



ARACON 2026

Annual review: does the bunker industry need to do business better – or differently?

22 - 23 October 2026

Hilton Rotterdam Hotel | Netherlands

Sponsorship opportunities



ARACON 2026

2025 was a tough year for the bunker sector but 2026 has already brought a new set of complicated problems to the table. As always, ARACON will provide sharp insights on regulation, fuel quality, technology, AI and commercial practices, and this year it will ask if the industry needs to undertake a 'root and branch' evaluation of its business model and structures in order to adapt to a world where geopolitical, energy supply and trade uncertainties are increasingly the norm – and energy transition pathways are perhaps becoming more difficult to follow.

The conference combines expert keynotes, interactive panel sessions, case studies and networking opportunities, alongside an exhibition space showcasing solutions and services supporting the sector's transition.

Delegate Rates

22 - 23 October 2026

Conference Super Early Bird Pass

£795 (ends 30 June 2026)

Conference Standard Pass

£1,395

Conference Early Bird Pass

£1,095 (ends 30 August 2026)

Vessel Owner Pass:

£245

Premium members remember to log in to access your 10% delegate discount.

[REGISTER HERE](#)

Participants will have the opportunity to hear expert opinions and views from the bunker suppliers and buyers, traders and brokers, regulators, maritime lawyers and shipping analysts.

Delegate pass will include:

Conference entrance, networking events (coffee/tea breaks, lunches and evening receptions) and any tours. All training is in addition to the delegate rate.

Group rates available:

Remember to ask about the special rates for multiple delegates from the same company.



Past Event Attendance

At ARACON 2025, discussions focused on how the bunker sector could make the right choices to adapt effectively to new commercial, operational, and regulatory imperatives. By staying informed about market dynamics and pressures, marine fuel companies were better prepared for both business headwinds and emerging opportunities.

Speakers in Rotterdam examined the key factors driving the global and ARA markets, exploring how all parts of the marine fuel supply chain were responding to change — from the energy transition and demand for greater transparency to the need for stronger liquidity and risk management in a rising-cost environment.

222

DELEGATES
ATTENDED

31

EXPERT
SPEAKERS

132

COMPANIES
ATTENDED

16

COMPANIES
SPONSORED

28

COUNTRIES
ATTENDED

Information on ARACON 2026 conference agenda and speaker line-up can be found here: ship.energy/aracon

Diamond

£15,950

Becoming a Diamond Sponsor puts your brand centre stage where it matters most. This flagship package gives you exclusive ownership of the Evening Reception, the key networking moment of the event, with standout branding, a dedicated speaking slot, and direct access to senior decision makers.

Position your business as a market leader, build high value connections, and leave a lasting impression on an audience that matters.

- **Exclusive Sponsorship:** Sole sponsor of the Evening Reception
- **Prominent Branding:** Custom totems displayed throughout the evening
- **Speaking Opportunity:** Deliver a short speech at the start of the reception
- **Conference Sponsorship:** Sponsorship of the conference water
- **Delegate Passes:** 5 complimentary delegate passes, with a 50% discount on an additional 5 passes
- **Exhibition Stand:** Showcase your products and services
- **Conference Contribution:** Opportunity to speak on the conference programme
- **Advertising:** Full-page advert in a ship.energy magazine edition of your choice
- **Media Exposure:** Editorial and podcast opportunities to share industry news and press releases through our ship.energy platforms
- **Promotion:** 4 dedicated social media posts, including sponsorship announcement, and 2 dedicated e-shots
- **Top-Level Visibility:** Your logo will be displayed at top-level position on event e-campaigns and digital screens throughout the event
- **Online Presence:** Logo prominently displayed on the event website with a link to your company's website
- **Promotional Material Distribution:** Opportunity to distribute promotional material during the conference





Platinum

£12,950

Becoming a Platinum Sponsor positions your brand at the very start of the delegate journey. As the exclusive sponsor of the Welcome Reception, you will own that all important first impression, with prominent bespoke branding and the opportunity to deliver a toast to the room.

Set the tone for the entire event, engage with key decision makers from the outset, and ensure your brand is front of mind from the very first moment.

- **Exclusive Sponsorship:** Sole sponsorship of the Welcome Reception
- **Prominent Branding:** Branded custom totems displayed during the evening
- **Special Recognition:** Opportunity to offer a toast at the start of the reception
- **Delegate Passes:** 4 complimentary delegate passes with a 50% discount on 4 additional passes
- **Exhibition Stand:** Showcase your products and services
- **Speaker Opportunity:** Contribute to the conference programme as a speaker
- **Advertising:** Full-page advert in a ship.energy magazine edition of your choice
- **Media Exposure:** Editorial and podcast opportunities to share industry news and press releases through our ship.energy platforms
- **Promotion:** 3 dedicated social media posts, including sponsorship announcement, and 2 dedicated e-shots
- **High-Level Visibility:** Your logo will be displayed at a high-level position on event e-campaigns and digital screens throughout the event
- **Online Presence:** Logo on the event website with a direct link to your company's website
- **Promotional Material:** Distribute promotional material during the conference



Gold £9,950

Opting for the Gold Sponsorship package is a smart way to elevate your brand's presence and engagement. As the exclusive sponsor of a key networking lunch, you will benefit from strong mid-level branding placements and meaningful face to face interaction with delegates.

