



[www.samenacouncil.org](http://www.samenacouncil.org)

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# Annual Conference Planning 2011

## List of the Approved Meetings

### Mobile Broadband Summit 2011

Dates : 23rd & 24th May 2011

Country : Islamabad, Pakistan

Hotel : Serena Hotel

### Beyond Connectivity 2011

Dates : 25th, 26th & 27th April 2011

Country : Abu Dhabi

Hotel : The Yas Hotel

### Convergence to Qatar 2011

Dates : 18th & 19th October 2011

Country : Qatar

Hotel to be advised

## Reasons to Sponsor

1. An opportunity to associate your organization with the region's multi-continent telecom consortium.
2. An opportunity to take advantage of a captive audience from SAMENA regions.
3. An opportunity for Added Exposure - A short profile of your organization will be printed in the catalogue free of charge and will be distributed in all participants.
4. Your organization will be mentioned on SAMENA website.
5. An opportunity for Networking amongst visitors.

## Diamond Sponsorship (USD 50,000)

This exclusive package allows sponsors to firmly prop up their self as the lead sponsor and market leader within their field. The Diamond package gives sponsor an unrivaled branding opportunity across the entire conference.

### Pre-event branding to include

1. Website
  - a. A light Box having the company logo on SAMENA website.
  - b. Description about the company on SAMENA Website & e-blast to entire AMENA database during the conference.
  - c. Company Logo to be posted on SAMENA website's homepage with hyperlink.
2. Company logo in all our reminders (Email signatures, Newsletters, etc)
3. Promotion(Marketing Material): Company logo in all Promotional material of the event including Backdrops, Popup, Agenda, Flyers, lanyards etc. (The diamond Sponsor's logo will be more identified than the others)
4. Branding
  - a. A 20% discount on advertisement in "Telecom Review"; a Middle East and North African distributed English magazine.
  - b. A discount of 20% on advertisement in "Teletimes International"; a South Asia and Middle East circulated English magazine.
  - c. A discount of 25% on advertisement through "ICT Media"; a Euro-Asia circulated English publication.
5. Ten (10) complimentary registrations
6. An Opportunity for three executives from the company to speak during the event

### Post-event branding to include

1. Speakers' presentations on SAMENA Website (Restricted to company & SAMENA members only)
2. Speakers' Biography on SAMENA website (Restricted to company & SAMENA members only)

## Platinum Sponsorship (USD 35,000)

This exclusive package allows sponsors to firmly cement their self at the lead sponsors and market leader within their field.

### Pre-event branding to include

1. Website
  - a. A light Box having the company logo on SAMENA website.
  - b. Description about the company on SAMENA website & one e-blast to entire SAMENA database.
  - c. Company Logo to be posted on website's homepage with hyperlink.
2. Company logo in all our reminders (Email signatures, Newsletters, etc)
3. Promotion (Marketing Material): Company logo in all Promotional material of the event including Backdrops, Popup, Agenda, Flyers, lanyards etc
4. Branding
  - a. A 20% discount on advertisement in "Telecom Review"; a Middle East and North African distributed English magazine.
  - b. A discount of 20% on advertisement in "Teletimes International"; a South Asia and Middle East circulated English magazine.
  - c. A discount of 25% on advertisement through "ICT Media"; a Euro-Asia circulated English publication.
5. Six (6) complimentary registrations

### Post-event branding to include

1. Speakers' presentations on SAMENA Website (Restricted to company & SAMENA members only)
2. Speakers' biography on SAMENA website (Restricted to company & SAMENA members only)

## Gold Sponsorship (USD 25,000)

This package gives sponsors the opportunity to have prominent branding at the event and reach a captive target audience

### Pre-event branding to include

1. Website
  - a. A light Box having the company logo on SAMENA website.
  - b. Description about the company on SAMENA website.
  - c. Company Logo to be posted on website's homepage with hyperlink.
2. Company logo in all our reminders(Email signatures, Newsletters, etc)
3. Promotion (Marketing aterial): Company logo in all Promotional material of the event including Backdrops, Popup, Agenda, Flyers, lanyards etc
4. Branding
  - a. A 20% discount on advertisement on "Telecom Review"; a Middle East and North African distributed English magazine.
  - b. A discount of 20% on advertisement in "Teletimes International"; a South Asia and Middle East circulated English magazine.
  - c. A discount of 25% on advertisement through "ICT Media"; a Euro-Asia circulated English publication.
5. Four (4) complimentary registrations

### Post-event branding to include

1. Speakers' presentations on SAMENA Website (Restricted to company & SAMENA members only)
2. Speakers' biography on SAMENA website (Restricted to company & SAMENA members only)

## Silver Sponsorship (USD 15,000)

This package also gives sponsors the opportunity to have prominent branding at the event and reach a captive target audience

### Pre-event branding to include

1. Website
  - a. A light Box having the company logo on SAMENA website.
  - b. Description about the company on SAMENA website.
  - c. Company Logo to be posted on website's homepage with hyperlink.
2. Company logo in all our reminders (Email signatures, Newsletters, etc)
3. Promotion (Marketing Material): Company logo in all Promotional material of the event including Backdrops, Popup, Agenda, Flyers, lanyards etc
4. Branding
  - a. A 20% discount on advertisement in "Telecom Review"; a Middle East and North African distributed English magazine.
  - b. A discount of 20% on advertisement in "Teletimes International", a South Asia and Middle East circulated English magazine.
  - c. A discount of 25% on advertisement through "ICT Media"; a Euro-Asia circulated English publication.
5. Two (2) complimentary registrations

