

Metal & Steel Egypt 2010

METAL & STEEL 20

Sponsorship Packages

Platinum Sponsorship Benefits

Stage 1 Prior to Course of the Exhibition and Conference:

- Placing the name and logo of the platinum sponsor on the advertisements in all of the international and local newspapers and magazines sponsoring the event.

• Media Partners	
• Magazine Name	• Field
• MPT International	• Metallurgical Technology
• Casting Plant and Technology	• Casting
• Steel Metallurgy	• Steel Technologies
• Metal Bulletin	• Metal&steel
• Metal World	• Metal working
• Steel World	• Steel working
• Daily News	• Egyptian Daily Newspaper
• Umetal	• Metal & steel
• Steel Times International	• Steel Technology
• TPT Tube Product International	• Wire & Tubes
• Stahl Eisen	• Engineering & Metal working
• Int'l Metalworking News, Middle East	• Metal working

- The platinum sponsor will have a larger position than the gold and silver sponsor, yet smaller than the diamond.
 - The platinum sponsor's name and logo will be placed on outdoor banners and exhibition publications (brochures and fliers)
 - The platinum sponsor's logo will be printed in a special way on the invitations that will be sent to the targeted countries in the English and French languages.
 - The platinum sponsor's name and logo will be placed on the event's own website (www.metalsteeleg.com), which will have a direct link to the sponsor's website.
 - The sponsor will receive the approval of AGEX Ltd, Arabian German for Exhibitions, to publicise his platinum sponsorship of the exhibition and conference in the newspapers and magazines as part of the marketing activity of the sponsor.
 - Placing the name and logo of the platinum sponsor on all the newsletters and mailings of the exhibition and conference that are designed by AGEX prior to and in the events themselves.
-
- **Stage 2** during the Course of the Exhibition and Conference:
 - Sponsor's company name and logo will be placed on the entrance of the exhibition's hall (printed on banners on four concrete columns in front of the main entrance to Hall 1)
 - The platinum sponsor will be provided with a very special stand at the entrance of the exhibition where the sponsor will choose the area for his company as he sees fit.
 - Sponsor's name and logo to be placed on 10 flags located at the entrance of the exhibition.
 - Platinum Sponsor's name and logo to be placed on the exhibition's special banners as well as on the exhibition map located at the main entrance of the exhibiting halls.
 - Platinum Sponsor's name and logo will be printed on the exhibitor's and visitor's badges.

- Placing the name and logo of the sponsor on the outer cover of the event's directory, plus devoting 4 full pages inside to be edited by the chairman of the sponsoring company with a 4x6 photo, which will be heavily distributed in the exhibition.
- Sponsor's name and logo will be placed on a special (Hang Up) banner.
- Placing the name and logo of the sponsor on 2 (Roll Ups) in front of the main entrance of the exhibition.
- Special Photography (photo/video) of the platinum sponsor's wing in the exhibition and conference
- The Platinum sponsor will be provided with 500 VIP official invitations for his guests.
- Presenting and distributing the platinum sponsor's publications at the registration desk.
- Special thanks will be given from the organizing company to the platinum sponsor before the conference is held.

Stage 3 After the course of the conference and exhibition

- Platinum sponsor will be awarded with a special commemoration.
- Sponsor's name and logo will be placed on the front page of the exhibition's website, as well as news about the sponsor and its achievements, until the second round takes place.

Sponsorship Package and Method of Payment

- The platinum sponsorship package costs 30,000 Euro, or its equivalent in Egyptian pounds, which can be paid as follows:
 - 50% on signing the contract, and 50% on 15 Jan 2010.