



مؤتمر ومعرض قطر لتكنولوجيا المعلومات
Qatar IT Conference and Exhibition



وزارة المواصلات والاتصالات
MINISTRY OF TRANSPORT AND COMMUNICATIONS

The 5th edition of the Qatar Information Technology Conference & Exhibition

SPONSORSHIP OPTIONS

QATAR IT CONFERENCE & EXHIBITION

The largest information and communication showcase in Qatar



OCT 29 TO 1 NOV 2019 - QATAR NATIONAL CONVENTION CENTER

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INTRODUCTION

OVERVIEW

Qatar IT Conference and Exhibition is Qatar's biggest digital event, connecting smart technology with international expertise, industry specialists, key government decision makers, innovators, and entrepreneurs.

It brought together a diverse ecosystem of stakeholders from the technology sector to exchange ideas and collaborate towards achieving the vision of a smarter Qatar, toward achieving the goals of the Qatar National Vision 2030 to build a knowledge-based, technology-driven economy.



FACTS & FIGURES OF THE LAST EDITION

Qatar IT Conference and Exhibition 2017 was set to be the largest to date.

The 2017 edition included:

Over **85** Public and Private **PARTNERS**
and **15** **SPONSORS**

Over **20** Visiting **INTERNATIONAL**
Delegations Representing Global Smart Cities

More than **150**
Local and Global **EXHIBITORS**

More than **17,000** **VISITORS** explored
Smart City Solutions and Programs

Unique **LEARNING** and **BUSINESS** Opportunities

ACHIEVEMENTS & OUTCOMES

The Conference at QITCOM 2017 focused on the concept of Smart Cities and the transformational power of smart technology to improve quality of life and promote sustainable economic growth across different sectors of the economy. QITCOM 2017 was the first leap towards Smart Qatar with 120 companies submitting their smart solutions and having a presentation of the best 52 solutions for the Smart Qatar TASMU program. In addition, the conference featured over ninety internationally renowned expert speakers with specialist knowledge in Sustainable and Smart Cities field.

In achieving Qatar's 2030 Vision to advance economic diversification through enabling the ICT sector. QITCOM 2017 resulted in the signing of 35 MOU's and over 250 B2B meetings. Along with the promotion of investment opportunities in Qatar through 17 investments in Qatari startups and enabled three other investment opportunities. The conference also held 15 workshops to support Digital Transformation of SME's. Moreover, the conference encouraged participation of local institutions which led to 70% participation of governmental organizations and the release of over 40 new projects and strategies. Along with the inauguration of the Digital Youth festival that had a participation of 1600 students from 52 schools.

The event featured, among others, the Entrepreneurship Zone that contained a variety of activities dedicated to entrepreneurs and SMEs in the digital space. Around 400 entrepreneurs participated in the Entrepreneurship Zone activities, where more than 50 local, regional and international startups showcased their products and services in the Startup Hub. The entrepreneurship zone also included the CodeCamp that resulted in 4 winners, Innovation Theatre that had 5 winners, "Make the Deal" investor matchmaking which achieved 3 deals and it concluded in the incubation of 10 startups.

SPONSORSHIP PACKAGES

STRATEGIC SPONSORSHIP

Sponsor : 2,5 Million QAR, including a booth of 120 sqm

The Strategic Sponsorship Package is tailored for sponsors seeking a substantial engagement and strong brand association with highly successful Qatar IT Conference and Exhibition event. Apart from an opportunity for visibility within the community, a strategic sponsor will have all exclusive exhibition Opening Ceremony benefits.

These exclusive benefits include an opportunity to be the key note speaker at the Opening Ceremony. The sponsor will get its logo on the exhibition app used during the full event.

In this option the Sponsors will get a designated 120 SQM exhibition space at a prime location.

EXCLUSIVE BENEFITS

- Key Note Speaker at the Opening ceremony
- Sponsor's logo presence on the Opening ceremony invitation
- Sponsor's logo will be featured in both sides of the Lanyards and Badges of the event
- Panelist slot in the relevant conference session
- Sponsor's logo to be included in all print advertisements
- Sponsor's logo to be included in all the Qatar IT Conference and Exhibition branding
- Present at the Press Conference as part of the main panel addressing the press

**In Addition to these benefits
the **STRATEGIC SPONSOR**
will also be entitled to range of other benefits:**

1. PRESS BENEFITS

- Sponsor Logo to be placed at the press conference backdrop
- Sponsor's press releases to be included in Qatar IT Conference and Exhibition Press Kit

2. PROMOTION AND ADVERTISING CAMPAIGN BENEFITS

- Sponsor's logo to be included in all email campaigns.
- Sponsor's logo positioning on all collaterals of the event.
- Testimonial Video onsite to be advertised in our social media channels

