

SPONSORSHIP PROPOSAL



مركز اكسبو الشارقة

EXPO CENTRE SHARJAH

Tel: +971 6 577 0000

Email: wjf@expo-centre.ae

www.expo-centre.ae

Follow us on

www.mideastjewellery.com

SPONSORSHIP PACKAGE

PLATINUM

USD 100,000



Facts

- Middle East's most visited biannual jewellery event
- Highest per capita consumption of gold in the Middle East
- Direct access to the region's royalty, VVIPs and high-spending tourists
- The best managed jewellery show with foolproof security provisions

Why Become a Sponsor

- Associate with a high-profile event
- Connect with clients & partners
- Stand out from the crowd
- Launch/showcase new product/s
- Boost market share & sales
- Gain new customers
- Increase brand loyalty, visibility & recognition
- Generate extra business leads

Figures

51

Editions of unmatched excellence

66,000

Potential customers

500

Exhibitors from 25 countries

5

Days of unmatched opportunities

90%

Exhibitor retention

30,000

Sq m of premium exhibition space

PLATINUM SPONSOR

YOUR BEST DEAL



Pre Event

- Event Preview / Show announcement – Sponsor's name/logo will be announced & included in all event collaterals, press & editorials.
- 1 x mention in show press release announcing partners and sponsors prepared and distributed by Organizer PR team.
- As Platinum Sponsor, your logo and branding will be prominent on all marketing and advertising collateral (online & offline), both throughout the run up and during the show.
- Sponsor logo on all pages of the show website with hyperlink to the sponsor's website page
- Dedicated Platinum Sponsor Page on the show website with logo, company information & write-up provided
- Sponsor logo printed in all promotional material as "Platinum Sponsor" (Event Logo, Press Ads, Banners, Outdoor hoardings/boards, Public, Trade & VIP Invitations, E-shots)
- Sponsor logo will be included in all advertising inserts both, local and regional newspapers as well as specialized trade magazines
- Sponsor logo will be displayed on the EXHIBITOR ONLINE PORTAL.
- 3 dedicated Email broadcasts to Expo Visitor database inviting visitors to the sponsor's booth
- 3 dedicated social media posts promoting the company and products
- 25 VVIP Invitations (to invite your VIP clients)
- 15 VIP Valet-Parking passes (for sponsor staff & clients / Front Al Taawun entrance)

Visitor Badges

- Sponsor logo will be included in the Visitor Badges (General Visitors / Trade Visitors)

Event-branded Visitor Bags

- Sponsor artwork printed on one side of the visitor shopping bag (distributed at all Visitor Registration & Raffle Counters)

Official Show Catalog

- Highlighted as the "Platinum Sponsor" in the official show catalog
- Full page colored advert in the catalog (Front Inside cover)

PLATINUM SPONSOR

YOUR BEST DEAL



At Event

Outdoor

- 10 Sponsor Flag Poles outside the exhibition venue- Al Taawun entrance (1.0m W x 6.0m H; artwork from sponsor)
- Platinum sponsor logo on show branding (Façade Vinyl on Glass panels) Al Mamzar entrance (7.0m W x 2.5m H)

Indoor

- 1 Backlit Hoarding A –Al Taawun main entrance (9.3m W x 1.7m H; artwork from sponsor)
- 8 Branding on Central boulevard screens (space shared with others on rotation basis)- artwork from sponsor
- Wall Vinyl on West and East Escalator facing walls (8.5 m W x 7.0m H - artwork from sponsor)
- Glass vinyl in halls 5-6 facing Al Mamzar Entrance (19.5m W x 11.5m H) - artwork from sponsor
- 4 Branding on Freestanding LED Screens in Boulevard (space shared with others on rotation basis- 1080 x 1920 pixels) - artwork from sponsor
- Prominent Sponsor logo at Registration Desk Backdrop
- 1 Display Counter Showcase at prominent location to display your exquisite jewelry, name and stand number (0.60m x 0.60m x 1.5m H)
- 1 Hanging Banner in Hall (1.5m W x 4.0m H – artwork from sponsor)
- A Complimentary Exhibition Space during the show (Bare Space-36 square meters)
- Sponsor logo included in the Exhibitor Badges (worn by all Exhibitors booth staff during the event)
- 60 seconds video interview of Sponsor to be shared on ECS social media channels
- 3 Hanging Banner at the central boulevard - 100cm W x 250cm H
- Branding on the all 4 Hall Entrance - 1 side each – 970cm L x 270cm H
- LED Boulevard Screen (Screen Size: 1280 (w) x 800 (h) pixels) entire duration of the show on rotation basis

Trade Buyers' / Hosted Buyers' / VIP Lounge Branding

- Logo / company name in the lounge area as “Exclusive Lounge Sponsor”

VIP-Opening-Ceremony-Tour / Social Media Influencer visit

- Suggested inclusion / visit to the Sponsor Booth during the VIP-Opening-Ceremony-Tour
- Visit by Social Media Influencers to Sponsor booth

Raffle Draw Branding

- Sponsor branding on Raffle draw counters backdrop

Post Event

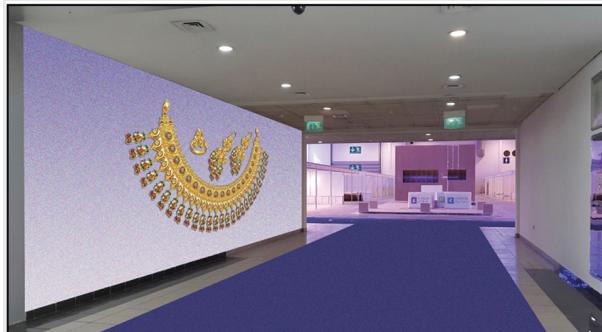
- Sponsor Name will be featured on all wrap-up & post-show press releases
- Sponsor Name & Logo inclusion in the event's Post-Show Report

NOTE: The designs, artwork & printing for all above branding to be supplied by the sponsor. (Subject to ECS approval)

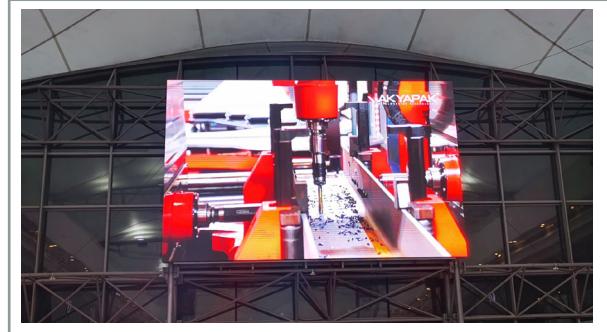
Branding / Virtual Illustration

BRAND LOOK & FEEL

Imagine Your Brand Here!



Hall Entrance Vinyl Poster



LED Boulevard Screen



Al mamzar entrance Vinyl Glass Panels: 7 X 2.5 M



East Wing Corridor Vinyl Poster - 8.40mW X 7.00mH

Vinyl Wall Sticker: 8.50 X 7m



Al Taawun Indoor Backlit Hoarding: 9.30X1.70m



Al Taawun Indoor Backlit Hoarding: 9.30X1.70m



Digital screens in central boulevard



Backlit Panels:
78 X180cm



Watch & Jewellery Show Carry Bag