

*Gulfood*

17-21 FEB 2025

DUBAI WORLD TRADE CENTRE

**THE WORLD'S LARGEST,  
MOST TRUSTED F&B  
SOURCING EVENT**

**SPONSORSHIP BROCHURE**

**30<sup>TH</sup> EDITION**





# Accelerating The Next Era of Global Food Trade

Welcome to Gulfood 2025, the 30<sup>th</sup> edition of the world's premier food and beverage event. This milestone year will reinforce the UAE's leadership in driving global food sector innovation and transformation.

With over 5,000 exhibitors from over 125 countries, Gulfood will continue to provide the ultimate platform for impactful networking opportunities, partnerships, trade deals, collaborations, signings and new product launches.

Join industry leaders, visionary chefs, and pioneering brands as we shape the future of food, tackle global challenges, and inspire a sustainable, prosperous food ecosystem for all. Don't miss your chance to be part of this historic event and propel your business to new heights.

# Unrivaled Benefits Through Sponsorship At Gulfood 2025

Our sponsorship opportunities allow you to get your brand, products and solutions in front of a powerful global audience, highlight your innovations, lead important industry conversations and connect with industry professionals.

Gulfood 2025 sponsorship opportunities are designed to secure an optimal presence for your brand, provide premium exposure with senior-decision makers and qualified buyers.

An Unmatched  
Opportunity To Do  
Business With The World

**150,000 +**

visitors from 195  
countries

**5,500 +**

exhibitors from  
125 countries

**USD15BN+**

worth of trade deals  
in 2024

# 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 gets 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 onsite signage (wherever applicable)
- Logo on interactive floor plan / mobile app
- Banner with hyperlink on website homepage
- Sponsor mention on Gulfood social channels
- Logo, hyperlink, and company profile on the sponsor webpage
- A dedicated email broadcast to the entire Gulfood database
- Dedicated sponsor page on the Gulfood website (Sponsor to provide content, links, images, etc. Fixed layout of sponsor page)
- Social media promotions 2 months building up to the show (sponsor to provide content, links, images, etc.)

## 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
- Speaking session at the conference
- Full coverage of the stand with interview and promoted on all social media channels
- VIP table at Gulfood exhibitor networking event

## 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

# Platinum Sponsor

AED 375,000



The pinnacle package for your company. Platinum Sponsorship at Gulfood is exclusive. As the sole sponsor, your company 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 e-newsletters
- Logo on advertising campaigns
- Logo on interactive floor plan / mobile app
- Banner with hyperlink on website homepage (Sponsor to provide content)
- Dedicated sponsor page on the Gulfood website (Sponsor to provide content, links, images, etc. fixed layout of sponsor page)
- Social media promotions 2 months building up to the show (Sponsor to provide content, links, images, etc.)

## AT EVENT

- Logo and profile in official show catalogue
- Logo around venue wherever relevant
- 12 carpet tiles from relevant hall entrance leading to sponsor stand
- 3 venue branding opportunities
- 3m x 3m hanging banner over the stand
- Sponsor advert on select venue screens
- Full coverage of the stand with interview and promoted on all social media channels
- VIP table at Gulfood exhibitor networking event

## 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

# Gold Sponsor

AED 295,000

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
- Social media promotions 2 months building up to the show (Sponsor to provide content, links, images, etc.)

## 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
- Full coverage of the stand with interview and promoted on all social media channels

## POST EVENT

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

# Silver Sponsor

**AED 235,000**

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

## POST EVENT

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

# Category Sponsor

**AED 350,000**

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
- Banner with hyperlink on website homepage
- Sponsor mention on Gulfood social channels
- Mention on sector focused press release and collateral

## 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
- Logo on relevant in-hall / directional hanging banners for the category

## 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



**Dairy**



**World Food**



**Meat & Poultry**



**Fats & Oils**



**Pulses, Grains  
& Cereals**



**Beverages**



**Health & Wellness**



**Power Brands**





# Mobile App Sponsor

**AED 125,000**

## 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

## AT EVENT

- Logo and profile in official show catalogue
- Logo around venue wherever relevant
- Opportunity to activate push notifications within app, 5 at the event

## POST EVENT

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

Gulfood

17-21  
FEB 2025  
DUBAI WORLD TRADE CENTRE

Exhibit Visit Safety Guidelines



## WHERE THE REAL BUSINESS OF FOOD HAPPENS

A new global chapter has unfolded in the future 2024. The biggest edition in Gulfood's history brings 5,500 leading food and beverage companies, showcasing new products from more than 190 countries. The event transcends the immediate. It has redefined the global F&B industry, fostering collaboration, innovation and a vision for a better food future.

BOOK A STAND

REGISTER YOUR INTEREST



THE MOST COMPREHENSIVE  
F&B SHOWCASE IN THE  
WORLD

5500+  
MAJOR GLOBAL  
EXHIBITORS

BAKERY CALLERBAULT

TIPL  
ESTD 2004

Tops  
INDIA KA TOP TASTE

Pecans  
Sonora

V-Shopes

VIEW ALL EXHIBITORS

# Website Branding

Be featured on one of the most visited food and beverage event websites in the world. Our website attracts a large global audience who are interested in not only participating and attending the show, but also in staying updated on the latest show happenings.

