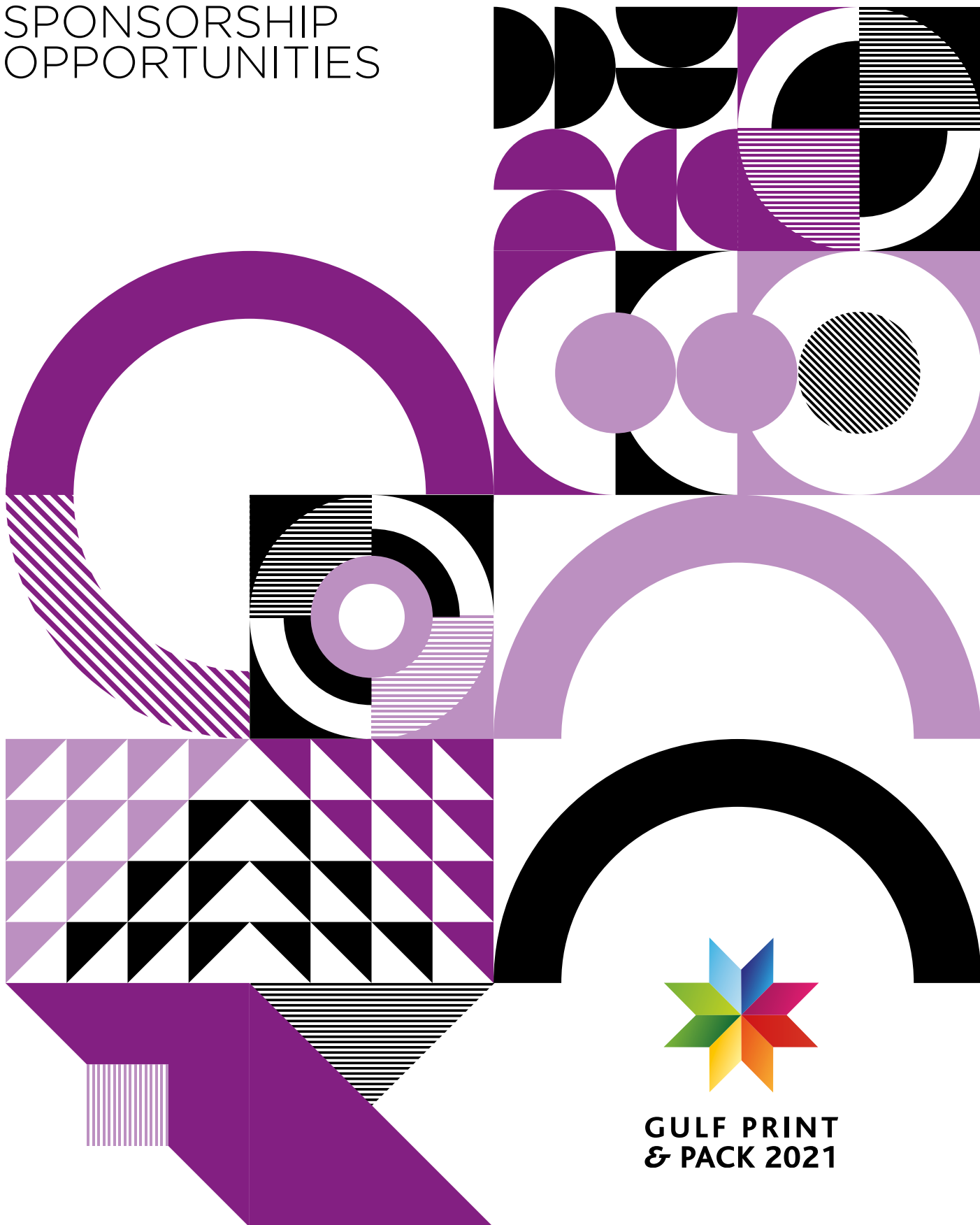


GULF PRINT & PACK

SPONSORSHIP
OPPORTUNITIES



GULF PRINT
& PACK 2021

SPONSORSHIP OPPORTUNITIES

ARE YOU PREPARED?

So you've made the right decision to exhibit at the leading event for commercial labels and package printers in the Middle East and Africa. Every exhibitor is competing for attendees' attention – make it easy! Give yourself that extra edge to drive attendees 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. Bespoke packages are also available – do your own thing!

