

MidEast
**Watch & Jewellery
Show**

44th Edition | **3 - 7
April 2018**
Expo Centre Sharjah - UAE

Shine Bright

at the MidEast Watch & Jewellery Show

SPONSORSHIP PACKAGES

*Best branding opportunities to the elite buyers
at the region's most exclusive jewellery show*

FACTS

- ◆ Middle East's most visited biannual jewellery event
- ◆ Highest per capita consumption of gold in the Middle East
- ◆ Direct access to the region's royalty, VVIPs and high-spending tourists
- ◆ The best managed jewellery show with foolproof security provisions

Why Become a Sponsor

- ◆ Associate with a high-profile event
- ◆ Boost market share & sales
- ◆ Connect with clients & partners
- ◆ Gain new customers
- ◆ Stand out from the crowd
- ◆ Increase brand loyalty, visibility & recognition
- ◆ Launch/showcase new product/s
- ◆ Generate extra business leads

FIGURES

- ◆ 43 – editions of unmatched excellence
- ◆ 5 – days of unmatched opportunities
- ◆ 60,000 – potential customers
- ◆ 90% -- exhibitor retention
- ◆ 500 – exhibitors from 25 countries
- ◆ 30,000 – sq m of premium exhibition space



www.mideastjewellery.com

Supported by:



Organised by:



Tel: +971 (6) 5770000
Fax: +971 (6) 5770111
info@expo-centre.ae

Platinum Sponsor | The best deal

- ◆ A dedicated page on the show website / 3 dedicated e-mail broadcasts to visitor database
- ◆ 2 vinyl wall stickers on the West and East wings at the main entrance
- ◆ 1 backlit ad inside the main entrance
- ◆ 1 hanging banner inside the hall
- ◆ 1 boulevard banner
- ◆ 2 roll-up banners at the hall entrances
- ◆ Logo branding at registration desk backdrop
- ◆ Sponsorship AD on one side of the visitor shopping bag
- ◆ Logo of the sponsor on visitor badges
- ◆ 25 VVIP invitations to invite your VIP clients
- ◆ 10 VIP passes with valet parking at front entrance
- ◆ 2 dedicated social media posts promoting your company and products
- ◆ Logo of the sponsor highlighted on floor plan and mobile app
- ◆ 20 Flag poles around Expo Centre Sharjah promoting the sponsor
- ◆ 60-second interview on social media
- ◆ Raffle draw area branding
- ◆ A visit by social media influencer to your stand
- ◆ 9 sq.m. display area in Central Boulevard

Note: The designs and completed artwork for all need to be supplied by the sponsor

Total cost: US\$ 100,000



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Diamond Sponsor | The deal

- ◆ 2 dedicated e-mail broadcasts to visitor database
- ◆ 1 vinyl wall sticker on one side of the hall entrance
- ◆ 1 boulevard banner
- ◆ 2 roll-up banners at the hall entrances
- ◆ 1 back-lit ad inside the main entrance (Al Taawun/Arab Mall side)
- ◆ 25 VVIP invitations to invite your VIP clients
- ◆ 2 dedicated social media posts promoting your company and products
- ◆ Logo of the sponsor on visitor badges
- ◆ 15 Flag poles around Expo Centre Sharjah promoting the sponsor
- ◆ 45-second interview on social media
- ◆ Sponsor's branding on registration desk (Taawun side) (10.30m L X 0.82m H)
- ◆ 1 glass panel - Rear side branding with sponsor details (700 cm L x 250 cm H per panel)
- ◆ Daily mention of sponsors during the raffle draw by a professional host
- ◆ Branding at 1 registration desk (Right side Tawun entrance)

Note: The designs and completed artwork for all need to be supplied by the sponsor

Total cost: US\$ 75,000



Gold Sponsor | The deal

- ◆ 1 dedicated e-mail broadcast to visitor database
- ◆ 20 VVIP invitations to invite your VIP clients
- ◆ 1 vinyl wall sticker on one side of the hall entrance
- ◆ 1 boulevard banner
- ◆ 1 roll-up banner at the hall entrance
- ◆ 2 dedicated social media posts promoting your company and products
- ◆ Logo of the sponsor on visitor badges
- ◆ Logo of the sponsor highlighted on floor plan and mobile app
- ◆ 10 Flag poles around Expo Centre Sharjah promoting the sponsor
- ◆ 30-second interview on social media
- ◆ Sponsors branding on registration desk (Mamzar side) (8.0m L X 1.0m H)
- ◆ 1 glass panel -Rear side branding with sponsor details (700 cm L x 250 cm H per panel)
- ◆ Daily mention of sponsors during the raffle draw by a professional host

Note: The designs and completed artwork for all need to be supplied by the sponsor

Total cost: US\$ 50,000