3. WEBSITE BENEFITS

- Logo to be placed on Qatar IT Conference and Exhibition website
- Links to Strategic Sponsor website from the Qatar IT Conference and Exhibition website
- Sponsor's logo to be placed on Qatar IT Conference App

4. ON-SITE BRANDING BENEFITS

- Sponsor logo to be displayed on the screen at the exhibition entrance

5. SHOW CATALOG BENEFITS

- Sponsor Logo on the front cover of the show catalogue
- 1 double spread page ad in the show catalogue

6. COMPLEMENTARY ACCESS BENEFITS

- 1 Exclusive invite for the VVIP table at the Gala dinner
- 20 Complimentary Invitations for the opening ceremony
- 10 Complimentary VIP invitations for the opening ceremony
- 8 Complimentary VVIP invitations for the Opening Ceremony
- 15 invitations for the Gala dinner
- 6 VIP invitations for the Gala dinner
- 50 Complimentary VIP invitations to visit the exhibition

OFFICIAL SPONSORSHIP

Sponsor : 1 Million QAR, including a booth of 72 sqm

The official sponsor will be recognized as a key sponsor of Qatar IT Conference and Exhibition event with priority branding opportunity.

Each sponsor will have an additional advantage to have a panel speaker in the conference.

In this option the Sponsors will get a designated 72 SQM exhibition space at a prime location.

EXCLUSIVE BENEFITS

- Key Note Speaker at the Opening ceremony
- Sponsor's logo presence on the Opening ceremony invitation
- Sponsor's logo will be featured in both sides of the Lanyards and Badges of the event
- Panelist slot in the relevant conference session
- Sponsor's logo to be included in all print advertisements
- Sponsor's logo to be included in all the Qatar IT Conference and Exhibition branding
- Present at the Press Conference as part of the main panel addressing the press

**In Addition to these benefits
the OFFICIAL SPONSORSHIP
will also be entitled to range of other benefits:**

1. PRESS BENEFITS

- Invitation to attend the Press conference
- Sponsor Logo to be placed at the press conference backdrop
- Sponsor's press releases to be included in the Qatar IT Conference and Exhibition Press Kit

2. PROMOTION AND ADVERTISING CAMPAIGN BENEFITS

- Sponsor's logo to be included in all email campaigns
- Sponsor's logo positioning on all collaterals of the event.
- Testimonial Video onsite to be advertised in our social media channels

3. WEBSITE OFFERING

- Logo to be placed on Qatar IT Conference and Exhibition website
- Links to Official Sponsor's website from the Qatar IT Conference and Exhibition website
- Sponsor's logo to be placed on Qatar IT Conference App

4. ON-SITE BRANDING BENEFITS

- Placement of Sponsor logo at the entrance of the Exhibition

5. SHOW CATALOG BENEFITS

- Logo on the front cover of the show catalogue
- 1 double spread page ad in the show catalogue

6. COMPLEMENTARY ACCESS BENEFITS

- 8 Complimentary Invitations for the opening ceremony
- 6 Complimentary VIP invitations for the opening ceremony
- 4 Complimentary VVIP invitations for the Opening Ceremony
- 5 invitations for the Gala dinner
- 3 VIP invitations for the Gala dinner
- 30 Complimentary VIP invitations to visit the exhibition

PEARL SPONSORSHIP

Sponsor : 500,000 QAR, including a booth of 60 sqm

Pearl sponsorship packages contain the opportunity for visibility within the community through recognition across event collaterals, within Qatar IT Conference the Exhibition website, and through media exposure.

In this option the Sponsors will get a designated 60 SQM exhibition space at a prime location.

In Addition to these benefits the Silver Sponsor will also be entitled to range of other benefits:

1. PRESS BENEFITS

- Invitation to attend the Press conference
- Sponsor Logo to be placed at the press conference backdrop
- Sponsor's press releases to be included in the Qatar IT Conference and Exhibition Press Kit

2. PROMOTION AND ADVERTISING CAMPAIGN BENEFITS

- Sponsor's logo to be included in all email campaigns
- Sponsor's logo positioning on all collaterals of the event
- Testimonial Video onsite to be advertised in our social media channels

3. WEBSITE OFFERING

- Logo to be placed on Qatar IT Conference and Exhibition website
- Links to Pearl Sponsor's website from the Qatar IT Conference and Exhibition website
- Sponsor's logo to be placed on Qatar IT Conference App

4. ON-SITE BRANDING BENEFITS

- Placement of Sponsor logo at the entrance of the Exhibition

5. SHOW CATALOG BENEFITS

- Logo on the back cover of the show catalogue
- Half page ad in the show catalogue

