



# THE PREMIER AIRPORT DEVELOPMENT EVENT IN SAUDI ARABIA **SPONSORSHIP BROCHURE**

**19 - 20 December 2023**  
**Riyadh International Convention & Exhibition Center (RICEC)**  
**Riyadh, Saudi Arabia**

[www.saudiairportexhibition.com](http://www.saudiairportexhibition.com)

Organised by



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# MAXIMIZE YOUR PARTICIPATION AND POSITION YOUR BRAND AS A MARKET LEADER AT SAUDI AIRPORT EXHIBITION

Our exclusive sponsorship and advertising opportunities will help you reach a wide audience of local and global stakeholders from the industry, including key decision makers, government entities and delegations. **Saudi Airport Exhibition** provides the perfect stage for you to promote your brand as a market leader in providing the best solutions and technologies for the regional airports industry.



## **BUILD NEW CONNECTIONS**

An unmatched platform for you to build new connections post covid-19 and reinforce your personal connections with existing clients



## **ENHANCE YOUR BRAND'S VISIBILITY**

Be a key partner for the multi-billion dollar saudi and regional airports development programmes over the next decade



## **PROMOTE YOUR COMPANY'S EXPERTISE**

Show your latest solutions and technologies that will enhance regional airport development programmes and meet changing passenger needs

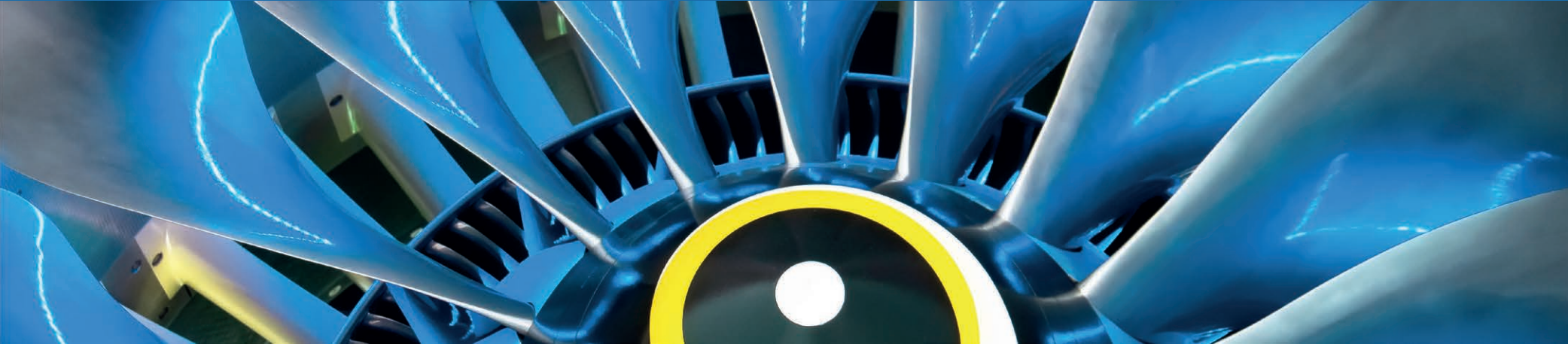
# MAJOR SPONSORSHIP PACKAGES

| PACKAGE INCLUSIVE OF  | PLATINUM SPONSOR<br>LIMITED TO 3<br>US\$ 85,000 | GOLD SPONSOR<br>LIMITED TO 4<br>US\$ 40,000 | SILVER SPONSOR<br>LIMITED TO 6<br>US\$ 35,000 |
|---|---|---|---|
| <b>PRINT</b>  |   |   |   |
| Logo included on all event adverts  | ✓   | ✓   | ✓   |
| Logo included on all VIP invitations  | ✓   |   |   |
| Logo included on all visitor invitations  | ✓   | ✓   | ✓   |
| Logo included on gala dinner invitations  | ✓   |   |   |
| Logo included on front cover of all print brochures, show catalogue and post event report | ✓   | ✓   |   |
| Logo included on sponsors page on show catalogue and post event report                    | ✓   | ✓   | ✓   |
| 1 full-page advert in the show catalogue and post event report                            | ✓   | ✓   |   |
| <b>DIGITAL ADVERTISING</b>  |   |   |   |
| 1 banner on homepage of website   | ✓   |   |   |
| 1 banner on selected inside page of website   |   | ✓   |   |
| Sponsored video content on event website  | ✓   | ✓   | ✓   |
| Opportunity to include whitepaper on event website and in pre-event promotion by email    | ✓   | ✓   | ✓   |
| 1 full-page advert in the show catalogue and post event report                            | ✓   | ✓   | ✓   |
| Personal digital invitation, banners and registration link                                | ✓   | ✓   | ✓   |
| Logo on front cover of E-Product Guide, Digital Invitation and Event Preview              | ✓   | ✓   | ✓   |
| Logo on all event marketing campaign emails (E-shots and E-newsletters)                   | ✓   | ✓   | ✓   |



