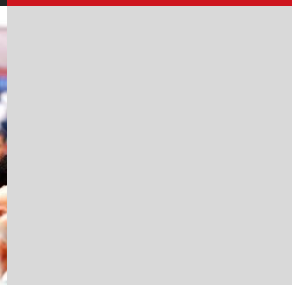




International Exhibitions

Sponsorship & Branding Opportunities **Brochure**



Where the business
world connects...



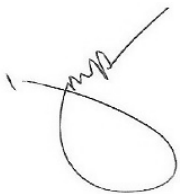
Dear Industry Colleagues,

For 15 years, ATEX International Exhibitions has been creating global platforms where the business world connects.

As organisers of leading international exhibitions and conferences, we have access to an unprecedented number of industry professionals worldwide. The sponsorship and branding opportunities at our events are designed to create impact and offer unparalleled effectiveness in promoting your products and your business.

All sponsorship packages will provide you with the opportunity to enjoy worldwide publicity with our global marketing campaign, promote yourself as an industry leader, enhance your corporate image and achieve greater brand exposure, add value to your own communication and marketing campaign and generate direct access to your target market.

If you are interested in any of our sponsorship packages, please feel free to contact us at +971 4 431



Jeano Pangan

Director – Events & Exhibitions



Tom Parks

Director – Conferences





WHAT WE DO

ATEX is an international exhibitions & events company that has evolved into one of the leading organisers of exhibitions, conferences and events in the Middle East & Africa. Founded in 2001, we have built very strong and successful relationships based on trust with all partners, agents, supporting associations, governmental bodies and private organisations in the market.

Exhibitions

Exhibitions are one of the most powerful, multipurpose and cost-effective marketing tools available today. Exhibitions have proven to generate more sales prospects per spend than any other marketing activity. There is nothing more reassuring to customers than doing business face-to-face.

Conferences

ATEX International Exhibitions believes in the importance of continuous learning. Our exhibition conferences and stand-alone conferences provide a platform to learn, network, improve and advance as a professional. Each comprehensive conference programme features expert regional and international speakers and has been prepared to offer education on current topics and the latest advancements in your industry.

OUR PORTFOLIO



Over
100,000
attendees at our
events

Sponsorship Opportunities

If your company is planning its entry strategy into the Middle East and African markets, or is simply aiming to increase its share of this multi-billion dollar sectors, our exhibition & conference sponsorship packages can be tailor-made according to your company's needs and could prove to be an essential part of your strategy.

Platinum Sponsorship

\$15,000.00

- Logo as Platinum Sponsor in all pre-event, onsite and post-event marketing campaigns
- Company logo as Platinum Sponsors in all onsite branding
- 2x exclusive e-shots
- 2 full-page advertisement in the official show catalogue
- Enhance catalogue and online entry
- 2 floor tiles
- 2 roll-up banners
- Live demonstration/conference speaker opportunity
- Delegate inserts
- 1 stage banner at the conference
- Thank you e-mail post event to all attendees

Gold Sponsorship

\$10,000.00

- Company logo as Gold Sponsor in all pre-event, onsite and post-event marketing campaigns
- Company logo as Gold Sponsors in all onsite branding
- 1x exclusive e-shots
- 1 full-page advertisement in the official show catalogue
- Enhance catalogue and online entry
- 1 floor tile
- 1 roll-up banner
- Live demonstration/ conference speaking opportunity
- Thank you e-mail post event to all attendees

Silver Sponsorship

\$7,000.00

- Company logo as Silver Sponsor in all pre-event, onsite and post-event marketing campaigns
- Company logo as Silver Sponsors in all onsite branding
- Enhance catalogue and online entry
- Thank you e-mail post event to all attendees





Branding Opportunities

If you are looking to target specific audiences, our branding opportunities will allow you to control your message and gain access to your target groups. We also offer opportunities for you to have maximum impact by sponsoring featured areas and items that achieve the best flow of delegates and visitors.

