



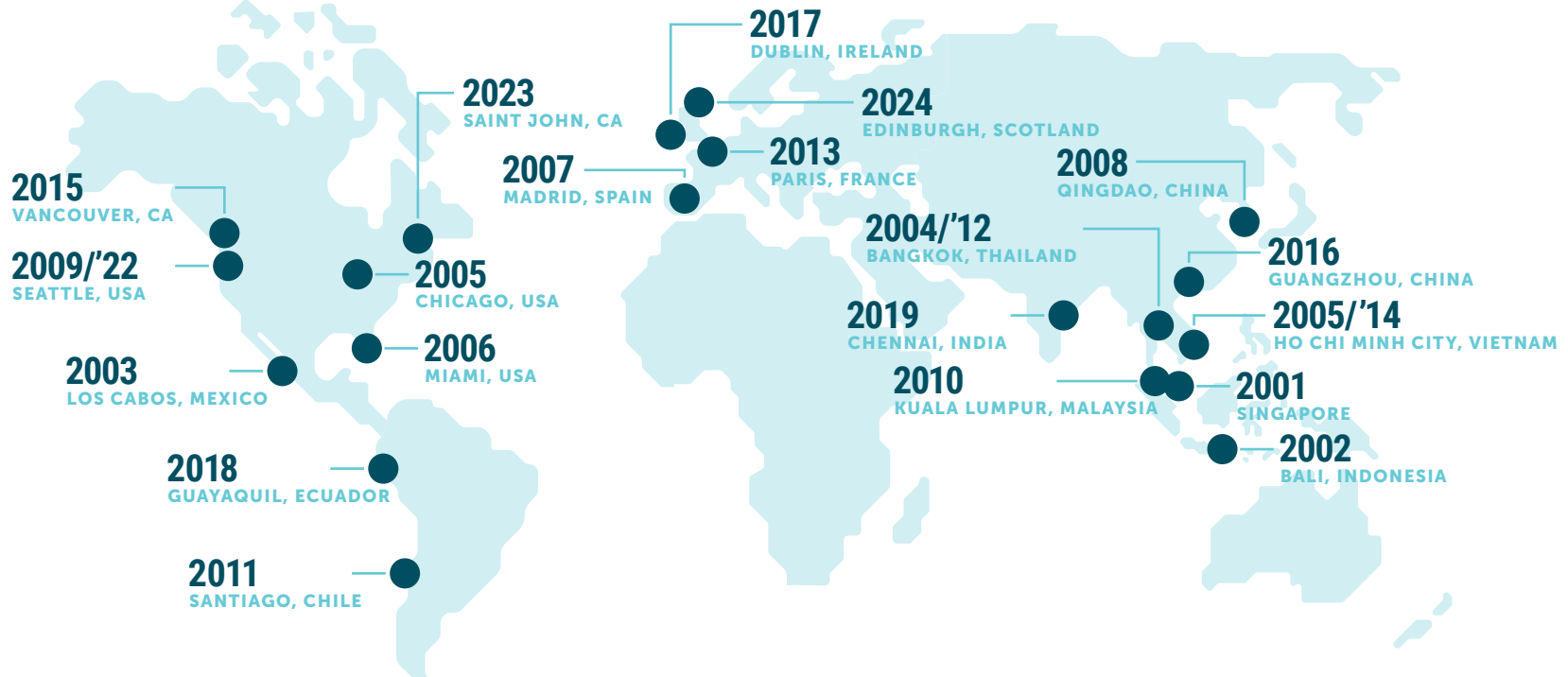
Sponsorship & Advertising

Media & Events Kit

2023

ENGAGEMENT

Event: Responsible Seafood Summit



Attendance 2022

350

Attendee Profile

40% - Producer

30% - Supplier

15% - Buyer

5% - Government, Institutional

10% - Other (NGO, Academia, Finance)



ENGAGEMENT

Magazine: *Responsible Seafood Advocate*

3

Consecutive years with
1 million-plus Unique Page Views (UPVs)

4:32

Average time on page in 2022
(average for B2B websites is 1:37)

