



Schedule 1 – Deliverables

1. Deliverables

1.1. DWTC Deliverables

The below Deliverables relating to the stand space will be delivered to the **Food Business Gulf & Me** by DWTC by 10 November 2022 for Gulfood Manufacturing | Specialty Food Festival | ISM ME (formerly Yummex Middle East | Private Label & Licensing Expo | Gulfhost.¹ All other Deliverables will be actioned prior, during and after the Exhibition as appropriate.

Value Proposition

- Title of "Official Media Partner"

Stand Space:

- **Size:** 9 sqm
- **Type:** shell scheme
- **Stand package:** electrics, fascia, flooring, carpet, spotlights
- **Furniture:** 2 chairs, 1 table, 2 lockable counter

**Includes exhibitor insurance, enhanced internet listing and registration fee*

Insurance

- Standard exhibitor insurance for stand space.

Official Show Catalogue or any other digital collaterals (TBC)

- 50 words corporate profile listing on the partners – media partner page of the website

Online Presence

- Corporate logo on the official website on the Partners - Media Partner website
- Hyperlink on the corporate logo leading to the Media Partner website
- 50 words corporate profile listing on the Partners - Media Partner page of the website
- Inclusion of the logo, corporate profile and link in the mobile app when available

EDM

- Corporate logo in the sponsors & partners section in all email campaigns sent per show (Gulfood Manufacturing, Speciality Food Festival, yummex Middle East, Private Label & Licensing Expo)

Exhibitor and Media Badges

- X3 Media badges for entrance during the show days. Details of the attendee to be provided to DWTC a week before the show. Badges will be issued only upon proof of press badge. Physical ID proof may be requested during the days of event for verification

DWTC to confirm where deliverables relating to the stand space are to be delivered and by what date. ¹

1.2. Food Business Gulf & ME Deliverables

All Deliverables will be actioned prior, during and after the Exhibition as appropriate.

Advertising

- 2x full-page advertisement in the July-Sept & Oct-Dec 2022 editions of Food Business Gulf & ME magazine (Gulfood Manufacturing | Specialty Food Festival | ISM ME (formerly yummex ME | Gulfhost)
- 3x full-page advertisement in the July-Aug & Sept-Oct 2022 editions of Gulf Agriculture magazine (Gulfood Manufacturing | Specialty Food | ISM ME (formerly yummex ME | Gulfhost | Private Label & Licensing Expo ME)

Print & Digital Editorial

- 2 full page editorial preview in the Oct-Dec edition of Food Business magazine (content written by Food Business Gulf & Me, any information or statistics required to be provided by DWTC + reviewed by DWTC before publishing)
- 2 full page editorial preview in the Sept-Oct edition of Gulf Agriculture magazine (content written by Food Business Gulf & Me, any information or statistics required to be provided by DWTC + reviewed by DWTC before publishing)

Event Listing

- Event listing of show in Packaging & Food print calendar, inclusive of show logo, profile and website link from the date of signing the contract to until a week after the show. (June – November 2022)

Web Banner

- Horizontal web banner hyperlinked to the show websites from the date of signing until a week after the show

Social Media

- x10 social media postings (LinkedIn, Instagram and Twitter)

Title to any products provided by the Company to DWTC shall be transferred to DWTC in accordance with clause 1.3 of the Agreement, unless expressly stated otherwise.

Monetary value = USD 32,980 Monetary Value)

Media Partner Guidelines:

Dubai World Trade Centre (DWTC) has put together a framework of guidelines which strictly adheres to all rules and regulations laid out by government authorities, including Dubai Health Authority and Dubai Municipality to ensure the health and safety of everyone on our premises. This includes both measures for headcount and space management and hygienic, technical and organisational measures for running exhibitions, congresses and trade fairs. The hygiene and infection protection standards are constantly adapted to future developments and changing legal requirements. For the time being, we request you to adhere to the below exhibitor guidelines:

- Network without physical contact. Please avoid shaking hands and physical contact.
- Please ensure masks are worn correctly at all times. Gloves are optional. Individuals without masks will be prohibited entry.
- For the sake of yourself and others, please sneeze or cough into the crook of your arm. Even better, do so while maintaining a distance of least two meters or turning away from other persons.
- Maintain social distance of 2m at all times
- Contactless transactions are encouraged
- Exhibitors to ensure seats and tables are disinfected after every use
- Sanitisers should be made available by the exhibitor at multiple locations on the stand
Disposable gloves should also be provided for visitors who may prefer to use gloves
- Simulators or VR equipment needs to be sanitised after each use. It is recommended that an usher or staff member be assigned to sanitise all simulators or VR equipment
- Touch screen product displays and products need to be sanitised after each use. It is recommended that an usher or staff member be assigned to sanitise all touchscreen and product displays
- Stand giveaways are permitted only if individually wrapped. Product brochures are recommended to be provided digitally via QR codes. If brochures or catalogues are physically handed out these should be individually wrapped/ and sanitised beforehand and distributed by a member of staff/usher/hostess who is wearing disposable gloves
- Exhibitors need to limit the number of staffs on the stand keeping in mind the capacity calculations displayed. This needs to be aligned with current government social distancing guidelines which corresponds to 1 person per 4 sqm gross – adhering to 2m of social distancing
- Exhibitors & Visitors need to pre-register online prior to attending the show. Registration areas will only be used to scan pre-registered guests for entry. Where queuing is required – the 2m social distancing rule will be applied