

# SPONSORSHIP PACKAGES



قطر للضيافة  
**HOSPITALITY QATAR**



9<sup>TH</sup> EDITION

**12 - 14**  
**NOV 2024**

DOHA EXHIBITION &  
CONVENTION CENTER



[hospitalityqatar.com](http://hospitalityqatar.com)



Opening  
New Doors  
Unlocking  
Opportunities



# THE INDUSTRY'S ULTIMATE MEETING POINT

With 7 successful editions and counting, Hospitality Qatar, Qatar's Premier International Hospitality and HORECA Trade Show, continues to be at the forefront in guiding local, regional, and international businesses to the country's emerging opportunities in the hospitality sector.

The exhibition addresses the requirements of the key elements that make up Qatar's rising hospitality industry, and connects suppliers and investors to HORECA operators and top decision-makers.

Hospitality Qatar encompasses a dedicated B2B Matchmaking Program to help exhibitors and visitors meet potential business partners, as well as dynamic concurrent events dedicated to HORECA specialists.



## HOSPITALITY QATAR COMPRISES 4 EXHIBITION ZONES



### Food & Beverage

Seafood, Halal, Confectionary, Finger Food, Vegan, Vegetarian



### Supply & Design

Kitchenware, Interiors, Ventilation Systems, Bar, Catering & Table, Glassware & Crockery, Cold Room Articles



### Hotel & Franchise Investment

Hotel, Franchise Investment



### Travel & Tourism

Travel services, airlines, destination countries, tour operators

# WHY SPONSOR?

Place your brand in the limelight and ensure maximal exposure at Qatar's premier hospitality event that will attract industry specialists from the entire region and beyond.

Our hand-crafted sponsorship packages are carefully designed to be ideal tools to optimize your presence at Hospitality Qatar 2023 and provide your brand with premium visibility within a significant timeframe pre, during, and post show.

Differentiate your brand and stand out from the crowd with the tailored benefits that our versatile sponsorship packages provide.

## REACH TOP INDUSTRY SPECIALISTS

Hospitality Qatar attracts thousands of high-caliber visitors looking for major business opportunities and solution providers of the highest quality. The exhibition has become a hub for the industry connecting suppliers and buyers from around the world. Our surveys conducted among our visitors revealed a 90% overall satisfaction rate, reflecting the fulfillment of their goals.

## MEET QUALIFIED BUYERS

Hospitality Qatar presents you with a perfect opportunity to save time and valuable resources, and maximize your return on investment by meeting a large concentration of serious buyers under one roof, within three highly-dynamic days.

## GENERATE GENUINE SALES LEADS

Becoming a sponsor exposes your company to a large number of professionals and prominent decision makers from the industry. Foster a strong relationship with your existing customers, showcase your products and services and generate local and international sales leads to grow your business.

## BECOME A SPONSOR OF HOSPITALITY QATAR 2024 TO

- Form strategic business partnerships with industry stakeholders -
- Increase brand awareness among a highly-targeted market -
- Meet over 5,000 hospitality and F&B industry professionals -
  - Build relationships that could lead to future business -
  - Launch and demonstrate new products and services -
- Enjoy an active marketing presence pre and post event -



# EXHIBITOR UPGRADES

Hospitality Qatar 2023 additional upgrades will play an integral role in achieving the show's objectives by increasing exposure for your company.

## Hospitality Qatar 2023 upgrades will:

### SPREAD THE WORD

Today's consumers expect brands to reach out to them on a personal level. Connect with consumers attending Hospitality Qatar with one of our upgrades.

### ENHANCE MARKETING CAMPAIGNS

In general, the use of a promotional product as a promotional medium can help your brand achieve maximum impact; increasing brand interest up to 69% and having a positive reinforcement of the brand up to 84%.

