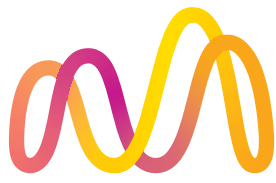


Under the patronage of
H. H. Sheikh Maktoum Bin Mohammed Bin Rashid Al Maktoum, Deputy Ruler Of Dubai



**Middle East
Energy Dubai**

Explore. Empower. Energise

3 - 5 March 2020 | Dubai World Trade Centre, UAE

Sponsorship Brochure 2020



Uniting the Global Energy Community

MEE is positioned as a leading energy event which caters to the entire value chain from energy storage to digitalisation.

With attendees converging from all over the world, the exhibition remains a top priority for power professionals who are seriously looking to forge new relationships and strengthen existing ones in the industry.



70,000
sqm of products



48,000+
attendees



1,300+
exhibitors



130+
countries
represented



20+
country
pavilions

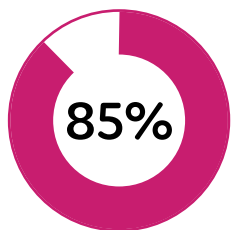
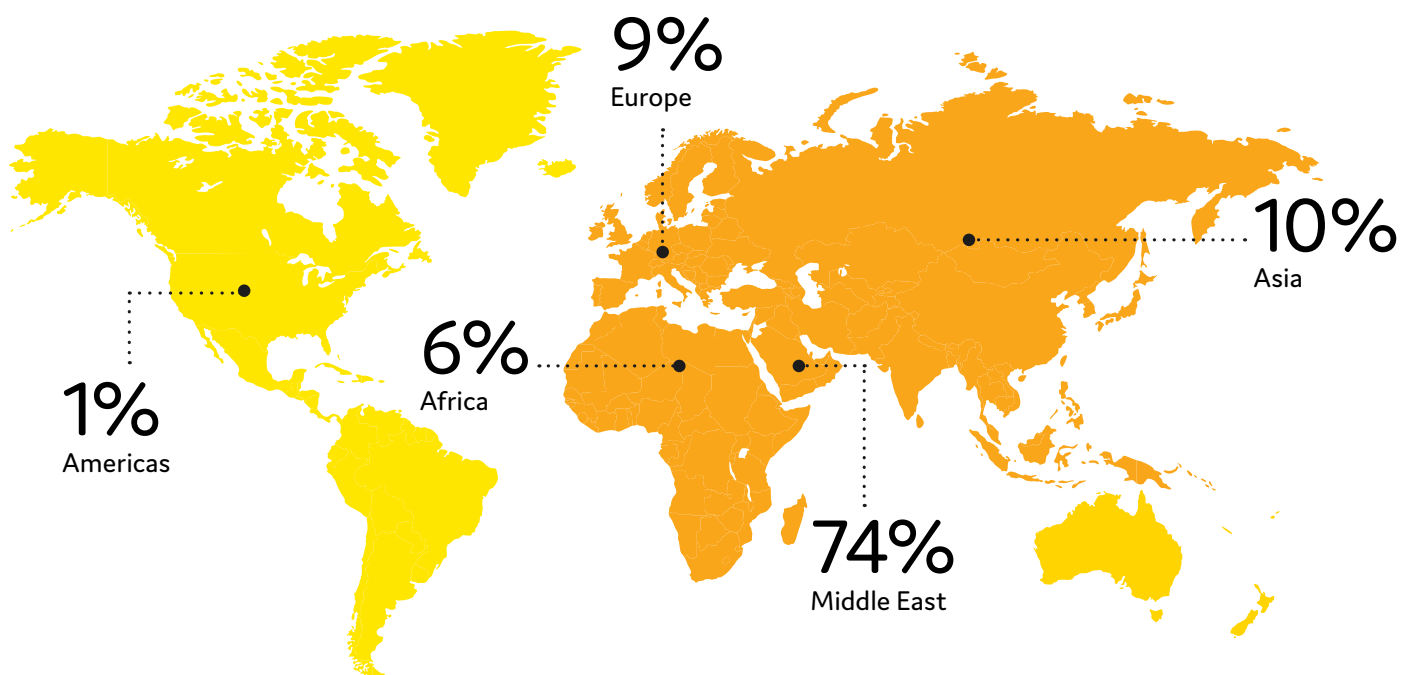


13
halls

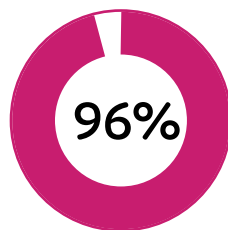
Visitor Profile



MEE 2020 is expected to welcome 48,000+ attendees from 128 visiting countries.



rated the exhibitor
quality as good



find it important to
visit MEE to grow
their business

Marketing and Promotion



Digital

GOOGLE ADS

1.18 million impressions

644,000+ clicks

.....

