

# GULF PRINT AND PACK



26 - 29 March • Dubai

## **GULF PRINT & PACK 2017**

[www.gulfprintpack.com](http://www.gulfprintpack.com)

## **SPONSORSHIP OPPORTUNITIES**



**You have booked your stand. Great.  
But so have over 300 other exhibitors.**

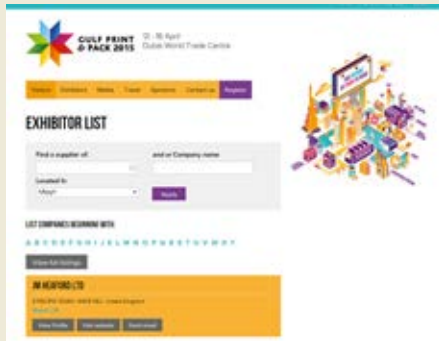
Have you ensured visitors remember you rather than your competitors? You can easily raise your profile at Gulf Print & Pack with one of the **cost-effective promotional opportunities** outlined below.

Gulf Print & Pack offers a wide range of sponsorship packages as well as bespoke opportunities which will maximise your brand exposure not just at the show but all year round! Sponsorship and branding provides easy, cost-effective ways to increase your organisation's visibility and ensure maximum impact from the event.

**Many options can be packaged and tailored to meet your objectives - get in touch!**

- ✿ Attract attendees to your stand
- ✿ Generate sales leads for your company
- ✿ Gain exposure for your brand
- ✿ Promote your products
- ✿ Generate publicity

# PRE-SHOW ONLINE OPPORTUNITIES



## EXHIBITOR LISTING

The exhibitor list is used by visitors pre-show to help plan their visit. This is the second most visited section of the website. Place your company in the mind of those planning their visit to the show and searching for companies.

*Exclusive to one sponsor*

**PRICE \$ 2,500**



## VISITOR COMMUNICATION EMAILS

Sent to visitors before the event communicating the shows highlights, travel information and useful visiting information. Start promoting your company's presence at Gulf Print & Pack to the visitors early by sponsoring the visitor email communications and aligning your brand with GPP to the visitors.

*One sponsor per 3 emails*

**PRICE: \$6,000**

## AT THE SHOW

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### BAG INSERTS

This is your exclusive opportunity to have your company collateral in all bags available to all Gulf Print & Pack attendees.

*Up to 3 sponsors*

**PRICE: \$4,000**



### YOU ARE HERE BOARDS

Located in the entrance and at strategic points throughout the exhibition. The 'You Are Here' boards are constantly referred to by visitors as they navigate their way around the hall. Your company logo and stand highlighted on each board, this is an excellent opportunity to direct visitors to your stand.

*Exclusive to one sponsor*

**PRICE: \$10,000**

Dimension: 800(h) x 800(w)

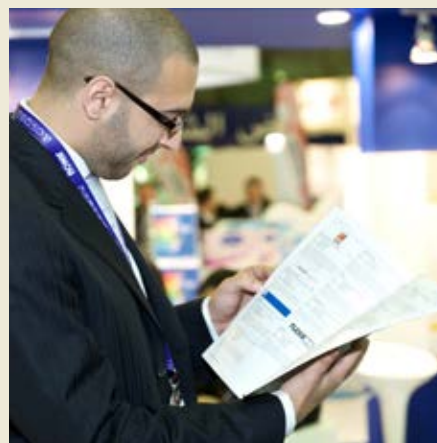


### CARRIER BAGS

The branded bags provide unique exposure at the show, ensuring a massive brand impact to all attendees including key decision makers. This is your exclusive opportunity to have your logo reproduced on all bags.

*Exclusive to one sponsor*

**PRICE: \$14,000**



### ENHANCED LISTING - SHOW GUIDE

The Official Show Guide is given to every attendee as they enter the exhibition, why not enhance your listing and include your company logo, allowing your brand to stand out from the crowd.

**PRICE: \$390**



## AT THE SHOW

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### ADVERT IN OFFICIAL SHOW GUIDE

The show guide will be available free of charge to every attendee as they enter the exhibition, making it the perfect platform for you to stand out and grab their attention. The show guide is the essential tool for visitors to Gulf Print & Pack, enabling them to navigate the show efficiently and productively. It contains essential information, full exhibitor listings and the show floor plan.

**Sponsor has an option of:**

**DOUBLE PAGE SPREAD: \$6,000**

**INSIDE FRONT COVER: \$3,000**

**INSIDE BACK COVER: \$3,000**

**OUTSIDE BACK COVER: \$3,000**

**FULL PAGE: \$2,500**

**HALF PAGE: \$1,700**



### REGISTRATION AREAS

Benefit from exposure to over 12,000 industry professionals as they arrive at Gulf Print & Pack. Your logo will be included on the main registration banner, show guide, Gulf Print & Pack website, and floor plans.

*Exclusive to one sponsor*

**PRICE: \$15,000**



### EXHIBITOR RECEPTION

Networking is an essential and a crucial part of all attendees' experience at Gulf Print & Pack. The networking event is held on the first day and are well attended. The exhibitor reception is the perfect occasion to showcase your company.