OPTIONS INCLUDE

- // Curved outdoor LED
- // Iconic LED
- // Registration area
- // Flags
- // Door banners
- // Window graphics
- // Digital front of house - Grand view signs
- // Parking elevator screen
- // Floor tiles
- // “You are here” boards
- // Hanging banners
- // Visitor badges & lanyards
- // Show guide opportunities
- // Carrier bags



Contact us today to discuss your requirements.

e: bcassim@gulfprintpack.com
w: www.gulfprintpack.com

CURVED OUTDOOR LED

FIRST
IMPRESSIONS LAST

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Maximize your impact by placing your brand at one of the most iconic locations at the entrance of the new Za'beels Halls, facing the 2nd Za'beel road and Al Mustaqbal Street.

COST

SIZE	LOCATION	COST
2,500 cm x 500 cm	Za'abeel Street	\$16,000

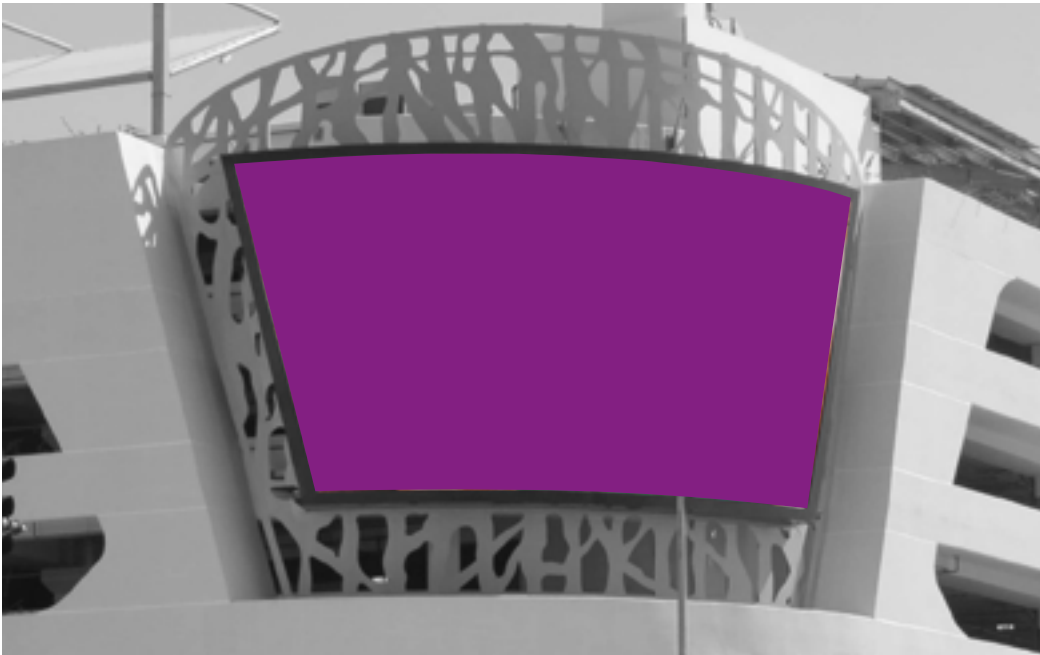
LOCATION



ICONIC LED

MAKE AN ENTRANCE

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Located on the newest car park, this impactful sign will be seen by visitors as they are coming into the venue.

COST

SIZE	LOCATION	COST
1,240 cm x 580 cm	Happiness carpark	\$16,000

LOCATION

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REGISTRATION AREA

FRONT OF STAGE

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Benefit from exposure to over 8,000 industry professionals as they arrive at Gulf Print & Pack. Your branding will be included on the main registration banner, six digital screens in the main entrance, the show guide, the Gulf Print & Pack website, and the floor plans.

COST

\$15,000 Exclusive to one exhibitor

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FLAGS

FLY HIGH WITH
YOUR BRAND

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Display your brand on a network of standalone flags, which are placed in the prime outdoor area covering the entrance.

OPPORTUNITIES

SIZE	LOCATION	COST
100 cm x 400 cm	New Za'abeel Plaza	\$14,000

LOCATION

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DOOR BANNERS

A FOOT IN THE DOOR

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Take advantage of this very exclusive branding opportunity in the new Za’abeel Hall concourse, visible for all the visitors entering and exiting the halls.

