



عجمان  
AJMAN  
franchise • brands • retail

تحت رعاية  
سمو الشيخ عمار بن حميد بن راشد النعيمي  
ولي عهد عجمان

Under the patronage of  
H.H. Sheikh Ammar Bin Humaid Bin Rashid Al Nuaimi  
Crown Prince of Ajman

# Sponsorship Opportunities

17-18 April 2017  
[www.fbrajman.ae](http://www.fbrajman.ae)

Organised by



# Platinum Sponsorship

# AED 50,000

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The Platinum sponsor will benefit from being at the forefront of the franchising industry in the MENA region. The sponsor will obtain maximum branding and exposure prior to and during the event. These are considered the most value adding sponsorship opportunities as the promotion starts prior to the event through extensive marketing campaigns to thousands of visitors.

## ▶ **Branding:**

- ❖ Sponsor's logo will appear on the event website's homepage
- ❖ Sponsor's banner will be placed on the homepage of the event's website
- ❖ Sponsor's logo will appear on the event's advertisements
- ❖ Sponsor's logo will appear on the event's e-brochure
- ❖ Sponsor's logo will appear on the signages at event site
- ❖ Sponsor's logo will appear on the event e-flyers
- ❖ Sponsor's logo will be on the exhibition floor plan

## ▶ **Sponsorship Package also includes:**

- ❖ 18sqm complimentary booth
- ❖ Double page (spread) advertisement in the official catalogue
- ❖ Flyer distribution at registration counter
- ❖ 4 Roll-up acknowledgement in the exhibition hall
- ❖ Acknowledgement of sponsorship on the sponsor's page in the official exhibition catalogue
- ❖ Acknowledgement and trophy presentation

## Gold Sponsorship

**AED 40,000**

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The gold sponsorship will strengthen your brand recognition in the minds of your key customers, as well as if attract new ones & raise awareness and generate preference for a new property launch. It will also boost your promotion campaign.

### ▶ **Branding:**

- ❖ Sponsor's logo will appear on the event website's homepage
- ❖ Sponsor's banner on the homepage of the event's website
- ❖ Sponsor's logo will appear on event advertisements
- ❖ Sponsor's logo will appear on the event's e-brochure
- ❖ Sponsor's logo will appear on signage at show site
- ❖ Sponsor's logo will appear on the event e-flyers
- ❖ Sponsor's logo on the exhibition floor plan

### ▶ **Sponsorship Package also includes:**

- ❖ 9sqm complimentary booth
- ❖ Full page advertisement in the official catalogue
- ❖ 2 Roll-up acknowledgement in the exhibition hall
- ❖ Acknowledgement of sponsorship on the sponsor's page in the official exhibition

## Exclusive Official Show Bag

**AED 21,000**

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Get your message in the hands of thousands of attendees on the official show bag that will be distributed at the entrance of the event.

### ▶ **Branding:**

- ❖ Bag will be branded with the sponsor's logo and distributed to all visitors at the registration counter (\*\*sponsor to provide the bag with the event logo)
- ❖ Marketing material to be included & placed inside the bags
- ❖ Logo will be placed on the website with a link to your homepage

### ▶ **Sponsorship Package also includes:**

- ❖ 1 full page advertisement in the official catalogue
- ❖ Acknowledgement of sponsorship on the sponsor's page in the official exhibition catalogue

## Registration Area Branding

**AED 15,000**

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- ❖ All registration counters will be branded with sponsors' design.
- ❖ Front side of registration counters to be branded.
- ❖ 2 roll-up banners located by the entrance area.

## Lanyards Sponsorship

**AED 13,000**

The company sponsoring lanyards will gain the opportunity to reach all participants, exhibitors, speakers and VIP's.

### ▶ **Branding:**

- ❖ Sponsor's logo will appear on registration lanyards (sponsor to provide lanyards to the organizer in advance)
- ❖ Sponsor's logo will appear on the website including company profile with hyperlink.

### ▶ **Sponsorship Package also includes:**

- ❖ 1 full page advertisement in the official catalogue
- ❖ Acknowledgement of sponsorship on the sponsor's page in the official exhibition catalogue

## Badges Sponsorship

**AED 13,000**

The company sponsoring badges will reach all attendees and badge inserts are visible to all participants with branding exposure.