### GENERATE POSITIVE IMPACT ON BRAND IMAGE

Recipients and viewers of promotional products have a significant impact on a business:

- Increase in positive overall image
- More positive perception of the business
- Higher likelihood of recommending the business
- Higher likelihood of repeated business

# EXHIBITOR UPGRADES PACKAGES

**USD 14,000 | QR 51,000**

**BRANDED ENTRANCE ARCH**

**USD 5,480 | QR 20,000**

**HANGING BANNER**

**USD 15,000 | QR 55,000** (EXCLUSIVE UPGRADE)

**FULLY BRANDED VISITOR BAG**

**USD 6,000 | QR 22,000**

**FULLY BRANDED VISITOR GUIDE**

**USD 11,000 | QR 40,000**

**FULLY BRANDED LANYARD (VISITOR OR EXHIBITOR)**

**USD 7,000 | QR 25,600**

**FULLY BRANDED SHOW CATALOG**

**USD 1,000 | QR 3,700**

**DIGITAL BANNER ADS**





# SHOW CATALOGUE ADVERTISING

15,000 copies of the official show catalogue will be printed and distributed free of charge to all visitors at the exhibition, providing a complete guide to exhibitors, their products, and services.



**A5 FULL-PAGE AD**  
USD 1,000 | QR 3,700



**2 X A5 DOUBLE PAGE AD**  
USD 1,700 | QR 6,200



**BOOKMARK**  
USD 3,000 | QR 10,950



**250-GRAM INSERT**  
USD 2,500 | QR 9,000



**SPINE**  
USD 3,000 | QR 10,950



**A5 INSIDE FRONT COVER**  
USD 1,900 | QR 6,900



**A5 INSIDE BACK COVER**  
USD 1,900 | QR 6,900



**OUTSIDE BACK COVER**  
USD 3,000 | QR 10,950

## SPONSORSHIP PACKAGES

### If you would like to become a sponsor

Please select from the list and send us an e-mail along with the full payment

**STRATEGIC SPONSORSHIP**  
USD 178,100 | QR 650,000  
(EXCLUSIVE PACKAGE)

**PLATINUM SPONSORSHIP**  
USD 60,000 | QR 219,000  
(2 SPONSORS ONLY)

**DIAMOND SPONSORSHIP**  
USD 46,300 | QR 169,000  
(2 SPONSORS ONLY)

**GOLD SPONSORSHIP**  
USD 27,120 | QR 99,000  
(3 SPONSORS ONLY)

**SILVER SPONSORSHIP**  
USD 20,000 | QR 73,000  
(4 SPONSORS ONLY)

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**OUTSIDE BACK COVER**  
USD 3,000 | QR 10,950

SP (for the organizers use): .....

Total:

## PAYMENT TERMS & METHOD

100% on application of any item : .....

Payment can be made by cheque or bank transfer, as per the below details: Recipient: IFP Qatar LLC.

### COMPANY DETAILS

Company Name: .....

Address: .....

Country: .....

P.O Box: .....

Telephone: .....

Fax: .....

E-mail: .....

Website: .....

### BANK NAME:

HSBC Bank Middle East Limited, Main Branch  
P.O.Box: 57, Doha, Qatar, Tel: +974 4438 2222,  
Fax: +974 4438 2288  
Account Number: 001-579010-001 (Qatari Riyal)  
IBAN: QA34BBME000000000001579010001  
Account Number: 001-579010-063 (USD)  
IBAN: QA09BBME000000000001579010063  
Swift Code: BBMEQAQX

### SIGNED BY

Name: .....

Position: .....

Signature: .....

Date: .....



