



**GULFOOD
MANUFACTURING**

5-7 NOV 2024
DUBAI WORLD TRADE CENTRE

SPONSORSHIP BROCHURE

Maximise your exposure for success

THE MOST INFLUENTIAL F&B MANUFACTURING EVENT IN THE WORLD

Gulfood Manufacturing represents the pinnacle of the global food and beverage manufacturing industry evolution, offering a decisive destination for those seeking to accelerate the adoption of technology, and improve efficiencies and productivity to meet new challenges.

In this critical year, the event will unite industry titans to forge bold, innovative, practical and ambitious solutions to strategic priorities including quality, cost reduction and agility.

OUR EVENT SECTORS INCLUDE



INGREDIENTS



PROCESSING



PACKAGING



SUPPLY CHAIN SOLUTIONS



CONTROL & AUTOMATION



BE SEEN BY A GLOBAL TARGET AUDIENCE

Our sponsorship packages are designed expand your profile and increase your image thus providing significant opportunities for distinct marketing & competitive advantages to help drive commercial activity.

46,552

TRADE VISITORS

2,168

EXHIBITORS

Take advantage of the wide range of pre, onsite and post show sponsorship opportunities that Gulfood Manufacturing has to offer and get an ROI unmatched by any other platform in your industry.

A UNIQUE MARKET LEADERSHIP OPPORTUNITY

Take advantage of the large range of sponsorship opportunities. Pre, onsite and post event marketing and branding activities available.

2024 SPONSORSHIP BENEFITS

- Position your brand
- Support your sales campaign
- Maximise the impact of your participation at the exhibition
- Raise brand awareness
- Create positive PR
- Increase brand recognition
- Increase traffic of visitors to your stand
- Reach a wider audience above & beyond the exhibition
- Benefit from strong marketing and PR campaigns

SPEAK TO THE TEAM TODAY

Contact us to discuss bespoke sponsorship packages gfm@dwtc.com



SPONSORSHIP PACKAGES

MAIN SPONSOR



COUNTRY PARTNER
AED 500,000

PLATINUM
AED 350,000

GOLD
AED 250,000

SILVER
AED 150,000

APP SPONSOR
AED 110,000

AT THE SHOW

HALL OF FAME
AED 7,000 PER SCREEN

VISITOR BADGE
AED 250,000

VISITOR BADGE LANYARDS
AED 500,000



CARRIER BAGS
AED 40,000

REGISTRATION USHER SHIRTS
AED 60,000

VENUE



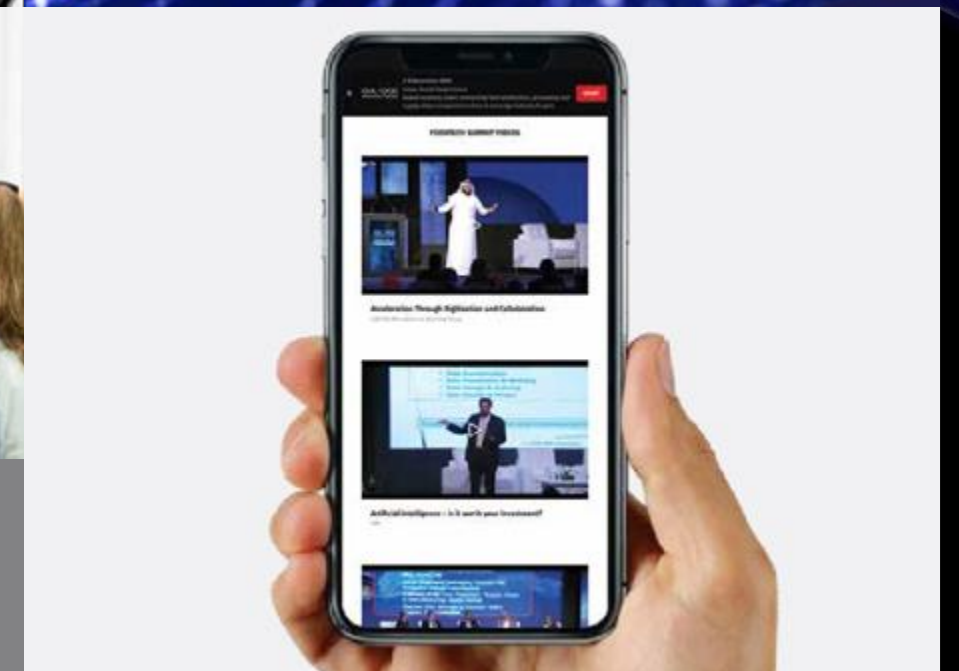
BANNER ABOVE STAND
AED 1,700
PER SQM, PER SIDE. PLUS INSTALLATION
AND RIGGING COSTS