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|--|---|---|---|
| DIGITAL ADVERTISING  |   |   |   |
| Logo and 100-word profile on sponsor's page of the event website             | ✓   | ✓   | ✓   |
| Logo on the website home page  | ✓   | ✓   | ✓   |
| Logo on all website pages  | ✓   | ✓   | ✓   |
| Banner on one promotional e-shot of your choice                              | ✓   | ✓   |   |
| Banner on one dedicated e-shot promoting event registration                  | ✓   |   |   |
| One featured article on the event e-newsletter                               | ✓   | ✓   | ✓   |
| Featured article in the Post Show Report                                     | ✓   | ✓   |   |
| Featured as sponsor on visitor registration confirmation email               | ✓   |   |   |
| Native advertising on an email - 1 image and 500 words to promote your brand | ✓   |   |   |



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|--|---|---|---|
| <b>ONSITE</b>  |   |   |   |
| Logo on all the main event signage   | ✓   | ✓   |   |
| Roll up at entrance of Press Stage   | ✓   | ✓   |   |
| Logo on all welcome banners and directional signages                                     | ✓   | ✓   |   |
| Logo on all informational signage across the venue                                       | ✓   | ✓   |   |
| Logo on Gala Dinner signage  | ✓   |   |   |
| Hanging banner above stand   | ✓   | ✓   | ✓   |
| Guaranteed speaking slot in the Knowledge Centre seminar theatre                         | ✓   | ✓   | ✓   |
| Exclusive branding at the Gala Dinner Reception Area - includes roll ups and table flags | ✓   |   |   |
| Ceiling banner above the Buyers Lounge   | ✓   |   |   |
| Exclusive branding on the Buyers' Lounge build   | ✓   |   |   |
| Opportunity to place Roll-up banners within the Buyers' Lounge                           | ✓   |   |   |
| <b>PR</b>  |   |   |   |
| Company highlighted in Pre-show and Post Show press releases                             | ✓   | ✓   | ✓   |
| Exclusive interview during the exhibition to be included in event PR                     | ✓   | ✓   | ✓   |
| One interview / quote prior to the event - to be featured in event PR and website        | ✓   | ✓   | ✓   |

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|--|---|---|---|
| OTHER VALUE-ADDED OPPORTUNITIES  |   |   |   |
| Logo inclusion across comprehensive global event marketing, social media and PR campaign | ✓   | ✓   | ✓   |
| Guaranteed onsite meeting room for private networking                                    | ✓   |   |   |
| Opportunity to distribute marketing materials on chairs at the Buyers' Lounge            | ✓   | ✓   |   |
| Right of first refusal as selected sponsor at the next edition                           | ✓   | ✓   | ✓   |



# EXHIBITION SPONSORSHIP PACKAGES



## **LANYARD SPONSORSHIP (Exclusive)** Sponsorship Fee: US\$ 25,000

### **BENEFITS:**

- Exclusive branding on the event lanyard (excluding production)
- Personal digital invitation, banners and registration link
- Sponsor logo on: Product Guide, Post Show Report, Event Planner and Event Preview
- Sponsor logo and 100 words profile in sponsor's page of the event website
- Sponsor logo on the website homepage
- Sponsor name included in a dedicated Press Release
- Opportunity to include a quote from your company representative as event sponsor in one Press Release
- Sponsor logo within the comprehensive global event marketing and PR campaign
- First refusal as Lanyard Sponsor at the next edition