### ▶ **Branding:**

- ❖ Sponsor's logo will appear on registration badges
- ❖ Sponsor's promotional inserts (sponsor to provide inserts to the organizer in advance)

### ▶ **Sponsorship Package also includes:**

- ❖ 1 full page advertisement in the official catalogue
- ❖ Acknowledgement of sponsorship on the sponsor's page in the official exhibition catalogue

## Show Bag Insert

**AED 5,000**

Get your message in the hands of thousands of attendees with a printed Ad piece inserted into each and every official show bag that will be distributed at the entrance of the event.



# Sponsorship Application Form

DEADLINE: 10<sup>TH</sup> FEBRUARY, 2017

## 1. YOUR COMPANY

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_

Country: \_\_\_\_\_ PO Box/Postal Code: \_\_\_\_\_

Contact Person: Mr. / Mrs. / Ms. \_\_\_\_\_

Designation: \_\_\_\_\_ Department: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Website: \_\_\_\_\_

**PLEASE CHOOSE THE SPONSORSHIP PACKAGE:**

## 2. SPONSORSHIP FEE

NO.	TYPE OF SPONSORSHIP	FEE	TICK BOX [☑]
1	Platinum Sponsorship	AED 50,000	<input type="checkbox"/>
2	Gold Sponsorship	AED 40,000	<input type="checkbox"/>
3	Exclusive Official Show Bag	AED 21,000	<input type="checkbox"/>
4	Registration Area Branding	AED 15,000	<input type="checkbox"/>
5	Lanyards Sponsorship	AED 13,000	<input type="checkbox"/>
6	Badges Sponsorship	AED 13,000	<input type="checkbox"/>
7	Show Bag Insert	AED 5,000	<input type="checkbox"/>

**TOTAL:**

Signature: \_\_\_\_\_

Company Stamp: \_\_\_\_\_ Date: \_\_\_\_\_



# Official Catalogue Advertisement Application Form

DEADLINE: 10<sup>TH</sup> FEBRUARY, 2017

## 1. YOUR COMPANY

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_

Country: \_\_\_\_\_ PO Box/Postal Code: \_\_\_\_\_

Contact Person: Mr. / Mrs. / Ms. \_\_\_\_\_

Designation: \_\_\_\_\_ Department: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Website: \_\_\_\_\_

## 2. Advertisement Type & Fee

TYPE OF ADVERTISEMENT	FEE	TICK BOX [☑]
Back Cover	AED 5,800	<input type="checkbox"/>
Inside Front Cover	AED 4,600	<input type="checkbox"/>
Inside Back Cover	AED 4,600	<input type="checkbox"/>
Double Page (Spread)	AED 4,600	<input type="checkbox"/>
Full Page	AED 3,700	<input type="checkbox"/>
Half Page	AED 2,500	<input type="checkbox"/>

**TOTAL:**

## 3. Technical Specifications

### TYPE OF ADVERTISEMENT

Quark XPress, Adobe Photoshop, Adobe Illustrator, Adobe Acrobat (high-resolution PDF ONLY).  
All artwork must be provided in CMYK mode (NOT Pantone), with all image links, and all fonts traced or provided.  
All images: 300 dpi minimum; CMYK mode (NOT Pantone); EPS, TIFF or JPG formats.  
All logos: 300 dpi minimum; CMYK mode (NOT Pantone); EPS, TIFF or JPG formats.  
Please provide a high-quality colour proof and /or low-resolution PDF for proofing your artwork.

### Bleed Insertions – tab cuts:

Double Page : Bleed Area 301mm(W) x 215mm(H) Crop / Trim: 296mm(W) x 210mm(H)  
Full Page : Bleed Area 153mm(W) x 215mm(H) Crop / Trim: 148mm(W) x 210mm(H)  
Half Page : Bleed Area 153mm(W) x 110mm(H) Crop / Trim: 148mm(W) x 105mm(H)

