

Under the patronage of H.H. Sheikh Dr. Sultan Bin Mohammed Al Qassimi
Member of the Supreme Council and Ruler of Sharjah

HALAL
MIDDLE EAST

16 - 18 December 2013

Expo Centre Sharjah
United Arab Emirates

معرض الشرق الأوسط

حلال

PLATINUM SPONSORSHIP PACKAGE

Sector Exclusive Opportunity

Pre Event Promotion:

- ❖ Sponsor's logo printed in the events promotional material as the Platinum Sponsor (brochures, banners, street boards, trade invitations, email-shots) and sent to 40,000 related professionals regionally and internationally during the exhibitor/visitor mailing campaign.
- ❖ Sponsor's logo on all HME-2013 advertising, local, regional Newspapers and specialized trade magazines.
- ❖ Dedicated press release for the sponsor's company.
- ❖ Dedicated email shots to sponsor's target audience inviting to sponsors stand. HTML provided by sponsor.
- ❖ Sponsor's company logo on all the Halal Middle East 2013 VIP Invitations.
- ❖ Sponsor's support recognized in press materials, releases and email broadcasts.

Branding and Promotion at the Event:

- ❖ **Lead Sponsor of the event**
- ❖ Most premium & prominent space of **36 sqm** in the exhibition hall (bare space)
- ❖ Sponsor will be accommodated with 1 speaker slot.
- ❖ Memento awarding by the Chief Guest at the inaugural ceremony
- ❖ 2 Full Page color Ads / Editorial in the official catalogue
- ❖ 1 Full Page company / CEO profile in the official catalogue
- ❖ 4 free delegate passes for sponsor's personnel.
- ❖ 4 hanging banners (1.5 x 4 m) to be displayed in selected Halal ME Halls (design by sponsor)
- ❖ 4 hanging banners (1 x 2.5 m) to be displayed at the central boulevard (design by sponsor)
- ❖ 8 Sponsor's pop-up banner placed at both the entrances of the venue (front + rear/pop-up provided by sponsor)
- ❖ 4 Sponsor's flags to be hoisted before the main entrance of the fairground (design by sponsor)
- ❖ Sponsor's brochures to be displayed / distributed at the registration counters.
- ❖ Sponsors logo on banners (inside and outside of the Congress room in appropriate track).
- ❖ Sponsor's company hyperlinked logo on the HME 2013 Congress website under the title of Platinum sponsor

Post – Event

- ❖ Sponsor's logo printed on all follow-up correspondence to the exhibition & Congress including wrap up, acknowledgements and future event announcement.

INVESTMENT AS PLATINUM SPONSORSHIP US\$50,000

Branding of Visitor Badges, Lanyards, Visitor Bags, Exhibitor Packs and other marketing and branding opportunities are also available. Please feel free to discuss your requirements/ ideas with us.

Note: The promotion campaign for HALAL Congress ME 2013 has already started, inclusion of logos, branding will be applicable only after sign-up as a sponsor on collaterals and advertisements that remains pending.

Organisers:



Supported By:



P.O. Box: 3222, Sharjah, United Arab Emirates • Tel: +971-6-5991259 • Fax: +971-6-5770111 • Email: mail@halalmiddleeast.com

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GOLD SPONSORSHIP PACKAGE

Pre Event Promotion:

- ◆ Sponsor's logo printed in the events promotional material as the Gold Sponsor (brochures, banners, street boards, trade invitations, email-shots) and sent to 40,000 related professionals regionally and internationally during the exhibitor/visitor mailing campaign.
- ◆ Sponsor's logo on all HME-2013 advertising, local, regional Newspapers and specialized trade magazines.
- ◆ Dedicated press release for the sponsor's company.
- ◆ Dedicated email shots to sponsor's target audience inviting to sponsors stand. HTML provided by sponsor.
- ◆ Sponsor's company logo on all the Halal Middle East 2013 VIP Invitations.
- ◆ Sponsor's support recognized in press materials, releases and email broadcasts.