DIRECTIONAL CARPET TILES
AED 2,200
(MINIMUM 20 TILES)

IN HALL PROMOTERS
AED 11,000
PER SQM, PER SIDE. PLUS INSTALLATION
AND RIGGING COSTS

IN HALL EXIT BANNER
(INSIDE EXHIBITION HALLS)
AED 1,750
PER SQM, PER SIDE. PLUS INSTALLATION AND
RIGGING COSTS

DIGITAL



BANNER OR LOGO ON WEBSITE
AED 10,000
PER BANNER (HOMEPAGE)

AED 7,000
PER BANNER (PRE-REG PAGE)

AED 3,000
PER BANNER (SUB-PAGE)

COUNTRY PARTNER

AED 500,000

A distinctive badge that merits the highest visibility and sponsorship benefits for all the national companies participating under the 'Country Partner'.

Country Partner participants get maximum marketing support with the logo featured among major communication collaterals, prominent branding on-site, dedicated social media posts and PR coverage.

PRE-EVENT

- Logo and hyperlink on the homepage
- Logo on printed event collaterals
- Logo on show newsletters
- Logo on advertising campaigns
- Logo on interactive floor plan / mobile app
- Banner with hyperlink on website homepage
- Sponsor mention on Gulfood Manufacturing social channels
- A dedicated mention on the Gulfood Manufacturing Sponsor page of the website
- Logo, hyperlink, and company profile on the sponsor webpage

AT EVENT

- Logo and profile in official show preview (if applicable)
- Logo on onsite branding around venue (wherever relevant)
- 15 carpet tiles from relevant hall entrance leading to sponsor stand
- 4 venue branding opportunities
- Logo on carrier bags
- Speaking session at the conference
- 1x display branding opportunity at the Hall Of Fame

POST EVENT

- Logo on post show report sent out to the exhibitor database
- Acknowledgement in post-show press releases
- Logo on thank you e-mail for all visitors post show



MAIN SPONSOR

PLATINUM

AED 350,000

The pinnacle package for your company. A Platinum Sponsor gets the most premium branding spaces across the show venue, visibility across marketing campaigns in major newspapers and trade magazines, digital marketing campaign, PR features and more.

PRE-EVENT

- Logo and hyperlink on the homepage
- Logo on printed event collaterals
- Logo on show newsletters
- Logo on advertising campaigns
- Logo on interactive floor plan / mobile app
- Banner with hyperlink on website homepage
- Sponsor mention on social channels
- Logo, hyperlink, and company profile on the sponsor webpage

AT EVENT

- Logo and profile in official show catalogue
- Logo around venue wherever relevant
- 10 carpet tiles from relevant hall entrance leading to sponsor stand
- 3 venue branding opportunities
- 3m x 3m hanging banner over the stand
- 1x display branding opportunity at the Hall Of Fame

POST EVENT

- Logo on post show report sent out to the exhibitor database
- Acknowledgement in post show press releases
- Logo on thank you e-mail for all visitors post show



MAIN SPONSOR

GOLD

AED 250,000

An exceptional opportunity to gain brand visibility before, during and after the show. Gold Sponsors get consistently featured across our marketing campaigns, high visibility on-site, and great promotional opportunities during the show.