Exhibition

Lanyards **

Logo on all visitor and exhibitor lanyards

\$7,000.00

Visitor Bags **

Logo on all visitor and exhibitor bags

\$7,000.00

Registration Area **

Logo on the registration desks with pens

\$7,000.00

Badges

Logo on all visitor and exhibitor badges

\$7,000.00

Floor Tiles

Logo and stand number on a floor tile

\$1,000.00

Dedicated E-shot

Targeted email marketing campaign

\$2,000.00

Conference

Lanyards **

Logo on all delegate lanyards

\$5,000.00

Delegate Bags **

Logo on all delegate bags

\$5,000.00

Registration Area **

Logo on the registration desks with pens

\$5,000.00

Badges

Logo on all delegate badges

\$5,000.00

Notepads **

Delegate notepads with company logo

\$5,000.00

Pens **

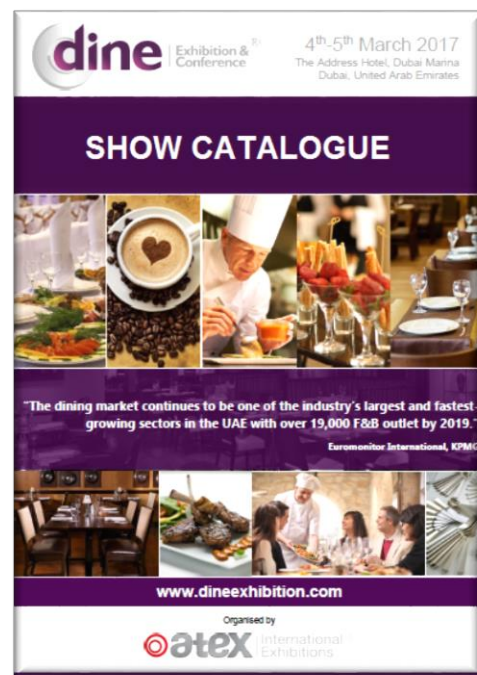
Delegate pens with company logo

\$5,000.00

** Sponsor to provide

Catalogue & Online Advertisements

Take advantage of our different print and online advertisement options to ensure your maximum exposure to all attendees of the event.



Catalogue Advertisements

Outside Front Cover	\$7,000.00
Outside Back Cover	\$4,500.00
Inside Front Cover	\$4,500.00
Inside Back Cover	\$3,000.00
Full-Page Advert	\$1,000.00

Enhanced Catalogue Entry

Your company logo and contact details + 100 words company description.	\$500.00
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Online Advertisements

Web banner on our event website	\$500.00
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Marketing Activities

Our events are promoted through a comprehensive multi-media marketing campaign, drawing significantly on the resources of ATEX International Exhibitions, as well as on key event partners and supporters. Our marketing campaign will commence 6-7 months before the event and will draw on the following media.



EMAIL

Sent out to potential delegates over a 12 week campaign



DIRECT MAIL

Postal invites sent out



WEBSITE

Industry & Exhibitor News regularly updated on event website



ONLINE ADVERTISING

Web banners will be placed in leading online portals across the globe



PR

Effective PR campaign targeted at local and international Media to ensure regular communications about the show



PRINT ADVERTISING

Ads placed in local and national newspapers as well as relevant industry magazines to back up PR Activity



VIP PROGRAM

Key industry decision makers will be invited to take advantage of extra benefits at the show



TV

Leading TV stations will be contacted to cover the event



RADIO

Adverts planned for local and international radio



SMS

We use internal and external databases to reach out the highest numbers across the region



MEDIA PARTNER ACTIVITY

Leverage on top education and technology partners' websites, databases and magazines



SOCIAL MEDIA

Targeted Facebook, Linked In and Google ads in addition to regular tweets



TELEMARKETING

Key individuals decision makers contacted via telephone prior to the event

Contact Us Today

ATEX International Exhibitions

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Business Bay
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Jeano Pangan

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Carlo Nickson

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ATEX is an international exhibitions & events company that has evolved into one of the leading organisers of exhibitions, conferences and events in the Middle East & Africa. A full member of UFI, the Global Association of the exhibition industry, in the category of exhibition organisers, also received a certificate from UFI for Libya Build, one of the largest International Building & Construction Exhibition in the African continent. Now operating in Dubai as the headquarters for the Middle East & African regions.

Our events attract over thousands of participants every year and provide unique platforms to do business, network and learn. For more information about us and our events, please visit www.atexinternational.com