Put your brand at the centre of conversation, build valuable connections, and position your business in front of the industry professionals who matter most.

- **Exclusive Sponsorship:** Sponsorship of a networking lunch
- **Delegate Passes:** 3 complimentary delegate passes with a 50% discount on 3 additional passes
- **Exhibition Stand:** Showcase your products and services
- **Speaker Opportunity:** Contribute to the conference programme as a speaker
- **Advertising:** Half-page advert in a ship.energy magazine edition of your choice
- **Media Exposure:** Editorial and podcast opportunities to share industry news and press releases through our ship.energy platforms
- **Promotion:** 2 dedicated social media posts, including sponsorship announcement, and 2 dedicated e-shots
- **Mid-Level Visibility:** Mid-level position of your logo on event e-campaigns & on digital screens throughout the event
- **Online Presence:** Logo on the event website with a direct link to your company's website
- **Promotional Material:** Opportunity to distribute promotional material during the sponsored networking lunch

Silver

£6,950

The Silver Sponsorship package is a strong way to boost your brand's visibility and engagement. As the exclusive sponsor of a networking coffee break, your brand will be front and centre during a key moment of informal connection.

Stay visible throughout the day, spark meaningful conversations, and ensure your brand is seen by delegates as they connect, recharge, and engage.

- **Exclusive Sponsorship:** Sponsorship of an ARACON networking coffee break
- **Delegate Passes:** 2 complimentary delegate passes with a 50% discount on 2 additional passes
- **Exhibition Stand:** Showcase your products and services
- **Panellist Opportunity:** Contribute to the conference programme as a panellist
- **Advertising:** Quarter-page advert in a ship.energy magazine edition of your choice
- **Media Exposure:** Editorial and podcast opportunities to share industry news and press releases through our ship.energy platforms
- **Promotion:** Announcement of your sponsorship on email and social media campaigns, and 1 dedicated e-shot
- **Mid-Level Visibility:** Mid-level position of your logo on event e-campaigns and digital screens throughout the event
- **Online Presence:** Logo on the event website with a direct link to your company's website
- **Promotional Material:** Opportunity to distribute promotional material during the sponsored networking coffee break



Bronze £3,950

The Bronze Sponsorship package offers a smart, cost effective way to get your brand in front of the right audience at Aracon 2026. With your logo featured across all email and social media campaigns, your brand will benefit from consistent, targeted exposure.

Stay visible, build awareness, and ensure your business is part of the conversation before, during, and after the event.

- **Delegate Pass:** A complimentary delegate pass
- **Promotion:** Announcement of your sponsorship on email and social media campaigns
- **Visibility:** Low-level position of your logo on event e-campaigns & on digital screens throughout the event
- **Online Presence:** Your logo will be displayed on the event website with a direct link to your company's website

Exhibition - £2,250

- **Delegate Pass:** 1 complimentary delegate pass
- **Exhibition Space:** 1 exhibition space for the duration of the conference
- **Logo Display:** Your logo will be displayed on the event website with a direct link to your company's website
- **TV:** Available at an additional cost

**ship.energy will order enough items to supply the conference delegates as first priority. If there are any remaining at the end of the event the sponsor is welcome to take them. Any other requests for additional items above the number needed to supply the conference delegates would need to be discussed and agreed separately.*

Individual sponsorship

- **Delegate Pass:** A complimentary delegate pass
- **Branded Item:** Chosen item in colour of your choice (subject to availability) to include company logo*
- **Media Exposure:** Editorial and podcast opportunities to share industry news and press releases through our ship.energy platforms
- **Promotion:** Announcement of your sponsorship on email and social media campaigns, and 1 dedicated e-shot
- **Logo Display:** Logo featured on event email and social media campaigns
- **Event Visibility:** Your logo will be displayed on digital screens throughout the event

VIEW ONLINE

Badges & Lanyards
SOLD

Notepads & pens
£6,950

Tote Bags
£6,950

Partnerships

Event Media Partners

Deliverables by ship.energy:

- Logo and hyperlink on the event site, highlighted as a Media Partner.
- Shout-outs across ship.energy's social platforms.
- Your logo on all promotional materials leading up to the event, including e-campaigns.
- Logo placement on marketing materials, e-campaigns, and on-site digital screens during the event.