FACEBOOK & INSTAGRAM

282,000+ reach

1.8 million impressions

17,000+ likes

.....

TWITTER

485,000+ reach

282,000+ impressions

Trending hashtag in the
UAE during show days



Electronic messages

2.47 million
emails delivered

.....

200,000+

SMS messages sent

.....

50,000+

WhatsApp messages sent

.....

10,000+ MEE advocates

(people who invited
their colleagues)



Direct mail

50,000+

mail invitations sent
out to potential
visitors and VIPs



Radio, newspaper and outdoor advertising

10+ international newspapers

5 leading radio stations

2 billboards on Sheikh Zayed Road



Public relations campaign

Advertising value:

2018; **US \$1,207,685**

2019; **US \$2,076,829**

.....
Total clippings generated:

2018; **362**

2019; **597**



Media partner coverage

61 Media partners

85+ advertisements placed in magazines, newsletters and various printed promotional items

40+ emails with a reach of **370,000+** power industry professionals

What are your business objectives?



ENGAGE
with your
target audience



PROMOTE
your brand



ENHANCE
your visibility
in the market

Your opportunity to stand out

We offer a variety of marketing channels and platforms throughout the show lifecycle that can be used to optimise your brand and message. These opportunities are listed under each of the sections of **ENGAGE**, **PROMOTE** and **ENHANCE** depending on what your business objective is.





Engage



Options under this category allow your target audience to get more closely involved with your brand or product. Immerse your audience in your brand or product by one of these highly engaging options during the exhibition.

Exclusive Product Sector

Sponsoring a product sector at MEE gives your company the opportunity to be associated as an industry leader. Your brand will appear prominently on all collaterals, relevant signage and visitor marketing communications throughout the campaign for that sector - giving you an edge over the competition both before and during the exhibition.

..... PRICE ON REQUEST

VIP Buyer Programme

An unrivalled opportunity to network with up to 100 hand-selected buyers from utilities, leading consultancies and contractors from across the region. In a series of one-to-one private meetings and networking receptions, participants will have unprecedented exposure to some of the most valuable contacts in the industry. Participating companies will receive pre-scheduled appointments with the VIP's, organised according to their own preference.

..... PRICE ON REQUEST

Mobile App

The MEE mobile app is a comprehensive show guide, product index and venue map used by visitors to plan their visit before the show, navigate while they are at the show and use as a company directory for months after the show. Sponsorship options allow your brand to appear in several areas around the app, and offer the ability to send push notifications to all users.

..... PRICE ON REQUEST



Official Social Events & Networking Programme

Host an hour-long networking session with a targeted audience as part of our Official Social Events Programme:

Happy Hour

In the Bubble Lounge as the show closes each day.

Breakfast Session

In the Bubble Lounge before the show opens each day (flexible duration).

Lunch and Learn

In the Bubble Lounge.

Networking Reception

In the World Trade Club (flexible duration).

..... PRICE ON REQUEST

Conference Partnership

Reach high level delegates by aligning your brand with the MEE Conferences taking place every day on the show floor. Your company will be featured in all print and digital collateral relating to the conferences, and within the conference rooms.

..... \$15,000

MEE TV

Your videos promoted on the official MEE TV screens at the show and on the website.

Premium Package:

Demonstration clips recorded onsite and played during the show.

Priority positions in playlist.

Airtime Packages:

Your videos or content promoted on all screens throughout the venue.

On Stand Interview:

Clips recorded onsite and played during the show.

Video Coverage Prior to the Event:

Have the MEE TV record clips at your factory or office and showcase on the TV screens throughout the 3 days of the event.

..... PRICE ON REQUEST



Promote

Promotions are communication options through Middle East Energy's print and digital platforms. Promote your messages, brands and ideas to energy professionals before, during or after the event.

Email Banner to Pre-registered Visitors

Place your advert banner in any of the weekly emails sent to pre-registered visitors with updates about the show.

..... \$4000 (UPPER) | \$3000 (LOWER)

Visitor Registration Page on the Website

Place your logo on the MEE visitor registration page and confirmation email, guaranteeing your brand exposure to every single registered visitor. Feature your banner on the "Thank you for registering page."

..... \$20,000

Website Banners

Place your advert on the MEE website, which attracts more than 200,000 visits in lead up to the show.

..... \$4,000 (MONTHLY)

Pop Up Banners on the Website

..... PRICE ON REQUEST

Exhibitor Directory Top Banner

Feature your banner or logo in a prominent position in the popular online exhibitor directory.