<b>HOSPITALITY QATAR 2024</b>	<b>Strategic</b>	<b>Platinum</b>	<b>Diamond</b>	<b>Gold</b>	<b>Silver</b>
<b>AVAILABILITY</b>	1	2 (No industry overlap)	2	3	4
Investment Value (USD)	<b>USD 178,100</b>	<b>USD 60,000</b>	<b>USD 46,300</b>	<b>USD 27,120</b>	<b>USD 20,000</b>
Investment Value (QAR)	<b>QR 650,000</b>	<b>QR 219,000</b>	<b>QR 169,000</b>	<b>QR 99,000</b>	<b>QR 73,000</b>
<b>Space Offering</b>	<b>60 SQM</b>	<b>36 SQM</b>	<b>24 SQM</b>	<b>18 SQM</b>	<b>12 SQM</b>
<b>Location Offering</b>	Prime Location - First Row Opening Ceremony (Exclusive)	Prime Location - First Row	Prime Location - First Row	Prime Location - Second Row	Prime Location - Second Row
<b>BRANDING BENEFITS</b>					
<b>Indoor</b>					
Designated hanging banner above the booth	1	1	1	1	1
Designated hanging banners at the exhibition's main concourse	1	1	1	1	1
Digital banners on the screens located at the entrance of each hall	x	x	x	x	x
Commercial to be displayed on the screens located at the entrance of each hall	60 seconds	30 seconds	10 seconds	10 seconds	Photo Commercial
Placement of dedicated rollup featuring Sponsor's logo	VIP Lounge & Media Center	VIP Lounge	Media Center		
Logo featured on Press Conference backdrop and rollup	x	x	x	x	x
Registration desk fully sponsor-branded	1 (upon availability)	1 (upon availability)			
Elevator fully sponsor-branded		x			
Staircase fully sponsor-branded	x				
Entrance arch co-branded with sponsor's logo	x				
<b>Outdoor</b>					
Logo featured on all taxi branding (if applicable)	x				
Designated flagpoles at the venue featuring the Sponsor's logo	2	1	1	1	1
Co-branded Corniche/Doha City lamp posts	x				
<b>Registration</b>					
Visitor lanyard branding	Exclusive (upon availability)*	Exclusive (upon availability)*			
Exhibitor lanyard branding	Exclusive (upon availability)*	Exclusive (upon availability)*	Exclusive (upon availability)*		
Logo featured on Exhibitor, Visitor, Media, VIP, & Organizer badges	Front	Back	Back	Back	Back
<b>Direct Marketing Benefits</b>					
Dedicated, and sponsor-branded print VIP invitations for sponsor's dispatch	x	x			
Print Visitor invitations dedicated for sponsor's dispatch	300	200	150	100	100
Logo featured on HQ print Visitor invitation mailed to +50,000 professionals	x	x	x	x	x
Logo featured on HQ print VIP invitation mailed to +50,000 professionals	x	x	x	x	x



HOSPITALITY QATAR 2024	Strategic	Platinum	Diamond	Gold	Silver
<b>ADDITIONAL PRINT COLLATERALS</b>					
Visprom (Distributed to all industry professionals and VIPs personally invited to the show)					
Logo featured on the Visprom	x	x	x	x	x
Brief about sponsor and special feature	x	x			
Media Kit Folder (Distributed to all Press Conference attendees and members of the media and the press)					
Logo featured on the media kit folder	x	x	x	x	x
Official Visitor Guide (Distributed to all visitors free of charge)					
Ad insertion	x	x	x	x	
Show Catalogue (Distributed to all visitors and exhibitors free of charge)					
Logo placement	x	x	x	x	x
Ad insertion	Back Cover	Spine Ad/Bookmark (upon availability)*	Double-spread	Full Page	Full Page
Post Show Report (Distributed to all exhibitors, sponsors, and all potential exhibitors for a year)					
Logo placement	x	x	x	x	x
Sponsor feature	Full Page	Half Page	Half Page	Quarter Page	Logo & Company Name
Testimonial inclusion	x	x	x	x	x
<b>Digital Marketing Benefits</b>					
Logo featured on Hospitality Qatar's website linking to Sponsor's website	x	x	x	x	x
Video testimonial featured on HQ's social media platforms	x	x	x	x	x
Video testimonial featured on HQ website for a year	x				
Email campaign announcing Sponsor's support	x	x			
Story feature on HQ social media platforms					
Social Media announcement of Sponsor on HQ platforms	x	x	x	x	x
Logo featured on Hospitality Qatar newsletters sent to a database of hospitality professionals in Qatar and worldwide	x	x	x	x	x
<b>PR Benefits</b>					
Sponsor granted representation and a speaking slot at Hospitality Qatar launching Press Conference	x	x	x	x	x
Sponsor's press release to be included in the launching press conference media kit	x	x	x		
Dedicated press Interview to be published in news outlets	x				
Dedicated press interview to be published on IFPIInfo Website	x	x			
Dedicated press interview to be published on Hospitality Qatar social media platforms	x	x			
Sponsor's quote to be featured in Hospitality Qatar press releases	2	1	1	1	1