100K

UPVs per month in 2022

12K

“Engaged” weekly email newsletter recipients

1.1M

Sessions per year

16%

Average open rate for weekly email newsletter

Editor’s Note

Monthly commentary and curated content for
newsletter subscribers only

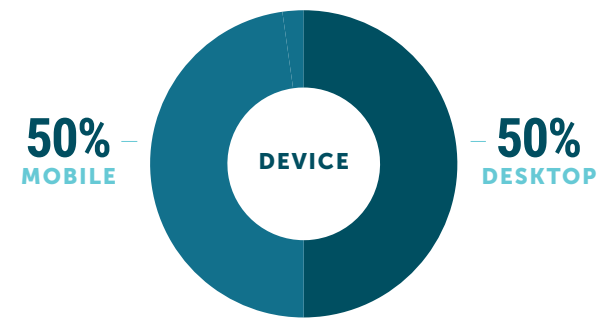
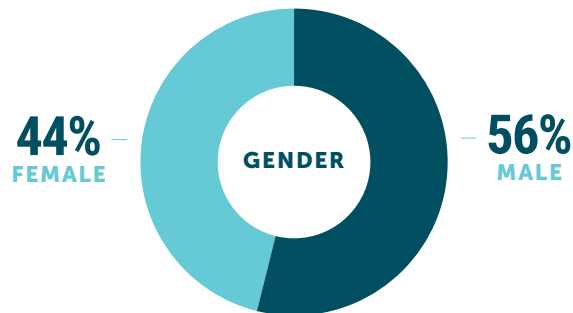
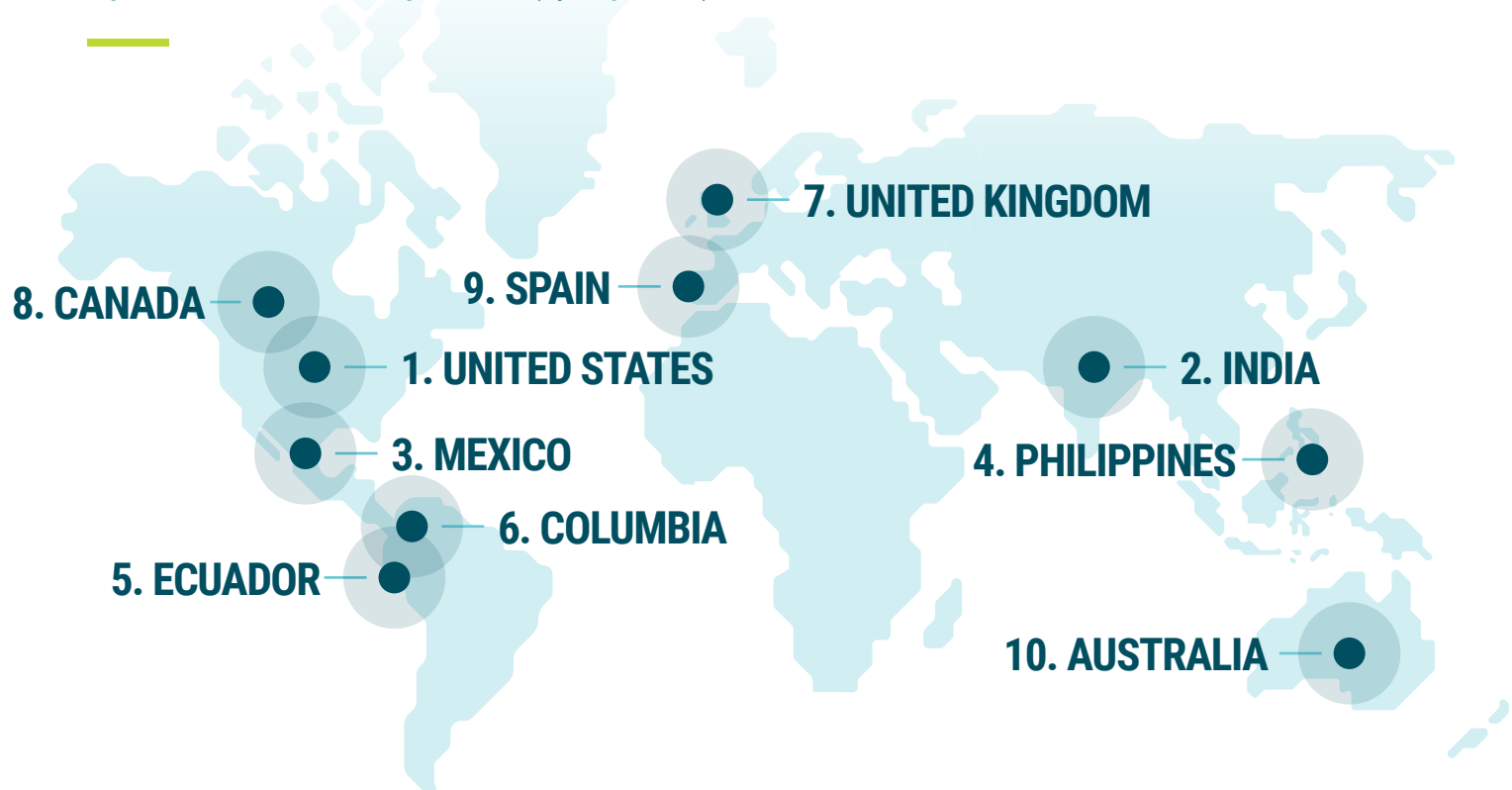
Articulos en Español