## **VISITOR BAG SPONSORSHIP (Exclusive)** Sponsorship Fee: US\$ 15,000

### **BENEFITS:**

- Exclusive branding on the event Visitor Bag distributed at the Registration Area (excluding production)
- Personal digital invitation, banners and registration link
- Sponsor logo on: Product Guide, Post Show Report, Event Planner and Event Preview
- Sponsor logo and 100 words profile in sponsor's page of the event website
- Sponsor logo on the website homepage
- Sponsor name included in a dedicated Press Release
- Sponsor logo within the comprehensive global event marketing and PR campaign
- Distribution of marketing materials in the visitors bags
- First refusal as Visitor Bag Sponsor at the next edition



## **BADGE SPONSORSHIP (Exclusive)** Sponsorship Fee: US\$ 15,000

### **BENEFITS:**

- Exclusive branding on the Entry Badge
- Sponsor branding on Badge Registration eshots and social media
- Personal digital invitation, banners and registration link
- Sponsor logo on: Product Guide, Post Show Report, Event Planner and Event Preview
- Sponsor logo and 100 words profile in sponsor's page of the event website
- Sponsor name included in a dedicated Press Release
- Sponsor logo within the comprehensive global event marketing and PR campaign
- First refusal as Badge Sponsor at the next edition

(includes production and distribution charges)



# EXHIBITION SPONSORSHIP PACKAGES

## **REGISTRATION AREA SPONSORSHIP (Exclusive)** Sponsorship Fee: US\$ 25,000

### **BENEFITS:**

- Exclusive branding opportunity in the Event Registration Area
- Sponsors logo included on the Registration Desk branding
- Sponsors flags placed on Registration Desks
- Personal digital invitation, banners and registration link
- Sponsor logo on: Product Guide, Post Show Report, Event Planner and Event Preview
- Sponsor logo and 100 words profile in sponsor's page of the event website
- Sponsor logo on the website homepage
- Sponsor name included in a dedicated Press Release
- Opportunity to include a quote from your company representative as event sponsor in one Press Release
- Sponsor logo within the comprehensive global event marketing and PR campaign
- Opportunity to place 2 x roll ups in the Event Registration Area (to be provided by sponsor)
- First refusal as Registration Area Sponsor at the next edition

(includes all production and distribution charges)

## **KNOWLEDGE CENTRE SPONSORSHIP (Exclusive)** Sponsorship Fee: US\$ 25,000

### **BENEFITS:**

- Exclusive branding opportunity in the Knowledge Centre seminar room
- Sponsors logo included on the Knowledge Centre build
- Sponsors logo on hanging banner placed above Knowledge Centre
- Personal digital invitation, banners and registration link
- Sponsor logo on: Product Guide, Post Show Report, Event Planner and Event Preview
- Sponsor logo and 100 words profile in sponsor's page of the event website
- Sponsor logo on the website homepage
- Sponsor name included in a dedicated Press Release
- Opportunity to include a quote from your company representative as event sponsor in one Press Release
- Sponsor logo within the comprehensive global event marketing and PR campaign
- Opportunity to place 2 x roll ups in the Knowledge Centre seminar room (to be provided by sponsor)
- First refusal as Knowledge Centre Sponsor at the next edition

(includes all production and distribution charges)

## **BUSINESS BREAKFAST SPONSOR** Sponsorship Fee: US\$ 20,000

### **BENEFITS:**

- Exclusively host a Business Breakfast alongside Saudi Airport Exhibition
- Welcome address by the sponsor
- Nominate speakers and delegates of your choice
- Sponsor will be positioned as a thought leader across promotional campaign for Business Breakfast
- Logo on holding slide during the breakfast session
- Table Flags with sponsor logo on the tables
- 2 branded roll up banners in the Business Breakfast room
- Opportunity to distribute gifts or branded items during the breakfast
- Sponsor logo on e-invitation sent to attendees
- Sponsor logo on event website as Business Breakfast Sponsor

# EXHIBITION SPONSORSHIP PACKAGES



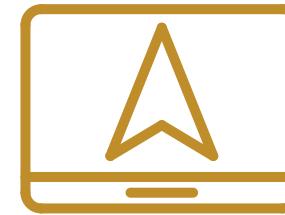
## **CARPET TILES** (US\$ 1,000)

Carpet tiles are the most effective way to guide the maximum number of visitors to your stand at the event. Measuring 1m x 1m, carpet tiles' branding can include your logo, stand number and corporate colours. Available to non-exhibitors as well.



