



IMPA²⁰¹⁸ LONDON

Maritime Procurement Event

IMPA LONDON 2018 SHOW REPORT

11 - 12 September 2018 | Queen Elizabeth II Conference Centre, London

IMPAEVENTS.COM

**im
pa** International
Marine
Purchasing
Association

IMPA LONDON 2018 SHOW REPORT



This year's event saw a few changes that will be built on for the coming years with the exhibition and conference. The conference format seemed to appeal to delegates and exhibitors alike, as it was designed to allow more time for delegates at the exhibition stands; this is something we know the exhibitors like. It also provided value in the concept of discussing current trends and issues in open forums.

We introduced the offer of free conference sessions for IMPA members, which proved very popular. We will continue to offer this in future years. Exhibitors were invited to participate in our Innovation Centre area, which was situated on the 3rd floor and again proved to be very popular for those that participated.

Non IMPA Supplier Members were charged an entrance fee to discourage from attending. All ship owning/managers (IMPA Member & Non IMPA Member) attended free of charge. Exhibitors were sent a dedicated link to invite their suppliers free of charge.

As organisers, we were delighted to see so much support from procurement professionals attending the show. Exhibitors, by putting on some great shows at their stands, complemented this.

This event has always been about attracting quality visitors and, unlike some of the massive shows, IMPA London maintains a small friendly feel that will always be protected by us as organisers. Next year, we will be building on the initiatives and looking to innovate the other events that run alongside the exhibition.

We thank all the exhibitors, visitors and delegates that keep making this event special in the industry – see you next year!

This post-show report is designed to highlight some of the key statistics and we hope that it will prove useful to you. Plans are already well under way for IMPA London 2019 which will be held on the 10th and 11th of September 2019. More than 90% of our exhibitors have rebooked for next year already. With that in mind, we would like to thank you all for your continued support. We are looking forward to improving and developing IMPA London in the future, so please do contact us with any feedback you may have and to discuss how you can get involved and gain the most from the next year's event.



Stephen



Will



Nicole



Karen



Sam



Amy



Natalie



Jasmine



Thank you for the wonderful event. This year exceeded our expectations. Our team was able to meet many key decision makers from ship owners and managers.

Tim van den Bekerom - Mare Supply & Services/Turkey



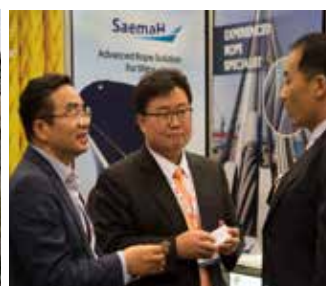
SOME OF THE SHIPPING COMPANIES THAT ATTENDED IMPA LONDON

- ACT Shipping
- ARKLOW SHIPPING
- Arklow Shipping
- ASP Ship Management Group
- Atlantic Bulk Carriers Management Ltd.
- AW SHIP MANAGEMENT
- BP Shipping
- Brazilian Naval Commission in Europe
- Carisbrooke Shipping
- Carnival UK
- City Cruises PLC
- CMA SHIPS
- DFDS A/S
- Director Sea Line Shipping
- Disney Cruise Lines
- EASTER PACIFIC SHIPPING
- EC SIGNS & GRAPHICS
- Estela Shipping
- Exmar Ship Management
- FLEET MANAGEMENT EUROPE LTD.
- FORTE TALANTIC MARITIME
- Helikon Shipping Enterprises Ltd
- HelikShip
- J Lauritzen
- John T. Essberger GmbH & Co. KG
- K Line LNG Shipping (UK) Limited
- KazMorTransFlot UK Ltd.
- Lomar Shipping
- LONDON SHIP MANAGERS LIMITED
- Marcas - Vships Management
- MDI Cruise Investment Group
- MOL LNG Europe
- MOL LNG Transport (Europe) Limited
- Mol Tankship Management
- MSC Cruise Management UK
- Northern Marine Ltd.
- Northern Marine Management
- NYK LNG Shipmanagement UK Ltd.
- Oldendorff Carriers GmbH & Co. KG
- Oman Shipping Company
- OSM Maritime Group
- OSM Ship Management Pte. Ltd.
- P&O Ferries
- Paccship UK Ltd.
- Pacific Carriers Limited
- Phoebe shipping
- RCL Cruises Ltd.
- Rederiet Stenersen AS
- Reederei NORD GmbH
- Rigel Ship Managment
- Royal Caribbean
- Seatrans Ship Management AS
- Sharp shipping Group
- Shell International Trading and Shipping Company
- Siem Shipping
- Siem Shipping (UK) Ltd.
- SMT SHIP MANAGEMENT AND TRANSPORT
- Stolt Tankers BV
- Swire Pacific
- Teekay Shipping
- The Japanese Shipowners' Association
- THE RITZ-CARLTON YACHT COLLECTION
- Thome Shipmanagement
- Ugland Marine Services AS
- UK Chamber of Shipping
- UNI TANKERS
- V.SHIPS
- Weco Shipping
- WILHELMSSEN SHIP Management
- WILLIAMS SHIPPING
- Wilmot Marine Services
- Wilson Ship Management AS

“Another great event!”
STUART RELF, LUKOIL

“Another useful
IMPA London

DOUGLAS INCH CULLEN METCALFE



THE SHOW ATTRACTED A HIGH LEVEL OF SENIOR BUYERS WITH JOB TITLES RANGING FROM:

Purchasing Director
Purchasing Manager
Head of Procurement
Senior Purchasing Officer
Assistant Purchasing Officer

Purchaser
Buyer
Technical Buyer
Fleet Technical Officer
Fleet Manager

Operations Manager
Technical Superintendent
Assistant Technical Superintendent
Deputy Fleet Manager

