

**8<sup>th</sup> Middle East Conference**  
Featuring international and local case studies  
26 – 27 February 2013, Dubai

## Sponsoring Opportunities

Take this opportunity to present your products and services to the Middle East audience of opinion leaders and decision makers.

Link your company to this key industry event!

[www.wan-ifra.org/mec2013](http://www.wan-ifra.org/mec2013)

**THE SKY IS  
NOT THE LIMIT**

Successful strategies for media houses



# 8<sup>th</sup> Middle East Conference

Successful strategies for media houses

Sponsoring options	Platinum Partner (Exclusive)	Gold Partner	Silver Partner
<b>Meet new clients</b>			
Meet and mingle with top level executives from leading media houses in the middle east	✓	✓	
<b>Spread the Word</b>			
Be part of the opening ceremony as our guest of honour	✓		
Reap the benefits of our extensive advertising campaign in leading arab media which is valued at	230,000 Euros	230,000 Euros	
<b>Be visible</b>			
Positioning as relevant partner to the media publishing industry	✓	✓	
Complimentary listing of company name with 30 words write-up of your company profile in event website	✓	✓	
Branding of your organisation's logo on event e-brochure, website and a hyperlink to your organisation's website	✓	✓	✓
Display of your marketing material in the entrance area of the conference	✓	✓	✓
<b>Conference lunch:</b>			
Branding display of your organisation with pull-up stands at all conference lunches	✓		
<b>Network</b>			
ExSolution Kiosk in conference area (one standard 4 ft x 8 ft table)	✓	✓	
Networking with high-profile industry partners and clients			
<b>Private meeting room:</b>			
Additional meeting room for presentations or private meetings with potential customers	✓		
<b>Add-Ons</b>			
Complimentary 2 days conference tickets	5 tickets	3 tickets	1 ticket
Event attendees listing (company name, person and position)	✓	✓	✓

	Member Price	Non-member Price
<b>Platinum Partner (Exclusive)</b>	Euro 18,000	Euro 20,000
<b>Gold Partner</b>	Euro 7,000	Euro 9,000
<b>Silver Partner</b>	Euro 2,000	Euro 2,400

## WAN-IFRA Conference Media Plan

### JANUARY 2013

MO		7	(الشرق)	14	الجزيرة AJAZIRAH	21	الجزيرة AJAZIRAH	28	دارالشرق DAR AL-SHARQ
				15	البيكان	22	البلاد		
TU	1	8	الغد حفا المعرفة	15		22	عكاظ	29	عكاظ
			arab news						
WE	2	9	البلاد	16	اليوم	23	النهار AN - NAHAR	30	الاقتصادية www.aleq1.com
			الاقتصادية www.aleq1.com	16	arab news	23	النهار AN - NAHAR	30	النهار AN - NAHAR
TH	3	10		17	الغد حفا المعرفة	24		31	
				17	International Herald Tribune THE GLOBAL EDITION OF THE NEW YORK TIMES				
FR	4	11		18		25			
SA	5	12	arab news	19	المنية	26	اليوم حفا المعرفة		
					19	(الشرق)			
SU	6	13	المنية اليوم	20		27	البيكان		
			Khalegi Times Keeping track of change	13	عكاظ				

Jordan	
الغد حفا المعرفة	Al Ghad, Amman

Lebanon	
النهار AN - NAHAR	An-Nahar, Beirut

Saudi Arabia	
اليوم	Al-Yaum, Dammam
عكاظ	Okaz, Jeddah
المنية	Al-Madina, Jeddah
الجزيرة AJAZIRAH	Al-Jazirah, Riyadh
الاقتصادية www.aleq1.com	Al Eqtisadiyah, Riyadh
البلاد	Al-Bilad, Jeddah
(الشرق)	Alsharq, Dammam
arab news	Arab News, Jeddah

































United Arab Emirates	
Khalegi Times Keeping track of change	Khaleej Times, Dubai
البيكان	Albayan, Dubai
International Herald Tribune THE GLOBAL EDITION OF THE NEW YORK TIMES	International Herald Tribune, Dubai

Qatar	
دارالشرق DAR AL-SHARQ	Dar Al-Sharq, Doha









... more to come.

# WAN-IFRA Conference Media Plan

## FEBRUARY 2013

MO		4		11	 	18		25	
					 				
TU		5	 	12		19		26	8 <sup>th</sup> Middle East Conference
									
WE		6		13		20		27	8 <sup>th</sup> Middle East Conference
TH		7		14		21		28	
									
FR	1	8		15		22			
SA	2	9		16		23	 		
						 			
SU	3	10		17		24			
									

Jordan	
	Al Ghad, Amman
Lebanon	
	An-Nahar, Beirut

Saudi Arabia	
	Al-Yaum, Dammam
	Okaz, Jeddah
	Al-Madina, Jeddah
	Al-Jazirah, Riyadh
	Al-Eqtisadiyah, Riyadh
	Al-Bilad, Jeddah
	Alsharq, Dammam
	Arab News, Jeddah

United Arab Emirates	
	Khaleej Times, Dubai
	Albayan, Dubai
	International Herald Tribune, Dubai
Qatar	
	Dar Al-Sharq, Doha

... more to come.