Spanish articles are a top traffic driver to the site

ENGAGEMENT

Advocate Demographics

Top 10 Advocate Readership Markets (By Pageviews)



ENGAGEMENT

Podcast: Aquademia

100K

Number of downloads all time
(through December 2022)

54

Number of countries represented by listeners

177

Number of episodes all time

140

Number of guests all time

8K

Number of minutes of content
released all time

2K

Number of minutes of content released in 2022

OUR PARTNERS

Testimonials from Sponsors and Advertisers



"Choice Canning Co. has been a key player in the seafood industry for over 70 years. As an organization we have constantly tried to find ways to make our business more efficient and sustainable each step of the way. Partnering with the Global Seafood Alliance as the platinum sponsor of its signature event in 2022 has been a game changer for us at Choice. The mutual learning leading up to the event and the immeasurable success that followed have been invaluable. As an organization that pursues and practices sustainability in seafood, our association with GSA has resulted in umpteen opportunities that continue to knock on our door even after the event. GSA's incredible team made the partnership and process seamless, while illuminating a clear path to the future."

- THOMAS JOSE, CHOICE CANNING CO.



"Congratulations once again for organizing an exceptionally good conference. It was well organized, featured a fantastic speaker lineup and provided plenty of opportunities for networking through the GSA Connect event."

- PHILLIPS THOMAS, PENVER PRODUCTS



"The U.S. Soybean Export Council is a proud supporter of the Global Seafood Alliance and its signature event. The aquaculture sector is making an impact on nutrition and food security, the environment and livelihoods globally. With a growing global population, increasing urbanization and expanded consumer interest in health, there is a driving demand for sustainable protein. This puts aquaculture and soybeans at the center of the opportunity to have a significant net positive impact."

- JIM SUTTER, U.S. SOYBEAN EXPORT COUNCIL

OUR PARTNERS

Our Partners



EVENT SPONSORSHIP

Summit Sponsorship



Benefits

Bronze | \$10,000 Includes all benefits

- » Logo placement on conference webpage
- » Logo placement on conference platform, which houses virtual and hybrid events
- » Logo placement in all conference presentations
- » Logo placement in all conference emails
- » Social media (5 posts across GSA's social media channels)
- » Corporate profile on conference platform, with ability to share sales collateral
- » Logo placement in conference venue
- » Literature and/or gift placement in delegate bags
- » Complimentary registration (2)

Silver | \$20,000 One benefit per sponsor

- ☐ Sponsor of a breakfast
- ☐ Sponsor of all morning breaks
- ☐ Sponsor of hotel key cards
- ☐ Sponsor wellness/sanitation stations
- ☐ Sponsor stationary items, placed on ballroom tables
- ☐ Sponsorship of Responsible Aquaculture Innovation Award + Reception
- ☐ Sponsorship of Responsible Fisheries Innovation Award + Reception
- ☐ Sponsor attendance of a farmer, fisher or student (2)
- ☒ Complimentary registration (3)

