



DIOGE-2013

Doha International Oil & Gas
Exhibition

7 - 10 October 2013

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Sponsorship Brochure



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EVENT MANAGEMENT

Sponsorship

Sponsorship Brochure An Overview

In this modern era, the process of acquiring new business prospects has never been more demanding and event sponsorship has become the most effective tool in maintaining a competitive edge in the 21st century.

Successful business managers recognize that a strong and targeted event which offers relationship building can deliver not only long-term positioning but also immediate short-term sales. It is becoming more apparent that modern day sponsorship as a marketing and communications tool, has overtaken advertising in its ability to pinpoint and deliver brand messages. Qatar Expo believes that event sponsorship can deliver strong brand awareness and exposure more quicker than the more traditional marketing communication tools, such as advertising.

We are committed to strengthening regional and global market awareness for Qatar Expo and its partner brands and firmly believe that the most efficient return on sponsorship investment occurs when a quality partnership is formed. Sponsorship benefits are fully tailored to suit corporate development and marketing objectives.

Qatar Expo works closely with sponsor marketing teams to ensure that sponsors receive the maximum exposure and opportunities for each investment. The exhibition itself will bring together industry leaders to present themselves professionally and effectively, to generate new business relationships and find reliable and highly professional partners who are familiar with the new market trends.

The Exhibition

The 8th Doha International Gas Exhibition (8th DIOGE) will be held from the 7th - 10th of October, 2013 at the Doha Exhibition Centre.

The exhibition will comprise of representatives from major multinational companies, government organisations, traders, suppliers, manufacturers, project financiers, trade publications, consumers and technical consulting experts converging with the very latest in-services and product brands.





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Why be a Sponsor?

Why be a Sponsor?

Sponsorship with Qatar Expo provides your company and staff the opportunity to be in the spotlight and positions you as an industry leader, leaving a strong impression of your brand in people's minds. Your company will receive optimum exposure on-site and also during pre-show and post-show activities

Top 5 Reasons to be a Sponsor:

1. Set yourself apart from others in the industry.
2. Build booth traffic, resulting increased sales.
3. Boost your brand by increasing visibility and recognition.
4. Increase positive customer relations.
5. Exclusive advantages and opportunities.

Sponsor Benefits:

- Residual Recognition as sponsors and partners in the event's marketing.
- Guaranteed access to top decision makers in a variety of industry sectors.
- Unprecedented networking opportunities, we proactively source and secure international alliance and business development opportunities for our sponsors.
- Local, regional and international marketing and advertising platform for our sponsor and partner brands.
- A targeted approach in promoting your corporate image and a sustained return on your investment.
- Fully integrated strategic marketing, advertising and PR campaigns that provide maximum leverage for your brand in local, regional and international arenas.
- Regional and international exposure in all major media, such as TV, Radio, Newspapers and Publications.
- Fully tailored sponsorship benefits to suit your corporate development and marketing objectives.
- Qatar Expo is committed to strengthening regional and global market awareness for its partner brands and firmly believes that the most efficient return on your sponsorship investment occurs when a quality partnership is formed.
- Qatar Expo works closely with your marketing teams to ensure all of our sponsors goals and targets are dealt with cohesively.



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Media & Advertising

Media & Advertising

The 8th DIOGE will attract both local and regional top-level media coverage, ensuring high levels of exposure for all of its sponsors.

Media coverage will be achieved through local & regional print, relevant trade publications, online and broadcasting media.

Media placement will be carefully managed and selected to ensure return on investment and marketing objectives are met and ultimately exceeded.

Major Sponsorship Categories:

- ▲ Platinum Sponsor
- ▲ Gold Sponsor
- ▲ Silver Sponsor
- ▲ Green Sponsor
- ▲ Gala Dinner Sponsor
- ▲ Lanyard Sponsor
- ▲ Show Bag Sponsor
- ▲ International Media Center

This will include:

- ▲ Online advertising to selected local and international B2B databases.
- ▲ International and locally distributed press releases.
- ▲ High profile press conference.
- ▲ Totally creative style & layout of the floor plan to ensure maximum space usage.
- ▲ VIP visitors orientation.
- ▲ Pre-registered visitor badges.
- ▲ Encouragement of sponsors and exhibitors alike to utilize their own PR, media and online advertising.
- ▲ Initiatives for cross-marketing purposes to jointly attain and exceed marketing expectations



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Platinum Sponsor

Platinum Sponsor Package: USD 120,000

As the highest level of sponsorship, our platinum sponsors will benefit from the naming rights to the 8th Doha International Gas Exhibition 2013.