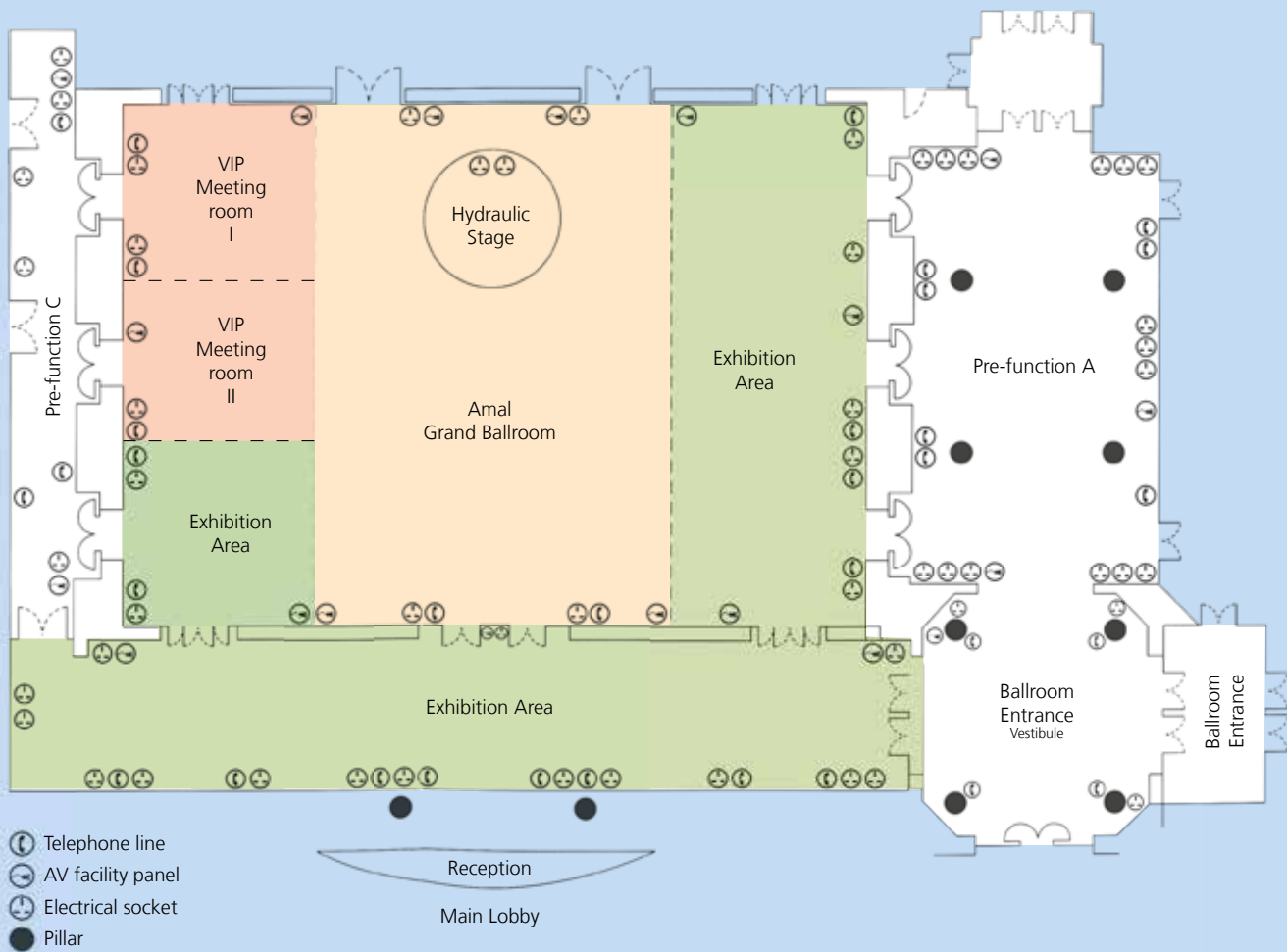
## Conference venue

### JW Marriott Hotel Dubai

P O Box 16590, Abu Baker Al Seddique Road  
Hamarain Centre, Dubai, UAE  
Phone: +971 (4) 2624444, Fax: +971 (4) 2626264  
www.jwmarriottdubai.com

## Contact

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# The sky is not the limit – Successful strategies for media houses

8<sup>th</sup> Middle East Conference, 26 – 27 February 2013, Dubai

## Sponsoring Form

**Please copy and complete the form and send or fax to:**

WAN-IFRA GmbH & Co. KG · Washingtonplatz 1 · 64287 Darmstadt · Germany · Phone +49.6151.733-6 · Fax +49.6151.733-802 · events@wan-ifra.org

Last name \_\_\_\_\_  
 First name \_\_\_\_\_  
 Company \_\_\_\_\_  
 Position \_\_\_\_\_  
 Street \_\_\_\_\_  
 Postal code, city \_\_\_\_\_  
 Country \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 Telephone \_\_\_\_\_  
 Fax \_\_\_\_\_

WAN-IFRA member  yes  no

**Sponsoring Options:**

- Platinum Partner (Exclusive)  
 Gold Partner  
 Silver Partner

The sponsoring fee becomes due immediately upon receipt of the invoice, or no later than 4 weeks before the beginning of the event. As soon as your company logo will be published on our marketing documents, cancellation fees will be incurred.

\_\_\_\_\_  
Signature, Stamp

by signing the contract I accept the general terms and conditions of WAN-IFRA

### Payment details (please select a method of payment):

The participation fee becomes due immediately upon receipt of the invoice, or no later than 4 weeks before the beginning of the event.

- Please send me an invoice  
 Please debit my credit card  
 American Express  Visa  Euro-/Mastercard  Diners

Card No.

valid until     Card Security Code (CSC/CVC)

Card Holder \_\_\_\_\_

Signature \_\_\_\_\_

- Please register our data:

Last name \_\_\_\_\_

First name \_\_\_\_\_

Company \_\_\_\_\_

Position \_\_\_\_\_

Street \_\_\_\_\_

Postal code, city \_\_\_\_\_

Country \_\_\_\_\_