

## Promotional and Sponsorship Opportunities at Playworld Middle East 2011

Sponsorship enables a company to be involved within the event and have a high level of association and recognition within the industry. Sponsorship will enable you to raise your profile to attendees prior and during the event and increase your level of exposure at the show.

Sponsoring specific areas of the halls or availing of our strong marketing campaign through a vast variety of dynamic and innovative vehicles provides an excellent means of generating high awareness levels. Use any of our sponsorship opportunities to firmly plant your brand into the minds of the thousands of attendees.



**Our sponsorship packages are divided into 4 main categories:**

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# 1. Pre Show Opportunities:

## 1.1. Website Exposure

12 months of visibility on the Playworld Middle East website is one of your most valuable advertising mediums providing information and accessibility to current and potential customers 24/7! Playworld's renowned brand assures visibility to qualified professional audience looking for updates on the market or the show.

### a. PWME Homepage Skyscraper Banner:

Take potential clients directly from ours to your page! **(Limited availability - 1)**

**Price: US\$ 3000 – available for 4 months prior to show**

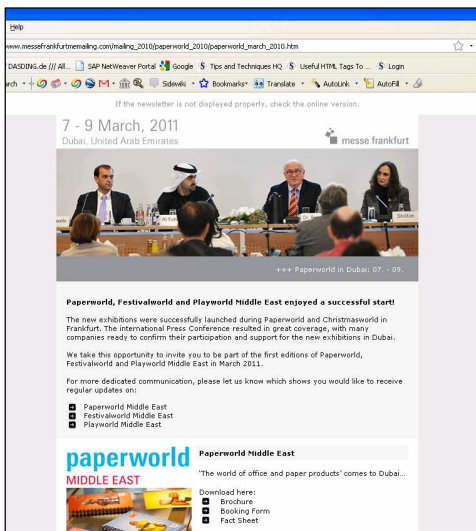
### b. Visitor Registration Banner:

Over 50% of the visitors at Playworld Middle East are expected to pre register through our website using the online form before attending the fair. Here is an excellent opportunity to ensure every visitor is aware of your presence at the show!

**Price: US\$ 1500 (Limited availability- 1) - available 4 months prior to show.**



## 1.2. E Newsletter



Every two months (and more frequently prior to the show) we send out an e-newsletter to a carefully selected database of over 20,000 qualified contacts (visitor and exhibitor e newsletter), containing show preview as well as market information and showcasing selected exhibitors. Enjoy this added exposure to thousands of prospective customers by submitting a short company profile and pictures along with your company name.

**Editorial and Logo in the show newsletter**

**Price: US\$ 1500**

**Banner with web link in the show newsletter**

**Price: US\$ 850**

### **1.3. Press Releases**

Take advantage of our public relations network: send your press information to our PR department and we can include it in our press communication. Press releases can also be featured on the show website. It is important to note that all press releases must be related to the show and we cannot guarantee they will be published.

**Free of charge** to be published on our website in the "Latest News" Section if relevant industry news

### **1.4. Show Catalogue**

Exhibitors receive a free listing and profile in the show catalogue but full advertising is also available.

**For rates and further details, please contact Monica Kubik on [monica.kubik@uae.messefrankfurt.com](mailto:monica.kubik@uae.messefrankfurt.com)**

## 2. On site Opportunities:

### 2.1. Show Carrier Bags

The official show carrier bag with your logo will be distributed at all registration desks to all exhibitors and visitors. This marketing opportunity provides your company with a viable 'take home' visibility to be used after the show concludes. It is an excellent opportunity to grant your company maximum visibility inside the show, throughout the entire concourse and after the show.

**Price: US\$ 5,000 (sponsor produces the bags after confirmation of artwork)**

**In addition to sponsoring the bags, sponsors can also avail of including inserts or products in the bags:**



### Inserts/Products in bags

All exhibitors and visitors receive the official show carrier bag. Sponsors can gain direct access to all the attendees with the presence of their product or insert with info on product/stand number in the bag.

**Price: US\$ 1,500**

### 2.2. Logo on Exhibition Lanyards

Avail of the exclusive rights to your logo appearing on the official show lanyard that holds all name badges for visitors, VIP visitors and exhibitors at the show. Sponsors are responsible for the production of the lanyards, which should be supplied to Messe Frankfurt latest 3 weeks prior to the event.

