

## THE PREMIER EXHIBITION FOR QATARI NATIONALS

DESIGN | BUILD | RENOVATE

**4**  
Days

# SPONSORSHIP OPPORTUNITIES

CO-LOCATED WITH

**inspire**  
DECOR & GIFTS EXHIBITION  
معروض الديكور والمعدات



**BEYOTNA -  
REAL ESTATE  
EXHIBITION**

ORGANIZING COMPANY

**NeXfairs**  
تواصل الغد | CONNECTING TOMORROW

# WHY SPONSOR?

## BUILD YOUR HOUSE 2026

1

INCREASE  
**BRAND  
AWARENESS  
& RECOGNITION**

2

GENERATE  
POSITIVE  
**PUBLICITY**

3

GROW **BUSINESS  
OPPORTUNITIES**

4

BUILD VALUABLE  
**BUSINESS  
CONTACTS**

5

BUILD BRAND  
**POSITIONING**

6

MAKE  
**LARGER SALES**

7

INCREASE  
**CUSTOMER  
BRAND LOYALTY**

8

GET  
ASSOCIATED WITH  
**WELL-KNOWN  
BRANDS**

9

**STAND OUT  
FROM  
COMPETITORS**

BE PART OF BUILD YOUR HOUSE 2026's **MARKETING CAMPAIGN**  
THAT WILL PENETRATE THE ENTIRE MARKETING CHANNELS & REACH  
OUT TO ALL THE TARGETED SEGMENTS

CAMPAIGN WORTH  
**QR 5 MILLION**

## SPONSOR AND GET THE OPPORTUNITY TO INTEGRATE YOUR BRAND WITHIN THE FOLLOWING MEDIUMS:



## SPONSORSHIP PACKAGES

**Sponsorship has significant influence on attendees** to exhibitions, conferences and special events than any other marketing strategy as it combines **multiple communication mediums to create a greater impact** to the company's target audience.



# PLATINUM SPONSORSHIP

QAR 161,000

## PRE-SHOW BENEFITS

- Logo on all e-newsletters and e-campaigns
- 1 speaker invitation to the official press conference
- Logo on press conference kit and backdrop
- 6 social media promotional posts on the show platforms
- Logo on BYH website homepage with hyperlink
- 2 email campaigns to the pre-registered visitors
- Logo on VIP & visitor invitations
- Sponsorship to be acknowledged in a press release

## ON-SITE EXPOSURE AND BENEFITS

- Marketing materials distribution in the show bag
- 1 Hanging banner at the venue concourse or hall
- Logo on all venue branding (where applicable)
- Logo on all printed collaterals (where applicable)
- Logo on the show catalogue sponsors page
- 2 full Page advertisement in the show catalogue
- Distribution rights of collaterals across the venue halls
- 1 Speaker slot at the conference
- Multiple sponsorship recognition on social media

## POST-SHOW BENEFITS

- Sponsorship to be acknowledged in the post-event press release
- Sponsorship to be acknowledged in the post-show report
- Acknowledgement on the post-show recap video
- Logo on the "Thank You" email sent to all visitors
- Logo displayed on the show website

# **GOLD** **SPONSORSHIP**

**QAR 112,000**

## **PRE-SHOW BENEFITS**

- Logo on all e-newsletters and e-campaigns
- Logo on press conference kit and backdrop
- 4 social media promotional posts on the show platforms
- Logo on BYH website homepage with hyperlink
- 1 email campaign to the pre-registered visitors
- Sponsorship to be acknowledged in a press release

## **ON-SITE EXPOSURE AND BENEFITS**

- 1 Hanging banner at the venue concourse or hall
- Logo on all venue branding (where applicable)
- Logo on all printed collaterals (where applicable)
- Logo on the show catalogue sponsors page
- 1 full Page advertisement in the show catalogue
- 1 Speaker slot at the conference
- Multiple sponsorship recognition on social media

## **POST-SHOW BENEFITS**

- Sponsorship to be acknowledged in the post-show report
- Acknowledgement on the post-show recap video
- Logo on the "Thank You" email sent to all visitors
- Logo displayed on the show website