## **CEILING BANNERS** (includes production and rigging charges) Sponsorship Fee: US\$ 6,000 each

Ceiling banners are an excellent way to give your company added visibility and guide visitors to your booth at the show. Banner artworks can include logos, taglines and visuals that help your brand stand out from your competitors. Available to non-exhibitors as well



## **YOU ARE HERE BOARDS** Sponsorship Fee: US\$ 15,000

### **BENEFITS:**

- An exclusive opportunity to get your company name, logo and stand number highlighted on the 'You Are Here' boards which include the event floorplan and programme
- Personal digital invitation, banners and registration link
- Sponsor logo on: Product Guide, Post Show Report, Event Planner and Event Preview
- Sponsor logo and 100 words profile in sponsor's page of the event website
- Sponsor name included in a dedicated Press Release
- Sponsor logo within the comprehensive global event marketing and PR campaign
- First refusal as 'You Are Here' Boards Sponsor at the next edition

(includes production and handling charges for 2 boards)

# DIGITAL PACKAGES

We have designed a range of premium digital packages to give your brand maximum visibility before, during and after the event. With thousands of global aviation professionals and key regional buyers engaging with us digitally through the event website, digital marketing and social media, choose one of our Digital Packages to ensure you get the maximum impact at this event.

**WEBSITE:**

**HOMEPAGE HEADER BANNER**  
Exclusive  
US\$ 5,000

**HOMEPAGE FOOTER BANNER**  
Exclusive  
US\$ 3,500

**INSIDE PAGE HEADER BANNER**  
US\$ 2,500 per page

**INSIDE PAGE FOOTER BANNER**  
US\$ 1,500 per page

**SOCIAL MEDIA:**

**NATIVE ADVERTISING ON SOCIAL MEDIA CHANNELS**  
US\$ 3,000

*Note: includes organic posting on all social media channels of the show*

**EMAIL:**

**EXCLUSIVE SPONSORED EMAIL**  
US\$ 3,500

**BANNER ON VISITOR REGISTRATION CONFIRMATION**  
US\$ 3,500

**DEDICATED BANNER IN EVENT NEWSLETTER**  
US\$ 2,500  
(banner specs will be provided)

**EXHIBITOR FEATURE IN EVENT NEWSLETTER**  
US\$ 2,500  
(includes logo and 100 words)

*Note: email promotion is sent to all event data (25,000 contacts)*



# SPONSORSHIP CONTRACT



## Contact Information

Company Name:.....

Address:.....

City:..... Country:.....

Contact Name:..... Designation:.....

Telephone:..... Email:.....

## Sponsorship Information

We hereby confirm our participation as .....  
at **SAUDI AIRPORT EXHIBITION**, as per the Terms & Conditions outlined.

The fee applicable is US\$..... and payment  
terms are as follows:

- 50% deposit within two weeks after signing the Sponsorship Contract
- Balance 50% payment by 4th August 2023.

## Signature and Stamp of Sponsor

Signed by:.....

Date:.....

## Signature and Stamp of Organiser

Signed by:.....

Date:.....

## Terms and Conditions

### 1. TERM OF THE AGREEMENT

This Agreement shall commence on the date of signature and be in force until the end of SAUDI AIRPORT EXHIBITION 2023 and the parties hereto fulfil their respective obligations thereof. The parties agree that the Sponsor shall have the first right of refusal to extend this agreement beyond the event.

