

**GULFOOD
GREEN**



SPONSORSHIP BROCHURE

24-26 SEP 2024

DUBAI WORLD TRADE CENTRE

TIME FOR THE INDUSTRY TO **TAKE A STAND**

- The **world's largest** responsible food and agriculture event aggregating the globe's biggest actors
- Convening global ecosystem players and leaders and putting the **biggest agendas** on the table
- Facilitating cross-border collaboration to **accelerate the resolution** of some of the world's most pressing ecological and human health challenges
- **Promoting a new green food economy:** from novel ingredients to next-gen products & processes reducing environmental impacts whilst optimising health and nutrition
- **The biggest food and agtech startup showcase** - presenting emerging technologies and solutions with the potential to transform food systems and have a powerful impact on both people and planet

PROPEL SUSTAINABILITY & INNOVATION

to the top of all stakeholder agendas,
transforming our consumption behaviours and
leading us to a more responsible future

- The inaugural Gulfood Green will bring together the global community to forge a path to food security and sustainable, nutritious food development.
- A global platform to ignite, influence and continue conversations within the wider community, to create a momentous shift towards more resilient and sustainable food production and consumption, setting a precedent for the future.
- A global exhibition and summit promoting healthier and sustainable food systems, focused on fresh produce, plant-based alternatives and groundbreaking sustainable and commercially scalable products and solutions that can have a positive impact on the food industry.
- International businesses and leaders, influential speakers, the world's top startups, innovators and food revolutionaries will unite with purpose to collectively inspire new solutions through innovative thinking, multi-disciplinary expertise and collaborative action.



**COP²⁸
UAE**

CONTINUING **THE MOMENTUM**

UAE IS THE HOME OF COP28

WHERE SUSTAINABILITY IS TAKING CENTRE STAGE

With global efforts focused on climate change and carbon emissions, Gulfood Green will draw on the lessons of COP28 by continuing to foster the dialogue, uniting prominent global innovators to exchange their experiences, challenges, and initiatives that are advancing the transition to sustainable food systems. Gulfood Green exemplifies the commitment to making green living a lasting way of life.

GULFOOD GREEN

&



Gulfood AgroTech

will provide the perfect platform to showcase your brand, products and services to be seen and heard by the global Food & Agriculture industries.

From world class activations, exciting initiatives to headline worthy talks and debates, we will work with you to create opportunities that will captivate our audience

- **Form strategic partnerships** with important government Entities, Investors and leading regional corporations
- **Distinguish your brand from the competition** and enhance your brand's visibility by leveraging The exhibition and Summit's multi-media marketing and PR campaign
- **Mentor, guide & help startups** focusing on solving the Agri-food industry's biggest challenges
- **Build your brand image** and position your brand in front of top ranking Agriculture and Food professionals from the entire globe
- **Position your brand** as a supporter of Global Food Security
- **Associate your brand** with the high-level summit to establish your position as a thought leader



PLATINUM SPONSORSHIP

AED 150,000

The pinnacle package for your company. A Platinum Sponsor gets the most premium branding spaces across the show venue, visibility across marketing campaigns in major newspapers and trade magazines, digital marketing campaign, PR features and more.

PRE - EVENT

- Logo and hyperlink on the homepage
- Logo on printed event collaterals
- Logo on show newsletters
- Logo on advertising campaigns
- Logo on interactive floor plan / mobile app
- Banner with hyperlink on website homepage
- Sponsor mention on Gulfood Green social channels
- A dedicated page on the Gulfood Green website

AT EVENT

- Logo and profile in official show catalogue
- Logo around venue wherever relevant
- 3m x 3m hanging banner over the stand

POST EVENT

- Logo on post show report sent out to the exhibitor database
- Acknowledgement in post show press releases
- Logo on thank you e-mail for all visitors post show

SPEAKING OPPORTUNITIES & SUMMIT BRANDING

- 1 x Keynote – Main stage
- 2 x Panel speaking opportunities – Gulfood Green main stage (speaking slots, topics and tracks are subject to agreement with DWTC producer)
- Logo on Digital & Physical branding around main stage area

GOLD SPONSORSHIP

AED 100,000

An exceptional opportunity to gain brand visibility before, during and after the show. Gold Sponsors get consistently featured across our marketing campaigns, high visibility on-site, and great promotional opportunities during the show.

