

Organised By:



Official Carrier:



## SPONSORSHIP Package Opportunities

### ITCA Dubai 2009

The region's largest and most specialised  
Travel Catering and Inflight Service Exhibition and Conference  
Dubai International Convention and Exhibition Centre  
27 – 29 October 2009

#### Overview of Sponsorship Opportunities

Price (AED)

<input type="checkbox"/> PLATINUM SPONSORSHIP PACKAGE	→	AED 55,000
<input type="checkbox"/> GOLD SPONSORSHIP PACKAGE	→	AED 40,000
<input type="checkbox"/> SILVER SPONSORSHIP PACKAGE	→	AED 30,000
<input type="checkbox"/> ITCA Conference Sponsor -160 delegates	→	AED 40,000
<input type="checkbox"/> ITCA Delegates Luncheon Sponsor	→	AED 40,000
<input type="checkbox"/> Lanyards - # 1,000	→	AED 25,000
<input type="checkbox"/> Trade Invitation Tickets - # 8,000	→	AED 20,000
<input type="checkbox"/> Exhibitor Lounge	→	AED 25,000
<input type="checkbox"/> Visitor Badges - # 2,000	→	AED 17,000
<input type="checkbox"/> Onsite Registration Area	→	AED 20,000
<input type="checkbox"/> Carrier Bags - # 2,500	→	AED 18,000
<input type="checkbox"/> Inserts in Show Guide-#2,500(produced by sponsor)	→	AED 5,000
<input type="checkbox"/> Media Centre	→	AED 15,000
<input type="checkbox"/> Roll-Up Banner by Entrance	→	AED 8,000 per banner
<input type="checkbox"/> Pillar Branding/ banners	→	AED 8,000 per pillar
<input type="checkbox"/> Parking Area Sponsor	→	AED 5,000
<input type="checkbox"/> Branded E-news Letter - to over # 35,000/e-blast	→	AED 5,000 per E-news Letter
<input type="checkbox"/> 'You are here boards'	→	AED 5,000 per board
<input type="checkbox"/> Floor plan sponsor in ' Show Guide'	→	AED 5,000
<input type="checkbox"/> Official Show Catalogue	→	AED 25,000
<input type="checkbox"/> Banners above stands	→	AED 1,160 per sq.m. + Installation Cost of AED 500
<input type="checkbox"/> Banner or Logo-Links on the Website at <a href="http://www.itcadubai.com">www.itcadubai.com</a>	→	Contact Ms Precilla D'Souza at Tel: +971 4 308 6047 Email: <a href="mailto:precilla.dsouza@dwtc.com">precilla.dsouza@dwtc.com</a>

**\*\* All production, distribution and delivery costs for all sponsorship related items should be taken up by the sponsor.**



1) **PLATINUM Sponsorship Package:** **AED 55,000**

**Onsite Branding:**

- Roll up banner by **Media centre entrance**
- 2 Roll up banners at Show **entrance** next to registration desks
- **1 banner on the pillar at the Show Entrance**
- **Visitor registration desk** branding - entrance to the Event → Exclusive to 1 Sponsor Only
- **Logo as Platinum sponsor on all onsite and external branding**
- Logo on all 2,000 + **Visitor badges** → Exclusive to 1 Sponsor Only



Platinum sponsor's logo next to Show logo

- Logo featured on all ITCA 2009 **Adverts** as 'Platinum Sponsor'
- Logo placed in **Exhibitor catalogue** 'Show Info' page as *Platinum Sponsor*
- 1 Full colour advertisement in official Show catalogue
- Leaflet placement on ITCA Dubai conference seating – up to 160 Delegates
- Roll up banner at entrance of ITCA Conference
- Roll up banners at ITCA Luncheon Area
- Logo on all onsite show **Banners**
- Logo-link featured on all **Email blasts** from May to October as part of Marketing campaign
- 1 dedicated Email newsletter to our database of over 35,000
- Logo-link on the [www.itcadubai.com](http://www.itcadubai.com) **Homepage**
- Banner-link to your homepage from the **Supporting Organisations** page at [www.itcadubai.com](http://www.itcadubai.com)

ITCA Dubai 2009 Sponsorship opportunities



- Logo placed on all 8,000+ **Trade invitation tickets** as *Platinum Sponsor*



Platinum Sponsor's Logo

- Coverage in all **Press releases** as *Platinum Sponsor*

- Six 2m x 1m roll up banners to be provided before September 20<sup>th</sup>
- Artwork for Visitor registration desk to be provided by sponsor before September 20<sup>th</sup>
- Logo to be provided in 300 dpi high resolution before April 31<sup>st</sup>
- Web banner to be provided by sponsor

## 2) **GOLD Sponsorship Package:**

 **AED 40,000**

- 3x 15 second **Live-announcement** over the microphone during the show as a message to all ITCA Dubai visitors (DWTC to approve the message )
- **Carrier bag** branding by the entrance into ITCA Dubai (#2,500) → Exclusive to 1 Sponsor Only



- Roll up banner by **Media Centre**
- **2 roll up banners** in luncheon areas
- Logo-link to your homepage from the 'Supporting Organisations' Section at [www.itcadubai.com](http://www.itcadubai.com)
- Logo-link on the [www.itcadubai.com](http://www.itcadubai.com) **Homepage**
- Logo placed in **Exhibitor catalogue** 'Show Info' page as *Gold Sponsor*
- Logo on all onsite show **Banners**

- Logo-link featured on all **Email blasts** from May to October as part of Marketing campaign
- 1 dedicated Email newsletter to our database of over 35,000
- Logo-link on the [www.itcadubai.com](http://www.itcadubai.com) **Homepage**
- **Leaflet placement** on Luncheon tables

- Three, 2m x 1m roll up banners to be provided before October 20<sup>th</sup>
- Carrier bags to be produced by sponsor and to feature ITCA Dubai 2009 logo (DWTC to approve the final artwork)
- At least 2,000 Carrier bags to be delivered to the Trade Centre before October 20<sup>th</sup>

### 3) SILVER Sponsorship Package



**AED 30,000**

- Logo-link featured on 3 different ITCA Dubai **E-news letters** with your stand number
- **"You are here"** branding on the floorplan by the entrance  
(Picture used for illustrative purposes)
- Branding of **3 Entrance wall panels** into ITCA Dubai
- Roll up banner by **Media centre entrance**
- **Leaflet placement at Visitor registration desk** branding by the entrance
- **Leaflet or product placement** in official Show bags
- Logo-link to your homepage from the 'Supporting Organisations' Section at [www.itcadubai.com](http://www.itcadubai.com)
- Logo-link on the [www.itcadubai.com](http://www.itcadubai.com) **Homepage**
- Logo placed in **Exhibitor catalogue** 'Show Info' page as *Silver Sponsor*
- Logo on onsite entrance show **Banners**
- Logo-link featured on all **Email blasts** from May to October as part of Marketing campaign
- Logo-link on the [www.itcadubai.com](http://www.itcadubai.com) **Homepage**



- Logo to be provided in 300 dpi high resolution before April 31<sup>st</sup>
- Sample products / leaflets to be provided by sponsor before October 20<sup>th</sup>
- Roll banners to provided by sponsor by October 20th
- Artwork for Entrance wall panels should be provided on a CD in 300 dpi resolution by October 20<sup>th</sup>



ITCA Dubai 2009 Sponsorship Proposal

