IBIA

ANNUAL CONVENTION

New York

NEW YORK CITY | 10 - 12 NOVEMBER 2026
NEW YORK MARRIOTT DOWNTOWN

SPONSORSHIP OPPORTUNITIES



For further details please visit www.ibia.net | email ibia@ibia.net

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IBIA Annual Convention 2026 Sponsorship Opportunities

Executive Overview

The IBIA Annual Convention 2026 will bring the global marine fuels and maritime energy community to New York City for three days of high-level discussion, insight, and connection.

As IBIA's flagship event, this year taking place in the Americas, the Convention convenes senior decision-makers from across the fuel supply chain, shipping, finance, regulation, and technology. With a focused conference programme and carefully curated networking environment, the event is designed to facilitate meaningful engagement and commercial opportunity.

Sponsorship offers a strategic platform to align your organisation with IBIA – The International Bunker Industry Association – and position your brand at the centre of industry dialogue at a pivotal time of transition.

Convention Dates

10 - 12 November 2026

Core Programme

- IBIA Training Day (separate registration required; limited to 30 participants to ensure a focused, highly interactive learning environment)
- Two-day conference (one full day and one half day)

Programme Highlights

Conference Day One

- Opening Addresses and Keynotes
- Leadership and Market Outlook Discussions
- Panels: Bunker Buyers, Bunker Sellers, Quality & Quantity

Conference Day Two

- Regulatory Updates and Decarbonisation Policy, including Key Regional Regulatory Developments
- Regional Market Insights (Focussed sessions on North and South Americas)
- Alternative Fuels

Premier Networking Events:

- Cocktail Reception: Classic NYC style food and drinks in a relaxed setting, perfect for easy networking
- Convention Dinner: An unforgettable evening cruise, dining under the stars with iconic city views of the New York skyline

All networking events are included as part of the IBIA Annual Convention delegate and sponsor benefits and are not available for separate purchase. As a key element of the Convention programme, these events provide delegates and sponsors with valuable opportunities to connect with industry peers, stakeholders, and key decision-makers in an informal and engaging setting.

Audience Profile

The Convention attracts a global audience of senior professionals, including:

- C-suite executives and senior leadership
- Bunker suppliers, traders, and buyers
- Shipowners and operators
- Regulators, port authorities, and policymakers
- Sustainability, technical, and compliance leaders
- Energy, technology, and fuel solution providers
- Financial, legal, and insurance specialists

Why Sponsor

- Targeted access to a global, decision-making audience
- Brand alignment with IBIA as the global industry voice
- High-quality networking environments designed for business engagement
- Opportunities to contribute to and shape industry dialogue

Standard Sponsor Benefits

All sponsors receive the following standard benefits:

Pre-Convention

- Inclusion in targeted email marketing campaigns
- Logo visibility across promotional announcements
- Prominent recognition on the official IBIA Convention Event pages within the IBIA website

During Convention

- Branding across digital screens and event materials
- Recognition within the Convention environment

Post-Convention

- Inclusion in post-event communications and reporting
- Visibility in IBIA media outreach

Sponsorship Packages

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Diamond Sponsor:

Convention Dinner Sponsor .....USD 30,000
(Exclusive: One opportunity available)

As the principal sponsor of the Convention Dinner, your organisation will receive premium positioning throughout one of the most memorable elements of the IBIA Annual Convention: an evening cruise, dining against the iconic New York skyline.

Benefits include:

- Recognition as the Convention Dinner Presenting Partner
- Primary branding throughout the Convention Dinner
- Naming association with the Dinner across relevant communications
- Six complimentary Convention delegate passes
- Opportunity to deliver brief welcome remarks at the Dinner
- Full-page advertisement in the Convention brochure
- Full-page complimentary advertisement in World Bunkering
- Distribution of approved promotional materials
- Premium recognition across Convention communications and digital screens

Supporting Sponsor:

Convention Dinner.....USD 7,500
(Limited to two opportunities)

Position your organisation alongside one of the Convention's principal networking occasions. Convention Dinner Event Partners will receive valuable brand visibility within the Dinner environment and across relevant event communications.

Benefits include:

- Recognition as a Convention Dinner Event Partner
- Secondary branding within the Convention Dinner environment
- Logo inclusion in relevant Dinner communications and materials
- One complimentary Convention delegate pass
- Full-page advertisement in the Convention brochure
- Distribution of approved promotional materials
- Recognition across Convention sponsor communications and digital screens
- Fifteen per cent sponsor discount on advertising in the relevant edition of World Bunkering

Platinum Sponsor:

Welcome Reception Sponsor.....USD 25,000
(Exclusive: One opportunity available) **SOLD**

As the principal sponsor of the Welcome Reception, your organisation will be prominently positioned at the first official networking occasion of the IBIA Annual Convention, bringing delegates together at the start of the event.

Benefits include:

- Recognition as the Welcome Reception Presenting Partner
- Primary branding throughout the Welcome Reception
- Naming association with the Reception across relevant communications
- Four complimentary Convention delegate passes
- Opportunity to deliver brief welcome remarks at the Reception
- Full-page advertisement in the Convention brochure
- Full-page complimentary advertisement in World Bunkering
- Distribution of approved promotional materials
- Prominent recognition across Convention communications and digital screens

Supporting Sponsor:

Welcome Reception.....USD 7,500
(Limited to two opportunities) - One option left

Align your organisation with the opening networking event of the IBIA Annual Convention. Welcome Reception Event Partners will receive focused visibility as delegates come together at the beginning of the Convention.