## Homepage Banner

AED 32,000

## Subpage Banner

AED 25,000

Price for a duration of 30 days. Sponsor to prepare artwork and provide website link for banner

- Homepage (highest viewed page)
- Sub-page (other than homepage and pre-registration page)



# Registration Sponsor

The Registration Area is the first point of engagement for hundreds of thousands attending and participating at the show. Sponsor this area to gain great visibility and brand mileage. Sponsorship rates vary as per the location of each Registration Area, make sure you book the prime spot soon.

## PRE-EVENT

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

## AT EVENT

- 20 carpet tiles
- Logo on form filling desk
- Branding on registration desk and backdrop (60% branding show, 40% branding client)
- Logo on the cash desk
- Logo on fast track registration areas

## POST EVENT

- Logo on post show report e-newsletter

Sheikh Saeed  
Entrance

**AED 420,000**

Convention Gate  
Entrance

**AED 120,000**

Za'abeel Entrance

**AED 100,000**

Mustaqbal Entrance

**AED 100,000**



# Visitor Badge Lanyards

**AED 350,000**

A best-seller on-site opportunity, the Visitor Badge Lanyard Sponsor will gain brand visibility on the badges worn by all your customers and prospects. Plus, the chance to be featured among many marketing collaterals.

## PRE-EVENT

- Logo and hyperlink on the homepage
- Logo on printed event collaterals
- Logo on show newsletters
- Logo on advertising campaigns

## AT EVENT

- Logo and profile in official show catalogue

## POST EVENT

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

\* Sponsor to produce and provide lanyards. Final quantity will be confirmed by organiser. Sponsor lanyards will be placed at every registration point for visitor to use.



# Trade Visitor Badges

**AED 300,000**

Trade Visitor Badges are an excellent sponsorship opportunity which gives you maximum visibility on the show floor. Get prominent brand visibility by placing your logo on the Gulfood Badge used by all exhibitors, visitors, buyers and speakers at the show.

## PRE-EVENT

- Logo and hyperlink on the homepage
- Logo on printed event collaterals
- Logo on show newsletters
- Logo on advertising campaigns

## POST EVENT

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



## In-Hall Promoters

**AED 20,000**

per distributor for the duration of the show

Get strong brand and business promotion opportunity with our approved promoter staff distributing your collaterals throughout the event venue.



## Carrier Bags

**AED 150,000**

The Gulfood carrier bags are always in demand for attendees to carry brochures, samples and other collaterals collected during the show. Become the bag sponsor and let hundreds of thousands of visitors become your walking brand ambassadors.



## Registration Staff T-shirts

**AED 77,000**

Get prominent branding across a key show asset. Multiple show staff will adorn your branding alongside Gulfood branding of course, to give your on floor presence a huge boost.

# Directional Carpets

**AED 3,200**

per placement

Make it really easy for your buyers to find you! They can follow the carpet signage direct to your stand. Available in several formats, these make sure you stand out from your competition. Artwork and production to be managed by you.



# Banner Above Stand

**AED 1,900**

per sqm + installation + rigging

Spotlight your stand among the rest, so buyers will be able to see your brand from afar. The banner creative will be provided by you.



# Hall Exit Banners

**AED 35,000**

Our banner signages within the halls are a big reference point for our attendees. Get branding across these banners for prominent visibility.



**Gulfood**

# TOP TABLE

## Elevate Your Brand At Gulfood 2024 With Top Table Sponsorship

Gulfood 2025 invites you to shine among culinary legends and influential F&B audiences. From February 17<sup>th</sup> to 21<sup>st</sup>, be part of this exceptional event where your brand can proudly stand alongside celebrity chefs and industry luminaries.

Seize the opportunity to join Gulfood, the largest annual food and beverage showcase. Here, decision-makers, professionals, analysts, government authorities, and global distributors convene, creating a dynamic ecosystem for forging invaluable business connections. With over 5000 companies from across the globe, Gulfood is the definitive gateway to cultivating lucrative business leads in the region's fastest-growing F&B landscape.

Discover the incredible opportunities for F&B brands to connect with the right audience through sponsorships and content partnerships at Gulfood.







Gulfood

# TOP TABLE Headline Sponsor

**AED 350,000**

The ultimate package for brand, product and powerful engagement opportunities with our audiences. Choose this sponsorship to get the highest brand visibility at Top Table & across our marketing channels.

