

# Oi24 partners with Geo-matching: a milestone collaboration



Oceanology International 2024 (Oi24) is strengthening its commitment to showcase the latest innovations and cutting-edge ocean technologies to a targeted global audience with the announcement of Geo-matching as the event's first-ever official launch partner.

Delivering an expanded, higher-profile stage for the industry's trailblazing companies, the new partnership integrates the established capabilities of the world's leading ocean technology exhibition and conference with the extensive digital reach of the strategic marketing platform Geo-matching. The agreement also includes the addition of Geomares sister brand Hydro International as an official media partner for Oi24.

The enhanced launch experience on offer at Oi24 will enable all exhibitors introducing new products, innovations and solutions to communicate their important breakthroughs and developments to a wider audience and generate even greater industry awareness around their Oceanology attendance.

## Linking buyers and businesses

Geo-matching, the world's largest online directory of maritime technology, including applications such as renewables, oceanography and hydrography, is a unique tool that matches potential buyers to manufacturers. Operating in tandem to link professional buyers and businesses, the Hydro International website, e-newsletter and printed magazine reach the largest global audience in the field of hydrography.

David Ince, Oceanology International portfolio director, said: "Oi is already renowned as a global platform for ideas and progress, shining a light on innovations and unveiling the latest cutting-edge developments in ocean technology, science and engineering. For decades, Oi has been targeted by industry heavyweights to launch their latest products and services, with over 80 launches promoted in 2022. Unlocking the innovations and strategies needed for exploring, protecting and sustainably operating in the oceans in the years ahead is more essential than ever in today's climate, and companies are responding to the rise in demand for new solutions across blue tech, energy and offshore sectors.

"With the number of launches promoted at [Oi24](#) expected to continue increasing, it's the perfect time to collaborate in a new way with a well-respected partner and platform such as [Geo-matching](#). We are delighted to announce this new partnership for 2024 and to deliver an enhanced launch platform, enabling a greater reach for our exhibitors who are developing smart, sustainable solutions for the future."

## Maximizing exposure and audience reach

In its role as a launch partner, Geo-matching will share the latest product news and developments from exhibiting companies launching new solutions on its dedicated Oi24 page and distribute launch announcements to its database of thousands of hydrographic and marine professionals. Oi exhibitors who are new to Geo-matching will benefit from three months' free promotion on the platform.

The Geo-matching partner assets and extended reach are also integral to the Oi24 services included in launch packages on offer for the first time. To further boost presence and enhance the profile of new product launches, exhibitors can invest in tiered launch/PR solutions to maximize exposure and audience reach through scheduled launches at the exhibition, targeted remarketing campaigns and PR and social media activity and support before, during and after the event.

Mike Enser, Oi24 marketing manager, stated: "We are always looking for new and different things to do around the show, which is the reason we approached Geo-matching. Offering an unrivalled, targeted reach, Geo-matching will add significant value to the customer experience and provide an enhanced platform for exhibitors launching new products."

## Integrated promotional and marketing benefits

Enser continued: "In coordination with the partnership and following the successful testing of timed launches at Oi22, we are also rolling out new Oi24 launch packages that will bring together the complete range of benefits. I encourage all exhibitors planning to launch transformational products and systems to consider our tiered launch/PR packages, to fully capitalize on our integrated marketing and PR, to boost worldwide exposure and awareness, generate product demand and leads, and maximize their attendance at Oi24."

Peter Tapken, head of content, Geo-matching, added: "As the world's largest product news and sourcing platform for the sector, Geo-matching is excited to join forces with Oceanology International and to extend the benefits of our platform to the exhibitors. I am confident that the integrated promotional and marketing benefits will be hugely beneficial to companies in showcasing their new products and innovations on the world stage. I look forward to working with the leading companies in the field and introducing Geo-matching to their Oi marketing strategy."

Oceanology International and its co-located event OceanICT take place at London's ExCeL from 12 to 14 March 2024 and are expected to attract 450+ exhibitors from 80+ countries. Thousands of international industry buyers, influencers and professionals will come together once again for the chance to benefit from the unparalleled global marketplace, forum and networking opportunity. Unique feature areas on the show floor in 2024 include the Future Tech Hub, OceanICT, three days of technical conference content, live on-water Dockside Demonstrations and the return of the premium Catch the Next Wave conference.

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<https://www.hydro-international.com/content/news/oi24-partners-with-geo-matching-a-milestone-collaboration>

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