GULF PRINT & PACK 2027

YOUR GUIDE TO EXHIBITING

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Exhibiting at a trade show can be a confusing business. There are so many things you need to do to prepare - design your stand, book hotels, register your team, arrange transport, market your presence at the show, and much, much more.

This guide will point you in the right direction for everything you need to know about exhibiting at Gulf Print & Pack 2027.



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YOUR EXHIBITOR PORTAL

Your exhibitor portal contains valuable information and enables you to book most of what you need to exhibit successfully. It includes a useful dashboard and handy reminders so you don't forget anything important.

IN YOUR PORTAL YOU WILL BE ABLE TO ORDER

- // Audio Visual (AV) equipment
- // Catering
- // Cleaning and recycling
- // Compressed air
- // Electricity
- // Water and waste
- // Rigging and suspension
- // Lifting, storage and deliveries
- // Flowers and plants
- // Temporary staff
- // Stand security
- // Accommodation for your team
- // Internet/WIFI
- // Photography

YOU WILL ALSO BE ABLE TO

- // Submit stand designs for approval
- // View information on what you can and cannot build – heights, materials, restrictions, etc.
- // Submit health & safety documents
- // Submit insurance documents
- // View details of when you can access your stand and when you must vacate it by
- // Review health & safety information
- // View details of parking pre-show, on show days and post-event breakdown
- // Register your team's exhibitor passes
- // Order more lead retrieval devices
- // Submit your company details for inclusion in website listings and floor plan
- // Gain exposure through Gulf Print & Pack marketing channels by submitting your product launch information and quotes for use in the Gulf Print & Pack social media channels
- // Get copies of the Gulf Print & Pack 2027 logo to add to your marketing

SHOW PACKAGES

To simplify the process of exhibiting we have created three show promotional packages – gold, silver, and bronze.

Show packages are designed to ensure you get the most out of your decision to exhibit. They will enable you to capture the all-important leads using scan apps, and give a variety of promotional opportunities to ensure your stand is sought out by visitors to the show.

****As an exhibitor you must take one of these packages****

CHOOSE ONE OF THE FOLLOWING

Gold **SOLD**

(Limited to 8 exhibitors)

// Lead retrieval app (unlimited licenses)

// Enhanced listing on show website (including logo / social media links / YouTube links)

// Listing on printed floor plan at the show (including logo)

// Listing on 'You are here' board at the show (including logo)

// One post on all of Gulf Print & Pack's social media accounts (Facebook / LinkedIn / Instagram / X) – subject to approval

// Banner advertisement on show website (10,000 impressions)

// 1,000 retargeting clicks on Google Display Network

Silver **$850**

(Limited to 20 exhibitors)

// Lead retrieval app (two licenses)

// Enhanced listing on show website (including logo / social media links / YouTube link)

// Listing on printed floor plan at the show

// Listing on 'You are here' board at the show

// One post on one of Gulf Print & Pack's social media accounts (Facebook / LinkedIn / Instagram / X) – subject to approval

Bronze **$350**

// Lead retrieval app (one license)

// Enhanced listing on show website (including logo / social media links / YouTube links)

// Listing on printed floor plan at the show

// Listing on 'You are here' board at the show

VISIT CONNECT - LEAD RETRIEVAL

You collect the contact details of visitors you meet at the show by scanning their badges with our official lead retrieval app, Visit Connect. The data you get from scanning a visitor's badge is taken from the personal and demographic information they give us when they register.



FAQ

// **How many lead retrieval licenses do I get?**

You will automatically be assigned a certain number of lead retrieval app licenses as part of your show package (see page 4). You can increase the number you have either by upgrading your package or simply ordering more licenses.

// **How do I set up my team with lead retrieval licenses?**

You can assign your users within your exhibitor portal, together with levels of access chosen by you. For example, ability to export data.

// **How do I access my leads?**

Your leads will be available to download as a .csv file from your portal as soon as you start scanning.

// **Can I buy more licenses?**

Yes, you can. You can do this within your portal.

EXHIBITOR BADGES

Exhibitor badges for Gulf Print & Pack 2027 provide authorized access to the event and allow exhibitors to represent their company and engage with visitors. These badges are essential for exhibiting staff to manage their stands and connect with potential clients or partners.



EXHIBITOR BADGES

Exhibitor badges are ordered through the exhibitor portal.

Each exhibitor has 3 badges per 9sqm stand space, rounded to the nearest integer.

// Exhibitor badges may only be used by your staff (not by visitors)

// Badges may only be ordered by the main stand holder (not by stand sharers)

SOCIAL MEDIA

Promote your attendance at the show on social media.