Deliverables by Media Partner:

- Display the event banner or listing on your site with an active link to the event page.
- Promote the event across your social channels. Pre-sized banners and suggested copy are provided.
- Run event advertisements in your magazine, newsletters, or press releases. Ready-to-use artwork will be supplied.
- An e-invitation (HTML to be provided by ship.energy) will be sent by the Media Partner to invite their readers to the event(s).

We welcome contra agreements with relevant media outlets and industry organisations that align with the ship.energy audience and event themes.

An indicative agreement is outlined below for reference.

Event Supporting Organisations

Deliverables by ship.energy:

- Logo and hyperlink featured on the official event website, under Supporting Organisation.
- Announcements across ship.energy's social media platforms.
- Logo will be included on all promotional materials leading up to the event, including e-campaigns.
- Logo inclusion in marketing materials, e-campaigns, and on digital screens at the event venue.

Deliverables by Supporting Organisation:

- Feature the ship.energy logo and/or event banner on your website.
- Promote the event via your social media platforms, banners provided by ship.energy.
- Share event-related press releases with your network or mailing list. (HTML content to be supplied by ship.energy).

If you are interested in becoming a media partner or supporting organisation, please send an email to

info@ship.energy

About us

Tracking shipping's course to a **zero emissions future**

ship.energy is an independent publishing, training and events organisation focused on the global marine fuels market and shipping's energy transition

Shipping's energy transition is redefining the global marine fuels market.

ship.energy connects the professionals shaping that future — delivering trusted news, expert analysis, international conferences, training and market intelligence across the maritime energy sector.

Built on more than 20 years of industry expertise, ship.energy provides the insight and connections needed to navigate the transition to cleaner marine energy.

- Independent specialist platform
- Global marine fuels focus
- Market & regulatory intelligence
- Events, pricing & publications

BPi
Bunker
Price Index

Advertising

Magazine print advertising

ship.energy magazine delivers authoritative, high-quality insight for professionals across the international bunker industry, providing a comprehensive, accurate, and independent perspective on the global marine fuels market. The publication keeps readers informed of industry developments, emerging trends, and advances in vessel and fuel-efficiency technologies, alongside port and regulatory initiatives shaping the energy transition.

ship.energy Premium Membership includes both print and digital editions of ship.energy magazine. Widely regarded as the industry's journal of record, the magazine is published on a bi-monthly basis.

Distribution spans paid subscribers, carefully targeted organisations receiving complimentary copies, and circulation through partnerships with leading industry events.

Our readership represents a broad cross-section of the maritime sector, including shipowners, charterers, port authorities, class societies, bunker suppliers, traders, and maritime law firms.

ship.energy magazine delivers essential insight into market developments, technology trends, and next-generation fuels, serving as a go-to intelligence source for the marine fuels industry



Advertising Options

Same Insight. New Look.



ship.energy

Contacts



Head Office

ship.energy, 4 Somerville Court, Trinity Way
Adderbury, Oxfordshire OX17 3SN, UK

+44 1295 81 44 55 | info@ship.energy

Tune in to the ship.energy podcasts on our
website or wherever you get your podcasts.



Follow us



CEO & Founder

Llewellyn Bankes-Hughes
m: +44 7768 57 4430
e: lbh@ship.energy

Events Team Leader

Kelli Houghton
e: kelli@ship.energy

Senior Events

Coordinator
Hannah Jeacock
m: +44 7467 47 7514
e: hannah@ship.energy

Marketing

Co-ordinator
Erica Forrest-Owen
e: erica@ship.energy

Finance & HR Manager

Nicola Relton
e: nicola@ship.energy

Managing Director

Lesley Bankes-Hughes
m: +44 7815 57 8643
e: lesley@ship.energy

Managing Editor

Ian Taylor
e: ian@ship.energy

News Editor

Rhys Berry
e: rhys@ship.energy

Senior Editor

Ariane Morrissey
e: ariane@ship.energy

Production Manager

Cheryl Marshall
e: cheryl@ship.energy

Graphic Designer

Sam Pearce
e: sam@ship.energy

Sales and Business Development Manager

William Mulhall
m: +44 7774 49 1587
e: will@ship.energy

Account Managers

Osei Mitchell
m: +44 7467 47 7791
e: osei@ship.energy

Simon Robotham

m: +44 7412 17 5859
e: simon@ship.energy

Peter Whitehouse

m: +27 7664 11 084
e: peter@ship.energy

Account Executive - Event sales

Ellie Harper
m: +44 7483 406 001
e: ellie@ship.energy

Sales & Systems Support Administrator

Laura Clarke
e: laura@ship.energy

www.ship.energy