PRE-EVENT

- Logo and hyperlink on the homepage
- Logo on printed event collaterals
- Logo on show newsletters
- Logo on advertising campaigns
- Logo on interactive floor plan / mobile app
- Banner with hyperlink on website homepage

AT EVENT

- Logo and profile in official show catalogue
- Logo around venue wherever relevant
- 8 carpet tiles from relevant hall entrance leading to sponsor stand
- 2 venue branding opportunities
- 2m x 2m hanging banner over the stand
- 1x display branding opportunity at the Hall Of Fame

POST EVENT

- Logo on post show report sent out to the exhibitor database
- Acknowledgement in post-show press releases



MAIN SPONSOR

SILVER

AED 150,000

The last of our major sponsorship packages offering top-tier benefits. Strong brand visibility across the marketing campaigns, high-profile branding at the venue and across post-show collaterals to help keep your business and brand top-of-mind.

PRE-EVENT

- Logo and hyperlink on the homepage
- Logo on printed event collaterals
- Logo on show newsletters
- Logo on advertising campaigns
- Logo on interactive floor plan / mobile app

AT EVENT

- Logo and profile in official show catalogue
- Logo around venue wherever relevant
- 5 carpet tiles from relevant hall entrance leading to sponsor stand
- 1 venue branding opportunity
- 2m x 2m hanging banner over the stand
- 1x display branding opportunity at the Hall Of Fame

POST EVENT

- Logo on post show report sent out to the exhibitor database



MOBILE APP SPONSOR

AED 110,000

PRE-EVENT

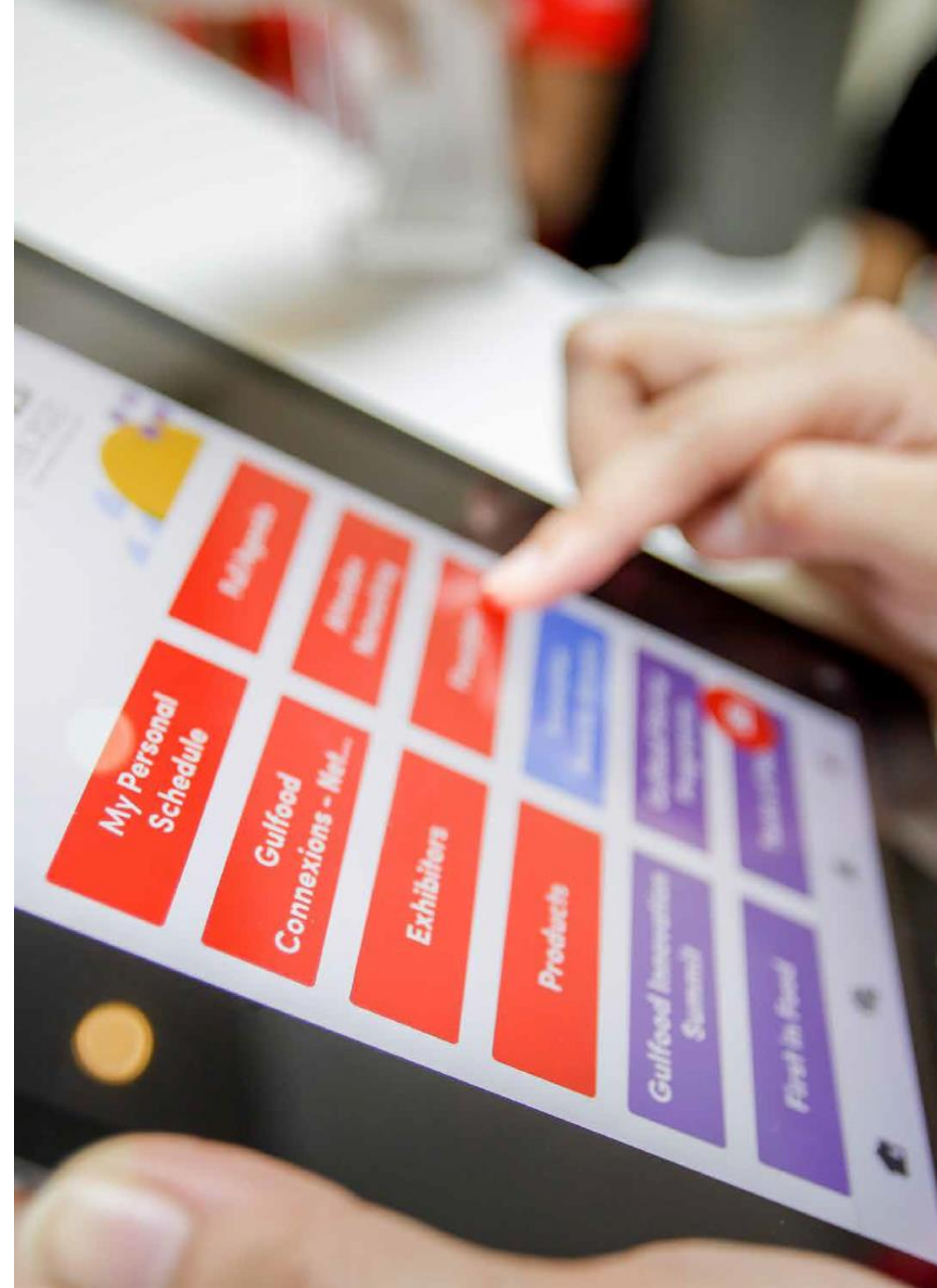
- Logo and hyperlink on the homepage
- Logo on printed event collaterals
- Logo on show newsletters
- Logo on advertising campaigns
- Logo inclusion on relevant app pages
- Opportunity to activate push notifications within app, 3 pre-event
- Coverage on all social media channel platforms (Including: IG, Twitter, Facebook, LinkedIn)