The Platinum Sponsor package is tailored to meet your companies specific requirements and create maximum levels of awareness by utilizing the below benefits:

- ▲ Premium space location at the exhibition center.
- ▲ Exhibiting space of 200 sqm included in the package.
- ▲ Your companies logo to be displayed on all marketing collaterals and advertising, including:
 - All indoor signages at the venue.
 - Hanging banners.
 - Roll ups.
 - Registration back drops.
- ▲ Exclusive exhibitors badges.
- ▲ Organizers web page with links to your corporate site, high profile visuals and company profile.
- ▲ Annual logo promotion on Qatar Expo website.
- ▲ 8th DIOGE Floor Plan.
- ▲ Exhibitors catalogue.
- ▲ Exhibition show bag.
- ▲ Press releases covered locally, regionally and internationally.
- ▲ Back cover page advertising in the exhibition catalogue.
- ▲ 1st right inside page advertising.
- ▲ 1 full page of advertising inside the exhibition catalogue.
- ▲ 2 speaking roles at 8th DIOGE press conference.
- ▲ Press release announcing your sponsorship participation.
- ▲ 1 quarter page advertising in the four most distributed local news paper (2 Arabic and 2 English)
- ▲ Corporate profile, logo, images and exclusive interviews to be included on the Qatar Expo newsletter which is distributed internationally to traders, agents and trade commissions.
- ▲ Embassies, consulates, senior marketing associates and business development contacts.
- ▲ Regional media coverage.
- ▲ 100 invitations for visitors to the exhibition for the first day.
- ▲ 30 VIP invitations to the opening ceremony.
- ▲ 20 invitations to the Gala reception.
- ▲ Award recognition at the gala dinner.
- ▲ Branded table.
- ▲ Branding at the cocktail reception.
- ▲ CEO speech at the gala dinner.
- ▲ Certificate of appreciation.



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Gold Sponsor

Gold Sponsorship Package: USD 75,000

As the second highest level of sponsorship, our gold sponsors will benefit from the naming rights to the 8th Doha International Gas Exhibition 2013.

The gold sponsorship package is tailored to meet your companies specific requirements and create maximum levels of awareness by utilizing the below benefits:

- ▲ Premium space location at the exhibition center.
- ▲ Exhibiting space of 150sqm included in the package.
- ▲ Your companies logo to be displayed on all marketing collaterals and advertising, including:
 - All indoor signages at the venue.
 - Hanging banners.
 - Roll ups.
- ▲ Registration back drops
- ▲ Exhibitors badges.
- ▲ Organizers web page with links to your corporate site, high profile visuals and company profile.
- ▲ Annual logo promotion on our website.
- ▲ Exhibitors catalogue.
- ▲ Exhibition show bag.
- ▲ 2 nd left inside page advertising.
- ▲ 1 full page of advertising inside the exhibition catalogue.
- ▲ 1 speaking role at 8th DIOGE press conference.
- ▲ Press release announcing your sponsorship participation.
- ▲ 1quarter page advertising in the two most distributed local news paper (1 Arabic and 1 English).
- ▲ Corporate profile, logo, images and exclusive interviews to be included on the Qatar Expo newsletter which is distributed internationally to traders, agents and trade commissions.
- ▲ 70 invitations for visitors to the exhibition for the first day.
- ▲ 20 VIP invitations to the opening ceremony.
- ▲ 10 invitations to the Gala reception.
- ▲ Award recognition at the gala dinner.
- ▲ Branded table.
- ▲ Certificate of appreciation.

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Silver Sponsors

Silver Sponsors Package : USD 50,000

Third highest level of sponsorship, our silver sponsors will benefit from the naming rights to the 8th Doha International Gas Exhibition 2013.

