

i n f d e x

Qatar 2009



sponsorshipbrochure

21st - 24th OCTOBER 2009

QATAR INTERNATIONAL EXHIBITION CENTER

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the international furniture & design exhibition and awards doha 2009

sponsor benefits

The International Furniture & Design Exhibition (INFDEX) is the trade event for cutting edge interior design and architecture, furniture, art, lighting, fabrics, textiles and landscaping.

INFDEX 2009 offers local, regional and international companies unrivalled opportunities to align their brands with today's leaders in the regional furniture and design industry, fostering new business partnerships and affirming existing relationships. Gulf Cooperation Council (GCC) economies are booming with record GDP figures due to the region's extensive oil and gas reserves. This has created a real estate and construction boom with more than 1,000 office and residential blocks, new hotels, hospitals, schools and a host of other construction project under development.

To name a few:

- Pearl Of the Gulf
- Barwa City
- Barwa Financial District
- Hamad Medical City
- Al Khor City
- Lusail City
- Energy City
- Qatar National Library
- Barwa Commercial Avenue
- Doha International Airport
- Doha Convention Center
- Shangri La Hotel
- Hilton Hotel
- Tornado Tower
- Perlita Gardens

why exhibit?

awareness of your products & services

- Generate customer preference and foster brand loyalty
- Reinforce loyalty with current customers
- Highlight your company to senior decision makers in your market
- Win new business as GCC economic continue to grow
- Access to exhibition trade visitor database
- Targeted approach to promoting your image
- Fully integrated, strategic marketing, advertising and PR campaigns that provide maximum brand leverage in local and regional markets
- Increase your brand awareness and media exposure.

media & advertising

A strategic media plan will be implemented for international, regional and local advertising, marketing and public relations, which will include:

- Online – targeted e-marketing to selected local and international databases
- Media – Local and regional media marketing
- Internationally distributed press releases
- High profile press conference
- Floor Plan – Totally creative style & layout to ensure maximum space usage, visitor comfort and interest
- Pre-Registered Visitor Badges – sent directly to the strategic decision makers YOU need to meet
- Special invitations will be sent out to the Media and Journalists to adjourn exclusive interviews with INFDEX 2009 Sponsors.
- An Equipped conference room to be used by the sponsors for Press Conference and any special announcement during INFDEX 2009

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the international furniture & design exhibition and awards doha 2009

sponsorship categories



presenting



creative



support

presenting sponsor benefits



presenting

This is the highest level of sponsorship at INFDEX. As such, the Presenting Sponsor package is tailored to meet the specific requirements and create the highest level of awareness for our most respected sponsor.

- Prime 300 sq meters Raw Space at INFDEX 2009;
- Recognition as “Presenting Sponsor”
- Sponsor of the Best Stand design award
- Two Page advertising in INFDEX Catalogue
- Full Page editorial feature in INFDEX catalogue
- Logo displayed on all Advertising / Marketing Collaterals
- Press release announcing your participation as Main Sponsor
- Speaking Role at INFDEX press conference
- Branding at INFDEX Press Conference
- Special branding in the Exhibition Center; Hanging banner and roll up banners
- Logo displayed on official INFDEX website
- Link from INFDEX website to sponsor website
- Access to INFDEX Trade Visitors data
- Exclusive access to INFDEX Business Meeting Room
- Logo highlighted on INFDEX Floor Plan
- Recognition award
- 20 invitations to the Gala reception
- Branded Table at the Gala Dinner
- 100 VIP invitation cards to attend the exhibition
- 20 invitation to the opening ceremony

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the international
furniture & design
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doha 2009

creative sponsor benefits

- Prime 150 sqm Raw Space
- Recognition as Creative Sponsor
- 1 Page advertising
- 1 Page editorial feature in official INFDEX catalogue
- Logo featured on all advertising / marketing collaterals
- INFDEX Creative Sponsor Press Release
- Logo and Hyperlink displayed on official INFDEX website
- Company profile and visuals displayed on official INFDEX website
- Access to INFDEX Business Meeting Room
- Logo highlighted on INFDEX Floor Plan
- Recognition award
- 50 VIP invitation cards to attend the exhibition
- 5 invitation to the opening ceremony



creative

- 10 invitations to the Gala reception
- Branded Table at the Gala dinner

support sponsor benefits

- 75 sqm Raw space Prime location
- Half Page editorial feature in official INFDEX catalogue
- 1 Full page Advertisement in the official catalogue
- Logo featured on all advertising / marketing
- Logo and Hyperlink displayed on official INFDEX website
- Recognition award
- 25 VIP invitation cards to attend the exhibition
- 2 invitation to the opening ceremony
- 5 invitations to the Gala reception
- Press Release Announcing the Sponsorship
- 1 Speaking Role at the Press Conference Sponsors



support

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the international
furniture & design
exhibition and awards
doha 2009

additional sponsorship and exposure opportunities

LANYARD SPONSOR

Worn by the very people you want to reach, the company branded lanyard ensures that every visitor is aware of your presence at the show. Branded lanyards feature your logo and company name and are handed out during registration.