- Dedicated 20-minute slot in Top Table programme for sponsored masterclass designed to showcase brand products
- Opportunity for brands to interact with audience with live tasting opportunities at Top Table area
- Sponsor produce featured during masterclass led by leading culinary talent
- Sponsor logo around Top Table wherever relevant
- Sponsor produce featured in content for Top Table show
- Sponsor logo and hyperlink on the homepage of Top Table
- Sponsor logo on Top Table newsletters Banner with
- Hyperlink on Top Table dedicated page post on Gulfood social channels



Gulfood

TOP TABLE

# Masterclass Sponsor

**AED 60,000**

Great opportunities to have your brand and product infused seamlessly into the Top Table programme, for immediate impact.

- Dedicated 20-minute slot in Top Table programme for sponsor-led masterclass designed to showcase brand products
- Sponsor produce featured during masterclass led by leading culinary talent
- Sponsor logo around Top Table wherever relevant.
- Sponsor logo and hyper link on the homepage of Top Table
- Sponsor logo on Top Table newsletters
- Banner with hyperlink on Top Table dedicated page
- Post on Gulfood social channels

TOP  
TABLE

## Equipment Sponsor

**AED 80,000**

Great exposure for your brand and product showcased across the Top Table platform, as well as into the programme.

- Sponsor product to be used during masterclasses led by leading culinary talents
- Sponsor logo around Top Table wherever relevant
- Dedicated 20-minute slot in Top Table programme for sponsor-led masterclass designed to showcase brand products
- Sponsor logo and hyper link on the homepage of Top Table under Ingredient Sponsor
- Sponsor logo on Top Table newsletters
- Banner with hyperlink on Top Table dedicated page
- Post on Gulfood social channels

TOP  
TABLE

## Ingredient Sponsor

**AED 80,000**

Great opportunities to have your brand and product showcased across the Top Table platform, as well as into the programme.

- Sponsor produce featured during masterclasses led by leading culinary talents
- Sponsor logo around Top Table wherever relevant
- Dedicated 20-minute slot in Top Table programme for sponsor-led masterclass designed to showcase brand products
- Sponsor logo and hyper link on the homepage of Top Table under Ingredient Sponsor
- Sponsor logo on Top Table newsletters
- Banner with hyperlink on Top Table dedicated page
- Post on Gulfood social channels

blend  
*Studio*

## Masterclass Sponsor

**AED 60,000**

Great exposure for your brand and product showcased across the Top Table platform, as well as into the programme.

- Dedicated 15-20-minutes slot, twice daily across the 5 days, in Top Table programme for sponsor-led masterclass designed to showcase brand products
- Sponsor produce featured during beverage masterclass led by leading mixologist or barista talent
- Sponsor logo around Top Table wherever relevant
- Sponsor logo and hyper link on the homepage of Top Table
- Sponsor logo on Top Table newsletters
- Banner with hyperlink on Top Table dedicated page
- Post on Gulfood social channels

**Gulfood**

**YouthX**

## **The First-Of-Its-Kind Launch Pad**

**EMPOWERING PROMISING F&B TALENT  
WITH A CAREER CHANGING EXPERIENCE**

Launched in 2022 at Gulfood, the world's biggest annual food and beverage trade show, YouthX is a vibrant and transformative platform, igniting the flames of youthful ambition in the heart of the global food industry. It's a place where the next generation of leaders, entrepreneurs, culinary artists and visionaries come together to shape the future of food.

Imagine a world where the energy and ideas of passionate young minds converge with the wisdom and experience of industry pioneers. That's exactly what Gulfood YouthX represents - a dynamic fusion of fresh perspectives and time-tested knowledge.





# YouthX

YOUNG  
CHEF CHALLENGE

## Sponsorship Package

**AED 45,000**

The ultimate package for brand, product and powerful engagement opportunities with our audiences. Choose this sponsorship to get the highest brand visibility, across all our marketing channels.

- Product sampling opportunity at Top Table
- Sponsor product featured in content for Gulfood YouthX show
- Logo and hyperlink on the dedicated webpage of Gulfood YouthX
- Logo on printed Gulfood YouthX event collaterals
- Logo on Gulfood YouthX EDM
- Post on Gulfood social channels
- Logo around venue wherever relevant

***Gulfood***  
#GULFOOD2025

**Be At The Forefront  
Of The World's  
Largest Annual F&B  
Sourcing Event.**

**Abishek Chopra**

Sales Manager

+971 4 306 4648  
[Abishek.Chopra@dwtc.com](mailto:Abishek.Chopra@dwtc.com)

**Andrew Burman**

Senior Sales Manager

+971 4 306 4191  
[Andrew.Burman@dwtc.com](mailto:Andrew.Burman@dwtc.com)

**Kabir Ahmed**

Project Manager

+971 4 306 4517  
[Kabir.Ahmed@dwtc.com](mailto:Kabir.Ahmed@dwtc.com)

**Nadya Khan**

Senior Sales Manager

+971 4 308 6499  
[Nadya.Khan@dwtc.com](mailto:Nadya.Khan@dwtc.com)

**Goli Vossough**

Director - Commercial

**Salima Dadla**

Director - Commercial

Email us at  
[gulfood@dwtc.com](mailto:gulfood@dwtc.com)