

Dear Intersec exhibitor,

We are pleased to introduce the 2011 Intersec Sponsorship Opportunities to you.

We have worked closely with our participants over time to ensure they receive maximum exposure to their target audience. We aim to highlight the fact that Intersec is more than just the 3 day event. We endeavour to add value to your packages and ensure that you benefit from pre-show and post-show publicity.

Included are the prospects where you can clearly view the opportunities available and how they can help promote you before, during and after Intersec. For simplicity they have been grouped into specific areas of interest. The Intersec team are ready to discuss your options and work out a package that suits your needs, and fits in with your budget allocations.

If you have any additional requests or opportunities that are not listed, then please contact the team and we would be willing to compile a package that suits your requirements.

Kind regards,

Your Intersec Team

Ines Gruslinger
Show Manager

Andreas Rex
Show Manager

SPONSORSHIP PACKAGES – INTERSEC 2011

		Individual cost	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Available individually
PRE – SHOW						
1	Company logo incl. hyperlink on official Intersec website (3 months prior to show)	USD 2,500	x	x	x	<input type="checkbox"/>
2	Email shot to Intersec visitor database (template by Intersec, content to be provided by sponsor)	USD 800 per 1,000 contacts	x			<input type="checkbox"/>
3	Editorial in html show newsletter (monthly e-newsletter)	USD 2,000	x	x		<input type="checkbox"/>
4	Company logo incl. hyperlink in html show newsletter (3 months prior to show, one html shot/month = 3 html shots)	USD 5,000	x	x	x	<input type="checkbox"/>
5	Company logo incl. hyperlink on one selected html shot (marketing e-shots)	USD 1,500	x	x	x	<input type="checkbox"/>
6	Company logo on visitor invitation tickets (200,000 copies to be delivered within the MENA region and Europe)	USD 8,000	x	x		
7	Company banner on pre-registration confirmation email for visitors	USD 5,000/month				<input type="checkbox"/>
8	Company logo and stand number on visitor fax reminder	USD 4,000/fax shot				<input type="checkbox"/>
AT SHOW						
On Site Signage (Indoor)						
9	Company logo on information boards	USD 4,000	x	x	x	<input type="checkbox"/>
10	In hall banner (3mx1m) – (excl. production)	USD 3,000				<input type="checkbox"/>
11	1 branded column in registration area (hall entrance, 2 nd row columns) – excl. production	USD 3,000	x			<input type="checkbox"/>
12	1 pop up banner (2mx1m) in front of entrance (excl. production)	USD 2,500				<input type="checkbox"/>
13	Branded registration desks (package price for 1 entrance = 2 desks incl. production)	USD 5,000	x			<input type="checkbox"/>
14	Back-drop poster in registration area (in between entrance doors, size depending on entrance, excl. production)	USD 6,000	x			<input type="checkbox"/>
Badges and Lanyards						
15	Company logo on show badges – front, first choice for platinum, gold, silver sponsor	USD 10,000	x	x	x	
16	Company logo on show lanyards (incl. production) Already Confirmed	USD 20,000				<input type="checkbox"/>
17	Company logo on floor plan of badge	USD 3,000				<input type="checkbox"/>
Additional Sponsorship						
18	Branded carrier bags for show and conferences – excl. production Already Confirmed	USD 15,000				<input type="checkbox"/>
19	Branded carrier bags for show and conferences – incl. production Already Confirmed	USD 20,000				<input type="checkbox"/>
20	Branded shirts for registration staff (incl. production)	USD 8,000				<input type="checkbox"/>
21	Directional floor stickers (incl. production)	USD 500/sticker				<input type="checkbox"/>
Evening Receptions						
22	10 tickets for exhibitor evening reception	USD 700	x	x		
AT CONFERENCE						
23	Company logo on all conference promotion materials (incl. conference brochures, visitor tickets, VIP invitations)	USD 8,000	x	x	x	<input type="checkbox"/>
24	Company logo on all conference signage	USD 5,000	x	x	x	<input type="checkbox"/>
25	1 pop up banner (2mx1m) at conference entrance/coffee break area (excl. production)	USD 2,000				<input type="checkbox"/>
26	Branded delegate briefcases (incl. production)	USD 6,000				<input type="checkbox"/>
27	Company logo on conference backdrop (approx. 70x50cm)	USD 1,500	x	x	x	
28	Company logo on conference lectern (exclusive, incl. production)	USD 8,000				<input type="checkbox"/>
29	Branded conference coffee breaks (price per day - incl. branded tables)	USD 3,000				<input type="checkbox"/>
TOTAL COST FOR PLATINUM/GOLD/SILVER PACKAGES		USD	30,000	20,000	12,000	
INTERSEC CATALOGUE ADVERTS						
30	Inside front cover	USD 8,000				<input type="checkbox"/>
31	Inside back cover	USD 6,500				<input type="checkbox"/>
32	Back cover	USD 10,000				<input type="checkbox"/>
33	Bookmark	USD 10,000				<input type="checkbox"/>
34	1 double page spread	USD 9,000				<input type="checkbox"/>
35	1 full page	USD 5,000				<input type="checkbox"/>
36	1/2 page	USD 2,800				<input type="checkbox"/>
EXHIBITOR EXPERT FORUMS						
37	Fully branded seminar area – official sponsor of seminar area (incl. 1 speech slot/day, logo on all marketing materials, html's and newsletters for seminars, branded as a supporting sponsor on demo signage boards across exhibition)	USD 10,000				<input type="checkbox"/>
38	Company banner above seminar area (3mx1m) (limited to official sponsor, if confirmed)	USD 2,000				<input type="checkbox"/>
POST – SHOW						
39	1 post show press release to leading regional newspapers	USD 2,000				<input type="checkbox"/>
40	Banner hyper-link on post show e-shot to all attended visitors	USD 5,000				<input type="checkbox"/>
41	Email shot to Intersec visitor database (template by Intersec, content provided by sponsor)	USD 500 per 1,000 contacts				<input type="checkbox"/>
Terms and conditions: All items are subject to availability and designs must be approved by the organisers prior to the opening of the exhibition. Prices are subject to change.						

CUSTOM OPPORTUNITIES

Your company is encouraged to propose additional sponsorship benefits and packages to any of the Epoc Messe Frankfurt events to further establish your brand and organisation in your market.

The Intersec team is happy to discuss custom opportunities for building exposure for your company and ensuring that you reach your marketing goals.

Tailor made packages are available to suit your budget and precise marketing objectives. Please contact the Intersec team for more information.

Please note that availability is on first come first served basis.

For sponsorship inquiries please contact the show team!

SPONSORSHIP REQUEST FORM

I wish to confirm my company as:

Platinum Sponsor US\$ 30,000

Gold Sponsor US \$ 20,000

Silver Sponsor US \$ 12,000

My personal package

Please mark the items chosen from the sponsorship program.

Total value: USD _____

Contact: _____

Job title: _____

Company: _____

Address: _____

City: _____

Country: _____

Phone: _____

Fax: _____

Email: _____

Signature: _____

Date: _____

Please email back to intersec@uae.messefrankfurt.com or fax to + 971 4 338 5272