Gold | \$30,000 One benefit per sponsor

- ☐ Sponsorship of a lunch
- ☐ Sponsor online file sharing and audience polling and Q&A tool
- ☐ Sponsor branded care package, delivered to guest rooms
- ☐ Sponsor of charging stations
- ☐ Sponsor of lanyard
- ☐ Sponsor of delegate bag
- ☐ Sponsor live stream of in-person event (access to all)
- ☐ Sponsor airport and field trip transportation
- ☒ Access to the Connect matchmaking activity (see page 9)
- ☒ Complimentary registration (4)

Platinum | \$45,000 One benefit per sponsor

- ☐ Sponsorship of opening reception
- ☒ Access to the Connect matchmaking activity (see page 9)
- ☒ Complimentary registration (4+)

Super Platinum | \$60,000 One benefit per sponsor

- ☐ Sponsorship of a gala-style reception
- ☒ Access to the Connect matchmaking activity (see page 9)
- ☒ Complimentary registration (5+)

EVENT SPONSORSHIP

Summit Connect

Introduced in 2022, Connect does exactly what the name suggests – connects seafood buyers and suppliers in a matchmaking exercise that allows each side to exchange business information in a structured, efficient manner.

This two-day exercise provides suppliers with the opportunity to present to all buyers and meet with buyers individually. Following these presentations and meetings, buyers are asked to identify a few suppliers that they would prefer to meet with the following day, for more in-depth discussions. Food and drink are served.



Who Attended Connect in 2022?

Buyers:

Bloomin' Brands
Food Lion
Giant Eagle
Hannaford
Harvest Sherwood
Hello Fresh
Maruha Nichiro
Sysco
Topco
US Foods

Suppliers:

BluGlacier
Choice Canning
Devi Fisheries
Devi Seafoods
Jana Fish
Open Blue
Pacific Coral
Penver Products
Piemonte Foods
Sandhya Aqua
Seafood Scotland
Sunnyvale Seafood
Suram Trading

Cost of Entry:

Buyers:	Free, plus registration fee waived
Suppliers:	\$3,000

EVENT INFORMATION

Summit Registration



Responsible Seafood Summit

REGISTRATION FEE SCHEDULE

	EARLY May 1 - June 30	REGULAR July 1 - Sept. 9	LATE Sept. 10 - Oct. 2
<ul style="list-style-type: none"> GSA Corporate Members In-Country NGO Academia Government 	Program + Receptions \$795	\$1,295	\$1,795
	Program + Receptions + Field Trips \$995	\$1,495	\$1,995
<ul style="list-style-type: none"> GSA Individual and Small Business Members Companies with Best Aquaculture Practices and Best Seafood Practices Certified Facilities 	Program + Receptions \$1,095	\$1,595	\$2,095
	Program + Receptions + Field Trips \$1,295	\$1,795	\$2,295
<ul style="list-style-type: none"> GSA Non-Members 	Program + Receptions \$1,295	\$1,795	\$2,295
	Program + Receptions + Field Trips \$1,495	\$1,995	\$2,495



Media & Events Kit

2023

Engagement >

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Contact >

Questions about
sponsorship or advertising?

Email Us

EVENT INFORMATION

Saint John

NEW BRUNSWICK



Delta Saint John, October 2-5, 2023

The Responsible Seafood Summit is the largest international seafood business conference of its kind. For 23 years, the Summit, formerly GOAL, has acted as a pre-competitive platform for knowledge sharing and collaboration amongst the world's seafood thought leaders. The audience is diverse, with up to 500 delegates representing up to 30 countries and all segments of the seafood value chain, both wild and farmed.

No two Responsible Seafood Summits are the same! The event has been held in 19 cities on four continents since 2001. Each Summit is unique, embracing the identity and culture of the host country while providing an entertaining, casual atmosphere for seafood professionals to network and socialize through offsite receptions and dinners as well as field trips to production facilities.