OPPORTUNITIES

SIZE	LOCATION	COST
300 cm x 400 cm	Za’abeel Concourse 2 – entrance	\$12,000
300 cm x 400 cm	Za’abeel Concourse 2 – exit	\$12,000

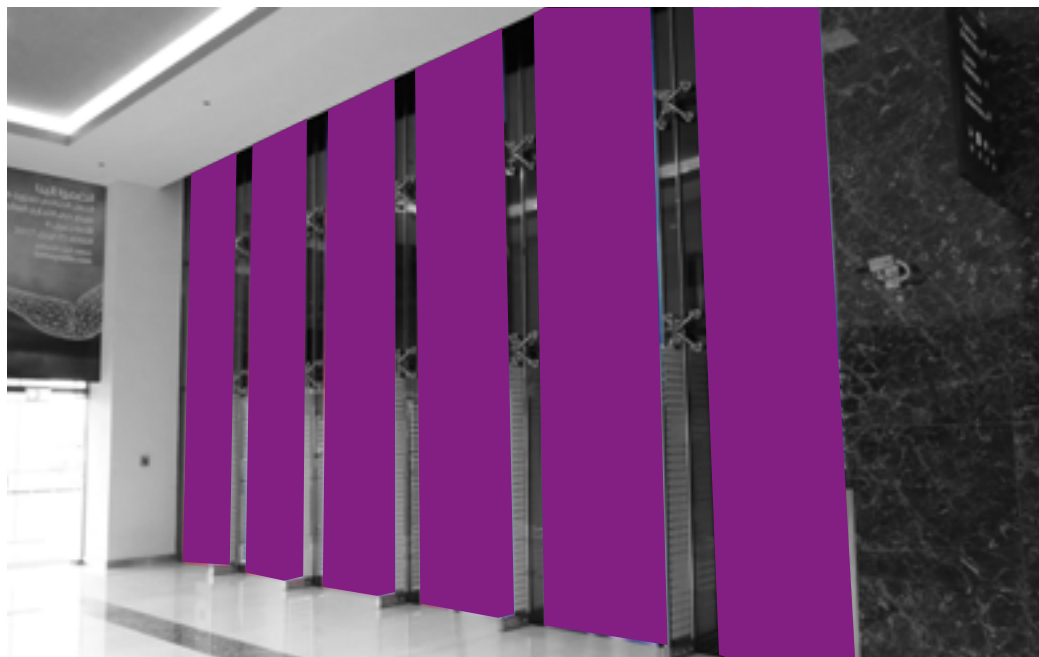
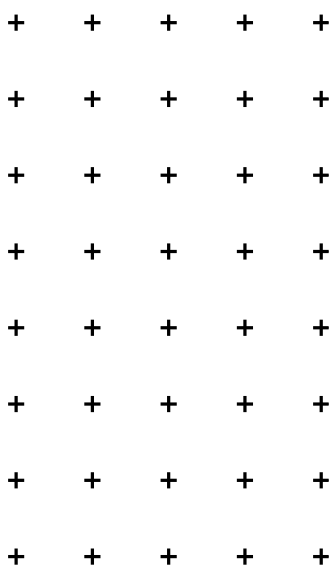
LOCATION

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WINDOW GRAPHICS

THE PERFECT VIEW

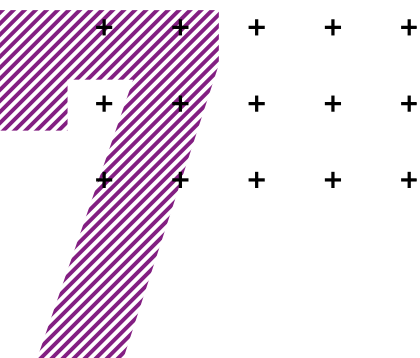


Brand the glass at the show entrances with your message or logo and reach visitors just before they enter the show.

OPPORTUNITIES

SIZE PER PANEL	LOCATION	COST FOR NETWORK OF 6
135 cm x 540 cm	Za'abeel 4, 5 & 6	\$10,000

LOCATION



DIGITAL FRONT OF HOUSE

GRAND VIEW SIGNS

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These impactful signs are a major show branding for targeting the visitors as they enter the venue