AT EVENT

- Logo and profile in official show catalogue
- Logo around venue wherever relevant
- Opportunity to activate push notifications within app, 2 at the event

POST EVENT

- Logo on post show report sent out to the exhibitor database



10TH EDITION SPECIAL

HALL OF FAME

AED 7,000 PER SCREEN

For the very first time at **Gulfood Manufacturing**, experience the pinnacle of innovation and excellence at the Hall of Fame: A dedicated space at the Pavilion hall where you can bring your groundbreaking technologies or innovations to life, through our dynamic screens. Highlight any of your innovations in ingredients, processing and packaging from the past decade that were a gamechanger in the industry and significantly transformed the manufacturing production process in the region.

Owning a screen space at the Hall of Fame gives you the advantage to captivate the attention of a vast Gulfood Manufacturing audience of potential clients and partners who want to see the best in the business. As an exhibitor, seize the opportunity to gain unparalleled visibility, elevate your brand's prestige, and solidify your reputation as the F&B industry's market leader.

This is an exclusive opportunity and screen spaces are limited, so secure your screen time now and be part of this extraordinary event.

Additional benefits on booking a screen time at the Hall of Fame:

- Company logo on the "Hall of Fame" page on the Gulfood Manufacturing website
- Addition of your company's logo on the Gulfood Manufacturing Show Planner
- Addition of your company's logo on the FoodTech Summit screens
- Company logo on the online maps under the "Hall of Fame" feature selection

Location:

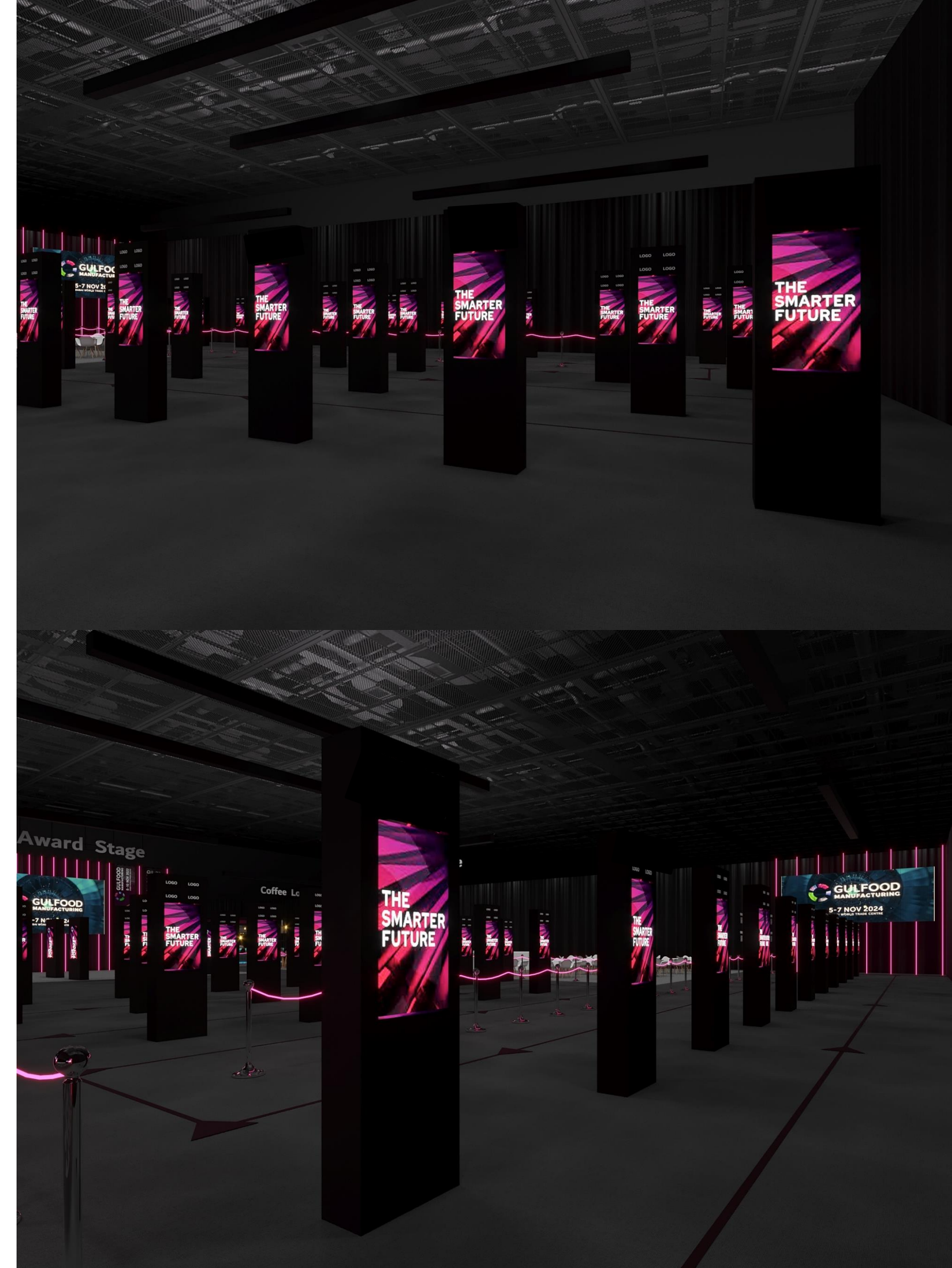
Pavilion (behind Hall 7 & 8)

Video Specification:

1080p width x 1920p height

.mp4 Format

A maximum of 60 seconds video duration



VISITOR BADGE

AED 250,000

As the exclusive badge pouch sponsor, your brand will be worn by all visitors to Gulfood Manufacturing ensuring maximum exposure and brand awareness across the entire show.

This is a rare opportunity to stand out from your competitors and position yourselves amongst the worlds' leading food and beverage companies.