### Post-event branding to include

1. Speakers' presentations on SAMENA Website (Restricted to company & SAMENA members only)
2. Speakers' biography on SAMENA website (Restricted to company & SAMENA members only)

## Gala Dinner Sponsorship (USD 45,000)

### (Includes Entertainment (2 shows) & Awards Ceremony)

An exceptional opportunity to host the conference Gala Dinner, providing your company with a unique platform to profile yourselves as an industry leader set in a stylish and entertaining environment. The evening will be used for Musical Evening. Why not bring in your senior team and have them strategically seat on potential top client's tables! Or, you can use the complimentary places to invite your best clients. It's your evening and you can run it to achieve whatever you like!

### Branding

1. Company banners and marketing materials will be displayed in and around the Gala Dinner venue, highlighting your company as the Gala Dinner sponsor
2. Eight (8) Complimentary passes (2 tables) to Dinner for your staff or clients
3. Your company will have the opportunity to present Two (2) written articles in the conference's catalogue
4. Your company logo will adorn the conference's printing materials, the website, and other SAMENA publications in electronic and hard copy forms
5. Your company will be entitled to:
  - a. A 20% discount on advertisement in "Telecom Review"; a Middle East and North African distributed English magazine.
  - b. A discount of 20% on advertisement in "Teletimes International", a South Asia and Middle East circulated English magazine.
  - c. A discount of 25% on advertisement through "ICT Media"; a Euro-Asia a circulated English publication.

## Cocktail Sponsorship (USD 12,000)

The sponsor is encouraged to give a welcoming address. The cocktail reception provides a great opportunity for delegates, speakers, sponsors and seminar attendees to network in a relaxing environment at the evening before the Gala Dinner begins.

### Branding

1. Company banners and marketing materials will be displayed in and around the lunch venue, highlighting your company as the cocktail sponsor
2. Five (5) Complimentary passes (1 table) for your staff or clients
3. Your company will have the opportunity to present one (1) written article in the conference's catalogue
4. Your company logo will adorn the conference's printing materials, the website, and other SAMENA publications in electronic and Hard copy forms

## Lunch Sponsorship (USD 10,000)

You will have the opportunity to host conference luncheons, providing an excellent opportunity to profile your company and deliver your corporate message to all of the conference attendees. Remember, everyone at the conference is going to be there and you can bring your senior executives along to mix with conference delegates and speakers. It's your time to shine so why not make the most of this opportunity.

### Branding

1. Company banners and marketing materials will be displayed in and around the lunch venue, highlighting your company as the lunch sponsor
2. Four (4) Complimentary passes (1 table) to lunch for your staff or clients
3. Your company will have the opportunity to present one (1) written article in the conference's catalogue
4. Your company logo will adorn the conference's printing materials, the website, and other SAMENA publications in electronic and hard copy forms

## Additional Sponsorship & Advertising Opportunities

Have your corporate logo and details will be printed on the below mentioned the conference details, which will be distributed to each delegate and/or posted during the conference in its respective places.

Another great way to have your organization remembered by attendees is to have your corporate logo printed as sponsor of one of the below mentioned items. We can also offer you the annual sponsorship opportunity for you to be remembered all year long in all SAMENA Telecommunications Council's activities. Choose your way, your package, your budget, and be part of the SAMENA's annual planning.

### Leadership Sponsorship Packages

Type	Workshops \$	Conferences \$
Diamond Sponsor (Sole)	40,000	50,000
Platinum (max 4)	30,000	35,000
Gold ( Max 15 )	17,500	25,000
Silver ( unlimited )	10,000	15,000
Panel Moderating Opportunity	2,000	4,000

### Branding & Exposure Sponsorship Packages

Type	Workshops \$	Conferences \$
Badges & Lanyards	10,000	15,000
Lanyards	5,000	8,000
Badges	2,500	6,000
Registration Area	10,000	15,000
Delegate Bags	6,000	12,000
Internet Zone	8,000	12,000
Press & Media	3,000	5,000
VIP Lounge	5,000	8,000
Meeting Room	1,500	3,500
Corporate Literature	1,500	3,500
Stationery (pens, Notepad)	2,500	6,000

### Networking Sponsorship Packages

Type	Workshops \$	Conferences \$
Lunch	5,000	10,000
Breakfast	2,000	5,000
Cocktail reception (in hotel)	-	12,000
Cocktail reception (out Hotel)	-	15,000
Coffee Break	10,000	15,000
Gala Dinner (not including the awards)	-	45,000

### Advertizing Opportunity in the Booklet

Type	Workshops \$	Conferences \$
Center Spread (double pages)	1,000	2,000
Two pages	850	1,800
Back Cover page	950	2,000
Inside Back Cover page	750	1,200
Inside Front Cover page	900	2,000
Full page	500	1,000

### Web Sponsorship Packages (inside the meeting page)

Type	Workshops hops \$	Conferences \$
4 months	8,000	12,000
3 months	6,000	9,000
2 months	4,000	6,000
1 month	2,000	3,000