..... \$3,000 (MONTHLY)

Featured Company on the Website

Feature your company's profile or products in a prominent location on the MEE website.

..... \$8,000 (JAN-MAR)

Homepage Skyscraper on the Website

Feature your skyscraper banner in a prominent location on the official MEE website homepage.

..... \$5,000

Targeted SMS Campaigns

Reach your target audience directly on their phones with a dedicated SMS campaign to strengthen your promotional messages leading up to and during the event.

..... PRICE ON REQUEST

Search Advertisements

Opt for a digital marketing search advertisement by connecting with a highly targeted and measurable audience based on the search terms they use. Our digital marketing team will assist you with the message implementation.

..... PRICE ON REQUEST

Social Media Marketing

Increase your website traffic by reaching out to our followers on social media.

..... PRICE ON REQUEST



Tailored Digital Package

A tried and tested method to get maximum return on your investment. Target a selected audience and promote your brand using a variety of digital marketing tools for full exposure. This includes:

1x email

1x follow up email

1x social media post

Follow up remarketing campaign

..... PRICE ON REQUEST

Adverts in Show Catalogue

Distributed throughout the show, there are several advertising options available in the printed exhibitor catalogue.

..... STARTING FROM \$1,500

Adverts/Editorial Coverage in Show Daily Newspaper

Distributed at all media racks and information desks, be featured in up to 3 editions of the MEE daily newspapers showcasing news on the event.

..... STARTING FROM \$1,000





Enhance

Stand out from the crowd while you are at the show and drive traffic to your stand through these niche branding avenues available during the show days.

Lanyards

Put your logo on the official MEE lanyards and see your branding over the entire show. Lanyards are given out to every participant along with their badge and will be visible for all 3 days of the show.

..... \$45,000

Hall Entrances

Position your brand at the entrance to the venue and ensure that your company is the first to be seen by every attendee.

..... PRICE ON REQUEST

Lounges

Talk to our experienced sponsorship team about exclusive lounge sponsorship packages, designed to connect your brand with your ideal target market.

..... PRICE ON REQUEST

Pillars

Strategically positioned throughout the venue concourses and walkways, pillar branding is a great way to spread your branding throughout the busiest areas of the exhibition.

..... PRICE ON REQUEST

MEE Bags

Sponsor the MEE bags and see your branding carried throughout the exhibition. Bags are handed to every visitor on arrival and can also contain an insert of your own company literature.

..... \$30,000



Information Team Branding

Turn our visitor information team into a walking advertisement for your stand, with your logo and stand number on their t-shirts.

..... \$10,000

Information Desks

Information desks are a visitor’s first point of contact for any queries they have at the event. This opportunity provides clear, visible branding for your company in the highest traffic areas of the show.

..... \$10,000

Mobile Charging Stations

This feature will identify your brand as the power providers of the power industry, a nice connection for visitors to make as they spend time charging their phones.

..... \$3,000

Fast Track Registration Desks

Display your message onscreen to all registered visitors when they collect their badges at the fast track registration kiosks.

..... \$10,000

Floor Tiles

Guide visitors to your stand with attention-grabbing floor tiles on the main aisles. For optimum visibility, we recommend a minimum of 5 tiles.

..... \$600 PER TILE



Onsite Registration Desks

Have your logo appear on the registration desks, the first thing visitors see when they register to enter the event.

..... \$20,000

WiFi Sponsor

Increase your visibility by providing all MEE visitors with the convenience of free Wi-Fi throughout the venue. Feature your company on a customised splash page, full screen ad (image or video) and landing page.

..... \$50,000

Directional Signage Board

Have your location and logo exclusively placed on directional signage at the event, directing visitors to your stand.

..... \$3,000

Hanging Banner

Increase the visibility of your stand location in the exhibition hall by placing a hanging banner above it.

..... PRICE ON REQUEST

Badges

Feature your logo on the front and back of all MEE badges, required to be worn by all MEE attendees.

..... \$15,000

Extensive Venue Branding

We offer a wide variety of branding options through the venue. Please contact us to see the full list of options available.

..... PRICE ON REQUEST

Information Desk



Onsite Registration Desks



Extensive Venue Branding



Pillars



MEE Bags



Lanyards



Hanging Banner



Email / Website Banners






Start planning for 2020!



Explore. Empower. Energise

3 – 5 March 2020 | Dubai World Trade Centre, UAE

Get in touch with us for booking options

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 info@middleeast-energy.com

 www.middleeast-energy.com

EXHIBIT AT #MEE2020

Organised by