Branding and Promotion at the Event:

- ◆ Most premium space of **27 sqm** in the exhibition hall (bare space) .
- ◆ Sponsor will be accommodated with 1 speaker slot.
- ◆ Memento awarding by the Chief Guest at the inaugural ceremony.
- ◆ 1 Full Page color Ad / Editorial in the official catalogue.
- ◆ 1 Full Page company / CEO profile in the official catalogue.
- ◆ 2 free delegate passes for sponsor's personnel.
- ◆ 2 hanging banners (1.5 x 4 m) to be displayed in selected Halal ME Halls (design by sponsor).
- ◆ 2 hanging banners (1 x 2.5 m) to be displayed at the central boulevard (design by sponsor).
- ◆ 4 Sponsor's pop-up banner placed at both the entrances of the venue (front + rear/pop-up provided by sponsor).
- ◆ 2 Sponsor's flags to be hoisted before the main entrance of the fairground (design by sponsor).
- ◆ Sponsor's brochures to be displayed / distributed at the registration counters.
- ◆ Sponsors logo on banners (inside and outside of the Congress room in appropriate track).
- ◆ Sponsor's company hyperlinked logo on the HME 2013 Congress website under the title of Gold sponsor.

Post – Event

- ◆ Sponsor's logo printed on all follow-up correspondence to the exhibition & Congress including wrap up, acknowledgements and future event announcement.

INVESTMENT AS GOLD SPONSORSHIP US\$30,000

Branding of Visitor Badges, Lanyards, Visitor Bags, Exhibitor Packs and other marketing and branding opportunities are also available. Please feel free to discuss your requirements/ ideas with us.

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SILVER SPONSORSHIP PACKAGE

Pre Event Promotion:

- ✓ Sponsor's logo printed in the events promotional material as the Silver Sponsor (brochures, banners, street boards, trade invitations, email-shots) and sent to 40,000 related professionals regionally and internationally during the exhibitor/visitor mailing campaign.
- ✓ Sponsor's logo on all HME-2013 advertising, local, regional Newspapers and specialized trade magazines.
- ✓ Dedicated email shots to sponsor's target audience inviting to sponsors stand. HTML provided by sponsor.
- ✓ Sponsor's company logo on all the Halal Middle East 2013 VIP Invitations.
- ✓ Sponsor's support recognized in press materials, releases and email broadcasts.

Branding and Promotion at the Event:

- ✓ Premium space of **12 sqm** in the exhibition hall (bare space).
- ✓ Memento awarding by the Chief Guest at the Closing ceremony.
- ✓ 1 Full Page color Ad / Editorial in the official catalogue.
- ✓ 100 words company profile in the official catalogue.
- ✓ 1 free delegate pass for sponsor's personnel.
- ✓ 2 hanging banners (1.5 x 4 m) to be displayed in selected Halal ME Halls (design by sponsor).
- ✓ 2 Sponsor's pop-up banner placed at both the entrances of the venue (front + rear/pop-up provided by sponsor).
- ✓ 1 Sponsor's flags to be hoisted before the main entrance of the fairground (design by sponsor).
- ✓ Sponsor's brochures to be displayed / distributed at the registration counters.
- ✓ Sponsors logo on banners (inside and outside of the Congress room in appropriate track).
- ✓ Sponsor's company hyperlinked logo on the HME 2013 Congress website under the title of Silver sponsor.

Post – Event

- ✓ Sponsor's logo printed on all follow-up correspondence to the exhibition & Congress including wrap up, acknowledgements and future event announcement.

INVESTMENT AS SILVER SPONSORSHIP US\$20,000

Branding of Visitor Badges, Lanyards, Visitor Bags, Exhibitor Packs and other marketing and branding opportunities are also available. Please feel free to discuss your requirements/ ideas with us.

Note: The promotion campaign for HALAL Congress ME 2013 has already started, inclusion of logos, branding will be applicable only after sign-up as a sponsor on collaterals and advertisements that remains pending.

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BRONZE SPONSORSHIP PACKAGE

Pre Event Promotion:

- Sponsor's logo printed in the events promotional material as the Bronze Sponsor (brochures, banners, street boards, trade invitations, email-shots) and sent to 40,000 related professionals regionally and internationally during the exhibitor/visitor mailing campaign.
- Sponsor's logo on all HME-2013 advertising, local, regional Newspapers and specialized trade magazines.
- Sponsor's support recognized in press materials, releases and email broadcasts.