The official Gulf Print & Pack 2027 hashtag is #GulfPrintPack2027. Please follow us and remember to include the hashtag in your posts. For example "ABC company is launching XYZ product at **#GulfPrintPack2027.** For more information, follow **@GulfPrintPack.**"



Follow our channels:

- @gulfprintpack
- @gulfprintpack
- @gulf-print-pack
- @gulfprintpack
- @gulfprintpack
- @gulfprintpack7453

HOTELS

Now you've booked your stand at Gulf Print & Pack 2027, our goal is to make your trip as smooth as possible – book your stay with exclusive perks for Gulf Print & Pack exhibitors.

As an exhibitor at Gulf Print & Pack 2027, you can secure a hotel room with these benefits:

// Best-price hotels, handpicked for Gulf Print & Pack exhibitors at a guaranteed lowest cost across all booking providers

// Complimentary daily shuttles to and from the venue from select partner hotels

// Networking that continues long after the show when staying in nominated hotels

// Concierge support for group hotel bookings, restaurant bookings, conference room bookings beyond Expo City and more



Scan the QR code to book your hotel now

GROUP BOOKINGS

For more complex or group bookings, or for further information on shuttles and concierge support, please contact our official Gulf Print & Pack concierge, powered by Elevate.

Contact Details:

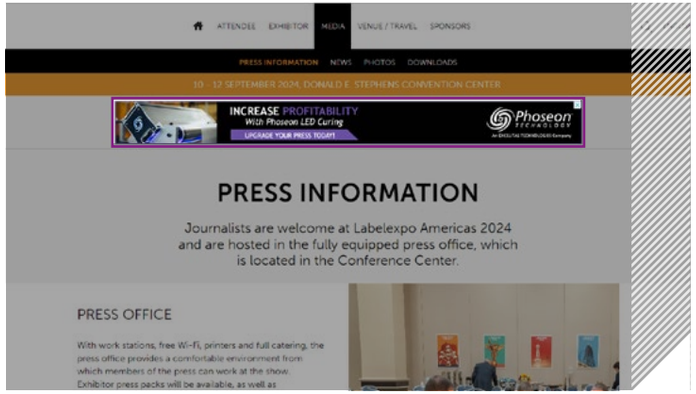
// **Mobile Number:** +971 52 304 47 95
24/7 Hotline, available on WhatsApp

// **Direct Landline:** +971 4 286 8781
Available Monday to Friday 08:00 – 18:00 (GMT+4)

// **Email:** Dubai.Hotelbookings@informa.com

PRE-SHOW ADVERTISING OPTIONS

Build a buzz around your brand before the show even opens. We have two digital options that will help you leverage the Gulf Print & Pack audience and drive traffic to your stand.



PRE-SHOW PACKAGE: **$3,750**

// Banner retargeting impressions to visitors from 2 months before the show

// Show website banner in lower position strip banner

PRE-SHOW PLUS PACKAGE: **$9,000**

// Banner retargeting impressions to visitors from 2 months before the show

// Show website banner in top position strip banner

// “Come and see us at Gulf Print & Pack 2027 stand XXX” social post

ONSITE SPONSORSHIP OPPORTUNITIES

Drive visitors to your stand with a variety of high-exposure onsite sponsorship opportunities developed to elevate your brand presence, grab attention, and drive results.

ATTENDEE VISITOR BAGS:
SOLD

Every visitor at Gulf Print & Pack 2027 is given a sustainable recycled bag, to carry the Floor Plan at 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.



FLOOR PLAN OPPORTUNITIES

The exhibition floor plan guide will enable the visitors to navigate their way around the show efficiently, it contains the full exhibitor list and floor plan. The floor plan will be available FREE to every visitor as they enter the exhibition. This sponsorship opportunity provides cost-effective visibility to elevate your brand.

Floor Plan sponsor	**SOLD**
Outside back cover	**SOLD**
Full page	**SOLD**



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 visitor is given a badge with a lanyard which they wear throughout the day and keep afterwards.

// Lanyards **SOLD**

// Visitor Badges **SOLD**



REGISTRATION SPONSOR:
POA

Benefit from exposure to all the industry professionals as they arrive at Gulf Print & Pack 2027. Your logo will be included on the main registration banner.



YOU ARE HERE BOARD: **$9,000**

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

Exclusive to one sponsor



FLOOR TILES

Located at various locations across the halls, these floor tiles display your company logo, stand number and a promotional message. This is the perfect way to help visitors find your stand!

// 100 cm x 100 cm **$2,500** per 3 floor tiles

// 200 cm x 200 cm **$3,000** per 3 floor tiles