HOSPITALITY QATAR 2024	Strategic	Platinum	Diamond	Gold	Silver
<b>Advertising Campaign Benefit</b>					
Dedicated radio ad for Sponsor's involvement in Hospitality Qatar	2				
Logo featured on all Hospitality Qatar ads in print media	x	x	x	x	x
Dedicated website banner ad for Sponsor's involvement in Hospitality Qatar	x	x	x	x	x
<b>Conference &amp; Workshop Benefits</b>					
Opportunity to be represented at relevant in-exhibition conference session (upon availability)	Keynote Speech	x	x	x	x
Opportunity to co-brand in-exhibition conference and/or workshop areas	x				
Logo featured on Conference area digital screen	x	x	x	x	x
Opportunity to be part of the advisory board shaping HQ conference program	x	x			
<b>Strategic Benefits</b>					
Sponsor's brochure to be placed in VIP lounge	x	x			
Sponsor brochure to be distributed at the registration area	All registration counters	All registration counters			
Access to on-site VIP Lounge for Senior Personnel	15	10	8	5	3

\*Visitor & Exhibitor lanyard branding are mutually exclusive.

#### FOR INQUIRIES REGARDING:

- Destination Pavilion Sponsorship Package
- Travel & Tourism Sponsorship Package
- Official Car Sponsorship Package
- Official Bank Sponsorship Package
- Official Entertainment Provider Sponsorship Package

Please contact Mr. Karim Raffoul, Project Manager at [karim.raffoul@ifpqatar.com](mailto:karim.raffoul@ifpqatar.com)



# THE ORGANIZER

IFP Qatar is part of IFP Group, one of the Middle East's leading trade fair organizers with representative offices across the world. For over 35 years, IFP has organized over 500 international trade fairs and conferences throughout the region and has established a client base of over 35 governments and hundreds of international companies and trade associations.

IFP operates across a wide range of sectors and has delivered some of the region's most important events. The company's international trade fairs are designed to be dynamic platforms for foreign and local companies doing business in the Middle East and seeking exposure to top regional buyers and decision-makers.

Our leading events are certified by UFI, the Global association of the exhibition industry. UFI-approved events are of high quality that meet or exceed internationally recognized standards of organization.



## IFP | International Fairs & Promotions

Ion Seena Street,  
Al Muntazah Area,  
P.O. Box: 22376, Doha, Qatar  
Tel: +974 4432 9900  
Fax: +974 4443 2891  
Email: info@ifpqatar.com

# THE VENUE

## DOHA EXHIBITION & CONVENTION CENTER

This novel state-of-the-art venue is nestled in the heart of Doha's City Center; a stone-throw away from hotels and luxury shopping destinations in the city.

Located just behind the City Center Doha in West Bay, the 47,700sqm venue boasts a modern exhibition hall, modular wall system, high-tech meeting and conference rooms, an exquisite VIP hosting suite and underground parking for 3,000 cars.

The facility's pillar-free halls can easily take in big vehicles, boats, and other big machines and equipment. The venue also has 330 'sun wells' to allow natural light to brighten the hall, reducing its carbon footprint in terms of energy use.

# SECURE YOUR PRIME SPOT TODAY



To enquire about exhibiting and sponsoring:

### LOCAL ENQUIRIES

**Mr. Karim Raffoul**

Project Manager

Tel: +974 4432 9900 Ext. 683

Fax: +974 4443 2891

Email: karim.raffoul@ifpqatar.com

### INTERNATIONAL ENQUIRIES

Tel: +961 1 511 977

Fax: +961 1 511 970

Email: is@ifpexpo.com