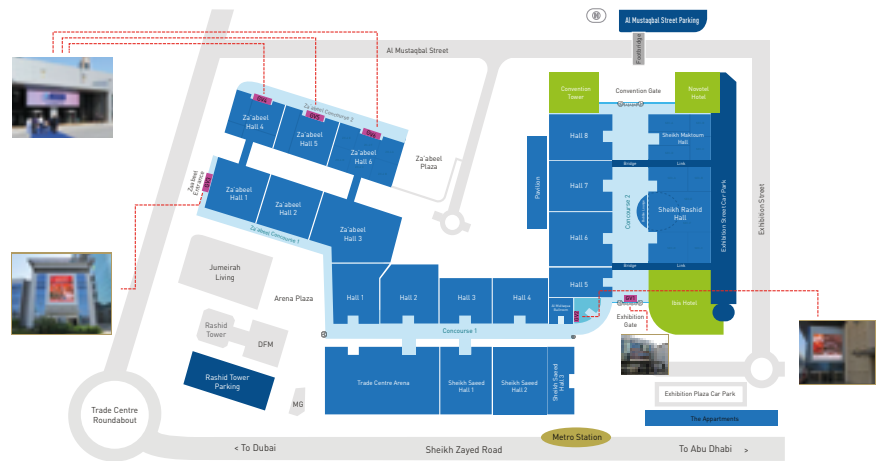
OPPORTUNITIES

OPTION	SIZE	LOCATION	COST
Grand view 1 *	896 x 448 pixel JPEG, PNG, MP4	Main entrance	\$7,000
Grand view 2 *	672 x 624 pixel JPEG, PNG, MP4	Main entrance	\$7,000
Grand view 3	544 x 640 pixel JPEG, PNG, MP4	Za'abeel Hall 1 entrance / facade	\$7,000
Grand view 4, 5, 6	1200 x 240 pixel JPEG, PNG, MP4	Za'abeel Halls 4,5,6 facades	\$9,000

* This is a shared opportunity with 60% branding for Gulf Print & Pack and 40% for sponsors

LOCATION

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PARKING ELEVATOR SCREEN

ALL ROADS LEAD TO YOU

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Benefit from the high traffic coming from the Happiness Street car park, with your brand on screen for a long exposure time.

COST

\$4,000

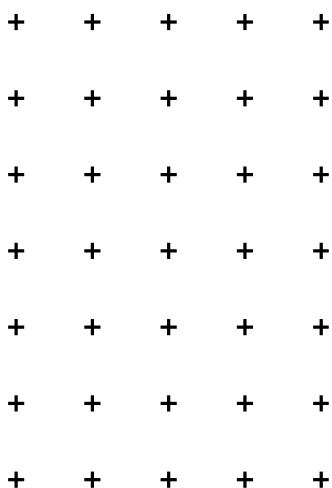
LOCATION



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FLOOR TILES

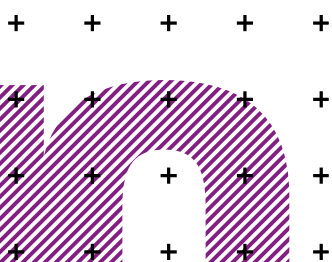
A STEP IN THE RIGHT DIRECTION



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 attendees find your stand!

OPPORTUNITIES

SIZE	COST
100 cm x 100 cm	\$4,000 per 5 floor tiles
200 cm x 200 cm	\$4,000 per 5 floor tiles



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“YOU ARE HERE” BOARDS

MAXIMUM EXPOSURE

+	+	+	+	+
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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.

COST

\$5,000 Exclusive to one sponsor

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A CUT ABOVE THE REST



Prominently displayed in the aisles or the foyer of the Za'abeel halls, these double-sided hanging banners are focal points 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. Sponsorship consists of a logo and stand number on the large banner.

OPPORTUNITIES

LOCATION	SIZE	COST
Aisles	85cm x 250cm	\$4,000 per banner
Foyer	85cm x 250cm	\$3,000 per banner

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VISITOR BADGES & LANYARDS

PAY AND DISPLAY

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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.

Both the badge and the lanyard are available for branding opportunities. They are waiting for your logo!

COST

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+	+	+	+	+

OPTION	SIZE	PRODUCTION	COST
Visitor badges	12,000 pieces	Included	\$10,000
Lanyards		Client to produce	\$10,000

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SHOW GUIDE OPPORTUNITIES

WIN THEIR ATTENTION

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

OPPORTUNITIES

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OPTION	COST
Double page spread	\$6,000
Inside front cover	\$3,500
Inside back cover	\$3,500
Outside back cover	\$3,500
Full page	\$2,500
Half page	\$1,500
Quarter page	\$850

Make your brand stand out from your competitors by enhancing your listing and including your company logo in the official show guide.

OPTION	COST
Enhanced listing	\$350

CARRIER BAGS

HOLD ON TO YOUR CLIENTS

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Every visitor at Gulf Print & Pack is given the show carrier bag, to carry the show guide 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.

COST:

\$14,000 Client to produce

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Centre

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Southeast Asia**
BITEC, Bangkok

// **Labelexpo South
China**
Shenzhen World
Exhibition &
Convention Center

// **Labelexpo Mexico**
World Trade Center
Mexico City

ABOUT THE ORGANIZERS

The Labelexpo Global Series is organized by Tarsus Group, the international media company with a portfolio of exhibitions, conferences, publications and online media. Through long established relationships with industry associations, media and other partners, the Labelexpo Global Series is an integral part of the label and package printing industry.



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