*Exclusive to one sponsor*

**PRICE: \$10,000**

## AT THE SHOW

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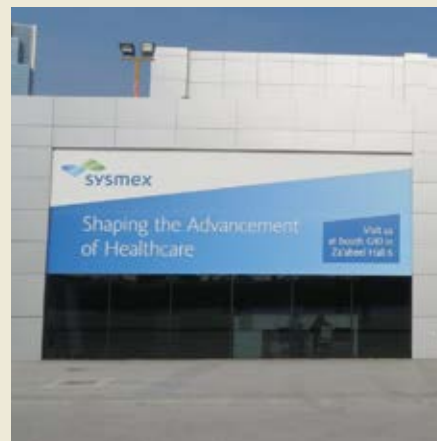
### FLOOR TILES

Floor tiles present a great opportunity to promote your presence at the show by creating a path to your stand.

*Multiple sponsors*

**PRICE: \$3,500 FOR 5**

Dimensions: 4000(h) x 3000(w)

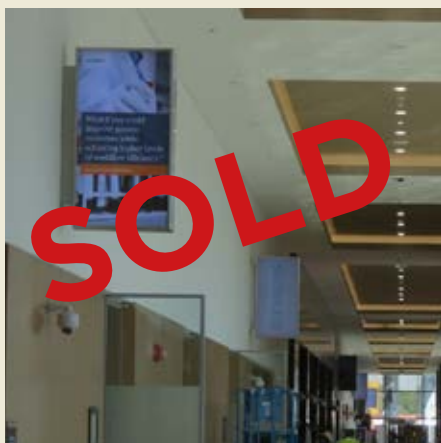


### SQUARE GRAPHICS - NEW ZA'ABEEL HALLS

Covering the front side of the glass of the new Za'abeel Halls, this is a great opportunity for exhibitors aiming to associate their name with the exhibition

**PRICE: \$12,000**

Dimensions: 1100 cm (w) x 600 cm (h)



### DIGITAL HANGING SCREENS

Very exclusive branding opportunity at the hall entrance, visible for all the visitors entering the halls.

*Exclusive to one sponsor*

**PRICE: \$6,500**



### LANYARDS

Become the exclusive sponsor of lanyards used to hold exhibition entry badges for all attendees at Gulf Print & Pack.

*Exclusive to one sponsor*

**LANYARDS PROVIDED  
BY SPONSOR: \$7,500**

**LANYARDS PROVIDED  
BY ORGANISER: \$10,000**

## AT THE SHOW

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### BADGE

Become the exclusive sponsor of badges which will provide excellent onsite branding by having your company logo appear on all visitors, exhibitor, press and VIP badges.

*Exclusive to one sponsor*

**PRICE: \$7,500**



### WI-FI SPONSOR

Maximize your presence during Gulf Print & Pack and sponsor the WiFi. Available to all attendees your branding will be the first screen they see when connecting to the Internet.

*Exclusive to one sponsor*

**PRICE: \$15,000**



### BUSINESS LOUNGE

Sponsor the seating areas located around the show floor where visitors take a break to relax or conduct more business meetings.

*Exclusive to one sponsor per area*

**PRICE: \$5,000**



### FLAG POLE

A network of standalone flags can be placed in the outdoor areas covering the entrances and prime outdoor areas.

*Exclusive to one sponsor per flag*

**PRICE: \$10,000 PER NETWORK OF 10**

Dimension: 400 cm (h) x 100 cm (w)

# DIGITAL SIGNAGE SOLUTION OUTDOOR LED DISPLAY

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## GRAND VIEW - GV1

This impactful sign is a major show branding for targeting the visitors coming through the concourse1 gate, very strategic sign in the DWTC Plaza and all visitors coming from metro station.

**DURATION: 8 SECONDS**  
**FORMAT: JPEG,PNG,MPEG4**  
**W 900 CM X H 450 CM**  
**\$7,000**

**Please note** This above sponsorship items is shared opportunity with 60% branding for Gulf Print & Pack and 40% for sponsors



## GRAND VIEW - GV2

This impactful sign is a major show branding for targeting the visitors coming from Ibis Hotel & Drop-off taxi area and metro station.

**DURATION: 8 SECONDS**  
**FORMAT: JPEG,PNG,MPEG4**  
**W 672 CM X H 624 CM**  
**\$7,000**

**Please note** This above sponsorship items is shared opportunity with 60% branding for Gulf Print & Pack and 40% for sponsors



## AT THE SHOW

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### CURVED DIGITAL SIGN

Maximize your impact by placing your brand at one of the most iconic locations at the entrance of the new Za'beels Halls.

**PRICE: \$14,000**

Dimensions: 4385 cm (w) x 1019 cm (h)

## POST SHOW

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Two survey forms are shown. The first form asks "How would you rate the Cleanliness of your visit?" and has four options: Excellent (checked), Good, Average, and Poor. The second form asks "How would you rate the Service you received?" and has four options: Excellent (checked), Good, Average, and Poor. Both forms have a green checkmark next to the "Excellent" option.

### POST-SHOW SURVEYS

(Emailed to all visitors and exhibitors)

Your logo displayed on the post show surveys which is emailed to all exhibitors and visitors.

*Exclusive to one sponsor*

**PRICE: \$5,000**

## CONTACT US

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Thank you for taking the time to read through your sponsorship, branding and advertising opportunities. Please remember that anything is possible and we can tailor your exposure to suit your campaign objectives and budget.

I am happy to answer any questions you may have and look forward to hearing from you.



**Mike Simmonds**

Project Director

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*“Gulf Print & Pack 2015 was a good opportunity for JM Heaford to meet existing customers from UAE and surrounding countries, we were also pleased to get enquiries from companies we had not met before moving in to the markets we serve and it was a well-attended exhibition.”*

**NIGEL HEAFORD, JM HEAFORD LTD.**

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### THE FACTS



### EVENT INFORMATION