# SILVER SPONSORSHIP

QAR 63,000

## PRE-SHOW BENEFITS

- Logo on all e-newsletters and e-campaigns
- Logo on press conference kit and backdrop
- 2 social media promotional posts on the show platforms
- Logo on BYH website homepage with hyperlink
- Sponsorship to be acknowledged in a press release

## ON-SITE EXPOSURE AND BENEFITS

- Logo on all venue branding (where applicable)
- Logo on all printed collaterals (where applicable)
- Logo place in the show catalogue sponsors page
- Half page advertisement in the show catalogue
- 1 Speaker slot at the conference
- Multiple sponsorship recognition on social media

## POST-SHOW BENEFITS

- Sponsorship to be acknowledged in the post-show report
- Acknowledgement on the post-show recap video
- Logo on the "Thank You" email sent to all visitors
- Logo displayed on the show website



# SPONSORSHIP PACKAGES

## STANDARD DELIVERABLES

PLATINUM

GOLD

SILVER

### PRE-SHOW BENEFITS

|                                                      |   |   |   |
|------------------------------------------------------|---|---|---|
| Logo in all e-newsletters and e-campaigns            | ✓ | ✓ | ✓ |
| Speaker invitation to the official press conference  | ✓ | ✗ | ✗ |
| Logo on press conference kit and backdrop            | ✓ | ✓ | ✓ |
| Social media promotional posts on the show platforms | 6 | 4 | 2 |
| Logo on BYH website homepage with hyperlink          | ✓ | ✓ | ✓ |
| Email campaigns to the pre-registered visitors       | 2 | 1 | ✗ |
| Logo on VIP & visitor invitations                    | ✓ | ✗ | ✗ |
| Sponsorship to be acknowledged in a press release    | ✓ | ✓ | ✓ |

### ON-SITE EXPOSURE AND BENEFITS

|                                                           |     |   |      |
|-----------------------------------------------------------|-----|---|------|
| Marketing materials distribution in the show bag          | Yes | ✗ | ✗    |
| Hanging banner at the venue concourse or hall             | 1   | 1 | ✗    |
| Logo on all venue branding (where applicable)             | ✓   | ✓ | ✓    |
| Logo on all printed collaterals (where applicable)        | ✓   | ✓ | ✓    |
| Logo on the show catalogue Sponsors page                  | ✓   | ✓ | ✓    |
| Full Page advertisement in the show Catalogue             | 2   | 1 | Half |
| Distribution rights of collaterals across the venue halls | ✓   | ✗ | ✗    |
| Speakers slot at the Conference                           | 1   | 1 | 1    |
| Multiple sponsorship recognition on social media          | ✓   | ✓ | ✓    |

### POST-SHOW BENEFITS

|                                                                |   |   |   |
|----------------------------------------------------------------|---|---|---|
| Sponsorship to be acknowledged in the post-event press release | ✓ | ✗ | ✗ |
| Sponsorship to be acknowledged in the post-show report         | ✓ | ✓ | ✓ |
| Acknowledgement on the post-show recap video                   | ✓ | ✓ | ✓ |
| Logo on the "Thank You" email sent to all visitors             | ✓ | ✓ | ✓ |
| Logo displayed on the show website                             | ✓ | ✓ | ✓ |

### AMOUNT IN QAR

161,000

112,000

63,000



# COMPARATIVE TABLE

## STANDARD DELIVERABLES

BANK

CAR

INSURANCE

### PRE-SHOW BENEFITS

|                                                                            |   |   |   |
|----------------------------------------------------------------------------|---|---|---|
| Exclusive sponsorship acknowledgement                                      | ✓ | ✓ | ✓ |
| Acknowledgement on build your house website linked to the company website  | ✓ | ✓ | ✓ |
| Speaker invitation to the official press conference                        | 1 | 1 | 1 |
| Sponsorship to be acknowledged in a press release                          | ✓ | ✓ | ✓ |
| Logo on all e-newsletters and e-campaigns                                  | ✓ | ✓ | ✓ |
| Logo on press conference kit and backdrop                                  | ✓ | ✓ | ✓ |
| Social media promotional posts                                             | 8 | 8 | 6 |
| Logo on advertising campaigns (depending on date of joining)               | ✓ | ✓ | ✓ |
| Email campaigns to the show pre-registered visitors                        | 2 | 2 | 1 |
| Priority in choosing prime location in first rows (space fee not included) | ✓ | ✓ | ✓ |

