

OFFICIAL

SHOW CATALOGUE AND SHOW DAILIES

Middle East Energy offers its exhibitors access to thousands of potential customers from across the Middle East, Africa and the rest of the world. As the region's leading gathering of power industry professionals, companies can expect to find new customers, strengthen relationships with existing clients and develop or expand their business in MEA.

Given away free to the tens of thousands of visitors who attend the exhibition, the Official Middle East Energy 2020 Show Catalogue is the perfect opportunity to showcase your products and services to a global audience.

Even more so, as buyers keep the publication for months and years after the exhibition as a sourcing guide to all the leading suppliers in the industry.

Maximise your presence at the show and increase your business with one of our promotional packages exclusively available to companies that are part of Middle East Energy 2020 exhibition in Dubai.

For more information call Markus Vogt
today on +44 (0)20 7841 5962 or email
m.vogt@publishingevents.com

The Middle East Energy 2020 Show Catalogue and Show Dailies are produced and published on behalf of the event organiser Informa Exhibitions by Publishing Events Ltd,
2nd Floor, Chapel House, 18 Hatton Place, London EC1N 8RU. Tel: +44 (0)20 7841 5960.



5 ways the Official Show Catalogue can help your business

- 1 Maximise stand visitors and increase sales – A higher profile, more awareness and more visitors coming to your stand improves your opportunity to speak to both new and existing customers and make more quality contacts and sales during and after the event.
- 2 Raise your industry profile – Your profile and standing within the industry is enhanced, helping you to elevate your brand above your competitors'.
- 3 Promote your products and services – The Show Catalogue is the perfect place to draw both new and existing customers' attention to the key products or services you are promoting or launching at the show.
- 4 Long lasting benefits – The Show Catalogue is a 'must keep' publication that plays a key marketing role long after the doors are closed, and is used as a sourcing guide and research tool by multiple decision makers.
- 5 Maintains marketing momentum – Advertising in the Show Catalogue supports other marketing activity to provide an integrated campaign and multiple touch points for your potential clients.



Middle East Energy Dubai

The Official Middle East Energy [Show Catalogue](#) is the only publication at the exhibition that includes:

- ✓ Individual exhibitor profiles
- ✓ Exhibition Hall Plans
- ✓ A-Z listings of exhibitors
- ✓ Product Listings
- ✓ Essential visitor information

SEE PAGES 2 & 3 FOR OPTIONS



Example pages from
2019 edition

The Official Middle East Energy [Show Dailies](#) include:

- ✓ Exhibitor news and insights
- ✓ Event highlights
- ✓ Product news

SEE PAGE 4 FOR OPTIONS



Example pages from
2019 edition



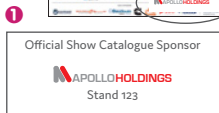
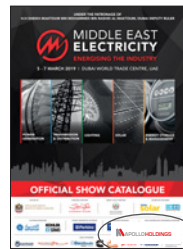
SHOW CATALOGUE SPONSORSHIP

\$10,000

The most impressive and prominent branding opportunity!

Includes:

- 1 Logo branding and stand number on the front cover with official Show Catalogue sponsor accreditation
- 2 Logo branding and stand number on the Contents/Welcome with official Show Catalogue sponsor accreditation
- 3 Double page spread advertisement positioned early
- 4 Logo on floor plan in the hall that you are in



Take maximum 'ownership' of the Show Catalogue as a sponsor of the entire publication with this premium package.

EXHIBITOR PROFILE SPONSORSHIP

\$8500

Exclusive high visibility!

Includes:

- 1 Branding strips across the bottom of all exhibitor profile pages (excluding pages where display advertisements are placed)
- 2 Full page advert leading to profile pages



Gain maximum impact in front of your target audience by repeating your company's core message and branding in sponsorship strips across the bottom of every exhibitor profile page in the Show Catalogue.

NB: You can vary the text and images used on each page. For example, build a visual theme, or tell your customers a 'story' as they browse through the Show Catalogue.

EXHIBITOR LIST A-Z SPONSORSHIP

\$5500

Move your business to a higher level!

EXCLUSIVE

Includes:

- 1 Branding strips across the bottom of all A-Z exhibitor list pages (excluding pages where display advertisements are placed)
- 2 Full page advert leading to A-Z exhibitor list pages

Gain maximum impact in front of your target audience by repeating your company's core message and branding in sponsorship strips across the bottom of every A-Z exhibitor list page in the Show Catalogue.

