



Sponsorship Types
for

Food Security Expo 2010

11th – 12th April, 2010

**Under the Auspices of the Public Work and the
Municipality Minister
Dr. Fadhel Safar**

Organized by
Warah Global Consultants



Organizers of the conference, Warah Global Consultants are providing special offer for various sponsors of the exhibition where institutions and companies that want uniqueness in marketing company name and logo, and quality services towards certain segments selected from the Kuwait society.

SPONSORS OF THE FOOD SECURITY EXPO 2010

- Unique position as the Sponsor for the conference.
- Sponsoring company name and logo will be kept in a special place in the exhibition hall and on all prints and publications of marketing and advertising campaign of the exhibition.
- Reception and Public Relation Office for the sponsoring authority in the entrance of the main hall of exhibition will be prepared, or a booth for reception, advertisements and marketing for products and services of sponsoring authority will be allowed.
- The sponsoring company will be granted with official guide of the exhibition: a cover and color medium advertisement page, added to the pages which mention the company activities and services.
- Press reports for the sponsoring company will be published (press material).
- Advantages granted to sponsors:
 - 500 copy with exhibition official guide
 - 5000 copy of brochure
 - 2000 exhibition invitation card

SPONSORSHIP CATEGORIES ARE DEFINED AS FOLLOWS:

- **Main sponsor**: **12,750 K.D.** (Twelve Thousand Seven Hundred and Fifty Kuwaiti Dinar)
- **Platinum Sponsor** -: 10,000 K.D. (Ten Thousand Kuwaiti Dinar)
- **Golden Sponsor** -: 7,500 K.D. (Seven Thousand Five Hundred Kuwaiti Dinar)
- Silver Sponsor -: 5000 K.D. (Five Thousand Kuwaiti Dinar)
- Official Carrier: 5000 K.D. (Five Thousand Kuwaiti Dinar)
- Media press sponsor: (cost to be defined later)
- Media TV sponsor: (cost to be defined later)

SPONSORS COSTS & ADVANTAGE

MAIN SPONSOR: 12750 K.D., MAXIMUM TWO SPONSOR	
Ads inside the hall	<ul style="list-style-type: none"> ▪ Main ad panel of the Conference in the hall will carry the logo of the main sponsor beside the Conference logo and the Organizers logo. ▪ Roll-up stand at the Conference will show the logo of the main sponsor beside Conference logo. ▪ Distribution of brochures and publications of the main sponsor will be done.
Ads at the hall entrance	<ul style="list-style-type: none"> ▪ Roll-up stands at the Conference will carry the main sponsor's logo besides the Conference logo. ▪ A special Roll-up stand will be allocated for the main sponsor. ▪ Advertising publications and brochures at the registration counter.
At the opening celebration	<ul style="list-style-type: none"> ▪ Main sponsor may deliver a speech at the opening ceremony of the Conference before reporters and media.
Advertisement campaign	<ul style="list-style-type: none"> ▪ 10 Stands carrying the main sponsor's logo beside the Conference logo will be distributed around Kuwait. ▪ Rollup stands in malls, institutions and local directorates in Kuwait carrying the main sponsor logo besides the Conference logo will be distributed. ▪ Flyers carrying the Conference address and sponsoring bodies' will be distributed inside Kuwait. ▪ Sponsor Name will be included in Publications of all press releases. ▪ Sponsor name and logo will be published on all the Advertisements of the Conference (Brochures – Flyers – Wall panels – Invitation cards, website, etc...
Other Advantages	<ul style="list-style-type: none"> ▪ A booth for the main sponsor will be reserved. ▪ Appreciation certificate + Trophy for sponsoring body + memorial present will be granted. ▪ Media Coverage by local and international reporters to the Sponsor. ▪ Media Coverage by local & International TV channels. ▪ Reference to the Main sponsor through media coverage and press conference will be given. ▪ 50 official invitation cards will be granted for the sponsor's guests. ▪ 10 copy of exhibit official guide will be granted. ▪ At the end of the Conference, Exhibition and Media Activities, Detailed Report will be handed to the Sponsor along with all published paper materials as well as electronically on CD or DVD.

PLATINUM SPONSOR: 10000 K.D., MAXIMUM 3 SPONSORS

Ads inside hall	<ul style="list-style-type: none">▪ Main ad panel kept behind the spokesmen in the hall will carry the Platinum sponsor's logo in the lower part of the panel.▪ Roll-up stand of the Conference will carry the Platinum sponsor's logo in the lower part of the panel.▪ Distribution brochures for the Platinum Sponsor.
Ads at the hall entrance	<ul style="list-style-type: none">▪ Roll-up stand at the Conference will carry the Platinum sponsor's logo.▪ Special Roll-up Stand for Platinum sponsor.▪ Advertisement of the Platinum sponsor's publications and brochures at the registration counter.
Advertisement campaign	<ul style="list-style-type: none">▪ Sponsor Name will be included in Publications of all press releases.▪ Roll-up stands in malls, Institutions and local directorates in Kuwait carrying the Platinum sponsor's logo in the lower part will be distributed.▪ Flyer carrying the conference address and sponsoring bodies' logos will be distributed around Kuwait.
Other Advantages	<ul style="list-style-type: none">▪ A booth in the exhibition will be reserved.▪ Appreciation certificate + Trophy for sponsoring body will be granted.▪ Media Coverage by local and international reporters to the Sponsor.▪ 30 official invitation cards will be granted for the sponsor's guests.▪ 10 copy of exhibit official guide will be granted.▪ Exclusive Report on Conference, Exhibition & Media Coverage will be handed to the Platinum Sponsor along with all the related published materials on CD or DVD.