PRE-EVENT

- Logo and hyperlink on the homepage
- Logo on printed event collaterals
- Logo on show newsletters
- Logo on advertising campaigns
- Logo on interactive floor plan / mobile app
- Banner with hyperlink on website homepage
- Opportunity to share content on Gulfood Green social, media channels (Including: Insta, Twitter, Facebook, LinkedIn, YouTube/subject to DWTC approval)

AT EVENT

- Logo and profile in official show catalogue
- Logo around venue wherever relevant
- 2m x 2m hanging banner over the stand

POST EVENT

- Logo on post show report sent out to the exhibitor database
- Acknowledgement in post-show press releases

SPEAKING OPPORTUNITIES & SUMMIT BRANDING

- 2 x Panel speaking opportunity for a senior executive in targeted sector conference session (speaking slot, topic and track are subject to agreement with DWTC producer)
- Logo on Digital & Physical branding around main stage area





SILVER SPONSORSHIP

AED 50,000

The last of our major sponsorship packages offering top-tier benefits. Strong brand visibility across the marketing campaigns, high-profile branding at the venue and across post-show collaterals to help keep your business and brand top-of-mind.

PRE - EVENT

- Logo and hyperlink on the homepage
- Logo on printed event collaterals
- Logo on show newsletters
- Logo on advertising campaigns
- Logo on interactive floor plan / mobile app

AT EVENT

- Logo and profile in official show catalogue
- Logo around venue wherever relevant
- 2m x 2m hanging banner over the stand

POST EVENT

- Logo on post show report sent out to the exhibitor database

THOUGHT LEADERSHIP OPPORTUNITIES

Be seen as a Mentor, guide and supporter of budding entrepreneurs using technology to solve the Agri-food industries biggest challenges

STARTUP INNOVATION SPONSOR – FOODTECH

AED 90,000

This is your chance to enable and demonstrate your support for rising star entrepreneurs working to solve global challenges in the Foodtech and Agrotech arenas. The two headline sponsors will gain the opportunity to judge the challenge, speak at the Food For Future Summit stage, speak on the startup stage and gain extensive media coverage and be positioned as a champion of game changing positive disruption.



STARTUP INNOVATION SPONSOR – AGROTECH

AED 90,000

This is your chance to enable and demonstrate your support for rising star entrepreneurs working to solve global challenges in the Agro-tech space. The sponsor will gain the opportunity to judge the challenge, speak the Food For Future Summit stage, speak on the startup stage and gain extensive media coverage and be positioned as a champion of game changing positive disruption.



PRE-EVENT

- Logo and hyperlink on the homepage
- Logo on printed event collaterals
- Logo on show newsletters
- Logo on advertising campaigns
- Logo on interactive floor plan / mobile app
- Banner with hyperlink on website homepage

AT EVENT

- Logo and profile in official show catalogue
- Logo at the Startup Innovation Stage and around venue wherever relevant

SPEAKING OPPORTUNITIES & SUMMIT BRANDING

- 1 x Panel speaking opportunity for a senior executive in targeted sector conference session (speaking slot, topic and track are subject to agreement with DWTC producer)
- Digital branding around main stage area



CONFERENCE TRACK SPONSOR

AED 65,000

Align your brand with one of key themes of the Food Future Summit with a highly visible speaking position in front of decision makers and to retell the amazing work your company is doing in key sectors influencing food security, sustainability and agriculture. Our content team will work with you to curate the agenda and speakers.