### 2. CONFIDENTIALITY

The parties hereto agree that the terms of this agreement and all commercial, financial, marketing and other information thereto and which are not in the public domain, shall be treated with utmost confidentiality. Save to the extent as may be required for the purpose of fulfilling respective obligations hereof, neither party shall divulge such information to any third party(ies) without the prior written consent of the other party. The obligations of the parties under this clause shall survive the termination or expiration of this agreement.

### 3. ASSIGNMENT

The Sponsor shall not sell, assign or otherwise transfer its respective rights and obligations under this agreement without obtaining prior written consent of the Organisers.

### 4. LIABILITY

The Organisers and Sponsor hereby agree to indemnify and hold each other harmless from any losses, claims, damages or liabilities arising out of or in connection with the negligence or wilful default or misconduct of any of its officers, directors, employees, agents or contractors with respect to the subject matter hereof.

### 5. NOTICES

Any notices to be given under this agreement by either party to the other must be in writing and delivered by courier, registered post or facsimile transmission to the registered address of the other party and in the case of post will be deemed to be given five (5) working days after the date of posting and in the case of other notices will be deemed to be given on delivery.

### 6. TERMINATION

6.1 This agreement shall come into force on the date of signature and shall remain in full force and effect at all times till the final day of the event.

6.2 The Sponsor is not permitted to cancel this contract except with the written consent of the Organiser.

6.3 Where there is an agreed cancellation, the Sponsor shall pay the amount, representing liquidated damages to compensate the Organiser for all losses incurred as a result of the cancellation, as follows:

(i) 80% of the Fee for cancellation made more than 3 months prior to the start date of the event

(ii) 100% of the Fee for cancellation made 3 months or less prior to the start date of the event

### 7. AMENDMENT

No amendment to this Agreement shall be valid unless mutually agreed between the Parties hereto in writing.

### 8. GOVERNING LAW & DISPUTE RESOLUTION

8.1 This Agreement is made on good faith and the parties hereto shall fulfil their respective obligations with a spirit of mutual cooperation and assistance. In case any dispute or confusion arises with respect to either party's obligations hereof, then the parties shall endeavour to discuss and resolve such issues amicably between them. However, any dispute arising out of or in connection with this Agreement, unless amicably settled between the Parties, shall be finally adjudicated by the Courts of Law in the Emirate of Dubai, United Arab Emirates.

8.2 This agreement shall, in all respects, be governed and construed in accordance with the Laws of the Emirate of Dubai and UAE.

### 9. TAX

9.1 Please note that as per UAE Federal Decree Law no. (8) of 2017, a Value Added Tax (VAT) of 5% will be levied on all invoices.





# THE PREMIER AIRPORT DEVELOPMENT EVENT IN SAUDI ARABIA

**19 - 20 December 2023**  
**Riyadh International Convention & Exhibition Center (RICEC),**  
**Riyadh, Saudi Arabia**

Contact our sales team for space and sponsorship information  
or to finalise your booking

**Daksha Patel**

daksha@nicheideas.net  
Mob: +971 56 6907668

**Arun Veetil**

arun@saudiairportexhibition.com  
Mob: +971 52 4994488

**Saudi Airport Exhibition**

Tel: +971 4 4324076  
www.saudiairportexhibition.com

**Niche Ideas DMCC**

RSO Offices, Reef Tower, Cluster O,  
Jumeirah Lakes Towers (JLT)  
Dubai, United Arab Emirates

**Niche Ideas**

3 Lower Place Business Centre,  
Steele Road, London  
NW10 7AT, United Kingdom



2150 Hyderabad  
2155 Jakarta  
2220 Davao  
2200 Jakarta  
2200 Melbourne  
2200 广州  
2205 Jakarta  
2205 Jakarta  
2210 Bangkok-DMK  
2210 東京羽田  
2220 Colombo  
2220 Bengaluru  
11 May 2019 20:37

VA 5769 2 F35  
SQ 968 2 F40  
SJ 716 4 G5  
QZ 269 4 G1  
VA 5521 3 B5  
TR 106 2 E22  
VN 3969 3 A19  
ID 7158 3 A17  
FD 352 4 G2  
NH 844 2 F34  
VA 5592 2 F60  
TR 572 2 F35  
Welcome to Changi Airport Terminal 3