GOLDEN SPONSOR: 7500 K.D., MAXIMUM 4 SPONSORS

Ads inside hall	<ul style="list-style-type: none">▪ Main ad panel of the Conference behind the hall will carry the Golden sponsor's logo in the lower part of the panel▪ Roll-up stand of the Conference will carry the Golden sponsor's logo in the lower part.
Ads at hall entrance	<ul style="list-style-type: none">▪ Roll-up stand of the Conference will carry the Golden sponsor's logo in the lower part.▪ Advertisement of the Golden sponsor's publications and brochures at registration counter.
Advertisement campaign	<ul style="list-style-type: none">▪ Roll-up stands in malls, institutions and local directorates in Kuwait carrying Golden sponsor's logo in the lower part will be distributed.▪ Flyers carrying the conference address and sponsoring bodies' logos will be distributed around Kuwait.▪ Sponsor Name will be included in Publications of all press releases.
Other Advantages	<ul style="list-style-type: none">▪ Appreciation certificate + Trophy for sponsoring body will be granted.▪ Media Coverage by local and international reporters to the Sponsor.▪ 10 official invitation cards will be granted for the sponsor's guests.▪ 5 copy of exhibit official guide will be granted.

SILVER SPONSOR: 5000 K.D., MAXIMUM 5 SPONSORS

Ads inside hall	<ul style="list-style-type: none">▪ Main ad panel of the Conference behind the hall will carry the Silver sponsor's logo in the lower part of the panel
Ads at hall entrance	<ul style="list-style-type: none">▪ Rollup stand of the Conference will carry the Silver sponsor's logo in the lower part.
Advertisement campaign	<ul style="list-style-type: none">▪ Rollup stands in malls, institutions and local directorates in Kuwait carrying Silver sponsor's logo in the lower part will be distributed.▪ Flyers carrying the conference address and sponsoring bodies' logos will be distributed around Kuwait.
Other Advantages	<ul style="list-style-type: none">▪ Appreciation certificate + Trophy for sponsoring body will be granted.▪ Sponsor Name will be included in Publications of all press releases.▪ 5 official invitation cards will be granted for the sponsor's guests.▪ 5 copy of exhibit official guide will be granted.

SPECIAL SPONSORSHIP

Bags and Cases	<ul style="list-style-type: none"> ▪ Pen, notebook and a copy of official guide for Conference in a special case for each person of participating entities (250 bags) will be distributed. ▪ New type of bags will be made to be distributed among visitors upon entering the Conference with a guide copy and a notebook (500 bags). ▪ Name printed inside and outside bags, on pens and notebooks, with ability to put brochures for sponsor inside bags and cases. ▪ Colored advertisement page in the Conference official guide.
Sponsoring Exhibition website	<ul style="list-style-type: none"> ▪ Website will be activated few months before the opening date and will be updated periodically. ▪ Website sponsor will be listed on the website along with the other Sponsors; providing a link for the sponsor with a colored advertisement page in exhibition official guide.
Advertisement campaign	<p>Huge advertisement campaign is planned to promote the Conference. Stressing programs of the campaign will be conducted to raise Conference importance and activities highlighting the participating entities and their activities. We will also use this campaign to attract big number of attendees and visitors to insure achieving interest for all. This campaign includes:</p> <p><u>Ads in Local and Arab World Press</u> A series of ads for the Conference will be included in the press, daily newspapers, local and Arab world press, and to some local magazines published before and during Conference and Exhibition period.</p> <p><u>Exhibition Guide</u> Will contain information about Conference and participants, and special ads for sponsoring and participating entities. Copies will be printed and distributed for free among attendees and visitors in the exhibition.</p> <p><u>Posters and placards</u> Sizes and types will vary in different parts of Kuwait to identify Conference, its place and time. There will be placards for the Conference and sponsoring entities at the entrance and around the exhibition hall.</p> <p><u>Invitation Cards</u> Invitation cards will be printed and distributed among companies</p>

and VIPs of this field, and diplomats, ministers, national assembly and municipal council, co-operative societies, NGOs and citizens interested in Conference activities.

Press Coverage

A number of news and press releases for the organizing companies will be published and the number of sponsors and participating entities will be published in different daily newspapers and most newspapers in Kuwait

TV Coverage

Local TV and satellite channels will cover the Conference opening ceremony.

Radio Coverage

Radio interviews will be broadcasted during the rush hours of interesting radio programs.

Press Conference

Organized before and during the conference period and with the attendance of participating entities to cover most important activities and results of Conference.

- 5000 brochure in mailboxes carrying name of conference, exhibition and sponsoring entities logos will be distributed.
- 1000 invitation cards by hand, carrying conference name, exhibition and sponsoring entities logos will be distributed.
- 3000 folder containing all details of conference and exhibition will be distributed.

Website

WGC will be publishing the logos of all the Sponsors in the website for Food Security Expo 2010.

FOR MORE INFORMATION:

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