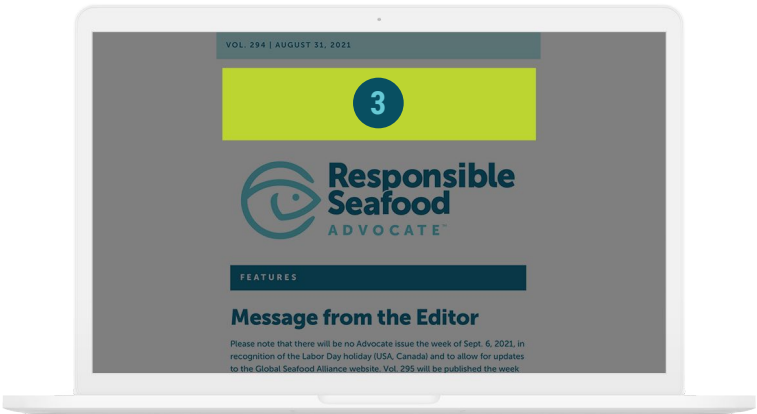
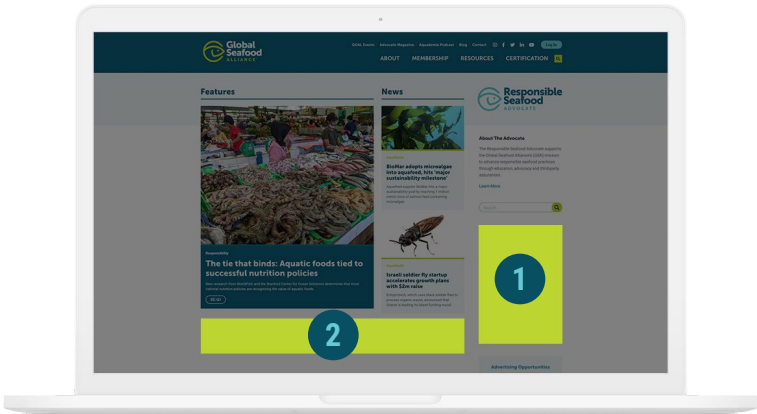
The 22nd edition of the Responsible Seafood Summit will be held at the Delta Hotel in Saint John, New Brunswick, Canada, from Oct. 2 to 5, 2022.



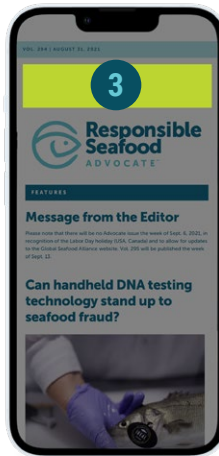
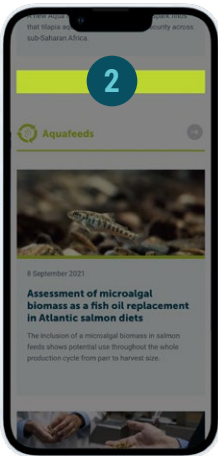
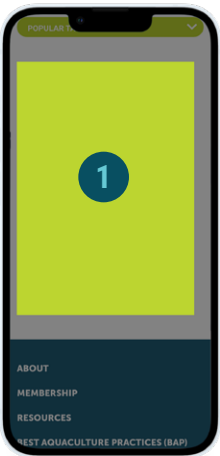
ADVERTISING