NB: You can vary the text and images used on each page. For example, build a visual theme, or tell your customers a 'story' as they browse through the Show Catalogue.

PRODUCT LISTINGS SPONSORSHIP

\$6500

Catch the eye of prospective suppliers!

EXCLUSIVE

Includes:

- 1 Branding strips across the bottom of all product listing pages (excluding pages where display advertisements are placed)
- 2 Full page advert leading to product listing pages

Gain maximum impact in front of your target audience by repeating your company's core message and branding in sponsorship strips across the bottom of every A-Z exhibitor list page in the Show Catalogue.

NB: You can vary the text and images used on each page. For example, build a visual theme, or tell your customers a 'story' as they browse through the Show Catalogue.

FLOOR PLAN SPONSORSHIP

\$6500

Navigate visitors directly to your stand!

Includes:

- 1 Large logo on the floor plan with trail to your stand in the hall that you are in with accreditation
- 2 Advertising strips at the bottom of all floor plan pages
- 3 Full page advert – leading to the floor section of the show catalogue



FLOOR PLAN LOGOS

\$650

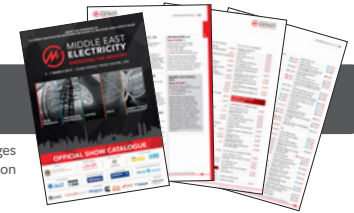
Logo on floor plan in the hall that you are in with trail to your stand

LIMITED QUANTITY PER HALL



ADVERTISING COPY DEADLINE: Tuesday 4 February 2020

Example pages taken from 2019 edition



PRODUCT LISTING GUIDE ENHANCEMENTS

In a category of your own!

Stand out from your direct competitors by sponsoring all the product categories in the Show Catalogue that are most relevant to your business.

<p>Top of category sponsorship 1</p> <p>Includes: company logo/image beneath a Product A-Z category header of your choice, and your company name highlighted in bold in the A-Z list beneath your sponsorship category</p>	\$495
<p>Category highlight 2</p> <p>Includes: company logo/image and company name highlighted in bold within the category list of your choice</p>	\$395

SPECIAL POSITIONS – DISPLAY ADVERTISING

Exclusive opportunities

Raise your industry profile and generate new business leads with a full colour advertisement in a special position within the Official Show Catalogue.

Outside back cover	\$7500
Inside front cover	\$6500
Inside back cover	\$6500
Double page spread	\$7000
Full page special positions (for example opposite contents, general info, seminar programme, etc)	\$4000
Third of page vertical on the same page of your profile spread	\$1550

RUN OF PAPER DISPLAY ADVERTISING

Stand out from your competitors!

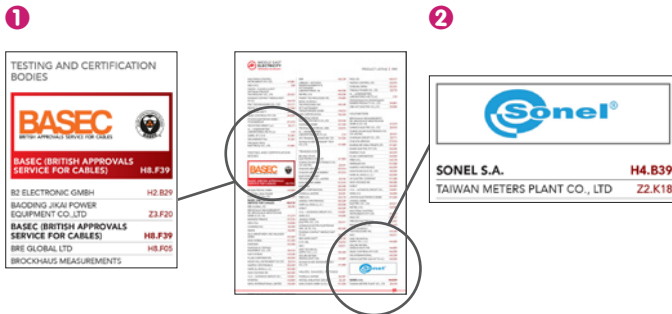
Increase your company's sales with a run of paper display advertisement.

Full page (full colour)	\$3000
Full page case study. Includes: a headline, company logo, up to three images and up to 600 words of text	\$3500
Half page (horizontal)	\$1750
Quarter page (horizontal)	\$1425
Quarter page (vertical)	\$1250

EXTRAS

Highly visible branding with unique creative scope!

Include bookmark	POA
Include loose / bound inserts	POA
Attach a bellyband up to 8cm in depth	POA



15% extra for specified position for full pages



>> see overleaf for more advertising opportunities

OFFICIAL SHOW DAILIES ADVERTISING OPPORTUNITIES

ADVERTISING COPY DEADLINE: Tuesday 4 February 2020



Example pages taken from 2019 edition



SPECIAL POSITIONS – DISPLAY ADVERTISING

Exclusive opportunities

Raise your industry profile and generate new business leads with a full colour advertisement in a special position within the Official Show Dailies.

