

# SPONSORSHIP OPPORTUNITIES



TAKE PART IN A  
MULTI-BILLION QATARI RIYAL  
INDUSTRY IN QATAR



ORGANIZED BY:



VENUE PARTNER:



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





# WHY SPONSOR BUILD YOUR HOUSE 2022

INCREASE BRAND  
AWARENESS  
& RECOGNITION

BUILD VALUABLE  
BUSINESS  
CONTACTS

GENERATE  
POSITIVE  
PUBLICITY

BUILD BRAND  
POSITIONING

GROW BUSINESS  
OPPORTUNITIES

MAKE  
LARGER SALES

GET ASSOCIATED  
WITH  
WELL-KNOWN  
BRANDS

GREATER  
VISIBILITY IN  
YOUR TARGET  
MARKET

STAND OUT  
FROM  
COMPETITORS

INCREASE  
CUSTOMER  
BRAND LOYALTY

BE PART OF BUILD YOUR HOUSE 2022's

## MARKETING CAMPAIGN

WORTH  
**QR 5 MILLION**

THAT WILL **PENETRATE** THE ENTIRE  
MARKETING CHANNELS & REACH OUT  
TO ALL THE **TARGETED SEGMENTS**

**SPONSOR AND GET THE OPPORTUNITY TO INTEGRATE YOUR PRODUCT OR COMPANY WITHIN THE FOLLOWING MEDIUMS:**

**ENHANCED EXHIBITOR LISTING ON THE WEBSITE**



# **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.

<b>PLATINUM SPONSOR</b>	<b>GOLD SPONSOR</b>	<b>SILVER SPONSOR</b>	<b>BANK SPONSOR</b>	<b>INSURANCE SPONSOR</b>
<b>CONSULTANT SPONSOR</b>	<b>CONTRACTOR SPONSOR</b>	<b>SUPPLIER SPONSOR</b>	<b>LANYARD SPONSOR</b>	<b>VISITOR'S BAG SPONSOR</b>
<b>CATALOGUE SPONSOR</b>	<b>VISTOR'S GUIDE SPONSOR</b>	<b>COMPETITION OFFICIAL SPONSOR</b>	<b>COMPETITION CONTRACTOR SPONSOR</b>	<b>COMPETITION SUPPLIER SPONSOR</b>



## PLATINUM SPONSORSHIP

### QAR 99,000

#### 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

- 3 Directional floor stickers
- Marketing materials distribution in the show bag
- 1 Hanging banner at the venue concourse/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
- 3 Speakers 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 71,000

#### 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
- 4 Social Media promotional posts
- Logo on website homepage with hyperlink
- 1 Email campaign to the pre-registered visitors
- Logo on VIP & Visitor Invitations
- Sponsorship to be acknowledged in a press release

#### ON-SITE EXPOSURE AND BENEFITS

- 1 Directional floor sticker
- Marketing materials distribution in the show bag
- 1 Hanging banner at the venue concourse/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
- Distribution right of collaterals across the venue
- 2 Speakers 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 the visitors
- Logo displayed on the show website



## SILVER SPONSORSHIP

### QAR 36,000

#### PRE-SHOW BENEFITS

- Logo on all e-newsletters and e-campaigns
- Logo on Press Conference Kit and Backdrop
- 2 Social Media promotional posts
- Logo on website homepage with hyperlink
- Logo on VIP & Visitor Invitations
- 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 sponsor recognition on social media

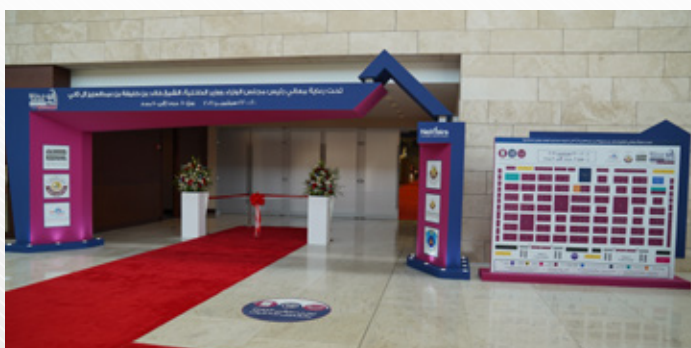
#### POST-SHOW BENEFITS

- Sponsorship acknowledged at the Post-Show Report
- Acknowledgement on the Post-Show Recap Video
- Logo on the "Thank You" email sent to the visitors
- Logo displayed on the show website



