

Enhance your Image through ISNR Abu Dhabi 2012

Do you want to share in the action at the Middle East's definitive event for security and resilience? ISNR Abu Dhabi's sponsorship program offers you a variety of opportunities that will allow you to enhance your brand & corporate image and maximize your visibility among a highly targeted audience.

Sponsorship Packages

	Platinum Sponsor (2 sponsors) AED 500,000	Gold Sponsor (3 sponsors) AED 350,000	Silver Sponsor (5 sponsors) AED 200,000
Print Advertising			
Logo on all marketing collaterals (brochure, flyers, posters, outdoor, etc.)	●	●	●
Logo on Cocktail Reception invitations	●	●	●
Logo on Exhibitor and Visitor ads	●	●	●
Logo on the cover of Official Show catalogue	●	●	●
Full page advertising in the Official Show catalogue	●	●	
Half page advertising in the Official Show catalogue			●
Logo on VIP invitations (by the UAE Ministry of Interior)	●		
Logo on the Visitor invitations	●	●	●
Logo on the ISNR bi-monthly newsletters	●	●	●
Logo on Post Show report	●	●	●
Venue Branding			
Roll-up at the entrance of the Press centre	●		
Roll-up at the entrance of Majlis	●		
Floor Plan stand highlight	●	●	
Logo on Welcome banner	●	●	●
Online			
Horizontal banner	●		
Video insertion	●		
Multi-page unit banner	●	●	
Logo with hyperlink on homepage	●	●	●
Logo on e-mailers to the target group	●	●	●
Conference			
Speaking opportunity in the ISNR Conference	●		
Invitations to attend all sessions at the conference	10	5	3
Cocktail Reception			
Speech by the sponsor during Cocktail Reception	●		
Invitations to attend the Cocktail Reception event	10	7	4
PR			
Branding & name checks within the ISNR global PR campaign	●	●	●
Interview during the exhibition	●	●	

Other Sponsorship Opportunities:

Seminar Room / Workshop (Exclusive)

AED 200,000

- Branding Opportunities at the Seminars Room
- Half page advertising in the Official catalogue
- Speaking opportunity at the Seminars
- 4 invitation cards to the official Cocktail Reception

Note: Visuals to be provided by sponsor and approved by the organizer; production cost for venue banners at the seminar room is not included

Signage Sponsor (Exclusive)

AED 150,000

- Sponsor's logo will be printed on all ISNR Abu Dhabi onsite signage
- Half page advertising in the Official catalogue
- 3 invitation cards to the official Cocktail Reception

Note: Logo to be provided by sponsor; all production costs are included

Registration (Exclusive)

AED 250,000

- Branding opportunity at the Visitor & VIP registration counters
- Logo on the Visitor Registration forms
- Logo on the registration section of the website
- Logo on the confirmation e-mail for pre-registered visitors
- Half page advertising in the Official catalogue
- 5 invitation cards to the official Cocktail Reception

Note: Logo/visuals to be provided by sponsor and approved by the organizer; all production costs are included

Media Sponsor (Exclusive)

AED 150,000

- Branding Opportunities at the Press Centre hall
- Logo on the cover of the official catalogue
- Half page advertising in the Official catalogue
- 3 invitation cards to the official Cocktail Reception
- Logo and collaterals included in Press Packs during press conference
- Sponsor branded give-aways for media at the press centre
- Interview during the exhibition

Note: Visuals to be provided by sponsor and approved by the organizer; production cost for venue banners at the press centre is not included

Conference Sponsor (Exclusive)

AED 500,000

- Brand association of the all-embracing conference attended by global industry players (two to three days promotion including stage branding (exclusive), e-mail invitations, brochures, notepads, etc.)
- Full page advertising in the Official catalogue
- Logo to be included on the conference invitations
- Logo to be included on Post Show report
- Logo to be included on the cover of Official Show catalogue
- Logo to be added on ISNR Abu Dhabi website/ homepage
- Speaking opportunity at the Conference
- 10 Invitations to attend all sessions at the conference
- 10 invitation cards to the official Cocktail Reception

Note: Visuals to be provided by sponsor and approved by the organizer; production cost for venue banners at the conference theatre is not included

VIP Luncheon Area (Exclusive)

AED 500,000

- Branding Opportunities at the VIP Luncheon hall
- Full page advertising in the Official catalogue
- 2 LCD 42" screens placed on different sides of the hall, displaying a customized show from the sponsor
- Branded information table placed at the VIP Luncheon hall entrance
- Pop-up banner placed at the VIP Luncheon hall entrance
- 10 invitation cards to the official Cocktail Reception
- 10 Invitations to attend all sessions at the conference

Note: Visuals to be provided by sponsor and approved by the organizer; production cost for venue banners at the VIP luncheon hall is not included

Information Counter (Exclusive)

AED 100,000

- Branding opportunity is available at ISNR Abu Dhabi information counter
- 6 Information counters in the main halls entrance (Size 2x2 m)
- ISNR Information & logo should be placed at the top of the counters
- 2 invitation cards to the official Cocktail Reception

Note: Visuals to be provided by sponsor and approved by the organizer; production cost for information counters at the main halls is not included



Cocktail Reception (Exclusive)
AED 150,000

- Branding Opportunities during the Cocktail Reception
- Sponsor logo in the Cocktail Reception invitation
- 10 Invitation Cards to the official Cocktail Reception

Note: Visuals to be provided by sponsor and approved by the organizer; production cost for information counters at the main halls is not included

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Lanyard (Exclusive)
AED 100,000

- 10,000 lanyards to be provided by sponsor which will be used as the official ISNR Abu Dhabi lanyard

Note: Visuals to be provided by sponsor and approved by the organizer; production cost for lanyards is not included

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Participant Badge (Exclusive)
AED 185,000

- Sponsor's logo will be printed on the VIP, Visitor and Exhibitor badges
- Sponsor's logo will be printed on the VIP car parking passes

Note: Logo/visuals to be provided by sponsor and approved by the organizer; all production costs are included

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Visitor & Delegate Bag (Exclusive)
AED 100,000

- Branding on the 5,000 bags distributed to all participants of ISNR Abu Dhabi (exhibitors, visitors, speakers and delegates)

Note: Visuals to be provided by sponsor and approved by the organizer (Sponsor visual will cover one side of the bag – ISNR Abu Dhabi visual will cover the other side of the bag); production cost for bags is not included

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Pocket Floor Plan (Exclusive)
AED 75,000

- Logo printed on the 8,000 Pocket Floor Plans, distributed to all ISNR attendees at the information counters

Note: Logo/visuals to be provided by sponsor and approved by the organizer; all production costs are included

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Hanging Banner (Exclusive)

AED 15,000 per unit

- 3x4 m hanging banner with your target message within the ISNR main halls (location to be discussed as per availability)

Note: Visuals to be provided by sponsor and approved by the organizer; production cost for lanyards is not included

Newsletter (Headline Sponsorship)

AED 30,000

- Branding Opportunities on the Newsletter of ISNR Abu Dhabi 2012

Note: Logo/visuals to be provided by sponsor; all production costs are included



Being a key **sponsor** you will receive the maximum benefit from the event promotional campaign, gaining exposure not only to over **8,000** attendees but to **millions** of industry professionals worldwide.

BOOK NOW to ensure the availability of your required option, or contact your local sales representative to discuss your requirements.

For any query please don't hesitate to contact Mr. Nehme Shehab at +971 2 4090346, or e-mail to nehme.shehab@reedexpo.ae