The silver sponsorship package is tailored to meet your companies specific requirements and create maximum levels of awareness by utilizing the below benefits:

- ◆ Premium space location at the exhibition center.
- ◆ Exhibiting space of 100sqm included in the package.
- ◆ Your companies logo to be displayed on all marketing collaterals and advertising, including:
 - ◆ All indoor signages at the venue.
 - ◆ Hanging banners.
 - ◆ Roll ups.
- ◆ Registration back drops.
- ◆ Exhibitors badges.
- ◆ Organizers web page with links to your corporate site, high profile visuals and company profile.
- ◆ Annual logo promotion on our website.
- ◆ Exhibitors catalogue.
- ◆ Exhibition bag.
- ◆ 1 full page of advertising inside the exhibition catalogue.
- ◆ 1 speaking role at 8th DIOGE press conference.
- ◆ Press release announcing your sponsorship participation.
- ◆ Corporate profile, logo, images and exclusive interviews to be included on the Qatar Expo newsletter which is distributed internationally to traders, agents and trade commissions.
- ◆ 50 invitations for visitors to the exhibition for the first day.
- ◆ 10 VIP invitations to the opening ceremony.
- ◆ 10 invitations to the Gala reception.
- ◆ Award recognition at the gala dinner.
- ◆ Branded table.
- ◆ Certificate of appreciation.





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Green Sponsorshi

Green Sponsorship Package: USD 80,000

This is a unique level of sponsorship, our green Sponsor will benefit from the naming rights to 8th Doha International Gas Exhibition 2013 as the green environmental friendly sponsor. The green sponsorship package is tailored to meet your companies specific requirements and create maximum levels of awareness by utilizing the below benefits:

- ✦ Premium space location at the exhibition center.
- ✦ Exhibiting space of 150sqm included in the package.
- ✦ Your companies logo to be displayed on all marketing collaterals and advertising, including:
 - All indoor signages at the venue.
 - Hanging banners.
 - Roll ups.
- ✦ Registration back drops.
- ✦ Exhibitors badges.
- ✦ Organizers web page with links to your corporate site, high profile visuals and company profile.
- ✦ Annual logo promotion on our website.
- ✦ Exhibitors catalogue.
- ✦ Exhibition bag.
- ✦ 1 full page of advertising inside the exhibition catalogue.
- ✦ 1 speaking role at 8th DIOGE press conference.
- ✦ Corporate profile, logo, images and exclusive interviews to be included on the Qatar Expo newsletter which is distributed internationally to traders, agents and trade commissions.
- ✦ 50 invitations for visitors to the exhibition for the first day.
- ✦ 10 VIP invitations to the opening ceremony.
- ✦ 10 invitations to the Gala reception.
- ✦ Award recognition at the gala dinner.
- ✦ Branded table.
- ✦ Certificate of appreciation.



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Choose Now!!!

Gala Dinner Sponsorship Package : USD 30,000

- ▲ Gala Dinner host presenter sponsor status included in all printed campaigns.
- ▲ Exposure in on all online activity.
- ▲ Company representation for your website and logo.
- ▲ Full page in exhibitor catalogue.
- ▲ Welcome speech by sponsor executive.
- ▲ Branding during the Gala Dinner & cocktail reception.

"International Media Centre Host" Sponsorship : USD 25,000

- ▲ Inclusion in all printed campaigns.
- ▲ Exposure in on all online.
- ▲ Company representation for your website and logo.
- ▲ On-venue & exclusive media center host signage.
- ▲ Press conference and logo representation.
- ▲ Website press announcement of sponsorship.
- ▲ Full page in exhibitor catalogue.
- ▲ Collateral materials permitted in International Media Centre.

"Lanyard Sponsorship : USD 20,000

Worn by every visitor you want to reach, the company branded lanyard ensures that every visitor is aware of your presence at the show.

Branded lanyards feature your logo and company name and are distributed during registration.

Approximately 10,000 lanyards will be produced and the Sponsor will receive all remaining lanyards.