Marine Superintendent
Chief Engineer
Supply Chain Manager
Vessel Manager
Engineering Superintendent

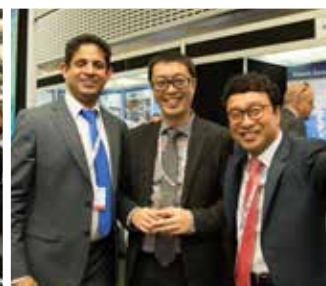
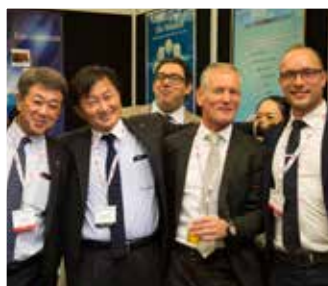
IMPA LONDON NOW ATTRACTS A WIDE RANGE OF SPECIALIST SERVICE COMPANIES IN FIELDS SUCH AS:

Ship Supply/Chandlery
Logistics
Cordage/Ropes
Cables
Signage
Interiors
Carpets
Leisure Equipment
Bonded Stores
Water treatment

Electronic Charts
Navigation Equipment
Instrumentation
Medical Supplies
Marine Chemicals
Gas detection
Safety Equipment
Life Saving Equipment
Marine Travel
Port Agency Services

Books
Catering
Turbochargers
Engines
Spare parts
Lubricants
Coatings
Sealants
Engine parts
Deck Machinery

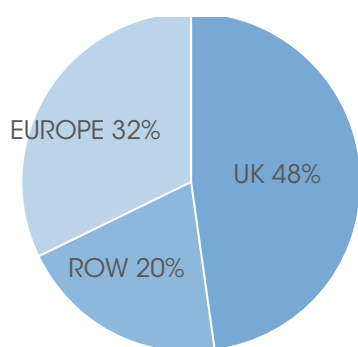
Boilers
Offshore Supply
Mechanical Equipment
Anti Corrosion products
Ship Yards
Communications
Legal
Marine Valves
Drug testing
E-procurement



EXHIBITOR SUMMARY

- The exhibition covered the whole of the 3rd floor at the QEII Conference Centre with stands from 2sqm – 32sqm
- The exhibition floor plan was sold out
- In total there were 150 companies exhibiting
- Exhibitors came from over 30 countries including: Australia, China, Denmark, Egypt, Germany, India, Japan, Singapore, South Africa, South Korea, UAE, UK & USA

ATTENDEES BY REGION: VISITORS FROM COUNTRIES SUCH AS:




Australia, Brazil, China, Cuba, Denmark, Germany, Greece, Italy, Netherlands, Norway, Singapore, Spain, Sweden, Turkey, UAE, UK and USA.



Press and Media were invited and leading journals such as Lloyd's List, IHS, Fairplay and Marine trader all sent press representatives to report on the show.

EXHIBITOR BENEFITS

- Free Company profile page in Event Guide
- Listing on IMPALondon.com - hyperlink to company website
- Access to choice of conference sessions
- Exhibitor Party - free to attend 2018 event held at Sticky Fingers, Kensington

 *Thanks for the great organisation and support as usual*

STUART FULLER, TOTAL LUBMARINE



After many years visiting IMPA we finally took the plunge and booked ourselves a spot. We were really overwhelmed with the amount of genuine hot leads for our products sending out quotations on the days following the show. It was also great to put faces to names of customers and industry professionals alike that we have dealt with for years. IMPA has a great community feel with great comradery and industry knowledge picked up from all areas. The show was buzzing from open to close and we will certainly be back next year!

MATT NUDD SHIP SHAPE IMO

THE VISITOR CAMPAIGN

IMPA London 2018 was promoted globally, with a strategic marketing plan reaching over 91 countries in a multitude of ways.

Our plan was to increase interaction and engagement between IMPA and a wider audience via email, online and print content, and social media. The goal was to achieve this via engaging conversation, content marketing, and social media advertising.

THE VISITOR PROMOTION INCLUDED:



- Direct mail with hard copy brochures
- Increased Email marketing with regular updates and news about the show
- Content marketing via a dedicated website
- Social media campaigns on Twitter, Facebook and LinkedIn.
- Design of IMPA London exhibitor invitations and email signature logos
- Strategic advertising, brochure inserts and editorial
- Personal hard copy invitations sent to ship owners/Managers
- Telemarketing support to pre-register VIP conference delegates and visitors
- Maritime industry supporting organisations with distribution of show information to their membership bases

SOCIAL MEDIA & EMAIL MARKETING:

IMPA continues to make waves on social media, with all channels increasing in followers and likes. Raising awareness for IMPA London via social media is improving year-on-year, however the strategy is always ongoing.

Twitter

During the IMPA London week, we increased our total impressions (people viewing tweets) on last year by 67.27%. The number of times users have interacted with IMPA's tweets has increased by 6.64% compared to last year's IMPA London week. The number of retweets has increased by 250%. Overall, engagement has increased this year and we received quality mentions from show exhibitors.

Facebook

Daily impressions (people viewing the page and posts) grew by 6067 compared to the week before the IMPA London one, while the number of engaged users has gone up by 4% compared to IMPA London 2017. Shares and likes have increased too compared to last year's.

LinkedIn

Traffic on the page during the IMPA London week has increased by 12.5% compared to the period of 28 days preceding the event, while the post summing up the IMPA London event has received double the likes and engagement of any other post on the page.

Email Marketing

At the end of the IMPA London campaign, we managed to achieve our highest email click rates ever, with an overall increase in people clicking on our email content of 67%. This highlights the fact that 2018 has seen an excellent improvement in the amount of people engaging with our email content. Unsubscription rates also went down overall, decreased by 63% since 2012.