# SPONSORSHIP PACKAGES

STANDARD DELIVERABLES	PLATINUM	GOLD	SILVER
<b>PRE-SHOW BENEFITS</b>			
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	✓	✓	✓
<b>ON-SITE EXPOSURE AND BENEFITS</b>			
Directional floor stickers	3	1	✗
Marketing materials distribution in the show bag	Yes	Yes	✗
Hanging banner at the venue concourse/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	3	2	1
Multiple sponsorship recognition on social media	✓	✓	✓
<b>POST-SHOW BENEFITS</b>			
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	✓	✓	✓
<b>AMOUNT IN QAR</b>	<b>99,000</b>	<b>71,000</b>	<b>36,000</b>



# SPONSORSHIP PACKAGES

STANDARD DELIVERABLES	BANK	INSURANCE
<b>RECOGNITION</b>		
Exclusive Sponsorship acknowledgement	✓	✓
Acknowledgement on Build Your House website linked to the company website	✓	✓
Speaker Invitation to the official Press Conference	1	1
Speaker slot at the Conference	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 above the stand as an Exclusive Sponsor	1	1
Hanging banner at the venue concourse/hall	1	1
Sponsorship to be acknowledged in a press release	✓	✓
Sponsorship acknowledged at the Post-Show Report	✓	✓
Acknowledgement on the Post-Show Recap Video	✓	✓
<b>PROMOTION</b>		
Logo on all e-newsletters and e-campaigns	✓	✓
Logo on Press Conference Kit and backdrop	✓	✓
Social media promotional posts	8	8
Logo on advertising campaigns (depending on date of joining)	✓	✓
Email campaigns to the show pre-registered visitors	2	2
Logo on all printed event collaterals	✓	✓
Full page advertisements in the show catalogue	2	2
Distribution rights of collaterals across the venue halls	✓	✓
Space in prime location (depending on locations availability when application is received)	60 SQM	48 SQM
<b>AMOUNT IN QAR</b>	<b>165,000</b>	<b>151,800</b>



# SPONSORSHIP PACKAGES

STANDARD DELIVERABLES	CONSULTANT	CONTRACTOR	SUPPLIER
<b>RECOGNITION</b>			
Exclusive Sponsorship acknowledgement	✓	✓	✓
Acknowledgement on Build Your House website linked to the company website	✓	✓	✓
Speaker Invitation to the official Press Conference	1	1	1
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 above the stand as an Exclusive Sponsor	1	1	1
Hanging banner at the venue concourse/hall	1	1	1
Sponsorship to be acknowledged in a press release	✓	✓	✓
Sponsorship acknowledged at the Post-Show Report	✓	✓	✓
Acknowledgement on the Post-Show Recap Video	✓	✓	✓
<b>PROMOTION</b>			
Logo on all e-newsletters and e-campaigns	✓	✓	✓
Logo on Press Conference Kit and backdrop	✓	✓	✓
Social media promotional posts	8	8	8
Logo on advertising campaigns (depending on date of joining)	✓	✓	✓
Email campaigns to the show pre-registered visitors	2	2	2
Logo on all printed event collaterals	✓	✓	✓
Full page advertisements in the show catalogue	2	2	2
Distribution rights of collaterals across the venue halls	✓	✓	✓
Space in prime location (depending on locations availability when application is received)	60 SQM	48 SQM	48 SQM
<b>AMOUNT IN QAR</b>	<b>165,000</b>	<b>151,800</b>	<b>151,800</b>



# SPONSORSHIP PACKAGES

STANDARD DELIVERABLES	COMPETITION OFFICIAL SPONSOR	COMPETITION CONTRACTOR SPONSOR	COMPETITION SUPPLIER SPONSOR
<b>PRE-SHOW BENEFITS</b>			
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	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	✓	✓	✓
<b>ON-SITE EXPOSURE AND BENEFITS</b>			
Directional floor stickers	1	✗	✗
Marketing materials distribution in the show bag	Yes	✗	✗
Hanging banner at the venue concourse/hall	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
Distribution rights of collaterals across the venue halls	✗	✗	✗
Speakers slot at the Conference	2	1	1
Multiple sponsorship recognition on social media	✓	✓	✓
<b>POST-SHOW BENEFITS</b>			
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	✓	✓	✓
	70,000	30,000	30,000





# ADVERTISING

# PACKAGES

OTHER SPONSORSHIPS	AMOUNT IN QAR
Lanyard Sponsor (Excluding Production Cost)	31,000
Visitor Bag Sponsor (Excluding Production Cost)	26,000
Catalogue Sponsor	19,000
Visitor Guide Sponsor	13,000

SHOW CATALOGUE ADVERTISING	AMOUNT IN QAR
A5 Double Page	9,600
A5 Inside Cover or Bookmark or Spine	5,800
A5 Back Cover	5,100
A5 Full Page	4,500



## CONNECT WITH US:

 BYHQatar

 buildyourhouseqatar

 BYHQatar

 BuildYourHouseExhibition

## FOR SPONSORSHIP ENQUIRIES

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**NeXTfairs**  
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