**Price: US\$ 5,000**  
**(sponsor produces the lanyards after confirmation of artwork with the organizer)**



### **2.3. Branded pens at registration**



Used at all writing, registration desks and seminar area throughout the show. The pens can also be given out to visitors and exhibitors. Pens produced by sponsor and can be given out to visitors.

**Price: US\$ 2,000**

### **2.4. Registration Staff T Shirt Branding**

On site staff at registration area will be equipped with T-shirts branded with the sponsor's logo. Sponsor is responsible for producing the t-shirts (3 t-shirts per staff)

**Price: US\$ 2,000**

### **2.5. Promoters at registration area**

Hand out directly to all attendee's at the show your companies promotional material or products at the registration area. Limited availability.

**Price: US\$ 2,000 per entrance**

### 3. Area branding and Signage:

#### 3.1. Pop Up banners

Sponsors Pop Up Banners can be positioned in prominent areas throughout the show subject to organizer's approval. Sponsor is responsible for production of banners.

**Price: US\$ 1,500 per Pop Up at Hall entrance**

#### 3.2. Directional Carpet Stickers



These highly visible stickers can be placed either in the aisles throughout the exhibition to act as foot prints to your stand (max. 50 x 50cm, left picture), or one big floor sticker at the entrance to the hall (max 2m x 2m in dimension, right picture)



**Price: US\$ 800 per sticker at the entrance**  
**Or USD\$ 2000 per 30 floor stickers in the hall**

#### 3.3. Stand highlighted in the 'You are here' Boards

These large highly visited floor plans are strategically positioned around the exhibition halls and concourse. Highlight your stand here and make it easier for visitors to find you!

**Price: US\$ 2,000**



### 3.4. Registration Area Branding

Make sure your branding greets all attendees to the exhibition. Branding the registration area is a highly visible marketing tool for your company. Every entrance occupies 2 registration desks and 2 writing desks. In front of the registration desks are the writing desks for all visitors to fill in the registration form. These are available for branding.

The cost is per registration area. Sponsors must supply artwork 2 months before the event. Organizer produces signage.



**Price: US\$ 2,000 per writing desk**

### d. Branding of Back Hall Registration Area



The area between the entrance/exit and directly behind the registration area can be branded by an exhibitor. The sponsor must produce their own banner or display.

**Price: US\$ 5,000 per hall**

## 4. Feature Branding:

### 4.1. VIP/ Media Centre

VIP delegates, press, regional and international television, radio and newspapers will be present in this area throughout the show, since it offers them a VIP lounge with refreshments and snacks. Media people can collect here all available press information and have access to laptops and internet to write their articles directly on the show floor. Exclusive sponsorship of the centre from inside and outside would ensure your brand is in the forefront and would provide you maximum exposure. You can invite your guests to your own VIP Center, offering them an exclusive meeting place with refreshments and snacks.



**Price: US\$ 20,000**

### 4.2. On site Café

Sponsorship and branding opportunities at the café area are also available. This unique area will deliver additional exposure for your company, your brands and your products throughout the event, seeing that many visitors will use the café to relax or purchase snacks. Sponsor provides own banners, and can display literature and products in this area.

**Price: US\$ 10,000**

### 4.3. Networking dinner on the first evening of the show

Sponsors who wish to exhibit at this party will receive exclusive exposure. Banners will be placed around the Atlantis Hotel beach on the Palm Jumeirah, exposure in the show catalogue as the official sponsor at the networking dinner, exposure in all marketing information regarding the party, and you will receive additional tickets for to invite 10 VIP guests to the party (inclusive of buffet and drinks)

**Price: US\$ 20,000**

(or US\$ 1,000 per table of 10 if you want to invite your guests to the dinner as a special incentive. The table will be branded with your company name)

### 4.4. Internet Garden

Sponsorship for an internet garden area is also available. You can build an internet café for visitors and exhibitors to the show. This is a great opportunity to capture visitor's attention. Sponsor must organize computers, stand design, and construction, and you can brand the entire area with your logo and product information.

**Price: US\$ 12,000 for an area of 30 sqm**