PRE - EVENT

- Logo and hyperlink on the homepage
- Logo on printed event/Summit collaterals
- Logo on show newsletters
- Logo inclusion in summit programme EDM
- Logo on advertising campaigns
- Logo on interactive mobile app
- Opportunity to share content on Gulfood Green social, media channels (Including: Insta, Twitter, Facebook, LinkedIn, YouTube/subject to DWTC approval)

AT EVENT

- Logo and profile in official show catalogue
- Logo around venue wherever relevant

POST EVENT

- Logo on post show report sent out to the exhibitor database

SPEAKING OPPORTUNITIES & SUMMIT BRANDING

- 1 x Panel speaking opportunity for a senior executive in targeted sector conference session (speaking slot, topic and track are subject to agreement with DWTC producer)
- Logo on Summit Digital Screen

WE WILL CONSULT WITH YOU

to come up with a title that is relevant to your business and objectives

CONFERENCE LUNCH SPONSOR

AED 80,000

The Gulfood Green & Gulfood AgroTech conference lunch convenes the most influential guests attending the event from both the public and private sectors. The exclusive networking event, will take place on Day 1 and is by special invitation only. This is a fantastic opportunity to display your brand during one of the show's biggest highlights.

PRE-EVENT

- Naming rights to the Summit Lunch
- Logo to appear on all customized invitations sent to guests
- Logo and hyperlink on the homepage
- Logo on printed event collaterals
- Logo on show newsletters
- Logo on advertising campaigns
- Logo inclusion on relevant app pages
- Opportunity to activate push notifications within app, 3 pre-event
- Coverage on all social media channel platforms (Including: IG, Twitter, Facebook, LinkedIn, YouTube)

AT EVENT

- Ability to display temporary branding at the lunch
- 1 x table reserved for 10 delegates of your choice
- Logo and profile in official show catalogue
- Logo around venue wherever relevant
- Logo within the main conference area (digital & printed) recognised as official lunch sponsor

SPEAKING OPPORTUNITIES & SUMMIT BRANDING

- 1 x Panel speaking opportunity for a senior executive in targeted sector conference session (speaking slot, topic and track are subject to agreement with DWTC producer)

POST EVENT

- Logo on post show report sent out to the exhibitor database





MOBILE APP SPONSOR

AED 60,000

Highlight your company as one that is central to customers needs. All attendees interact with their mobile devices to stay connected with their community onsite, making the Wifi network an exceptional for brand recall.

PRE - EVENT

- Logo and hyperlink on the homepage
- Logo on printed event collaterals
- Logo on show newsletters
- Logo on advertising campaigns
- Logo inclusion on relevant app pages
- Opportunity to activate push notifications within app, 3 pre-event
- Coverage on all social media channel platforms (Including: IG, Twitter, Facebook, LinkedIn, YouTube)

AT EVENT

- Logo and profile in official show catalogue
- Logo around venue wherever relevant
- Opportunity to activate push notifications within app, 2 at the event

POST EVENT

- Logo on post show report sent out to the exhibitor

INVESTOR LOUNGE SPONSOR

AED 90,000

The Investor Lounge is a key area for the sponsor to meet and network with high profile investors and VIP's from multiple sectors from around the globe attending both Gulfood Green, Gulfood Agrotech and Food For Future Summit. Expect to meet key partners from the government and private sectors. Prior to and throughout the show this area will be highlighted as a key area of the show, with access by special invitation only. The exclusive Investor Lounge sponsor will be able to gain maximum exposure, network at the highest level and promote itself to the global Agro-foodtech industry.

PRE - EVENT

- Customised e-invitations sent on your behalf to your target audience
- Company logo on Gulfood Green website as one of the main partners
- Official partnership announcement on social media channels

AT EVENT

- Exclusive branding within the lounge (60% branding show, 40% branding client)
- Logo on the Investor e-invitation
- Private area reserved for the sponsor within the lounge

THOUGHT LEADERSHIP

- Speaking opportunity on the startup pitch stage
- Judging Opportunity in the startup competition

POST EVENT

- Logo on post show report sent out to the exhibitor database





REGISTRATION SPONSOR

AED 85,000

The Registration Area is the first point of engagement for hundreds of thousands attending and participating at the show. Sponsor this area to gain great visibility and brand mileage. Sponsorship rates vary as per the location of each Registration Area, make sure you book the prime spot soon.

INCLUDES

- 5 carpet tiles
- Logo on form filling desk
- Branding on registration desk and backdrop (60% branding show, 40% branding client)
- Logo on the desk
- Logo on the visitor registration page – Gulfood Green website
- Logo on the visitor registration confirmation email
- Logo on fast track and/or VIP registration areas
- Logo on the visitor registration page – Gulfood Green website
- Logo on the visitor registration confirmation email

POST EVENT

- Logo on post show report sent out to the exhibitor database

VISITOR BADGE LANYARDS

AED 100,000

Best-seller on-site opportunity, the Visitor Badge Lanyard Sponsor will gain brand visibility on the badges worn by all your customers, prospects and VIP's. Plus, the chance to be featured among many marketing collaterals.

