

Sponsorship Opportunities



14 - 17 March • Dubai
GULF PRINT & PACK 2011
www.gulfprintpack.com

So you've made the right decision to exhibit at Gulf Print & Pack exhibition organized for the first time by Tarsus Group, organizers of the Global Labelexpo series.

ARE YOU PREPARED?

Gulf Print & Pack is a big deal. Every exhibitor is competing for visitors' attention – so make it easy! Give yourself that extra edge to drive visitors to your stand and ensure they'll recognize your brand. Be creative! Our exclusive sponsorship packages are the perfect way to promote your company, your brand and your product. They are cost-

effective, varied and impossible to miss. Here's an outline of the main sponsorship opportunities below. Bespoke packages are also available – do your own thing!

Contact us today to discuss your requirements:
sales@gulfprintpack.com or **+44(0) 208 846 2738**



LAMP POST FLAGS - \$ 16,500 each

Situated on the main access road that runs along the front of the exhibition centre. Two flags per post, ten lamp posts in all.

H2000mm x W450mm – five sites available



AISLE BANNERS - \$ 4,000

Prominently displayed in every aisle, these banners are the focus point for visitors trying to find their way around the hall. They are highly visible and irrespective of your position in the hall provide you with an excellent branding opportunity. No one will have an excuse for not visiting your stand! Sponsorship consists of a logo and stand number on the large banner.

H 5000mm x W2500mm



MAIN ENTRANCE PILLARS - \$19,000

One of the most prominent sites at the event for both pedestrians and vehicle access. There are 10 pillars in total that span the entire reception building. This opportunity is offered to two sponsors only

H2600mm x W372mm

PILLARS INSIDE - \$ 14,000

H7400mm x W2700mm – four available

SQUARE PILLAR CENTRAL HALL ENTRANCE - \$ 15,000

H8100mm x W3280mm – two available



OUTSIDE BANNER SITE - \$ 21,000 each site

Clearly visible by all visitors to the event. Choose from three sites strategically situated around the venue.

H3600mm x W16500mm – three available

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EAST/WEST HALL ENTRANCE - \$ 16,500 each hall

This highly visible position is a very effective solution for branding. Both East and West Hall entrances are available and are clearly visible as you enter the exhibition. The price includes the large area above the entrance and the pillars.



EAST/WEST HALL LOBBY - \$ 41,000 each hall

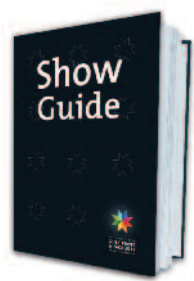
The entrances to both East and West halls offer considerable space for branding. The price includes the pillars, the large area above the entrance and the glass door features and the door flashes. The price includes both sides of the door branding.



FAN FOLD VISITOR FLOOR PLAN - \$ 3,000 each

To help visitors have a more productive visit we are producing a "fold out" site plan that covers all halls, giving the location of all exhibitors. Make sure that your company's presence is well signed.

Five logos available



SHOW GUIDE

Sponsoring inside front and inside back, back page and inside pages with your company logo and message gives a unique opportunity to leave a significant and long lasting impression. This is distributed to all visitors and exhibitors. Quantity: 10,000 prints.

Inside front cover (full color) - \$3,700

Inserts (bound-in) - \$3,500

Inside back cover (full color) - \$3,700

Tip ons - \$6,500 (exclusive to one sponsor)

Back cover (full color) - \$4,700

Belly bands - \$8,000 (exclusive to one sponsor)

Full page (full color) - \$3,200

Enhanced listing with Logo - \$395

Half page (full color) - \$1,700

Show guide sponsor - \$3,500 (exclusive to one sponsor)

Quarter page (full color) - \$1,200



FLOOR TILES - \$ 9,000 per hall

Located at the main crossover points between halls, these large floor tiles display your company logo, stand number and a promotional message. This is the perfect way to help visitors find your stand! Simply provide us with the graphics and we'll do the rest.