PRE-EVENT

- Logo on online targeted EDMs and newsletters
- Logo, hyperlink and company profile on event website

AT EVENT

- Logo and profile in official show catalogue

POST EVENT

- Logo on post show report sent out to entire exhibitor database

Sponsor to provide branded pouches and inserts.



AT THE SHOW

VISITOR BADGE LANYARDS

AED 500,000

As the exclusive Lanyards sponsor, your brand will be worn by all Gulfood Manufacturing, ensuring maximum exposure and brand awareness across the entire show. This is a rare opportunity to stand out from your competitors and position yourselves amongst some of the worlds' leading food and beverage companies. Ensure your brand is the most visible brand at the show.

PRE-EVENT

- Logo on online targeted EDMs and newsletters
- Logo, hyperlink and company profile on event website
- Logo on specific advertising campaigns

AT EVENT

- Logo and profile in official show catalogue

POST EVENT

- Logo on post show report sent out to entire exhibitor database

Sponsor to provide branded lanyards - approx. 50,000



CARRIER BAGS

AED 40,000

A fantastic way to create immediate brand awareness during the show. Always in demand to collect literature and samples, the official carrier bags are distributed to visitors by registration personnel. They become a walking advertisement for your brand!

The visibility benefits extend even further as the visitors take their bags home. Sponsor to provide bags based on quantity, specifications and delivery dates confirmed by the organiser. Artwork should feature Gulfood Manufacturing, Ingredients Middle East, Country Partner and Dubai World Trade Center logos. Layout to be approved by the organiser. Sponsor logo will also be included on Gulfood Manufacturing Website and the post show report sent out to the entire exhibitor database.



REGISTRATION USHER SHIRTS

AED 60,000

Ensure every visitor receives a warm welcome from registration staff wearing your branded polo shirts. Exclusive for one company only.

Sponsor to provide polo shirts for both male and female staff based on quantity to be confirmed by the organiser. Polo shirts to include sponsor and Gulfood Manufacturing logo.

DIRECTIONAL CARPET TILES

AED 2,200

(MINIMUM 20 TILES)

Make it really easy for your buyers to find you! Direct traffic straight to your stand with promotional carpet tiles at key locations (tile size 1 square meter).

These are strategic and eye-catching options to make sure you stand out from your competition. Sponsor responsible for artwork and production.



BANNER ABOVE STAND

AED 1,700

PER SQM, PER SIDE. PLUS INSTALLATION AND RIGGING COSTS

A little more investment will increase your visibility dramatically, so buyers can see your stand from afar.

Additional installation and rigging costs apply. Sponsor to provide banner artwork.

IN-HALL EXIT BANNER

(INSIDE EXHIBITION HALLS)

AED 1,750

PER SQM, PER SIDE. PLUS INSTALLATION
AND RIGGING COSTS

Promote your location, brand and key messages by advertising within the halls. Drive awareness and point your buyers in the right direction to visit your stand! Additional installation and rigging costs apply. Sponsor to provide banner artwork.



IN-HALL PROMOTERS

AED 11,000

Hire extra personnel and brand them to distribute your flyers and samples in the halls. This is the only approved way to distribute your material away from your stand, straight into the hands of your target audience! A highly effective way to increase brand exposure.

DIGITAL

BANNER OR LOGO ON WEBSITE

AED 10,000

PER BANNER (HOMEPAGE)

