

SPONSORSHIP OPPORTUNITIES



Middle East Coatings Show 2019

26 - 28 February 2019

DWTC, Dubai, UAE

INCREASE AWARENESS

We have prepared a range of sponsorship and marketing opportunities that will give your company the chance for extra promotion and enhance the profile of your brand – whatever your budget

www.coatingsgroup.com/mecs/dubai

 The Coatings
Group

 dmg::events

1. Show Floor



Lounge Area Sponsorship

A special Lounge Area in the exhibition hall featuring tables and chairs where visitors may sit and relax. Your banner will be hung above this area and we will provide racks where your promotional literature may be hung. You may also place corporate literature and gifts on the tables.

Price: USD 5,600.00



Gala Dinner Sponsorship

This is the highlight of the show for all exhibitors. A sumptuous networking opportunity which will feature your logo on all invitations and A/V, a welcome speech from a dignitary from your company, acknowledgement of your sponsorship from the VP of The Coatings Group, Mr Ian Faux. Distribution of corporate items will also be possible and the whole evening will be reported in an article published in PPCJ the following month, with full recognition to the sponsor.

Price: USD 5,600.00



Business Presentation Area Sponsorship

Posters and literature distribution in the Business Presentation Area in the Exhibition. In addition your logo will be placed on the podium in conjunction with the MECS logo and also on the A/V holding slide.

Price: USD 5,600.00

2. Signage



Poster Sites

2.5m x 1m white melamine panels situated around the exhibition hall upon which you may place your posters.

Price: USD 1,000.00 per site



Hall Banners

Banners around the halls offer a striking way to attract visitors to your stand. The size of the banners is approx. 3m x 1 m.

Price: USD 4,200.00 per banner site



'Footprint' Sponsorship

Special carpet tiles in the exhibition area featuring your logo and leading to your stand from the entrance.

Price from: USD 2,800.00 per 10 tiles



'You Are Here' Board Sponsorship

These will be placed around the hall at strategic points as well as at the entrance. Your stand will be highlighted and will feature your logo.

Price: USD 1,400.00



Distribution Racks

Special distribution racks positioned around the exhibition and stocked with your promotional material.

Price: USD 700.00 per rack

3. Registration



Visitor Lanyards

Quality lanyards (badge cords) featuring your logo to be given to all visitors.
Quantity: 5,000 (approx.)

Price: USD 14,000



Carrier Bags

These are handed to every visitor on arrival. Your company logo and message is carried around the show to your potential customers.

Price: One sponsor only

USD 16,800 – production and supply by dmg events



Visitor Badge Sponsorship

Display your logo on every single visitor badge provided to customers on registering at the show. Company logo will also feature on registration terminal screens.

Price: USD 7,000



Registration Giveaways

Your promotional material given away at registration in the visitor bags.

Price: USD 1,400

4. Advertising



Exhibition Catalogue

As an exhibitor, your company will be listed free of charge in the catalogue. Advertising in the catalogue is a cost-effective way to generate additional interest in your company and products.

Contact us for a quotation



Show Daily Sponsorship

A full page ad on the Outside Back Cover of the Show Daily and featured editorial inside. This will be handed out to all attendees to the event as well as circulated every morning to show visitors in affiliated hotels.

Contact us for a quotation

Drive more traffic to your stand and maximise the number of visitors you meet at MECS Dubai 2019.

Whatever your budget, we work with you to create opportunities for you to engage with the coatings community. Enhance your company profile by branding key high footfall areas and visitor collateral at the show.

- Stand out from the crowd and get your brand noticed
- Put your business in the spotlight
- Get in front of your target market
- Lead generation and new contacts
- New clients, new business, new opportunities for you

If you would like to raise your profile at MECS Dubai 2019 contact the team:

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