

In partnership with:



Department for
International Trade



أديبك ADIPEC



ADIPEC 2018

SPONSORSHIP PROSPECTUS

PRESENTATION AREA SPONSOR

New for 2018, the UK Pavilion will host an exclusive presentation area and provide the unmissable sponsorship opportunity to enhance visibility and showcase good and services.

Making the most of the industry's Global business leaders and peers in the same location, at the same time, the presentation area can offer UK companies the chance to showcase best practices, new insights and improvement solutions.

In addition, the EIC (in conjunction with DIT) will run sessions on relevant export markets (with a Middle East focus), market intelligence insights and industry hot topics, driving further traffic to the presentation hub.

Sponsorship Features	Gold
Company branding in the presentation area (as part of wall graphics).	✓
Opportunity to run sessions in the presentation area on a daily basis.	✓
A one-hour private use of UK Group Lounge, to host a networking event and invite guests of sponsors choice (Tea, coffee and soft drinks included – all other catering additional).	✓
Access to the UK group lounge during the show for guests of sponsors choice (plus any relevant speakers)	10
Use of private meeting rooms in UK Lounge (subject to availability)	✓
One complimentary full-page advertisement within the Guide to the UK Pavilion A5 brochure (sponsor to provide artwork before 1 September or earlier).	✓
A4 advert (sponsor to provide artwork) in EIC's flagship magazine, 'Energy Focus' which is distributed to a global target audience of energy industry decision makers and c-level executives (valued at £2000)	✓
Sponsor logo and website URL on EIC website and in the UK Guide to the UK Pavilion Brochure	✓
Acknowledgement in the EIC Monthly News which is distributed to 2,000 companies via email.	✓
Logo and acknowledgement on EIC social media channels	✓
Sponsorship Package Cost	SOLD

The presentation area will consist of seating for approx. 20-30 guests (theatre style), equipped with 60" plasma TV, stage, lectern, presentation laptop, microphones (tie clip & handheld for Q&A) and PA system. *Additional items may be subject to charge.*

UK GROUP LOUNGE SPONSOR

3 AVAILABLE

The Group Lounge is a hive of activity throughout the show attracting hundreds of visitors. It serves as a welcome point for the UK pavilion, a meeting point for VIP guests and international delegations, buyer one-to-one meetings, presentations and is used regularly by group exhibitors for refreshments and networking.

Sponsorship Features	Gold	Silver	Bronze
Company branding in the lounge (as part of wall graphics)	✓	✓	✓
A4 advert (sponsor to provide artwork) in EIC's flagship magazine, 'Energy Focus' which is distributed to a global target audience of energy industry decision makers and c-level executives (valued at £2000)	✓		
Sponsor logo and URL included on all promotional/marketing materials and correspondence.	✓	✓	✓
One complimentary full-page advertisement within the Guide to the UK Pavilion A5 brochure (sponsor to provide artwork before 1 October or earlier).	✓		
Sponsor logo and website URL on EIC website and in the UK Guide to the UK Pavilion Brochure	✓	✓	✓
Brochure stand for literature to be displayed in UK Group Lounge	✓	✓	
Acknowledgement in the EIC Monthly News which is distributed to 2,000 companies via email.	✓	✓	✓
Logo and acknowledgement post event on website and social media channels	✓	✓	✓
A one- hour private use of UK Group Lounge, to hold presentations/networking event to invite guests of sponsors choice.	✓		
Access to the UK group lounge during the show for guests of sponsors choice	6	4	2
Use of private meeting rooms (subject to availability)	✓	✓	✓
One complimentary full page advertisement within the Guide to the UK Pavilion A5 brochure (sponsor to provide artwork before 1 October or earlier).	✓	✓	
Sponsorship Package	*SOLD*	*SOLD*	£3000 + VAT

UK DRINKS RECEPTION SPONSORSHIP

3 AVAILABLE

TUESDAY 13TH NOVEMBER 2018

One of the highlights of ADIPEC, is the UK Networking Reception. The 2018 event will be held at the Aloft Hotel with 200 attendees including exhibitors and key local industry partners.



Sponsorship Features	Gold	Silver	Bronze
Sponsor logo on event invitation which is sent electronically to 1,000+ invitees	✓	✓	✓
A4 advert (sponsor to provide artwork) in EIC's flagship magazine, 'Energy Focus' which is distributed to a global target audience of energy industry decision makers and c-level executives (valued at £2000)	✓		
Sponsor logo and URL included on all promotional/marketing materials and correspondence.	✓	✓	✓
One complimentary full page advertisement within the Guide to the UK Pavilion A5 brochure (sponsor to provide artwork before 1 October or earlier).	✓	✓	
Sponsor logo and website URL on EIC website and in the UK Guide to the UK Pavilion Brochure	✓	✓	✓
Branding throughout the reception to include one pop-up banners and plasma screen.	✓	✓	
Acknowledgement in the EIC Monthly News which is distributed to 2,000 companies via email.	✓	✓	✓
Logo and acknowledgement post event on website and social media channels	✓	✓	✓
Complimentary tickets to the EIC networking reception to invite guests	15	8	4
Recognition as sponsor in welcome speech	✓	✓	✓
Opportunity for a four-minute guest speaker spot	✓		
Sponsorship Package	*SOLD*	£4500 + VAT	*SOLD*

OPENING CEREMONY SPONSOR

1 AVAILABLE

The inaugural opening ceremony for the UK National Pavilion ceremony will take place at the entrance to the UK National Pavilion on the morning of Monday 12th November 2018. It will be followed by a VIP tour of the UK Pavilion. The ceremony itself will consist of brief remarks by top UK government representatives (who will recognize the sponsor of the ceremony) and the EIC CEO, followed by the cutting of the ceremonial ribbon to open the UK National Pavilion for business. This high-exposure event will attract media and photographers. It is promoted in publications and through social media.

Sponsorship Features:

- Sponsor logo on front page of the group brochure recognising you as sponsor.
- Sponsor logo and URL included on all promotional/marketing materials and correspondence.
- One complimentary full-page advertisement within the Guide to the UK Pavilion A5 brochure
- Sponsor logo and URL on EIC website.
- Sponsor name/logo displayed on the invitation.
- Acknowledgement in the EIC Monthly news which is distributed to 2,000 companies via post.
- Logo and acknowledgement on the EIC website within the event report – live for approx. six months after the event.

Cost: £4,000 + VAT (Only one available)

For further information
and to apply, contact:

Pamela Nicholson, Overseas Events Manager
Pamela.nicholson@the-eic.com
+44 (0) 1224 628 251



UK GROUP BROCHURE

ADVERTISING OPPORTUNITIES **MULTIPLE AVAILABLE**

The official guide to the UK Pavilion; this publication is distributed onsite at the exhibition & at the drinks reception to more than 1,000 exhibitors/visitors. Gain maximum exposure for your company by advertising in the group brochure.

Outside Back Cover	£1000 + VAT
Inside Back Cover	£800 + VAT
Inside Front Cover	£800 + VAT
Full Page Advert	£600 + VAT
Half Page Advert	£300 + VAT



CARPET STAR SPONSOR

ADVERTISING OPPORTUNITIES **MULTIPLE AVAILABLE**

This year the UK Pavilion will be marked with carpet Decals, which can be sponsored, with your company logo and booth number. This is a great way to draw traffic to your booth and maximise your brand!

1 x Premium carpet sticker (main aisle) **£800 + VAT**

1 x Standard carpet sticker (side aisle) **£600 + VAT**

1 x entrance carpet sticker **£1000 + VAT**



For more information about availability and sticker locations please get in touch.

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