



Sponsorship Types for Oil Expo 2009

Small and Medium Oil Related
Industries

13th – 14th Dec, 2009

**Under the Patronage of the Oil Minister
Sheikh Ahmad Al-Abdullah Al-Ahmad Al-Jaber Al-Sabah**

**Chamber of Commerce and Industry
State of Kuwait**

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 Exhibition (Facilities)

- 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 9 m² 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:
 - 3000 copy with exhibition official guide
 - 10000 copy of brochure
 - 5000 exhibition invitation card

Sponsorship categories are defined as follows:

- **Main sponsor: 13500 K.D.**
- **Official sponsor** – Platinum: 10000 K.D.
- **Subsidiary sponsor** – Golden: 5000 K.D.
- Subsidiary sponsor – special sponsorship: 3000 K.D.
- Media press sponsor: (cost to be defined later)
- Media TV sponsor: (cost to be defined later)
- Official Reporter: (cost to be defined later)

Sponsor Costs and Advantages of all the Sponsors

<u>Main Sponsor: 13500 K.D., Maximum one sponsor</u>	
Ads inside the hall	<ul style="list-style-type: none"> ▪ Main ad panel of the exhibition in the hall will carry the logo of the main sponsor beside the exhibition logo. ▪ Rollup stand of the exhibition will carry the logo of the main sponsor beside exhibition logo. ▪ Distribution of brochures and publications of the main sponsor will be done.
Ads at the hall entrance	<ul style="list-style-type: none"> ▪ Rollup stand of the exhibition will carry the main sponsor's logo besides the exhibition logo. ▪ A special Rollup 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 celebration before reporters and media.
Advertisement campaign	<ul style="list-style-type: none"> ▪ 100 Stands carrying the main sponsor's logo beside the exhibition logo will be distributed around Kuwait. ▪ Rollup stands in malls, institutions and local directorates in Kuwait carrying the main sponsor logo besides the exhibition logo will be distributed. ▪ 10000 flyers carrying the conference address and sponsoring authorities will be distributed inside and outside Kuwait. ▪ Publication of press releases. ▪ Sponsor name and logo will be published on all the publications in the exhibit (brochures – flyers – wall panels – invitation cards, exhibitors and visitor's card).
Other Advantages	<ul style="list-style-type: none"> ▪ A 3x6 m booth for the main sponsor will be reserved. ▪ Main sponsor's logo will be published bigger and higher than other sponsor's logo. ▪ Appreciation certificate + shield from sponsoring authority + memorial present will be granted. ▪ Exhibit cover by local and international reporters in the company. ▪ Exhibit cover by TV channels. ▪ Exhibit cover by media authorities inside Kuwait.

	<ul style="list-style-type: none"> ▪ 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. ▪ 50 copy of exhibit official guide will be granted.
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<u>Official Sponsor: 10000 K.D., Maximum 3 Main Sponsors</u>	
Ads inside hall	<ul style="list-style-type: none"> ▪ Main ad panel kept behind the spokesmen in the hall will carry the official sponsor's logo in the lower part of the panel with a size bigger than subsidiary sponsor's logo. ▪ Rollup stand of the exhibition will carry the official sponsor's logo in the lower part of the panel with the size bigger than subsidiary sponsor's logo. ▪ Distribution brochures for the official sponsor.
Ads at the hall entrance	<ul style="list-style-type: none"> ▪ Rollup stand of the exhibition will carry the official sponsor's logo with the size bigger than subsidiary sponsor's logo. ▪ Special Rollup stand for official sponsor. ▪ Advertisement of the official sponsor's publications and brochures at the registration counter.
Advertisement campaign	<ul style="list-style-type: none"> ▪ Publication of press releases ▪ Rollup stands in malls, institutions and local directorates in Kuwait carrying the official sponsor's logo in the lower part with a size bigger than subsidiary sponsor's will be distributed. ▪ 5000 flyer carrying the conference address and sponsoring authorities' logos will be distributed around Kuwait.
Other Advantages	<ul style="list-style-type: none"> ▪ A 3x3m booth in exhibition (9m²) will be reserved. ▪ Official sponsor's logo will be bigger than subsidiary sponsor's logo. ▪ Appreciation certificate + shield from sponsoring authority will be granted. ▪ Exhibit cover by media authorities. ▪ 40 official invitation cards will be granted for the sponsor's guests. ▪ 40 copy of exhibit official guide will be granted.

Subsidiary Sponsor: 5000 K.D., Maximum 5 Main Sponsors	
Ads inside hall	<ul style="list-style-type: none"> ▪ Main ad panel of the exhibition behind the hall will carry the subsidiary sponsor's logo in the lower part of the panel ▪ Rollup stand of the exhibition will carry the subsidiary sponsor's logo in the lower part.
Ads at hall entrance	<ul style="list-style-type: none"> ▪ Rollup stand of the exhibition will carry the subsidiary sponsor's logo in the lower part. ▪ Advertisement of the subsidiary sponsor's publications and brochures at registration counter.
Advertisement campaign	<ul style="list-style-type: none"> ▪ Rollup stands in malls, institutions and local directorates in Kuwait carrying subsidiary sponsor's logo in the lower part will be distributed. ▪ 5000 flyers carrying the conference address and sponsoring authorities' logos will be distributed around Kuwait. ▪ Publication of the press releases
Other Advantages	<ul style="list-style-type: none"> ▪ Appreciation certificate + shield from sponsoring authority will be granted. ▪ Exhibit cover by media authorities. ▪ 20 official invitation cards will be granted for the sponsor's guests. ▪ 20 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 exhibition with a guide copy and a notebook (5000 bag). ▪ 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 exhibition 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 main page and through 10 pages inside; providing a link for the sponsor with a colored advertisement page in exhibition official guide.

<p>Advertisement campaign</p>	<p>Huge advertisement campaign is planned to promote exhibition of oil products 2009. Stressing programs of the campaign will be conducted to raise exhibition 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 exhibition will be included in the press, daily newspapers, local and Arab world press, and to some local magazines published before and during exhibition period.</p> <p><u>Exhibition Guide</u> Will contain information about exhibition 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 exhibition, its place and time. There will be placards for the exhibition 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 and VIPs of this field, and diplomats, ministers, national assembly and municipal council, co-operative societies, NGOs and citizens interested in exhibition activities.</p> <p><u>Press Coverage</u> 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 to celebrate the conference, exhibit and its importance and results.</p>
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TV Coverage

Local TV and satellite channels will cover the exhibition opening celebration.

Radio Coverage

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

Press Conference

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

- 50000 brochure in mailboxes carrying name of conference, exhibition and sponsoring entities logos will be distributed.
- 10000 invitation cards by hand, carrying conference name, exhibition and sponsoring entities logos will be distributed.
- 5000 folder containing all details of conference and exhibition will be distributed.

Booth offers for the participants
Oil Expo, 2009
13th – 14th Dec, 2009

We would like to give you our offer concerning participation in exhibition accompanying the conference:

- Date: 13th – 14th December, 2009
- Location: Chamber of Commerce and Industry – State of Kuwait
- Time: 8:00AM – 6:00PM

Participation cost for the Conference

- 175 K.D (Kuwaiti Dinar)

Cost: Space rent – Booth

- One 2x2m² booth: 750 K.D (Kuwaiti Dinar)
 - Two 2x4m² (adjacent): 1200 K.D (Kuwaiti Dinar)
 - Three 2x6m² (adjacent): 1400 K.D (Kuwaiti Dinar)
- Rate 1K.D = Approx. 3.48 USD (US Dollars)

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