



# Become a Sponsor @ Destination Seaside!

boot Düsseldorf 2024  
Hall 13

Basis for  
Business

  
Messe  
Düsseldorf

# Destination Seaside 2023 – Hall 13





# Destination Seaside Sponsoring Options



Destination Day	Happy Hour	Happy Hour B2B	Hall Banner
<b>Presenting Sponsor Destination Seaside</b> <ul style="list-style-type: none"><li>• One whole day</li><li>• Stage Slots, Marketing videos on screen, Social Media postings and more</li><li>• Incl. Happy Hour Presenting (see 2.)</li></ul>	<b>Presenting Sponsor Happy Hour</b> <ul style="list-style-type: none"><li>• One evening, 4:30-6 pm</li><li>• Stage presentation, Cocktail presenting, raffles and more</li></ul>	<b>Individual Event Happy Hour B2B</b> <ul style="list-style-type: none"><li>• One evening, 5-6 pm</li><li>• Round Table, Cocktail presenting and more</li></ul>	<b>Extra large banner in Destination Seaside</b> <ul style="list-style-type: none"><li>• Advertising space for the complete duration of the fair</li><li>• 20 m x 3.5 m</li></ul>
€ 2,500 net	€ 900 net	€ 900 net	€ 9,500 net

# Destination Seaside – Destination Day



## **Presenting Sponsor of the Destination Seaside area in Hall 13 for one whole day:**

- e. g. “Destination Day Italy” or “Destination Day Maldives”
- Offer for 1 exhibitor or more (as partners in a joint promotion)
- Stage time of 60 minutes (6 x 10’ or 4 x 15’) on the booked day (depending on the number of partners)
- Social media postings on the boot Düsseldorf channels
- Integration on the main website [www.boot.de](http://www.boot.de)
- Incl. Happy Hour Presenting (see next slide)
- *Cross-marketing opportunity: plus 1 stage slots (10’) in the Dive Center (Hall 12) per partner*

We are happy to support you in planning and implementation on site.

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# Destination Seaside – Happy Hour



## **Presenting Sponsor of Happy Hour for one evening:**

- On one of the 9 fair days (Happy Hour daily 4:30-6pm)
- 20 min. company presentation on stage
- "Cocktail of the day" at Cocktail Bar next to the stage corresponding the destination (recipe can be provided or created by bartender; sold as special offer of the day)
- Visitor raffle / questions & answers game on stage with moderation of Destination Seaside host; prizes to be provided by exhibitor
- Videos and typical music supplied by exhibitor during Happy Hour
- Social media announcement on the boot Düsseldorf channels
- Branded display material in responsibility of exhibitor

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# Destination Seaside – Happy Hour B2B



## Individual Event: Happy Hour B2B

- On one of the 9 fair days (starting 5 pm)
- Round Table on stage with moderation of Destination Seaside host (max. 6 people)
- "Cocktail of the day" at Cocktail Bar next to the stage corresponding the destination (recipe can be provided or created by bartender; guest invitations/beverage costs in agreement with the bartender)
- Table reservation in service area close to the Cocktail Bar
- Videos and typical music supplied by exhibitor during Happy Hour
- Branded display material in responsibility of exhibitor

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# Destination Seaside – Hall Banner



## Extra large hall banner:

- Advertising space for the complete duration of the fair
- 20 m x 3.5 m
- Limited space availability
- Includes printing, storage for one year and installation
- Reusable banner
- Costs: first year € 9,500 net; from second year: € 6,000 net



Examples for large hall banner  
(as seen in Dive Center, 2023)



# Destination Seaside – Impressions 2023







Book now:

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