Benefits include:

- Recognition as a Welcome Reception Event Partner
- Secondary branding within the Welcome Reception environment
- Logo inclusion in relevant Reception communications and materials
- One complimentary Convention delegate pass
- Full-page advertisement in the Convention brochure
- Distribution of approved promotional materials
- Recognition across Convention sponsor communications and digital screens
- Fifteen per cent sponsor discount on advertising in the relevant edition of World Bunkering

Gold Sponsor .....USD 25,000
Day Two SOLD

Networking Lunch Sponsor

As a Gold Sponsor, your organisation will receive prominent exposure throughout the Convention, with strong brand association to IBIA's values of excellence and collaboration.

Position your brand at the centre of one of the Convention's key networking moments, bringing delegates together for focused engagement and discussion.

- Exclusive sponsorship of the Networking Lunch
- Prominent branding across the lunch environment
- Opportunity to deliver brief remarks
- Four (4) delegate passes
- Full-page advertisement in the Convention brochure
- Full-page complimentary advertisement in *World Bunkering Q3*
- Promotional materials distribution

Silver Sponsor .....USD 10,000
(Limited Opportunities)

Networking Lunch Co-Sponsored (two opportunities) SOLD

As a Silver Sponsor, your organisation will receive prominent exposure throughout the Convention, with strong brand association to IBIA's values of excellence and collaboration. Position your brand at the centre of one of the Convention's key networking moments, bringing delegates together for focused engagement and discussion.

- Exclusive sponsorship of the Networking Lunch
- Prominent branding across the lunch environment
- Opportunity to deliver brief remarks
- Two (2) delegate passes
- Full-page advertisement in the Convention brochure
- Full-page complimentary advertisement in *World Bunkering Q3*
- Promotional materials distribution

Networking coffee break sponsor

As a Silver Sponsor, your organisation will benefit from valuable visibility across the Convention, with brand positioning aligned to IBIA's commitment to excellence and collaboration. You will be recognised as the sponsor of one of the five networking coffee breaks, placing your brand at the centre of these key informal engagement moments.

- Networking Coffee breaks
  - Welcome on Day One **SOLD**
  - Morning **SOLD**
  - Afternoon **SOLD**
  - Welcome on Day Two **SOLD**
  - Morning **SOLD**
- Two (2) delegate passes
- Full-page advertisement in the Convention brochure
- Promotional materials distribution
- Event-wide brand recognition

Silver Sponsor: Services Showcase
(Limited to four opportunities)

The Services Showcase provides technology companies and specialist service providers with a professional platform to present their solutions and engage directly with decision-makers from across the marine energy value chain.

The opportunity is suitable for maritime technology, data, digitalisation, weather routing, compliance, testing, inspection, consultancy, legal, financial, insurance and other specialist service providers active in the sector.

Benefits include:

- One branded showcase table in the designated Services Showcase area
- One television screen or monitor for displaying approved company content
- Access to a power supply, subject to venue arrangements
- Two complimentary Convention delegate passes, including access to the networking events
- Full-page advertisement in the Convention brochure
- Company profile and link on the Convention event page
- Recognition as a Silver Sponsor
- Inclusion in a dedicated pre-Convention communication introducing the participating showcase companies
- Logo visibility across Convention sponsor communications and digital screens
- Distribution of approved promotional materials from the showcase table
- Fifteen per cent sponsor discount on advertising in the relevant edition of World Bunkering

Silver Sponsor: Convention Wi-Fi
(Exclusive: One opportunity available)

Keep delegates connected throughout the IBIA Annual Convention through exclusive sponsorship of the event Wi-Fi. This opportunity provides repeated brand visibility through an essential service used by delegates throughout the Convention.

Benefits include:

- Exclusive recognition as the Convention Wi-Fi Sponsor
- Sponsor branding displayed alongside Wi-Fi access information throughout the venue
- Logo inclusion on Wi-Fi instruction cards, digital screens and relevant delegate communications
- Opportunity to use an approved branded Wi-Fi password, subject to venue capabilities
- Branding on the Wi-Fi landing page, where technically available
- Two complimentary Convention delegate passes
- Full-page advertisement in the Convention brochure
- Distribution of approved promotional materials
- Event-wide brand recognition across Convention platforms
- Inclusion in pre-Convention and post-Convention sponsor communications
- Fifteen per cent sponsor discount on advertising in the relevant edition of World Bunkering

Bronze Sponsor – USD 5,500

As a Bronze Sponsor, your organisation will enjoy consistent brand recognition across all Convention media and digital platforms. This entry-level sponsorship ensures your brand remains visible throughout the event, reinforcing alignment with IBIA's values of excellence and collaboration.

- One (1) delegate pass
- Full-page advertisement in the Convention brochure
- Recognition across Convention platforms

Exclusive Advertising Discount for Sponsors

As a valued sponsor, you will receive a 15% discount on all advertising in IBIA's official magazine, *World Bunkering (Q4 edition)*. This special edition will be circulated at the IBIA Annual Convention, offering prime visibility to industry stakeholders.

Sponsorship & World Bunkering Enquiries

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