Advocate Advertising

Desktop Ad Placements



Mobile Ad Placements



Ad Specs & Rates

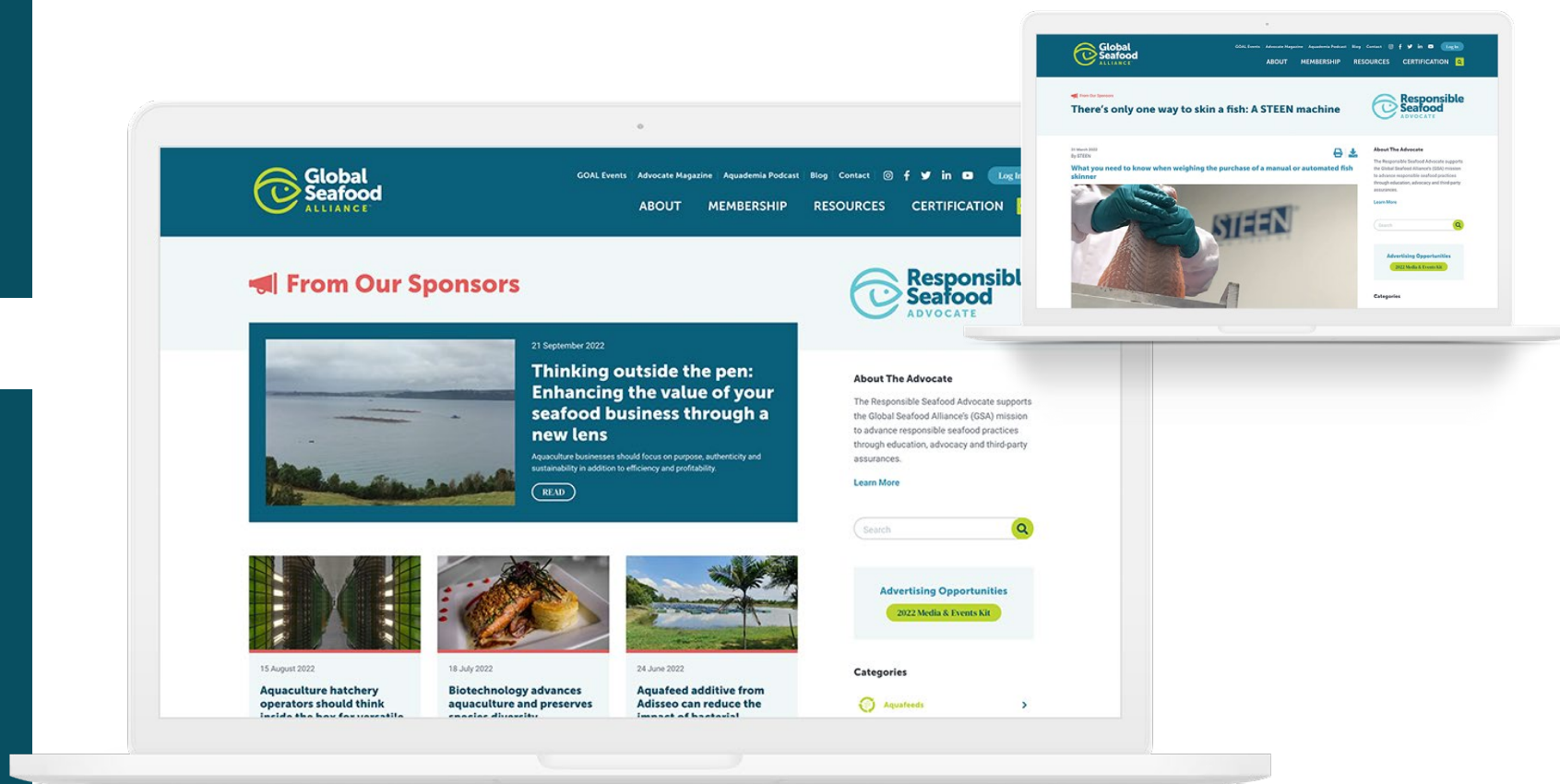
1	2	3
WEBSITE SKYSCRAPER	WEBSITE BANNER	NEWSLETTER BANNER
350 X 500 pixels .jpeg/.png/.gif	1050 X 125 pixels .jpeg/.png/.gif	600 X 150 pixels .jpeg/.png/.gif
\$50/CPM (per 1,000 impressions) (advertiser to provide artwork; Advocate can create artwork for a \$500 fee)		\$500/week (includes six banner ads across two newsletters)

ADVERTISING

Advocate Advertising

Sponsored Content & Targeted Emails

Let us help you tell your story and engage your buyers through custom-content solutions.



