High-frequency brand exposure
- Branded catering areas
- Delegate engagement moments



**6.000,00 € - 12.000,00 €**

# Exhibition Opportunities

## Exhibition Areas

**Includes:**

- Indoor and outdoor exhibition space
- Direct B2B engagement including early access to delegate lists
- Product showcasing opportunities
- Optional marina-based water exhibition

***Note:*** *Pricing shown for guidance only. Contract costs will be based on final requirements and requests. Please enquire for further details of IWMC2027 Exhibition Opportunities.*




**3.000,00 € - 25.000,00 €**

# Notes

The IWMC2027 Sponsor packages are designed for the marina industry supporters of this event. Other non-marina industry partners, such as airlines, cities, regional governmental organisations will have separate tiers and sponsorship packages. This may result in shared title sponsorship, or other brands being on similar tiers.

**Payment terms**
We will work with our Partners and Sponsors to agree the payment terms and will be able to split the costs into a signing and pre-event payment schedule, allowing brands to spread the costs over more than one financial year.

**Legal agreement**
All Sponsorship contracts will be executed between Partner brands and IWMC2027 Organising Partner IM Sinoexpo.

# ROAD TO IWMC2027

**International Presence**
We will take part in most relevant international boat shows and events by means of stands, drinks, events and talks.

Sponsors and exhibitors will be present together with IWMC2027, with logos on banners, and all other printed materials, and additionally in presentation during press conferences, talks, side events, conferences, etc.



# ICOMIA
# WORLD MARINAS CONFERENCE
## SHANGHAI 2027

Contact us today to discuss your Partnership with the **ICOMIA Marinas Conference 2027!**

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# See you in Shanghai