AED 7,000

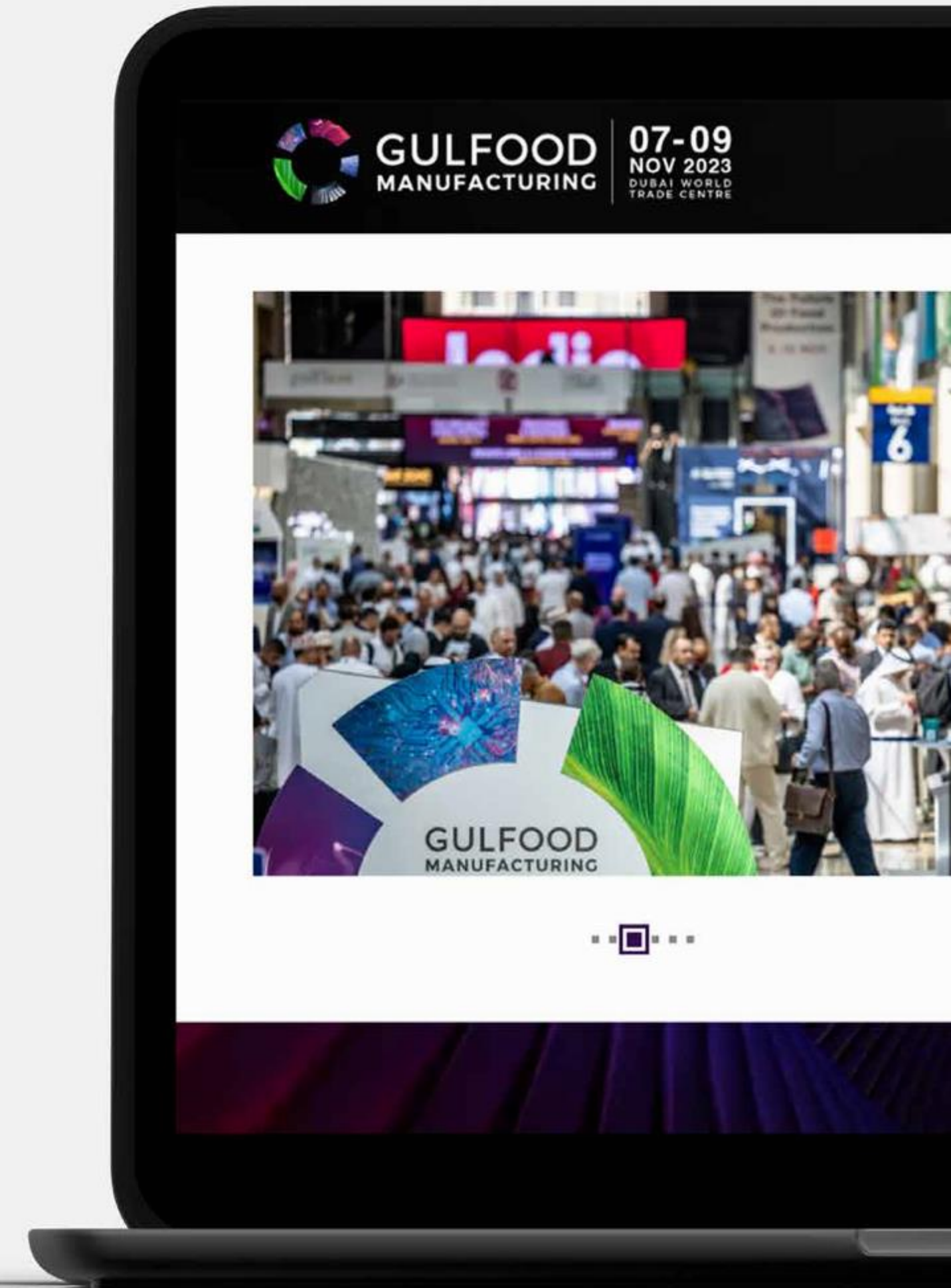
PER BANNER (PRE-REG PAGE)

AED 3,000

PER BANNER (SUB-PAGE)

Price for a duration of 30 days

-
- Homepage (highest viewed page)
 - Sub-page (other than homepage and pre-registration page)
 - Pre-registration page (brand exposure to an audience keen to attend) Sponsor to prepare artwork and provide website link for banner advert or logo



YOUR SUCCESS TEAM



GULFOOD MANUFACTURING

5-7 NOVEMBER 2024
DUBAI WORLD TRADE CENTRE

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