Signature: \_\_\_\_\_

Company Stamp: \_\_\_\_\_ Date: \_\_\_\_\_

## 1. Payment

- 1.1 For the provision of the Sponsorship packages stipulated herein, the Sponsor will pay the package selected in accordance to the Sponsorship Package stipulated above to INDEX, the total sum for the execution of the said services as outlined and agreed herein. The amount due is quoted in AED for the purposes of information.
- 1.2 Pursuant to the Sponsorship(s) package offered above, Sponsor is required to make an advance payment of 50% of the total Sponsorship rate along with the submission of a signed application contract. Upon execution of the necessary by the Sponsor as stipulated above, all sponsorship benefits will be allocated accordingly.
- 1.3 In consideration for the payment of the Sponsorship fee, INDEX will grant the Sponsor with the Sponsorship benefits specified herein in relation to event.
- 1.4 Application for Sponsorship in accordance to the Sponsorship Packages stipulated herein are subject to the terms and conditions below:
  - i) Sponsorship Application received before 10<sup>th</sup> February 2017 must be accompanied by 50% deposit to confirm reservation of space, with the balance of further 50% payable on/or before 10<sup>th</sup> February 2017;
  - ii) Sponsorship Application received after 10<sup>th</sup> February 2017 must be accompanied by full payment, for INDEX to consider the said application.
- 1.5 The Sponsor shall pay the stipulated above to INDEX an advance payment of 50% of the total Sponsorship package fee upon signing this Sponsorship agreement, and balance payment of 50% shall be paid to INDEX no later than 10<sup>th</sup> February 2017.

## 2. Terms of payment

- 2.1 Sponsor shall adhere to the payment details listed above.
- 2.2 The Sponsor shall pay the above payment as stipulated in the Sponsorship Package above to INDEX for the Sponsorship Package selected within the terms stipulated above via direct bank transfer payable to the following address and beneficiary:

Account Name: **Ajman Chamber of Commerce and Industry**

Account #: **09580707603701**

IBAN: **AE210240009580707603701**

Currency: UAE Dirham

Dubai Islamic Bank, Ajman Branch

P.O. Box 662, Ajman - U.A.E.

- 2.3 Any charges payable under this Agreement are exclusive of any applicable taxes, tariff surcharges or other like amounts assessed by any governmental entity arising as a result of the provision of the services by INDEX to the Sponsor under this Agreement and such shall be payable by the Client to the Service Provider in addition to all other charges payable hereunder.

## 3. Payment and Default Payments

Pursuant to clause 3 stipulated herein, the payment terms shall be as the followings:

- 3.1 INDEX shall immediately invoice the Sponsor upon receipt of the signed contract and shall expect payment as stipulated in Clause 1 before 10<sup>th</sup> February 2017. In case of default, INDEX shall not advertise and promote the sponsorship for the Sponsor.
- 3.2 If payment is not received by the stipulated due date, a default of payment shall take effect automatically and without notification.

## 4. Withdrawal and Cancellation

- 4.1 Notwithstanding anything to the contrary in this Agreement, the Sponsor may withdraw for any reason with or without cause with written notice to INDEX. Without prejudice to the rights and remedies of INDEX in respect of any breach of the Contract on the part of the Sponsor, INDEX at its discretion, may allow the Sponsor to withdraw from the Exhibition subject to the following conditions:
  - a) A written notice shall be submitted to INDEX specifying that the Sponsor desire to withdraw, upon approval from INDEX, such withdrawal shall be notified to the Sponsor of its decision in written notice which constitute a cancellation of the Sponsorship.
  - b) Upon receiving an approval on withdrawal from the Sponsorship package by INDEX, a cancellation fee will be imposed to the Sponsor and shall be notified in a written notice in consideration of such withdrawal and cancellation of the said agreement.
  - c) Upon withdrawal from the Sponsorship Package by the sponsor who is exhibiting, the terms and conditions are as follows:
    - i) Upon receiving an approval from INDEX, the amount equivalent to the space rented by the Sponsor shall be paid directly to INDEX via direct bank transfer to the address stipulated above in clause 2.2; any terms within the Sponsorship package which has been implemented shall be compensated to INDEX in accordance to the fee imposed.
    - d) The percentage of payment payable to INDEX pursuant to the said withdrawal and cancellation is as stipulated below:
      - i) If in the event, the notice of withdrawal received on or before 10<sup>th</sup> February 2017, fee payable is fifty (50) percent (%);
      - ii) If in the event, the notice of withdrawal received after 10<sup>th</sup> February 2017, fee payable is the full amount charged i.e. Hundred (100) percent (%).
    - e) Upon receipt of payment by the Sponsor to INDEX, the Sponsorship contract as well as the Exhibitor contract (if applicable) shall be null and void.

I/we have read all the above Terms & Conditions of this form and I/ we undertake to observe and to be bound by them

Company Stamp

Name: \_\_\_\_\_

[For and on behalf of \_\_\_\_\_ ]

Position: \_\_\_\_\_

Date: \_\_\_\_\_

Signature: \_\_\_\_\_