6. COMPLEMENTARY ACCESS BENEFITS

- 4 Complimentary Invitations for the opening ceremony
- 2 Complimentary VIP invitations for the opening ceremony
- 2 Complimentary VVIP invitations for the Opening Ceremony
- 2 invitations for the Gala dinner
- 2 VIP invitations for the Gala dinner
- 20 Complimentary VIP invitations to visit the exhibition

GOLD SPONSORSHIP

Sponsor : 300,000 QAR, including a booth of 42 sqm

A Gold sponsor will have an opportunity to spread their brand awareness and would have an access to 42 SQM of exhibition space for displaying their solutions to show real benefits to the people of Qatar & businesses.

In this option the sponsor will get a designated 42 SQM exhibition space at a prime location.

In Addition to these benefits the Silver Sponsor will also be entitled to range of other benefits:

1. PRESS BENEFITS

- Invitation to attend the Press conference
- Sponsor Logo to be placed at the press conference backdrop
- Sponsor's press releases to be included in the Qatar IT Conference and Exhibition Press Kit

2. PROMOTION AND ADVERTISING CAMPAIGN BENEFITS

- Sponsor's logo to be included in all email campaigns
- Sponsor's logo positioning on all collaterals of the event
- Testimonial Video onsite to be advertised in our social media channels

3. WEBSITE OFFERING

- Logo to be place on Qatar IT Conference and Exhibition website
- Links to Official Sponsor's website from the Qatar IT Conference and Exhibition website
- Sponsor's logo to be placed on Qatar IT Conference App

4. ON-SITE BRANDING BENEFITS

- Placement of Sponsor logo at the entrance of the Exhibition

5. SHOW CATALOG BENEFITS

- Logo on the back cover of the show catalogue
- Half a page of ad in the show catalogue

6. COMPLEMENTARY ACCESS BENEFITS

- 4 Complimentary Invitations for the opening ceremony
- 2 Complimentary VIP invitations for the opening ceremony
- 1 Complimentary VVIP invitation for the Opening Ceremony
- 1 invitation for the Gala dinner
- 1 VIP invitation for the Gala dinner
- 15 Complimentary VIP invitations to visit the exhibition

SILVER SPONSORSHIP

Sponsor : 250,000 QAR, including a booth of 36 sqm

The Silver Sponsorship Package is suited for sponsors who want the visibility, association with Qatar IT Conference and Exhibition esteemed reputation and opportunities to network with technology and innovation ecosystem. **Along with, a 36 SQM of exhibition space at a selected location to showcase their products and solutions.**

In Addition to these benefits the Silver Sponsor will also be entitled to range of other benefits:

1. PRESS BENEFITS

- Invitation to attend the Press conference
- Sponsor Logo to be placed at the press conference backdrop
- Sponsor's press releases to be included in the Qatar IT Conference and Exhibition Press Kit

2. PROMOTION AND ADVERTISING CAMPAIGN BENEFITS

- Sponsor's logo to be included in all email campaigns
- Sponsor's logo positioning on all collaterals of the event
- Testimonial Video onsite to be advertised in our social media channels

3. WEBSITE OFFERING

- Logo to be placed on Qatar IT Conference and Exhibition website
- Links to Official Sponsor's website from the Qatar IT Conference and Exhibition website
- Sponsor's logo to be placed on Qatar IT Conference App

4. ON-SITE BRANDING BENEFITS

- Placement of Sponsor logo at the entrance of the Exhibition

5. SHOW CATALOG BENEFITS

- Logo on the back cover of the show catalogue
- Half a page ad on the show catalogue

6. COMPLEMENTARY ACCESS BENEFITS

- 4 Complimentary Invitations for the opening ceremony
- 2 Complimentary VIP invitations for the opening ceremony
- 1 Complimentary VVIP invitation for the Opening Ceremony
- 1 invitation for the Gala dinner
- 1 VIP invitation for the Gala dinner
- 15 Complimentary VIP invitations to visit the exhibition

THANK YOU!

WE ARE LOOKING FORWARD TO SEE YOU AT QATAR IT CONFERENCE & EXHIBITION 2019

For any enquiries regarding Sponsorship Packages, please feel free to contact our Head Of Sponsorship :

AMERICA

Valérie Bihet

valerie@thevibeagency.com

+1 305 7989738

EUROPE

Jérôme Dernis

jerome.dernis@auditoire.com

+33 6 69 64 09 09

ASIA

Camille Silly de Vaumas

camille.devaumas@auditoire.com

+974 5033 3593

MIDDLE EAST

Devon Okereke

devon.okereke@auditoire.com

+974 6690 4629