Double page advert on the centre spread	\$6000
Outside back cover	\$4000
Inside front cover	\$4000

RUN OF PAPER DISPLAY ADVERTISING

Stand out from your competitors!

Increase your company's sales with a run of paper display advertisement.

Full page	\$3200
Half page	\$1800
Quarter page	\$1100



ADVERTORIAL

1 full page CEO interview

\$POA



BRANDING STRIPS

Branding strip on front cover (56mm deep)

\$2000

Branding strip on text page (56mm deep)

\$1100





Please send your artwork files to Ryan Crane:
r.crane@publishingevents.com
For any production queries, please call +44 (0)20 7841 5961

ADVERTISING COPY
DEADLINE:
Tuesday 4 February 2020

Display advert dimensions and specifications:

FULL PAGE

210mm wide x 297mm deep

We do not specify type area but recommend that you avoid placing text or important graphics within **12mm** of the page edge.

If you are bleeding the advertisement, please add **3mm** all round and add crop marks only (no registration or bleed marks).

For quarter and half page adverts, please set your page size to the appropriate dimensions and do not include any crop marks.

HALF PAGE

186mm wide x 134mm deep

No bleed

**QUARTER PAGE
(VERTICAL)**

**89mm wide x
134mm deep**

No bleed

**IF YOU ARE UNSURE WHAT YOU
NEED TO SUPPLY, OR CAN'T
FIND THE SPECIFICATIONS FOR
YOUR BOOKING, PLEASE GET IN
TOUCH WITH THE PRODUCTION
DEPARTMENT ON
+44 (0)20 7841 5961**

IMPORTANT INFORMATION ABOUT YOUR ARTWORK:

SPOT COLOURS

Please check that all spot colours used in your artwork – including those contained within eps files, such as company logos – have been correctly converted to CMYK process colours BEFORE creating your PDF. This will include Pantone CMYK spot colours and any unusual inks that may have been used. If this is not done correctly, the colours on the final printed page may not appear as expected. If you are in any doubt, please contact our production team who will be happy to help.

PRESS-READY ARTWORK

Artwork should be supplied as a press-optimised / high-resolution PDF file. All images should be CMYK at 300dpi and all fonts should be embedded and subset below 100%. We recommend converting large / headline text to curves / outlines. If your artwork contains transparencies, these should be flattened before creating the PDF to avoid unpredictable results.

Whilst we of course endeavour to check all artwork before going to print, we cannot guarantee predictable results from incorrectly processed PDF files. If you have any questions about PDF creation or for any reason need to supply your artwork in a different format, please contact our production department before sending.

If your design packages offer the option, please supply pdf/x compliant files.

SENDING YOUR FILE TO US

Creative / artwork can be sent via email to the address at the top of this page (please contact us if your file is over 15MB). Where time permits, please send a full colour proof by post along with your artwork.

IF YOU REQUIRE ASSISTANCE CREATING YOUR ADVERTISEMENT

Publishing Events Ltd can offer assistance with typesetting and basic layout. Our standard production fee is £60 per hour. Please contact the production department if you would like to discuss our services and they will be happy to help.

Logo / product picture / QR code specifications:

Applicable for enhanced profile bookings, product category sponsorship bookings and floorplan sponsorship bookings.

Logos

Preferred file formats: EPS, AI, PDF
Other accepted file formats: JPG, TIF
Minimum width: 60mm
Minimum resolution: 300dpi

Product Images

File formats: JPG, TIF
Minimum width: 80mm
Minimum resolution: 300dpi



Example pages
taken from 2019 edition



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ADVERTISING COPY
DEADLINE:
Tuesday 4 February 2020

➔ Display advert dimensions and specifications:

FULL PAGE
258mm wide x 320mm deep

Please do not include bleed, crop marks or registration marks.

Your advert will be centred on the page with a white border, as per visuals on page 4.

HALF PAGE
258mm wide x 157mm deep

For all display adverts, please set your page size to the appropriate dimensions and do not include any crop marks.

**QUARTER PAGE
(VERTICAL)**
130mm wide x 157mm deep

BRANDING STRIP
258mm wide x 56mm deep

IF YOU ARE UNSURE WHAT YOU NEED TO SUPPLY, OR CAN'T FIND THE SPECIFICATIONS FOR YOUR BOOKING, PLEASE GET IN TOUCH WITH THE PRODUCTION DEPARTMENT ON +44 (0)20 7841 5961

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