

# SPONSORSHIP OPPORTUNITIES

4th INTERNATIONAL  
AIR CONDITIONING &  
REFRIGERATION  
EXHIBITION

Erbil  
International Fair  
Erbil, IRAQ



24-26  
May'22

# MAIN SPONSORSHIP



## WHAT WILL WE DO?

### DIGITAL MARKETING

Through Facebook, Instagram, Website, E-mailing and LinkedIn;

- \* 2 x E-mailing shots to the event database
- \* 2 x Posts on social media (Facebook, LinkedIn, Twitter and Instagram)
- \* Banner on the website of the exhibition and link to sponsor website
- \* All E-mail marketing – internal and 3rd party campaigns (logo on email headers)
- \* All paid advertisings done through social media will include the sponsor's logo.

We'll work with you to prepare a content once you send us your company profile, pictures and logos  
We'll then distribute this content through emailing shot and social media channels as main sponsor

### OUTDOOR & PRINTED ADS

Priority positioning of logo on:

- \* All printed brochure
- \* Outdoor advertising
- \* Flyer & invitation
- \* Press release

Additionally; A full page ad inside the cover page in the official exhibition catalogue

### ONSITE BANNER & FLAG & VIDEO INTERVIEW

Exclusive Standing Banner & Flags at the entrance of the exhibition

- \* 1 free standing banner at the entrance of the exhibition
- \* 4 flags at the outside of the exhibition hall
- \* Our team will conduct a short video interview with a senior representative of your company in the duration of the exhibition. This will focus on your participation and what will be showcased at the
- \* Banner at VIP / B2B stands (in size h:250cm\*w:1m)

### POST-EVENT

- \* 2 HTML mailings to the entire visitor database, by mentioning of your contribution and premium positioning in the show.
- \* Comprehensive post event report; one full page dedicated to your company and your sponsorship.

## ADDITIONAL BENEFITS

- \* Enjoy the advantages of purchasing both stand area and sponsorship packaging at the same time;
- Take advantage of 30% discount for your stand booking
- \* Facilitated meetings with key buyers
- \* 30 complimentary VIP invitations to be sent to senior officials
- \* 1000 complimentary exhibition invitations

### INVITATION



### VIP INVITATION



### FAIR CATALOGUE



\* All logos in the printed ads & documentary will be under the Main Sponsor title

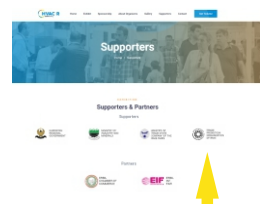
\*\* All logos will be 20% larger than the Gold Sponsor.

\*\*\* Only one company entitles to Main Sponsorship.

### SOCIAL MEDIA POST



### WEB SITE



### FLAG



Price: 25.000 Euro

# GOLD SPONSORSHIP

## WHAT WILL WE DO?



### DIGITAL MARKETING

Through Facebook, Instagram, Website, E-mailing and LinkedIn.

- \* 1 x E-mailing shot to the event database
- \* 1 x Post on social media (Facebook, LinkedIn, Twitter and Instagram)
- \* Banner on the website of the exhibition and link to sponsor's website
- \* All E-mail marketing – internal and 3rd party campaigns (logo on email footers)
- \* All paid advertising done through social media will include the sponsor's logo.

We'll work with you to prepare a content once you send us your company profile, pictures and logos. We'll then distribute this content through emailing shot and social media channels as gold sponsor

### OUTDOOR & PRINTED ADS

Priority positioning of logo on:

- \* All printed brochure
- \* Outdoor advertising
- \* Flyer & invitation
- \* Press release
- \* One page advertising on the show catalogue

### ONSITE BANNER & FLAG & VIDEO INTERVIEW

Exclusive Standing Banner & Flags at the entrance of the exhibition

- \* 1 free standing banner at the entrance of the exhibition
- \* Our team will conduct a short video interview with a senior representative of your company in the duration of the exhibition. This will focus on your participation and what will be showcased at the

### POST-EVENT

- \* 1 HTML mailing to the entire visitor database, by mentioning of your contribution and premium positioning in the show.
- \* Comprehensive post show report; one full page dedicated to your company and your sponsorship.

## ADDITIONAL BENEFITS

- \* Enjoy the advantages of purchasing both stand area and sponsorship packaging at the same time;
- Take advantage of 25% discount for your stand booking
- \* Facilitated meetings with key buyers
- \* 10 complimentary VIP invitations to be sent to senior officials
- \* 500 complimentary exhibition invitations

### INVITATION



### VIP INVITATION



### FAIR CATALOGUE

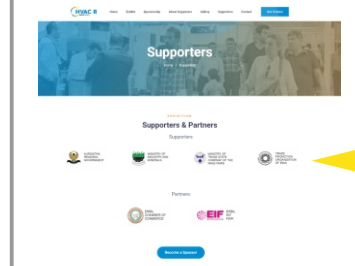


- \* All logos in the printed ads & documentary will be under the Gold Sponsor title
- \* Only 2 companies entitle to Gold Sponsorship.

## SOCIAL MEDIA POST



## WEB SITE



Price: 15.000 Euro