PRE - EVENT

- Logo and hyperlink on the homepage
- Logo on printed event collaterals
- Logo on show newsletters
- Logo on advertising campaigns

AT EVENT

- Logo and profile in official show catalogue
- Badge pouches with sponsor branding inserts

POST EVENT

- Logo on post show report sent out to the exhibitor database





VISITOR BADGE POUCHES & INSERTS

AED 70,000

Get prominent branding on the key collateral used by all visitors, alongside prominent features across various show collaterals.

PRE - EVENT

- Logo and hyperlink on the homepage
- Logo on printed event collaterals
- Logo on show newsletters
- Logo on advertising campaigns

AT EVENT

- Logo and profile in official show catalogue
- Badge pouches with sponsor branding inserts

POST EVENT

- Logo on post show report sent out to the exhibitor database



CARRIER BAGS

AED 55,000

The Gulfood Green carrier bags are always in demand for attendees to carry brochures, samples and other collaterals collected during the show and summit. Become the bag sponsor and let thousands of visitors become your walking brand ambassadors. (Sponsor Must supply 10,000 sustainable bags for the entire show & must include Gulfood Green branding along with sponsor's logo.

CONFERENCE PENS

AED 25,000

Put your brand directly into the hands of VIP visitors attending the event's summit. Also a great show souvenir for VIP visitors & prospects. Sponsor must supply 10,000 pens for the entire show & must include Gulfood Green branding on the pens.



BANNER ABOVE STAND

AED 1,900 PER SQM

PER SIDE + INSTALLATION

Spotlight your stand among the rest, so buyers will be able to see your brand from afar. The banner creative will be provided by you.

DIRECTIONAL CARPET SIGNAGE

AED 3,000

PER PLACEMENT

Make it really easy for your buyers to find you! They can follow the carpet signage direct to your stand. Available in several formats, these make sure you stand out from your competition. Artwork and production to be managed by you.



REGISTRATION STAFF SHIRTS

AED 50,000

Get prominent branding across a key show asset. Multiple show staff will adorn your branding alongside Gulfood Green & Gulfood Agrotech branding of course, to give your on-floor presence a huge boost (sponsor to produce & supply shirts)



HALL EXIT BANNERS

AED 3,000 PER SQM

PER ENTRANCE + INSTALLATION AND RIGGING COSTS

Our banner signages within the halls are a big reference point for our attendees. Get branding across these banners for prominent visibility.



WORKSHOP SPONSOR

AED 65,000

Host your most important potential prospects for 60- 90 minutes and demonstrate your company's brilliance. We tailor the audience while you deliver a unique demonstration or an interactive learning that will leave your audience thinking for months in the future.



WEBSITE BRANDING

Be featured on one of the most visited food & beverage event websites in the world. Our website attracts a large global audience who are interested in not only participating and attending the show, but also in staying updated on the latest show happenings. Two of branding opportunities are available to choose from:

HOME PAGE BANNER

AED 30,000

STANDARD SUBPAGE BANNER

AED 10,000

LET'S TALK

THE OPPORTUNITIES ARE
INCREDIBLE, THE TIME IS NOW.

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#GULFOOD GREEN | #GULFOOD AGROTECH

STAND PRICES FOR GULFOOD GREEN AND GULFOOD AGROTECH

Space only	AED 1,830 + VAT/sqm (min 24sqm)
Shell Scheme	AED 2,145 + VAT/sqm (min 12sqm)
Double Decker	AED 800 + VAT/sqm
Concourse Space	AED 2,652 + VAT/sqm (min 24sqm)
Concourse Shell	AED 2,967 + VAT/sqm (min 12sqm)

Please note that the following compulsory charges apply to each exhibiting company and/or stand sharer:
Registration fees AED 1,000 | Enhanced internet listing AED 1,300 | Exhibitor insurance AED 600

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