Show bag Sponsorship : USD 20,000

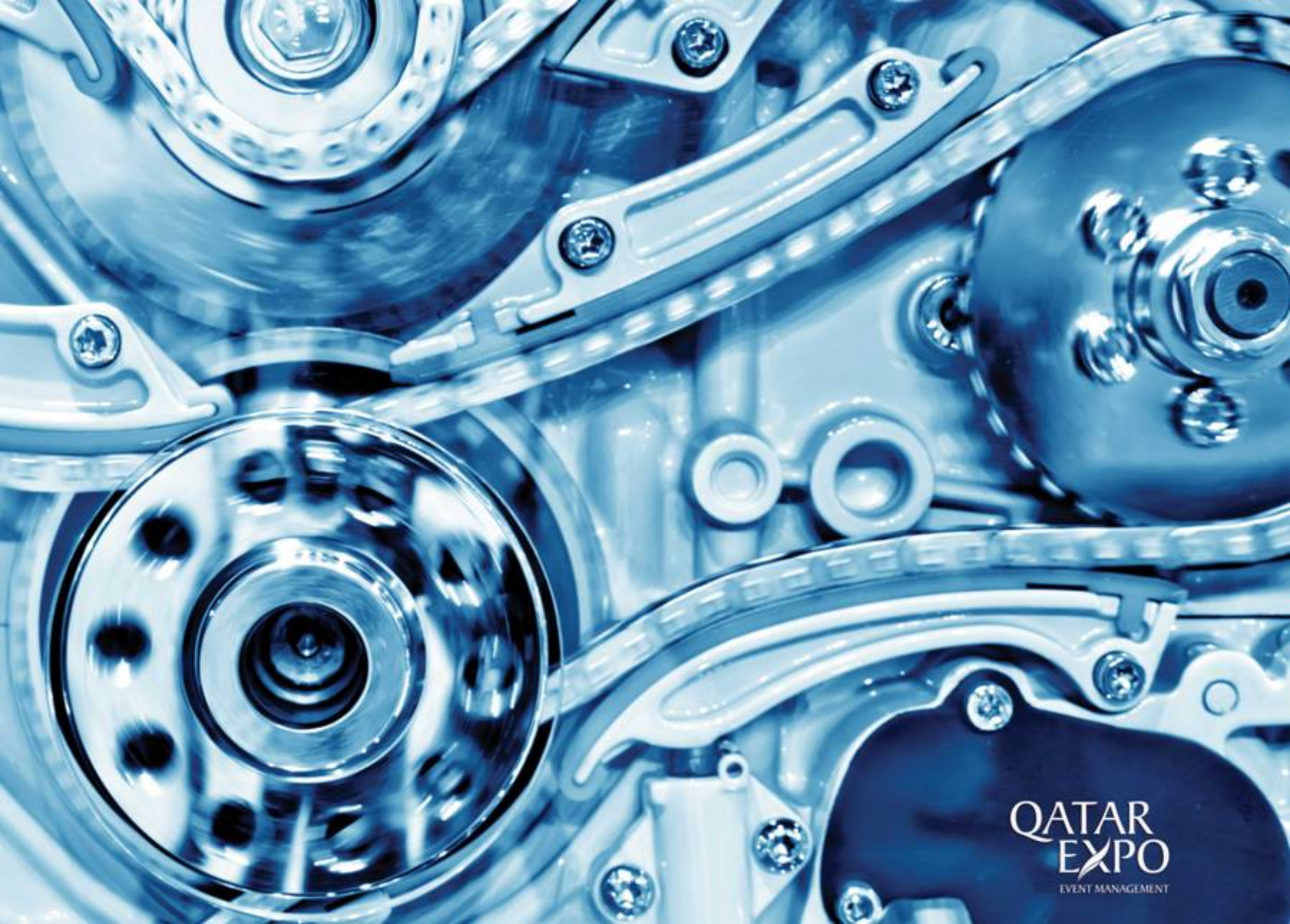
The official show bag sponsor can make a huge impression by providing a convenient service to the show attendees.

These bags will be in the hands of every visitor and will certainly make an impact at the show and thereafter.

Benefits include:

- ▲ Sponsor's company name and logo placed on the show bag.
- ▲ Right to insert marketing materials inside the show bag.
- ▲ 500 show bags will be handed to you for personalized promotion to your target market





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About the Organizers

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A company specialized in creating, managing and operating high quality exhibitions, conferences and events. Working in partnership with government and private organizations, along corporate bodies, we pride ourselves in offering world-class exhibition, conference and event management solutions. Founded in 1993 in response to market demands of Qatar to have an event company meeting international standards. Qatar Expo Event Management has evolved into the country's number 1 exhibition conference and event management company.





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SPONSORSHIP BOOKING FORM

Company :
Address :
Telephone : Fax :
Mobile : Email :
Country :
Contact Name :

I would like to book the following:

Description	Check Box	Price (US\$)
Platinum Sponsorship Package	<input type="checkbox"/>	120,000
Gold Sponsorship Package	<input type="checkbox"/>	75,000
Silver Sponsor Package	<input type="checkbox"/>	50,000
Green Sponsor package	<input type="checkbox"/>	80,000
Gala Dinner Sponsorship	<input type="checkbox"/>	30,000
International Media center	<input type="checkbox"/>	25,000
Lanyard Sponsorship	<input type="checkbox"/>	20,000
Show bag Sponsorship	<input type="checkbox"/>	20,000

Name :
Position :
Date :
Signature :



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Qatar Expo
Sponsorship & Exhibitor

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