



# SPONSORSHIP PROPOSAL

معرض الشرق الأوسط

للساعات  
والمجوهرات



WATCH &  
JEWELLERY

MIDDLE EAST SHOW



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## SPONSORSHIP PACKAGE

# DIAMOND

USD 70,000



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

## Figures

51

Editions of unmatched excellence

66,000

Potential customers

500

Exhibitors from 25 countries

5

Days of unmatched opportunities

90%

Exhibitor retention

30,000

Sq m of premium exhibition space

# DIAMOND SPONSOR YOUR BEST DEAL



## Pre Event

- Event Preview / Show announcement – Sponsor’s name/logo will be announced & included in all event collaterals, press & editorials.
- 1 x mention in show press release announcing partners and sponsors prepared and distributed by Organizer PR team.
- As Diamond Sponsor, your logo and branding will be prominent on all marketing and advertising collateral (online & offline), both throughout the run up and during the show.
- Sponsor logo on all pages of the show website with hyperlink to the sponsor’s website page
- Dedicated Diamond Sponsor Page on the show website with logo, company information & write-up provided
- Sponsor logo printed in all promotional material as “Diamond Sponsor” (Event Logo, Press Ads, Banners, Outdoor hoardings/boards, Public, Trade & VIP Invitations, E-shots)
- Sponsor logo will be included in all advertising inserts both, local and regional newspapers as well as specialized trade magazines
- Sponsor logo will be displayed on the EXHIBITOR ONLINE PORTAL.
- 1 dedicated Email broadcasts to Expo Visitor database inviting visitors to the sponsor’s booth
- 2 dedicated social media posts promoting the company and products
- 15 VVIP Invitations (to invite your VIP clients)
- 10 VIP Valet-Parking passes (for sponsor staff & clients / Front Al Taawun entrance)

## Visitor Badges

- Sponsor logo will be included in the Visitor Badges (General Visitors / Trade Visitors)

## Event-branded Visitor Bags

- Sponsor artwork printed on gutter both side of the visitor shopping bag (distributed at all Visitor Registration & Raffle Counters)

## Official Show Catalog

- Highlighted as the “Diamond Sponsor” in the official show catalog
- Full page colored advert in the catalog (Inside back cover)

# DIAMOND SPONSOR YOUR BEST DEAL



## At Event

### Outdoor

- 6 Sponsor Flag Poles outside the exhibition venue- Al Taawun entrance (1.0m W x 6.0m H; artwork from sponsor)
- Gold sponsor logo on show branding (Façade Vinyl on Glass panels) Al Mamzar entrance (7.0m W x 2.5m H).

### Indoor

- 8 Branding on Central boulevard screens (space shared with others on rotation basis)- artwork from sponsor
- Façade vinyl Al Taawoun entrance
- 2 Branding on Freestanding LED Screens in Boulevard (space shared with others on rotation basis- 1080 x 1920 pixels) - artwork from sponsor
- Prominent Sponsor logo at Registration Desk Backdrop
- A Complimentary Exhibition Space during the show ( Bare Space-24 square meters)
- Sponsor logo included in the Exhibitor Badges (worn by all Exhibitors booth staff during the event)
- 60 seconds video interview of Sponsor to be shared on ECS social media channels

## VIP-Opening-Ceremony-Tour / Social Media Influencer visit

- Suggested inclusion / visit to the Sponsor Booth during the VIP-Opening-Ceremony-Tour
- Visit by Social Media Influencers to Sponsor booth

## Raffle Draw Branding

- Sponsor branding on Raffle draw counters backdrop

## Post Event

- Sponsor Name will be featured on all wrap-up & post-show press releases
- Sponsor Name & Logo inclusion in the event's Post-Show Report

**NOTE:** The designs, artwork & printing for all above branding to be supplied by the sponsor. (Subject to ECS approval)

Branding / Virtual Illustration  
**BRAND LOOK & FEEL**  
Imagine Your Brand Here!



Backlit Panels: 78 X180cm



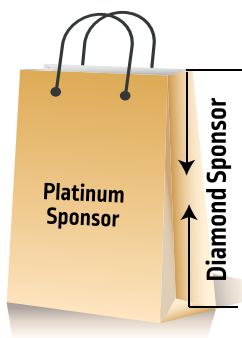
East Wing Corridor Vinyl Wall Sticker: 8.40 X 7m



Al mamzar entrance Vinyl Glass Panels: 7 X 2.5 M



West Wing Corridor Vinyl Wall Sticker: 8.40 X 7m



Watch & Jewellery Show Carry Bag



Digital screens in central boulevard



Branding / Virtual Illustration  
**BRAND LOOK & FEEL**  
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Façade Vinyl stickers at the boulevards facing entrance to Hall 5 & 6  
 Width 19.50m X Height 11.50m



**A** Al Taawun Indoor Backlit  
 Width 9.30m x Height 1.70m

**B** Al Taawun Indoor Backlit  
 Width 9.30m x Height 1.70m

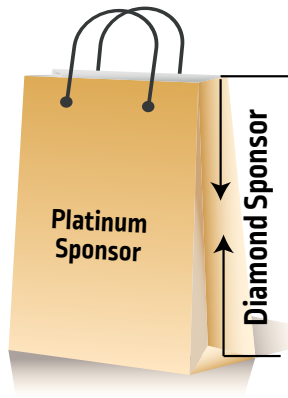


Vinyl Wall stickers West (Width 8.50m X Height 7.00m)



Vinyl Wall stickers West (Width 8.50m X Height 7.00m)

Watch & Jewellery Show  
 Carry Bag



Roll up banner (Width 0.85m X Height 2.00m)