H4000 x W3000



ENTRANCE DOORS - \$ 10,000

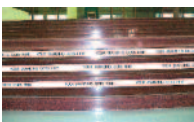
Having registered, every visitor has to pass through these doors to reach any of the three halls that Guf Print & Pack now occupies. Sponsors can brand the full height glass dividers as well as the 300mm flash on each door.



"YOU ARE HERE" BOARDS - \$ 10,000 each

Centrally located at the main crossover points between halls, huge "you are here" boards help visitors navigate around the show. Providing details on the layout of the halls, restroom facilities, restaurants and feature areas, these information points are very popular with visitors. Highlight your stand and display your logo.

H800 x W800



STAIRCASE BRANDING - \$ 4,000

Your company logo on the steps leading up to the Central Hall. 10 steps in total.

Sole sponsorship

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BUS STOP ENDS - \$ 5,250 each

A focal point for visitors as they arrive at the show and on a direct route from the main car park. In 2009, over 12,000 visitors passed these on their way to the main exhibition entrance.

H1300 x W1060 – two available



BUS STOP (BACK) - \$ 3,300 each

Double sided free standing poster sites covering both pedestrian approaches to the site.

H1500 x W2320 – two available



TAXI STAND - \$ 2,000 each

The taxi stand is in a prominent position easily seen by anyone visiting the event. There are five sites available.

H900 x W4760 – five available



VISITOR BADGES & LANYARDS

Imagine every visitor turning into a walking advertisement for your company – thousands of copies of your logo finding their way through the exhibition aisles. As they walk through the door, every person is given a visitor badge with a lanyard which they wear throughout the day and keep afterwards. Both the badge and the lanyard are available for branding opportunities. They are waiting for your logo!

Visitor badge - \$6,000

Lanyards (provided by sponsors) - \$7,500

Lanyards (provided by organizers) - \$15,000



SHOW CARRIER BAGS - \$14,000

Every attendee at Gulf Print & Pack is given the show carrier bag, to carry the show guide and floor plan to the exhibition. As a sponsor your company logo will be prominently featured on one side of the bag, with the show logo on the other side. This is an exceptional branding opportunity.

Sole sponsorship



WEB SITE - \$1,000 - \$3,000

The web sites for both Gulf Print & Pack now enjoys a considerable number of visitors during both the build up to the event as well as during and after the show. We are offering well located positions on all pages of the site.

Multiple options available



CONFERENCE - \$ POA

Gulf Print & Pack includes a conference element, providing in-depth knowledge to a key group of industry professionals. Sponsorship of the conference is an ideal way to introduce your company to visitors away from the busy exhibition hall. The wide range of sponsorship opportunities includes pens, delegate packs, bags, branding on the website, conference flyer and registration area, coffee breaks and lunches – depending on the event.

Sole sponsorship



EXHIBITOR RECEPTION - \$ 10,000

To be held on the 14 March between 19:00 and 20:30. Package includes: canapés, drinks and music. Invitations will be branded with sponsor's logo as well as welcome boards. Limited to a single company.

Sole sponsorship



MEDIA CENTER / PRESS VILLAGE & CYBER CAFÉ - \$12,000

This event has always attracted considerable press interest. As organisers, we provide exceptional facilities for the press ensuring that exhibitors gain maximum exposure both at the show as well as in the international press.

The cyber café, which includes e-mail and internet facilities, allows many visitors a main link to their office. Sponsorship consists of prominent signage throughout the area.

Sole sponsorship



PRE-SHOW PROMOTION - \$ POA

Gulf Print & Pack is preceded by an extensive visitor marketing campaign, comprising visitor direct mailings, advertising, e-mails, registration e-mails, badge mailings and the Gulf Print & Pack website over a period of at least six months. Sponsorship of these messages gives you an exclusive opportunity to introduce yourself to a wide international audience, without having to compete with other exhibitors for attention.