- Approximately 7000 lanyards will be produced
- Sponsor will receive any extra lanyards not used at the exhibition
- Recognition signage as lanyard sponsor in registration area.
- Logo and company name printed on the lanyard

Price: **7,000 USD**

SHOWBAGS SPONSOR

The official showbag sponsor can make a huge splash by providing a convenient service to the show attendees. These bags will be in the hands of every attendee and will hold the attendees entire show in your bag. These are certain to make an impact at the show and when they return to the office.

- Sponsor's Company Name and Logo placed on the showbags
- Right to insert marketing material inside the showbags to visitors
- Right to insert marketing material inside the showbags to exhibitors
- 500 showbags will be handed to you for personalized promotion to your target market

Price: **15,000 USD**

PARKING BANNER

This is an excellent visibility opportunity as sponsor of the signage. 10 banners (1-meter width x 3-meter height) and banners will appear throughout the parking lot of the Exhibition Center. Capitalize your logo visibility on these important, frequently-referenced signs.

Price: **5,000 USD**

OFFICIAL REGISTRATION SPONSORSHIP

- Sponsor logo prominently displayed on the registration form (distributed to every show attendee)
- Logo will be displayed in sponsor banner displayed in the registration area

Price: **7,000 USD**

INTERNET CORNER SPONSORSHIP

- Sponsor's logo as desktop theme
- Sponsor's logo as screen saver
- Signage featuring your sponsor logo on computer station
- Screen wallpaper with company logo/artwork
- Default start up page to your company's website

Price: **10,000 USD**

INVITATION CARD

Showcase your company name and the logo on the invitation card. Let this advertising medium disseminate your corporate message to the audience that makes the buying decisions about the products that you sell.

Price: **2,000 USD**

WHERE I AM BOARD

Sponsor's logo will appear on the front of the piece.

4 boards [2m(w) by 1.2m(h)]

Price: **3,000 USD**

WELCOME BANNER

Sponsor's logo will be displayed in the banner

1 banner [4m(w) by 3m(h)]

Price: **4,000 USD**

GOODBYE BANNER

Sponsor's logo will be displayed in the banner

3 banners [5m(w) by 1.5m(h)]

Price: **3,000 USD**

OPENING CEREMONY

Price: **13,000 USD**

pricing contract

COMPANY

ADDRESS

TELEPHONE

FAX

MOBILE

EMAIL

COUNTRY

CONTACT NAME

DESCRIPTION

PRICE

Presenting Sponsor	<input type="checkbox"/>	150,000 USD
Creative Sponsor	<input type="checkbox"/>	100,000 USD
Support Sponsor	<input type="checkbox"/>	50,000 USD
Lanyard Sponsor	<input type="checkbox"/>	7,000 USD
Showbags Sponsor	<input type="checkbox"/>	15,000 USD
Parking Banner	<input type="checkbox"/>	5,000 USD
Official Registration Sponsorship	<input type="checkbox"/>	7,000 USD
Internet Corner Sponsorship	<input type="checkbox"/>	10,000 USD
Invitation Card	<input type="checkbox"/>	2,000 USD
Where I Am Board	<input type="checkbox"/>	2,000 USD
Welcome Banner	<input type="checkbox"/>	4,000 USD
Goodbye Banner	<input type="checkbox"/>	2,000 USD
Opening Ceremony	<input type="checkbox"/>	13,000 USD

POSITION

NAME

DATE

SIGNATURE

about qatar expo

Working in partnership with large organizations and corporate bodies, we pride ourselves on being a world class exhibition, conference and event management company. With more than fifteen years experience, we offer a personal, tailor-made service to existing and new clients.

Qatar Expo was founded in 1993 in response to market demands for Qatar to have an event company who met recognized international standards. Quickly gaining a wealth of experience and an excellent reputation, Qatar Expo has evolved into the country's #1 exhibition, conference and event management company.

Our diverse B2B and B2C exhibitions portfolio includes the first ever Forbes CEO Forum held outside North America, Q-MEDEC Qatar's first major medical and healthcare congress & exhibition, the Doha Natural Gas Conference & Exhibition (now in its 7th year), International Wedding Exhibition & Fashion Show (IWED), the Middle East's largest wedding expo, and the International Furniture Design Exhibition, Conference & Awards (INFDEX), one of the region's largest design and furniture events.

infdex 2009

We have a team of exhibition professionals waiting to deal with your sponsorship enquiry. For further information and discussion about media, marketing and sponsorship opportunities at INFDEX 2009, please contact:

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ORGANIZED BY

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EVENT MANAGEMENT


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