### ON-SITE EXPOSURE AND BENEFITS

|                                                             |   |   |   |
|-------------------------------------------------------------|---|---|---|
| Speaker slot at the conference                              | 2 | 2 | 1 |
| Logo on the conference main entrance, featuring exclusivity | ✓ | ✓ | ✓ |
| Logo on the conference signage                              | ✓ | ✓ | ✓ |
| Logo featured on the covers of the show catalogue           | ✓ | ✓ | ✓ |
| Hanging banner above the stand as an exclusive sponsor      | 1 | 1 | 1 |
| Hanging banner at the venue concourse                       | 1 | 1 | ✗ |
| Logo on all printed event collaterals                       | ✓ | ✓ | ✓ |
| Full page advertisements in the show catalogue              | 2 | 2 | 1 |
| Distribution rights of collaterals across the venue halls   | ✓ | ✓ | ✓ |

### POST-SHOW BENEFITS

|                                                          |   |   |   |
|----------------------------------------------------------|---|---|---|
| Sponsorship acknowledged at the post-show report         | ✓ | ✓ | ✓ |
| Sponsorship acknowledged at the post-event press release | ✓ | ✓ | ✓ |
| Acknowledgement on the post-show recap video             | ✓ | ✓ | ✓ |
| Logo on the "Thank You" email sent to all visitors       | ✓ | ✓ | ✓ |
| Logo displayed on the show website                       | ✓ | ✓ | ✓ |

#### AMOUNT IN QAR

266,000

266,000

245,000



# SPONSORSHIP PACKAGES

## STANDARD DELIVERABLES

CONSULTANT

CONTRACTOR

SUPPLIER

### PRE-SHOW BENEFITS

|                                                                            |   |   |   |
|----------------------------------------------------------------------------|---|---|---|
| Exclusive sponsorship acknowledgement                                      | ✓ | ✓ | ✓ |
| Acknowledgement on build your house website linked to the company website  | ✓ | ✓ | ✓ |
| Speaker invitation to the official press conference                        | 1 | 1 | 1 |
| Sponsorship to be acknowledged in a press release                          | ✓ | ✓ | ✓ |
| Logo on all e-newsletters and e-campaigns                                  | ✓ | ✓ | ✓ |
| Logo on press conference kit and backdrop                                  | ✓ | ✓ | ✓ |
| Social media promotional posts                                             | 6 | 6 | 6 |
| Logo on advertising campaigns (depending on date of joining)               | ✓ | ✓ | ✓ |
| Email campaigns to the show pre-registered visitors                        | 1 | 1 | 1 |
| Priority in choosing prime location in first rows (space fee not included) | ✓ | ✓ | ✓ |

### ON-SITE EXPOSURE AND BENEFITS

|                                                             |   |   |   |
|-------------------------------------------------------------|---|---|---|
| Speaker slot at the conference                              | 1 | 1 | 1 |
| Logo on the conference main entrance, featuring exclusivity | ✓ | ✓ | ✓ |
| Logo on the conference signage                              | ✓ | ✓ | ✓ |
| Logo featured on the covers of the show catalogue           | ✓ | ✓ | ✓ |
| Hanging banner at the venue concourse or hall               | 1 | 1 | 1 |
| Logo on all printed event collaterals                       | ✓ | ✓ | ✓ |
| Full page advertisements in the show catalogue              | 1 | 1 | 1 |
| Distribution rights of collaterals across the venue halls   | ✓ | ✓ | ✓ |

