

Stand out from your competitors and make a greater impact on your TGFM participation!

In order to help you stand out in this prestigious event, we have created the following packages that would suit your objectives and budget ranging from classic options (i.e. Advertisements) to more elaborated solutions (i.e. Sponsorship Packages).

Promotional Tools and Sponsorship Opportunities

Exhibition Pocket Guide

1,000 copies to be distributed to all the visitors in the Registration Area. This guide is a mini catalogue that contains the full schedule for the exhibition, the exhibitor list and the floor plan.

Exclusive Sponsorship AED 5,500

The sponsor will benefit from:

- Sponsor's logo and stand number on the back of the guide
- Brand highlight inside the guide
- Stand will be highlighted in the floor plan.
- Company name will be highlighted in the Exhibitor List

Back cover advertisement (exclusive) AED 2,000

(W 7.5 cm x H 12.5 cm with 0.5 cm bleed)

Inside page advertisement (non-exclusive) AED 1,000

(W 15 cm x H 25 cm with 0.5 cm bleed)



Digital Advertisement

TGFM Website AED 2,500

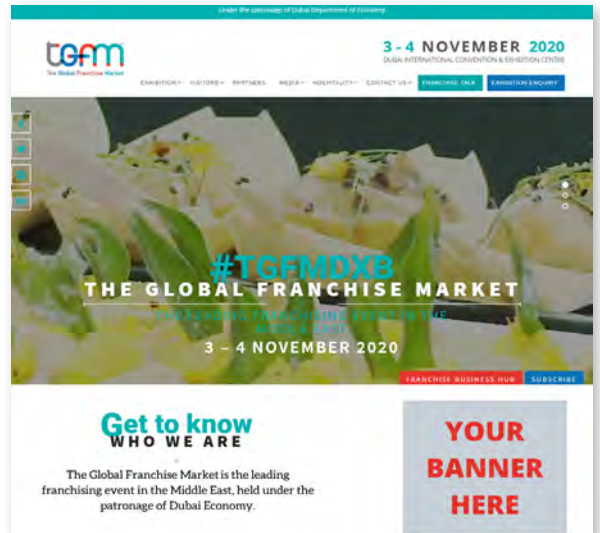
Banner ad on www.globalfranchisemarket.com to be uploaded from the moment the artwork is received until 10 March 2021. The artwork shall be provided by the sponsor and subject to the organizer's approval.

- 925 x 142 pixels (maximum 3 in rotation)
- 24,390 Pages views, 11,913 visitors
- 1 banner on a menu heading and its sub-headings

TGFM E-Flyer Banner AED 1,000

- Prominent banner placement
- Only one banner per campaign
- 675 x 100 pixels
- Artwork shall be provided by the sponsor (subject to the organizer's approval)

** rate is applicable for one e-flyer campaign



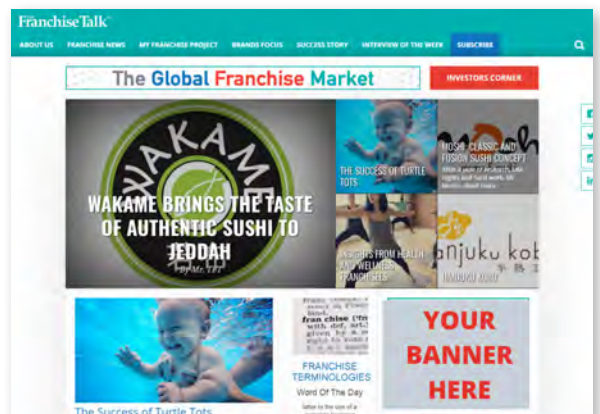
The Franchise Talk Website AED 2,000

Banner ad on www.thefranchisetalk.com homepage (300 x 250 pixels) to be uploaded from the moment the artwork is received until 10 March 2021. Artwork shall be provided by the sponsor and subject to the organizer's approval.

The Franchise Talk E-Newsletter Banner AED 900

- Prominent banner placement
- Only one banner per campaign
- 675 x 100 pixels (4/c)
- Artwork shall be provided by the sponsor (subject to the organizer's approval)

** rate is applicable for one e-flyer campaign



Lanyards

1,000 lanyards distributed to all VIPs, Media, Trade Visitors, Investors and Exhibitors. Lanyards shall be provided by the sponsor (*type of lanyard to be approved by the organizer and items should be received a week before the event starts*).

Exclusive to the sponsor **AED 8,000**

Co-branded with the organizer **AED 4,000**

** Should you require the organizer to provide the lanyards, please contact us on exhibit@globalfranchisemarket.com

Badges

Placing the sponsor's logo on the back of 1,000 badges distributed to all VIPs, Media, Trade Visitors, Investors and Exhibitors (*provided by the organizer*).

AED 4,000

Exhibition Bags

1,000 bags to be distributed to VIPs, Trade Visitors and Investors. Sponsor logo will be printed on the bag which will be carried by attendees during and after the event. The sponsor has the opportunity to supply promotional items (*i.e. flyers, gifts*) for insertion in the bags during TGFM 2021.

AED 7,000

Insert in Exhibition Bags

1,000 flyers/gifts (*provided by the sponsor*) to be distributed to VIPs, Trade Visitors and investors. Items shall be approved by the organizer and provided by the sponsor.

AED 2,000

Franchise Business Hub

- 50 seating capacity
- Over 500 business meetings during the event
- Branding of the lounge

AED 14,000

Sponsor will also receive the following:

- 1 inside page advertisement in the pocket guide
- Flyer or goodies distribution in the Franchise Business Hub
- 1 e-flyer marketing campaign
- 1 sponsor's highlight on social media platforms

Refreshment Area

Looking for a sampling opportunity at TGFM? The Refreshment Area Sponsor will have the ability to showcase their product - be it coffee or food. If coffee, it shall be a ready-to-go brewed coffee, and if food, the sponsor shall provide plates and napkins. The sponsor may choose to build a customized area, or provide their own furniture (*from the coffee shop / restaurant*).

AED 8,000

Sponsor will also receive the following:

- 1 inside page advertisement in the pocket guide
- Flyer or goodies distribution in the Refreshment Area
- 1 e-flyer marketing campaign
- 1 sponsor's highlight on social media platforms



	Platinum Sponsor	Gold Sponsor	Silver Sponsor
Package Price	AED 129,000	AED 54,000	AED 40,000
Maximum Sponsors per Category	2	2	2
Booth in the Trade Exhibition (<i>raw space</i>)	36 sqm	18 sqm	9 sqm
Exhibition Pocket Guide	Back cover	Inside page	Inside page
Flyers at Registration Desk	Yes	-	-
Website Advertisement (<i>non-exclusive</i>)	Home Page W: 250 x L: 350	Home Page W: 250 x L: 350	Registration Page W: 250 x L: 350
2 Hanging Banners above the Sponsor's Stand (<i>1m x 3m</i>)	Yes	-	-
Roll-up Banners across the exhibition	3	2	1
Mobile Application push notifications (<i>from October till the day of the event</i>)	Weekly	Twice a Month	-
Sponsor's highlight e-flyer	2	2	1
Social media posts (<i>from October to March</i>)	Weekly	Twice a month	Monthly
Company logo on: Pre-event collaterals, e-collaterals, website and exhibition catalogue	Yes	Yes	Yes

Note : Prices listed above are exclusive of the 5% Value Added Tax (VAT). VAT will be added to the invoice.