

# A FEW REASONS TO BECOME A HWY H<sub>2</sub>O MEMBER



## Widely Recognized Branding

Advertisements are placed in a variety of markets around the world; from cargo specific ads in trade publications to online banner ads targeting transportation decision makers, our logo and messaging is highly visible.

The HWY H<sub>2</sub>O Twitter, Instagram and LinkedIn accounts post on a regular basis, giving shout outs to current members and directs followers to the HWY H<sub>2</sub>O website. Our website offers a "Shipping Centre" that includes a route calculator, toll calculator, and a listing of scheduled services among other useful tools.

## Exposure in Domestic and International Markets

Our HWY H<sub>2</sub>O booths are used at trade shows throughout the year. The 10' x 20' booth is an attractive, attention grabbing display that accommodates the various members that utilize the booth during annual trade exhibits. The Breakbulk Europe and Breakbulk Americas exhibition are two staple events that HWY H<sub>2</sub>O attends every year. Members are able to attend these trade shows and utilize the booth for a reasonable cost.

HWY H<sub>2</sub>O's European Representative is based in the U.K. His role is to identify trade leads and to liaise with European contacts to coordinate events and meetings. His expertise and assistance is available to members as requested.



## Access to Market Research, Educational Forums and Webinars

The HWY H<sub>2</sub>O conference takes place every year and is the only conference that is dedicated to business development for the Great Lakes St. Lawrence Seaway System. Each year a small committee of members assist with the speaker selections to ensure that topics are relevant to System stakeholders.

Workshops on specific commodities and markets are coordinated on an ad hoc basis to provide additional insights and networking opportunities to our members in that area of interest. We will work with members to coordinate these events in their region should there be enough interest.

We are aligned with transportation specialists that offer webinar series on topics that range from commodity updates, to sales tips to general maritime and logistics information. Invited experts provide a video presentation over Zoom which includes a question and answer period. The series are free to HWY H<sub>2</sub>O Members.



THE GREAT LAKES  
ST. LAWRENCE SEAWAY SYSTEM

### WE CAN HANDLE IT...

Let your cargo flow on our 3,700km marine highway straight into the industrial heartland of North America. Strategically located, Highway H<sub>2</sub>O provides shippers with easy access to a more direct route that delivers cargo nearer to its final destination. Make your over-dimensional worries a thing of the past.

Our system provides a safe and reliable transit for your heavy-lift and project-specific cargo. Highway H<sub>2</sub>O provides the dependability you need to keep your products moving and your clients happy. A fresh clean approach to your transportation needs.

For more information, please visit [hwyh2o.com](http://hwyh2o.com)

Water way to go!



**SIMPLE.  
COMPETITIVE.  
CONNECTED.**



Great Lakes and St. Lawrence Seaway System stakeholders on both sides of the border, together with Ports and the Canadian and U.S. Seaway Corporations, have a common interest in raising awareness and promoting the advantages of marine transportation. The Great Lakes / St. Lawrence System, and the Hwy H<sub>2</sub>O marketing approach focuses on this objective.

The majority of our events and initiatives provide business development networking opportunities. We understand that business is done one on one, therefore, we aim to encourage opportunities where you can chat with potential/current customers and stakeholders as often as possible.



# MEMBERSHIP BENEFITS BY CATEGORY



Joining Hwy H<sub>2</sub>O delivers you a connection to a community of stakeholders and experts in the marine and shipping industry, helping your business to network and stay connected with the latest on trends, market intelligence and shipping opportunities.

Benefits	Port Partner	Member	Cruising
Listed as Origin/Destination on route and toll calculator	✓		
Listed on interactive Great Lakes/Seaway Map	✓		
Contact info & link on website	✓	✓	✓
Ability to use the HWY H <sub>2</sub> O brand and logo	✓	✓	✓
Start-up kit (promotional materials, wall plaque, brochures, flags)	✓	✓	✓
Exposure at major North American and International trade exhibitions	✓	✓	✓
Opportunity to operate out of the HWY H <sub>2</sub> O Booth @ minimal fee	✓	✓	
Access to European Representative	✓	✓	
Discounted price to the HWY H <sub>2</sub> O Annual Conference	✓	✓	✓
Invitations to free workshops and webinars as organized by HWY H <sub>2</sub> O and geared towards developing business for System ports and members	✓	✓	✓
Invitations to HWY H <sub>2</sub> O networking events	✓	✓	✓
Benefit from HWY H <sub>2</sub> O advertising - print, digital, closed captioning, social	✓	✓	✓
Access to all HWY H <sub>2</sub> O marketing material	✓	✓	✓
HWY H <sub>2</sub> O Website Page dedicated to cruising information	✓	✓	✓
HWY H <sub>2</sub> O Website/Twitter/Instagram/LinkedIn posts	✓	✓	✓
Cruising Website Page dedicated to cruising information			✓
Listed on interactive Great Lakes / Seaway Map located on the Cruising Web Page Only			✓
Opportunity to operate out of the Great Lakes Cruise Booth at North American and International trade exhibitions			✓

SIMPLE. COMPETITIVE. CONNECTED.