ADVERTISING

Advocate Advertising

Tiers & Rates

01 | One-off Article \$1,250

Do you prefer to lead story development from start to finish? This tier is for you. You write the article in-house and our editorial team touches up the final product. This tier includes:

- Search engine optimization
- Backlinks
- Story appears on home page for minimum of 10 days
- One newsletter placement

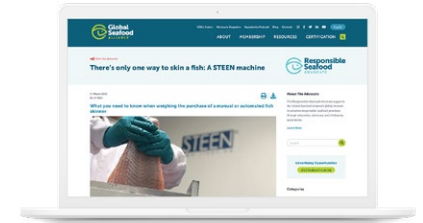
02 | Targeted Emails \$1,500

Are you looking to reach our audience of 12,000 “engaged” weekly email newsletter recipients? Work with us to create a targeted email featuring your content. Limit to one per month.

03 | Custom-Content Campaign \$10,000

Are you looking for guided storytelling combined with robust content strategy? This tier is for you. You bring your ideas. We manage the production. This tier includes:

- Development of up to four articles in 12 months
- Two discovery sessions with our editorial team
- Editorial team takes lead on commissioning writers, conducting interviews with client, fact checking and story production
- Robust keyword research and integration
- Story appears on home page for minimum of 30 days
- One newsletter placement
- Desktop and mobile ad placements (100,000 impressions)
- Five social media posts
- Backlinks



ADVERTISING

Aquademia Advertising



Podcast Reads

Hosted by Global Seafood Alliance's Shaun O'Loughlin, Justin Grant and Maddie Cassidy, Aquademia is your go-to podcast for a fresh take on all things seafood. Each weekly episode features interviews with professionals from all facets of the seafood world and is streamed by thousands of listeners all over the globe.

Podcast Content Categories

- Career Pathways
- Seafood Innovations
- Country Spotlight
- Species Spotlight
- Event Focus

VISIT WEBSITE

Rates & Specs

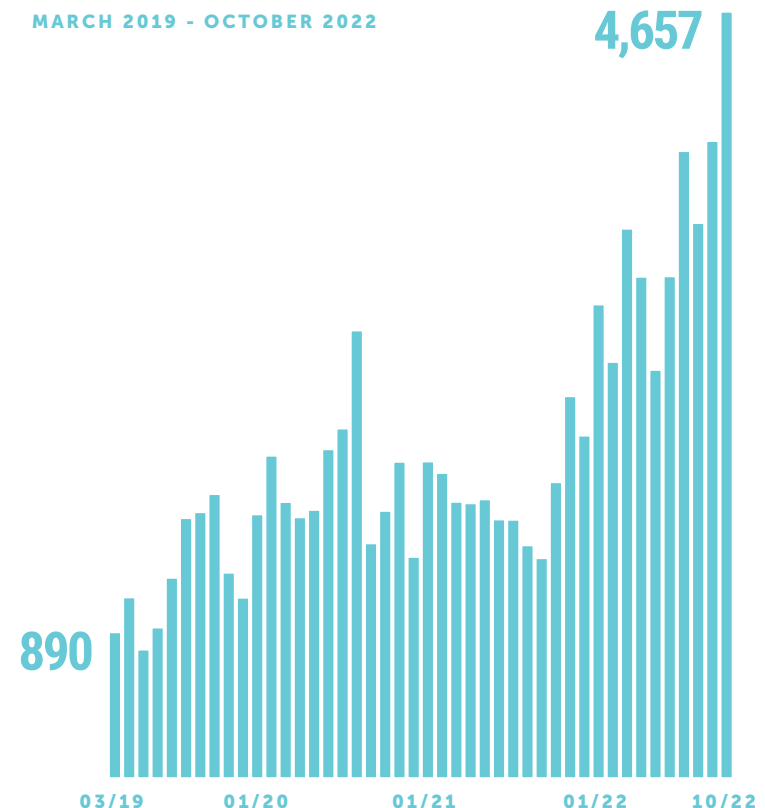
RATES

\$1,000 per episode

\$3,000 per month (four episodes)

DOWNLOADS BY MONTH

MARCH 2019 - OCTOBER 2022



SPECS

30-second read of sponsor's message in the middle of the episode, plus a mention at the beginning and end of the episode

REACH & CONTACT

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