### POST-SHOW BENEFITS

|                                                          |                |                |                |
|----------------------------------------------------------|----------------|----------------|----------------|
| Sponsorship acknowledged at the post-show report         | ✓              | ✓              | ✓              |
| Sponsorship acknowledged at the post-event press release | ✓              | ✓              | ✓              |
| Acknowledgement on the post-show recap video             | ✓              | ✓              | ✓              |
| Logo on the "Thank You" email sent to all visitors       | ✓              | ✓              | ✓              |
| Logo displayed on the show website                       | ✓              | ✓              | ✓              |
| <b>AMOUNT IN QAR</b>                                     | <b>245,000</b> | <b>245,000</b> | <b>245,000</b> |



# COMPARATIVE TABLE

## STANDARD DELIVERABLES

COMPETITION  
OFFICIAL  
SPONSOR

COMPETITION  
CONTRACTOR  
SPONSOR

COMPETITION  
SUPPLIER  
SPONSOR

### PRE-SHOW BENEFITS

|                                                      |   |   |   |
|------------------------------------------------------|---|---|---|
| Logo in all e-newsletters and e-campaigns            | ✓ | ✓ | ✓ |
| Speaker invitation to the official press conference  | ✓ | ✗ | ✗ |
| Logo on press conference media kit and backdrop      | ✓ | ✓ | ✓ |
| Social media promotional posts on the show platforms | 4 | 2 | 2 |
| Logo on BYH website homepage with hyperlink          | ✓ | ✓ | ✓ |
| Email campaigns to the pre-registered visitors       | 1 | ✗ | ✗ |
| Logo on VIP & visitor invitations                    | ✓ | ✗ | ✗ |
| Sponsorship to be acknowledged in a press release    | ✓ | ✓ | ✓ |

### ON-SITE EXPOSURE AND BENEFITS

|                                                    |     |      |      |
|----------------------------------------------------|-----|------|------|
| Marketing materials distribution in the show bag   | Yes | ✗    | ✗    |
| Dedicated flags outside the venue                  | 1   | ✗    | ✗    |
| Logo on all venue branding (where applicable)      | ✓   | ✓    | ✓    |
| Logo on all printed collaterals (where applicable) | ✓   | ✓    | ✓    |
| Logo on the show catalogue sponsors page           | ✓   | ✓    | ✓    |
| Full page advertisement in the show catalogue      | 1   | Half | Half |
| Speakers slot at the conference                    | 2   | 1    | 1    |
| Multiple sponsorship recognition on social media   | ✓   | ✓    | ✓    |

### POST-SHOW BENEFITS

|                                                                |   |   |   |
|----------------------------------------------------------------|---|---|---|
| Sponsorship to be acknowledged in the post-event press release | ✓ | ✓ | ✓ |
| Sponsorship to be acknowledged in the post-show report         | ✓ | ✓ | ✓ |
| Acknowledgement on the post-show recap video                   | ✓ | ✓ | ✓ |
| Logo on the "Thank You" email sent to all visitors             | ✓ | ✓ | ✓ |
| Logo displayed on the show website                             | ✓ | ✓ | ✓ |

### AMOUNT IN QAR

112,000

63,000

63,000



# ADVERTISING PACKAGES

## OTHER SPONSORSHIPS

AMOUNT IN QAR

|                                                 |        |
|-------------------------------------------------|--------|
| Lanyard sponsor (excluding production cost)     | 84,000 |
| Visitor bag sponsor (excluding production cost) | 63,000 |
| Catalogue sponsor                               | 30,800 |
| Visitor guide sponsor                           | 21,000 |

## SHOW CATALOGUE ADVERTISING

AMOUNT IN QAR

|                                   |        |
|-----------------------------------|--------|
| Double page                       | 15,000 |
| Inside cover or bookmark or spine | 9,800  |
| Back cover                        | 21,000 |
| Full page                         | 7,000  |

## COLLATERALS



# VENUE BRANDING



# VENUE BRANDING



# VENUE BRANDING



# VENUE BRANDING



## CONNECT WITH US:



BYHQatar



buildyourhouseqatar



BYHQatar



BuildYourHouseExhibition

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[www.buildyourhouseqatar.com](http://www.buildyourhouseqatar.com)



ORGANIZING COMPANY

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