Branding and Promotion at the Event:

- Premium space of **09 sqm** in the exhibition hall (bare space).
- Memento awarding by the Chief Guest at the Closing ceremony.
- 1 Full Page color Ad / Editorial in the official catalogue.
- 100 words company profile in the official catalogue.
- 1 free delegate pass for sponsor's personnel.
- 2 Sponsors roll-up (85 x 200 cm) to be placed at central boulevard (to be provided by sponsor).
- 1 Sponsor's pop-up banner placed at the venue (to be provided by sponsor).
- 1 Sponsor's flags to be hoisted before the main entrance of the fairground (flag by sponsor).
- Sponsor's company hyperlinked logo on the HME 2013 Congress website under the title of Bronze sponsor.

Post – Event

- Sponsor's logo printed on all follow-up correspondence to the exhibition & Congress including wrap up, acknowledgements and future event announcement.

INVESTMENT AS BRONZE SPONSORSHIP US\$10,000

Branding of Visitor Badges, Lanyards, Visitor Bags, Exhibitor Packs and other marketing and branding opportunities are also available. Please feel free to discuss your requirements/ ideas with us.

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SESSION SPONSORSHIP PACKAGE

Pre Event Media:

- Sponsors logo to be printed in the Halal Congress Middle East 2012 promotional materials as Session Sponsor (press ads, banners, street boards, and trade invitations) and to be sent to 40,000 related professionals both regionally and internationally during the exhibitor/visitor mailing campaign
- Sponsors logo on all the Halal Congress Middle East 2012 advertising inserts both local and regional newspapers as well as specialized trade/ Industry magazines
- Sponsors company logo on all the Halal Congress Middle East 2012 invitations
- Sponsors support recognized in press materials, releases and email broadcasts

Branding & Promotion at the Event:

- 1 FULL PAGE colored Ad in the official catalogue
- 1 Sponsors roll-up banner (85 x 200) cm to be placed at the central boulevard (roll-up to be provided by sponsor)
- Branding at the conference hall as session sponsors i.e. Laptops, tables during the session.
- 1 full free delegate passes for sponsor's personnel
- Sponsors logo to be printed in the Halal Congress Middle East 2012 Conference promotional materials as the Bronze Sponsor (press ads, banners, street boards, Email Shots, Conference Programs, Delegate confirmations, Conference packs) and to be sent to related professionals both regionally and internationally during the conference promotion campaign.
- Sponsors company hyperlinked logo on the Halal Congress Middle East 2012 conference page under the title Session Sponsor

Post – Event

- Sponsors logo to feature on follow-up correspondence to the exhibition & conference including wrap up, acknowledgements and future event announcement.

INVESTMENT AS SESSION SPONSORSHIP US\$10,000

Branding of visitor badges, lanyards, visitor bags, exhibitor packs and other sponsorship, marketing and branding opportunities are also available. Please feel comfortable to discuss your queries / requirements/ ideas with us.

Note: The promotion campaign for HALAL ME 2013 has already started, inclusion of logos, branding will be applicable only after sign-up as a sponsor on collaterals and advertisements that remains pending.

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LUNCH SPONSORSHIP PACKAGE

Pre Event Media:

- Sponsors logo to be printed in the Halal Middle East 2013 promotional materials as Lunch Sponsors (press ads, banners, street boards, and trade invitations) and to be sent to 40,000 related professionals both regionally and internationally during the exhibitor/visitor mailing campaign
- Sponsors logo on all the Halal Middle East 2013 advertising inserts both local and regional newspapers as well as specialized trade/ Industry magazines
- Sponsors company logo on all the Halal Middle East 2013 Invitations
- Sponsors support recognized in press materials, releases and email broadcasts

Branding & Promotion At The Event:

- 1 FULL PAGE colored Ad in the official catalogue
- 1 Sponsors roll-up banner (85 x 200) cm to be placed at the central boulevard (roll-up to be provided by sponsor)
- Distribution of flyers during Congress Lunch.
- 1 full free delegate passes for sponsor's personnel
- Sponsors logo to be printed in the Halal Middle East 2013 Conference promotional materials as the Bronze Sponsor (press ads, banners, street boards, Email Shots, Conference Programs, Delegate confirmations, Conference packs) and to be sent to related professionals both regionally and internationally during the conference promotion campaign.
- Sponsors company hyperlinked logo on the Halal Middle East 2013 conference page under the title Lunch Sponsor

Post – Event

- Sponsors logo to feature on follow-up correspondence to the exhibition & conference including wrap up, acknowledgements and future event announcement.

INVESTMENT AS LUNCH SPONSORSHIP US\$20,000

Branding of visitor badges, lanyards, visitor bags, exhibitor packs and other sponsorship, marketing and branding opportunities are also available. Please feel comfortable to discuss your queries / requirements/ ideas with us.

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GALA DINNER SPONSORSHIP PACKAGE

Pre Event Media:

- Sponsors logo to be printed in the Halal Middle East 2013 promotional materials as Gala Dinner Sponsors (press ads, banners, street boards, and trade invitations) and to be sent to 40,000 related professionals both regionally and internationally during the exhibitor/visitor mailing campaign
- Sponsors logo on all the Halal Conference Middle East 2013 advertising inserts both local and regional newspapers as well as specialized trade/ Industry magazines
- Sponsors company logo on all the Halal Middle East 2013 Invitations
- Sponsors support recognized in press materials, releases and email broadcasts

Branding & Promotion at the Event:

- 1 FULL PAGE colored Ad in the official catalogue
- 2 roll-up banner (85 x 200) cm to be placed at the central boulevard (roll-up to be provided by sponsor)
- 1 full free delegate passes for sponsor's personnel
- Sponsors logo to be printed in the Halal Congress Middle East 2013 promotional materials as the Dinner Sponsor (press ads, banners, street boards, Email Shots, Conference Programs, Delegate confirmations, Conference packs) and to be sent to related professionals both regionally and internationally during the conference promotion campaign.
- Sponsors company hyperlinked logo on the Halal Middle East 2013 congress page under the title Dinner Sponsor

Post – Event

- Sponsors logo to feature on follow-up correspondence to the exhibition & conference including wrap up, acknowledgements and future event announcement.

INVESTMENT AS DINNER SPONSORSHIP US\$20,000

Branding of visitor badges, lanyards, visitor bags, exhibitor packs and other sponsorship, marketing and branding opportunities are also available. Please feel comfortable to discuss your queries / requirements/ ideas with us.

Note: The promotion campaign for HALAL Middle East 2013 has already started, inclusion of logos, branding will be applicable only after sign-up as a sponsor on collaterals and advertisements that remains pending.

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TEA SPONSORSHIP PACKAGE

Pre Event Promotion:

- Sponsors logo on the program (sponsored Tea)
- Sponsors support recognized in press materials, releases and email broadcasts.

Branding & Promotion At The Event:

- Distribution of promotional material during the tea breaks.
- 1 full free delegate pass for sponsor's personnel.
- Sponsors logo to be printed in the Congress promotional materials as the Tea Sponsor (press ads, banners, street boards, Email Shots, Congress Programs, Delegate confirmations, Congress packs) and to be sent to related professionals both regionally and internationally during the congress promotion campaign.
- Sponsors company hyperlinked logo on the HALAL Middle East page under the title of Tea Sponsor.

Post – Event

- Sponsor's logo printed on all follow-up correspondence to the Congress including wrap up, acknowledgements and future event announcement.

INVESTMENT AS TEA SPONSORSHIP US\$6,000

Branding of visitor badges, lanyards, visitor bags, exhibitor packs and other sponsorship, marketing and branding opportunities are also available. Please feel comfortable to discuss your queries / requirements/ ideas with us.

Note: The promotion campaign for HALAL Middle East 2013 has already started, inclusion of logos, branding will be applicable only after sign-up as a sponsor on collaterals and advertisements that remains pending.

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