



# SGI Dubai 2018

Sign & Graphic Imaging Middle East

21 Glorious Year  
One Stage  
Billion Success Stories

14, 15, 16 January 2018 | Halls 3,4,5,6,7 & 8 | DWTC | Dubai | UAE

**Sponsor the Largest Running Trade Show for Signage (Digital & Conventional), Graphic Imaging, POP/ Retail, Screen and Digital Printing in the MENA Region to align your company with the regions Largest Event to gain the Maximum possible brand milage and awareness.**

## Platinum Sponsor US \$ 25,000

### LOGO IDENTIFICATION AS PLATINUM SPONSOR ON THE FOLLOWING :

- SGI Dubai 2018 website Sponsor page with link to company URL
- Welcome Banner at Exhibition hall entrance
- Cover of official Show Directory as Platinum Sponsor
- "Thank you Sponsor" page within Official Show Directory
- "Thank you Sponsor" static sign in entrance area onsite
- One 22"x28" sign to be placed in company's exhibit space identifying them as a Platinum Sponsor
- 2 Hanging Banners inside the Hall
- 1 inside page Advertising in Catalogue

### LOGO WILL ALSO BE INCLUDED ON ALL VISITOR PROMOTIONAL CAMPAIGNS INCLUDING :

- Magazine/ Newspaper advertising in several industry publications (inclusion dependent on sponsorship start date)
- Direct Mail pieces for a total of 50,000+ impressions (inclusion dependent on sponsorship start date)
- 06 E-Mail Newsletter for a total of 50,000+ prospective Visitors (inclusion dependent on sponsorship start date)
- One vertical banner ad to be included in one weekly e-newsletter
- Invitation with Reserved Table for 15 personals to attend the Gala Dinner.

## Gold Sponsor US \$ 20,000

### LOGO IDENTIFICATION AS GOLD SPONSOR ON THE FOLLOWING :

- SGI Dubai 2018 website Sponsor page with link to company URL
- Welcome Banner at Exhibition hall entrance
- Cover of official Show Directory as Gold Sponsor
- "Thank you Sponsor" page within Official Show Directory
- "Thank you Sponsor" static sign in entrance area onsite
- One 22"x28" sign to be placed in company's exhibit space identifying them as a Gold Sponsor
- 1 Hanging Banner inside the Hall

### LOGO WILL ALSO BE INCLUDED ON ALL VISITOR PROMOTIONAL CAMPAIGNS INCLUDING :

- Magazine/ Newspaper advertising in several industry publications (inclusion dependent on sponsorship start date)
- Direct Mail pieces for a total of 50,000+ impressions (inclusion dependent on sponsorship start date)
- 05 E-Mail Newsletter for a total of 50,000+ prospective Visitors (inclusion dependent on sponsorship start date)
- One vertical banner ad to be included in one weekly e-newsletter
- Invitation with Reserved Table for 10 personals to attend the Gala Dinner.

## Silver Sponsor US \$ 15,000

### LOGO IDENTIFICATION AS SILVER SPONSOR ON THE FOLLOWING :

- SGI Dubai 2018 website Sponsor page with link to company URL
- Welcome Banner at Exhibition hall entrance
- Cover of official Show Directory as Silver Sponsor
- "Thank you Sponsor" page within Official Show Directory
- "Thank you Sponsor" static sign in entrance area onsite
- One 22"x28" sign to be placed in company's exhibit space identifying them as a Silver Sponsor

### LOGO WILL ALSO BE INCLUDED ON ALL VISITOR PROMOTIONAL CAMPAIGNS INCLUDING :

- Magazine/ Newspaper advertising in several industry publications (inclusion dependent on sponsorship start date)
- Direct Mail pieces for a total of 50,000+ impressions (inclusion dependent on sponsorship start date)
- 03 E-Mail Newsletter for a total of 50,000+ prospective Visitors (inclusion dependent on sponsorship start date)
- One vertical banner ad to be included in one weekly e-newsletter
- Invitation with Reserved Table for 10 personals to attend the Gala Dinner.

## Registration Sponsorship US \$ 7,500

( 1 of 2 sponsors )

### LOGO REPRESENTATION ON THE FOLLOWING :

- SGI Dubai 2018 website Sponsor page with link to company URL
- All Registration Counters
- "Thank you Sponsor" page within Official Show Directory
- "Thank you Sponsor" static sign in entrance area onsite
- Registration onsite and on SGI Dubai 2016 website as Registration Sponsor

### LOGO WILL ALSO BE INCLUDED ON ALL VISITOR PROMOTIONAL CAMPAIGNS INCLUDING :

- Magazine/ Newspaper advertising in several industry publications (inclusion dependent on sponsorship start date)
- Direct Mail pieces for a total of 50,000+ impressions (inclusion dependent on sponsorship start date)
- 03 E-Mail Newsletter for a total of 50,000+ prospective Visitors (inclusion dependent on sponsorship start date)

## Lanyard Sponsorship US \$ 7,500

### LOGO IDENTIFICATION ON THE FOLLOWING :

- SGI Dubai 2018 website (with link to company URL)
- "Thank You Sponsor" page within the Official Show Directory
- Your Company logo imprinted on each lanyard given to each attendee at the event with their badge at Registration (Lanyard with Sponsor Logo printed to be provided by Sponsor)

## Exclusive Badge Insert Sponsorship US\$ 6,000

### LOGO IDENTIFICATION ON THE FOLLOWING:

- SGI Dubai website (with link to company URL)
- "Thank You Sponsor" page within the Official Show Directory
- Placed behind each attendee badge (pre-printed), these Registration badge is a unique opportunity to promote your company to every SGI Dubai 2018 attendee (excludes Exhibitor badges)
- Sponsor will provide print-ready artwork which is subject to show management approval)

# Secure your Sponsorship TODAY!

# Other Sponsorship Opportunities

## Branding

Pillar Cladding (Sold in Pairs) measuring 285 cm height and 248 cm width	US \$ 5000
Floor plan Branding (10,000 copies of the Floor Plan printed in A3 with branding overleaf)	US \$ 5000
Carry Bags / Tote Bags (10,000 units of Branded Eco Friendly Bags)	US \$ 6000
Hanging Banners (Sold in Pairs) (Located Within the Hall, Size:3.5 x 1.5 m)	US \$ 4000

## Exhibitor lounge area

Sponsors will be permitted to place three rollups (each 200 cm x 85 cm) within the visitor seating area and to distribute sales literature on the coffee tables provided.

Sole sponsorship	US \$ 2500
Shared sponsorship (maximum 3 companies)	US \$1250

## Catalogue Advertising

Advertising in the Official Catalogue

Back outside Cover (Colour)	US \$ 1400
Front Inside Cover (Colour)	US \$ 1200
Back inside Cover (Colour)	US \$ 1200
Inside pages (Colour) (Covers subject to availability)	US \$ 1000

## Additional Branding inside the Hall

Single roll up display close to refreshment area

Seating area	US \$ 450
Two Rollups	US \$ 800
Three Rollups	US \$ 1200

**Where rollups are used to fill-in Between stands Single Rollup	US \$ 350
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### Note:

\*\*subject to availability

Pillar Cladding, Lanyards, Floor Plan Branding and Carry Bags are to be printed and fabricated by the Sponsor.  
All above artworks to be approved by the organizer prior to printing

Organised by:



Member of:

