



Dubai International Character & Licensing Fair
Character Dubai 2009
October 27 - 29 | Dubai International Convention & Exhibition Centre | Dubai | UAE

Sponsorship Opportunities

Platinum Sponsor

US\$ 100,000

Exclusive to 1 Company

The Platinum sponsor will benefit from being at the fore front of the industry in the MENA region. The platinum sponsor will obtain maximum branding and exposure prior to and during the event. These are considered the most value adding sponsorship opportunities as the promotion starts prior to the event through press conferences, extensive marketing campaigns to thousands of potential visitors through different media platforms, advertisements, and e-marketing campaigns.

Exhibition Benefits

- A 72sq. meters Island stand space (6mX12m) within the exhibition.
- 1 Ceiling banner (1mX3m) in the exhibition hall.
- 2 Roll-ups Acknowledgement at the entrance of the exhibition hall.
- Double-page, 4-color advertisement or One-Special Pull out page in the official catalogue.
- Logo to be displayed on the main page of the official website as a Platinum Sponsor.
- Acknowledgement of sponsorship on the sponsor's page in the official exhibition catalogue.
- 300 words company profile on the official website and in the official exhibitor catalogue with color logo.
- Logo on all exhibition promotional materials including business publication advertising, e-mail communication, direct mail & e-campaigns.
- Logo will be printed on the Character Dubai signage. Signage is placed outside and inside the convention center to indicate locations such as the exhibition halls, conference halls, car parking and other activities.
- A press release will be put up in the heading page of the newsletter to be sent out to over 30,000 trade professionals & industry related organizations.

Gala Dinner Benefits

Character Dubai is an annual event where industry professionals and key players gather to enjoy a social and business networking evening.

- Acknowledgement and Trophy Presentation at the Gala Dinner.
- 10 invitations to invite guests and colleagues to a warm welcoming atmosphere.

Press Conference Benefits

An exclusive press conference will be arranged to announce the association of the platinum sponsor to Character Dubai. A five minute speech during the main press conference of Character Dubai will be allotted to the platinum sponsor. The press conference will be attended by senior government officials and press to announce Character Dubai and the new contents of the event.

Overseas Promotion Events Benefits

- Promotion of Platinum Sponsor in the major International shows that will be attended by the Character Dubai.
- Character Dubai will be aggressively marketed at other international events to attract visitors and exhibitors. Among the events to be attended by Character Dubai will be held in Germany, France, Japan, Korea & USA.

Gold Sponsor

US\$ 69,000

Exclusive to 5 Company

The Gold sponsorship provides organizations with an excellent opportunity to gain greater visibility among key decision makers within the exhibition attendances, and provides the perfect step up from the more basic exhibition-focused packages.

Exhibition Benefits

- A 36sq. meters Island stand space (6mX6m) within the exhibition.
- 2 Roll-ups Acknowledgement at the entrance of the exhibition hall.
- Double-page, 4-color advertisement or One-Special Pull out page in the official catalogue.
- Logo to be displayed on the main page of the official website as a Gold Sponsor.
- Acknowledgement of sponsorship on the sponsor's page in the official exhibition catalogue.
- 150 words company profile on the official website and in the official exhibitor catalogue with color logo.
- Logo on all exhibition promotional materials including business publication advertising, e-mail communication, direct mail & e-campaigns.
- Logo will be printed on the Character Dubai signage. Signage is placed outside and inside the convention center to indicate locations such as the exhibition halls, conference halls, car parking and other activities.

Gala Dinner Benefits

Character Dubai is an annual event where industry professionals and key players gather to enjoy a social and business networking evening.

- Acknowledgement and Trophy Presentation at the Gala Dinner.
- 5 invitations to invite guests to the Gala Dinner

Overseas Promotion Events Benefits

Character Dubai will be aggressively marketed at other international events to attract visitors and exhibitors. Among the events to be attended by Character Dubai will be held in Germany, France, Japan, Korea & USA.

Silver Sponsor

US\$ 43,000

Exclusive to 7 Company

Character Dubai is a strategic way to reach a captive audience of decision makers has the same goal in mind — to learn more about the international character and licensing businesses. With over 5,000 industry professionals expected in 2008, silver sponsorship delivers direct access to a targeted group of professionals.

Exhibition Benefits

- A 27sq. meters Island stand space (3mX9m) within the exhibition.
- Single-page, 4-color advertisement in the official catalogue.
- Logo to be displayed on the main page of the official website as a Silver Sponsor.
- Acknowledgement of sponsorship on the sponsor's page in the official exhibition catalogue.
- 150 words company profile on the official website and in the official exhibitor catalogue with color logo.
- Logo on all exhibition promotional materials including business publication advertising, e-mail communication, direct mail & e-campaigns.
- Logo will be printed on the Character Dubai signage. Signage is placed outside and inside the convention center to indicate locations such as the exhibition halls, conference halls, car parking and other activities.

Gala Dinner Benefits

Character Dubai is an annual event where industry professionals and key players gather to enjoy a social and business networking evening.

- Acknowledgement and Trophy Presentation at the Gala Dinner.
- 5 invitations to invite guests to the Gala Dinner

Overseas Promotion Events Benefits

Character Dubai will be aggressively marketed at other international events to attract visitors and exhibitors. Among the events to be attended by Character Dubai will be held in Germany, France, Japan, Korea & USA.

Official Mascot Sponsor

US\$ 50,000

Exclusive to 1 Company

The Official Mascot will obtain maximum branding and exposure prior to and during the Dubai International Character & Licensing Fair – Character Dubai 2009. These are considered the most value adding sponsorship opportunities as the promotion starts prior to the event through press conferences, extensive marketing campaigns to thousands of potential visitors through different media platforms, advertisements, and e-marketing campaigns globally.

- Brand Promotion Slot in the Conference Hall (Up to 50 minutes)
- Press Conference: The Official Mascot will be announcing at the press conference and the press conference will be attended by senior government officials and press to announce Character Dubai and the new contents of the event.
- 2 Roll-up Acknowledgement at the entrance of the exhibition hall
- The Official Mascot used in all media coverage, advertisements, & press release: Character Dubai launches a media campaign which covers not just MENA regional but all over the world through different media channels such as daily news papers, industry specialize magazines and journal, and industry related web portals. Character Dubai also produces periodic press releases about the conference & the exhibition discussing participation details, special events and product launches.
- A press release will be put up in the heading page of the newsletter to be sent out to over 30,000 trade professionals & industry related organizations.
- The Official Mascot will be presenting on the Official Website
 - Introduction: Official Mascot Introduction and Image will be on the official website.
 - E-Banner: The Official Mascot E-Banner will be on the main web-page of the Official Website and it will be link to the Official Mascot Sponsor's Website.
- Official Exhibition catalogue: Official Mascot Introduction and Image will be on the official event catalogue which is distributed to all delegates attending the exhibition. The exhibition catalogue is considered a valuable publication as it includes all contact information of companies participating at exhibition

Gala Dinner Benefits

Character Dubai is an annual event where industry professionals and key players gather to enjoy a social and business networking evening.

- Acknowledgement and Trophy Presentation at the Gala Dinner.
- 5 invitations to invite guests to the Gala Dinner
- Character Costume will be presenting at the Gala Dinner.

Overseas Promotion Events Benefits

- Promotion of Platinum Sponsor in the major International shows that will be attended by the Character Dubai.
- Character Dubai will be aggressively marketed at other international events to attract visitors and exhibitors. Among the events to be attended by Character Dubai will be held in Germany, France, Japan, Korea & USA.

Gala Dinner

SOLD OUT

US\$ 35,000

The Gala Dinner sponsor will be highlighted at a great networking evening to gain exposure and recognition in the character and licensing industry. The dinner will host key industry professionals and decision makers, VIPs, sponsors, and official supporters of Character Dubai.



- Logo placed on invitation circulated to invitees
- Banner placed on the stage with sponsor's logo
- 6 rollups placed at strategic locations at the gala dinner venue
- Your marketing distributed to all attendees
- 5 minutes speech slot
- Acknowledgement Trophy Presentation

Exhibition Hall Sponsor

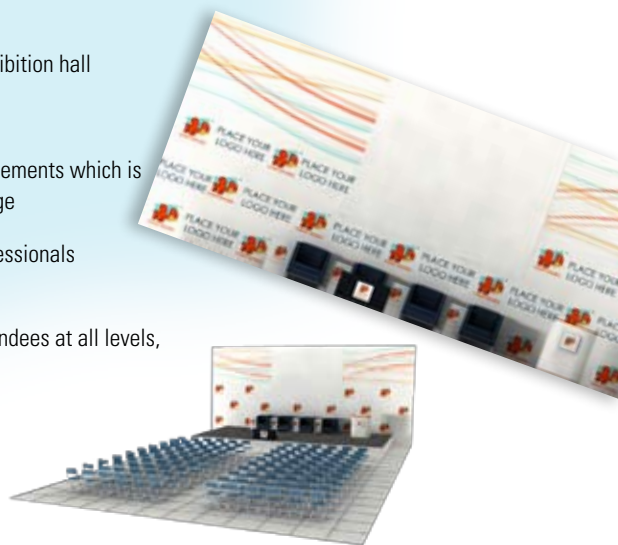
US\$ 39,000

- Branded as Exhibition Hall Sponsor
- 30 Ceiling banners inside the exhibition hall
- 18 sqm complimentary space in the exhibition hall
- 1 full page advertisement in Official Catalogue
- Logo to be displayed on the website as exhibition hall sponsor

Conference Sponsor

US\$ 25,000

- 30 min Presentation Opportunity
- 18 sqm complimentary space in the exhibition hall
- Conference stage branding
 - Fuel your logo recognition with key placements which is on the back wall of the Conference Stage
 - Appeal to the committed licensing professionals attending the conference
 - Attract the attention of conference attendees at all levels, from seasoned pros to newcomers



Business Plaza Sponsor

US\$ 9,000

- Company logo or advertisement on the 6 meeting tables at the Business Plaza and it will be top of mind at key networking and discussion area
- Enhance your efforts with a message that looks them right in the face



Registration Badges & Lanyards

US\$ 20,000

Given to every attendee as they register, this sponsorship opportunity ensures the sponsoring organization's brand is highly visible all day, every day for the duration of the event. It is exclusive to 1 company.



Visitor Bags

US\$ 30,000



Exclusive Bag Sponsor will have the opportunity to have their company logo printed on the official attendee bags which are handed out to the first 3,000 registered exhibition attendees. This is a promotional item that will be used during the event and long after the exhibition concludes, providing maximum marketing impact. (Quantity: 3,000)

Visitor Bag Inserts

US\$ 5,000

The visitors attending the show will receive your company's advertising material/flyer, product demo or ad-specialty item directly into the hands of every exhibitors, press, speakers and VIPs. (Quantity: 3,000/1insert / bag)

- Insert design and produced by client
- Must be delivered by established deadline in order to be included



On-line Advertising

Web Banner

US\$ 2,500 for two months

Reap the benefits of your website with every click



Sponsorship Application Form

DEADLINE: 9TH JULY, 2009

1. YOUR COMPANY

Company Name: _____

Address: _____ City: _____

Country: _____ PO Box/Postal Code: _____

Contact Person: Mr. / Mrs. / Ms. _____

Designation: _____ Department: _____

Telephone: _____ Fax: _____

E-mail: _____ Website: _____

2. SPONSORSHIP FEE

NO.	TYPE OF SPONSORSHIP	FEE	TICK BOX [☑]
1	Platinum Sponsorship	US\$ 100,000	<input type="checkbox"/>
2	Gold Sponsorship	US\$ 69,000	<input type="checkbox"/>
3	Silver Sponsorship	US\$ 43,000	<input type="checkbox"/>
4	Exhibition Hall Sponsorship	US\$ 39,000	<input type="checkbox"/>
5	Official Mascot Sponsorship	US\$ 50,000	<input type="checkbox"/>
6	Conference Sponsorship	US\$ 15,000	<input type="checkbox"/>
7	Gala Dinner Sponsorship	US\$ 35,000	<input type="checkbox"/>
8	Business Plaza Sponsorship	US\$ 9,000	<input type="checkbox"/>
9	Registration Badges Lanyards Sponsorship	US\$ 20,000	<input type="checkbox"/>
10	Visitor Bag Sponsorship	US\$ 30,000	<input type="checkbox"/>
11	Visitors Bag Insert Sponsorship	US\$ 5,000	<input type="checkbox"/>
12	Online Advertisement	US\$ 2,500	<input type="checkbox"/>

TOTAL US\$

Date: _____

Signature: _____

Official Catalogue Advertising Application Form

DEADLINE: 9TH SEPTEMBER, 2009

1. YOUR COMPANY

Company Name: _____

Address: _____ City: _____

Country: _____ PO Box/Postal Code: _____

Contact Person: Mr. / Mrs. / Ms. _____

Designation: _____ Department: _____

Telephone: _____ Fax: _____

E-mail: _____ Website: _____

2. Advertisement Type & Fee

TYPE OF ADVERTISEMENT	FEE	TICK BOX <input checked="" type="checkbox"/>
Back Cover	US \$ 5,000	<input type="checkbox"/>
Inside Front Cover	US \$ 4,000	<input type="checkbox"/>
Inside Back Cover	US \$ 3,500	<input type="checkbox"/>
Double-Page (Spread)	US \$ 3,000	<input type="checkbox"/>
Full Page	US \$ 2,000	<input type="checkbox"/>
Half Page	US \$ 1,500	<input type="checkbox"/>
Quarter Page	US \$ 800	<input type="checkbox"/>

TOTAL US\$

3. Technical Specifications

TYPE OF ADVERTISEMENT

Quark XPress, Adobe Photoshop, Adobe Illustrator, Adobe Acrobat (high-resolution PDF ONLY).

All artwork must be provided in CMYK mode (NOT Pantone), with all image links, and all fonts traced provided.

All images: 300 dpi minimum; CMYK mode (NOT Pantone); EPS, TIFF or JPG formats.

All logos: 300 dpi minimum; CMYK mode (NOT Pantone); EPS, TIFF or JPG formats.

Please provide a high-quality colour proof and /or low-resolution PDF for proofing your artwork.

Bleed Insertions – tab cuts:

Bleed Area 220 (W) x 295(H), Crop / Trim: 210 (W) x 285(H), Text Area: 180 (W) x 255(H)

Date: _____

Signature: _____

SPONSORSHIP OPPORTUNITIES



CHARACTER DUBAI

www.character.ae

Organised by



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