



# SPONSORSHIP PROSPECTUS

 26 – 27 September 2023

 World Trade Centre,  
Hall 6, 7 and 8, Dubai, UAE



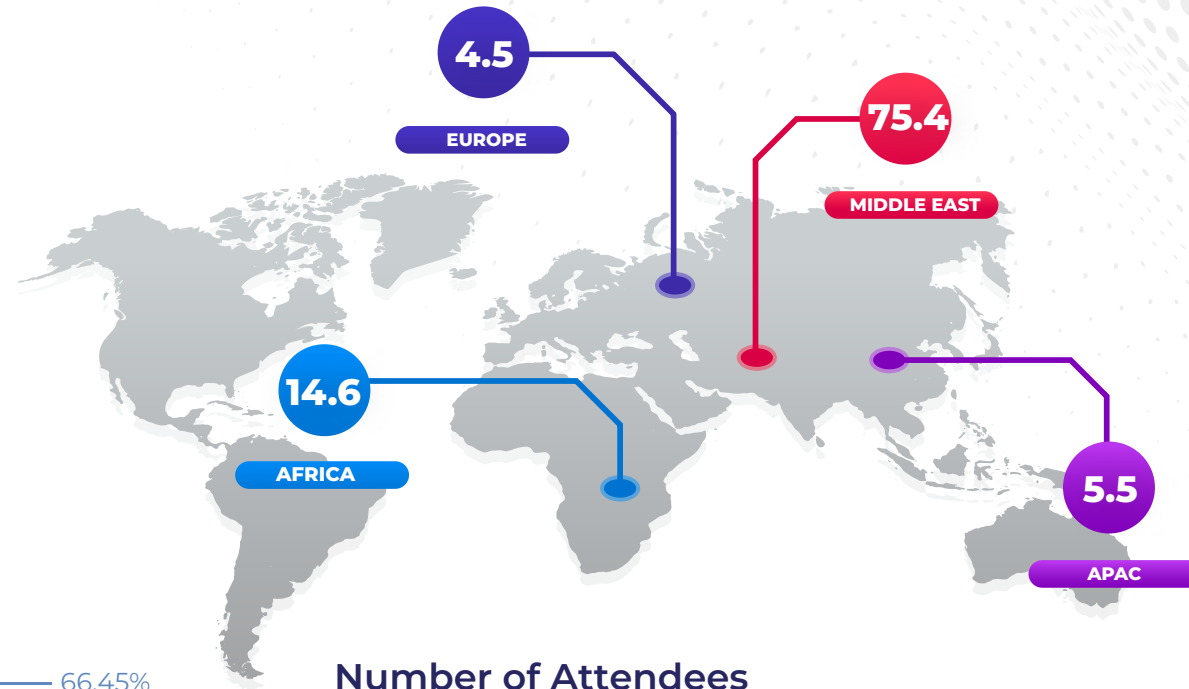
# Welcome to **The Forex Expo**

The Premier Trading Event in MENA

The Forex Expo 2023 organizes the premier forex trading expo on 26th – 27th September 2023 in Dubai.

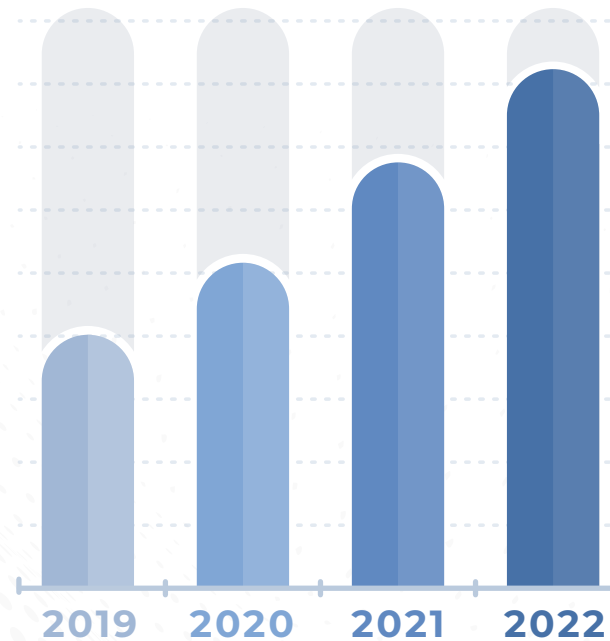
Forex Expo is the leading event for the trading community Industry Community in Dubai, Bringing together top tier retail forex brokers, liquidity providers, payment and Software providers, IBs and Affiliates. The Expo's mission is to provide a platform combining unmatched business opportunities, hands-on insight by markets leaders and networking with twist.



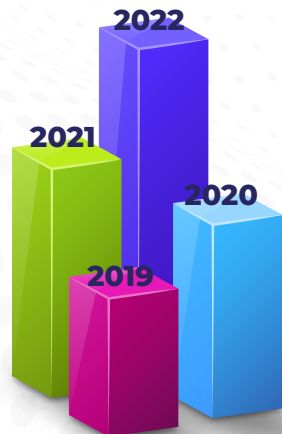


UAE	66.45%
Cyprus	13.49%
United Kingdom	11.70%
Israel	8.36%

### Number of Attendees



### Number of Companies



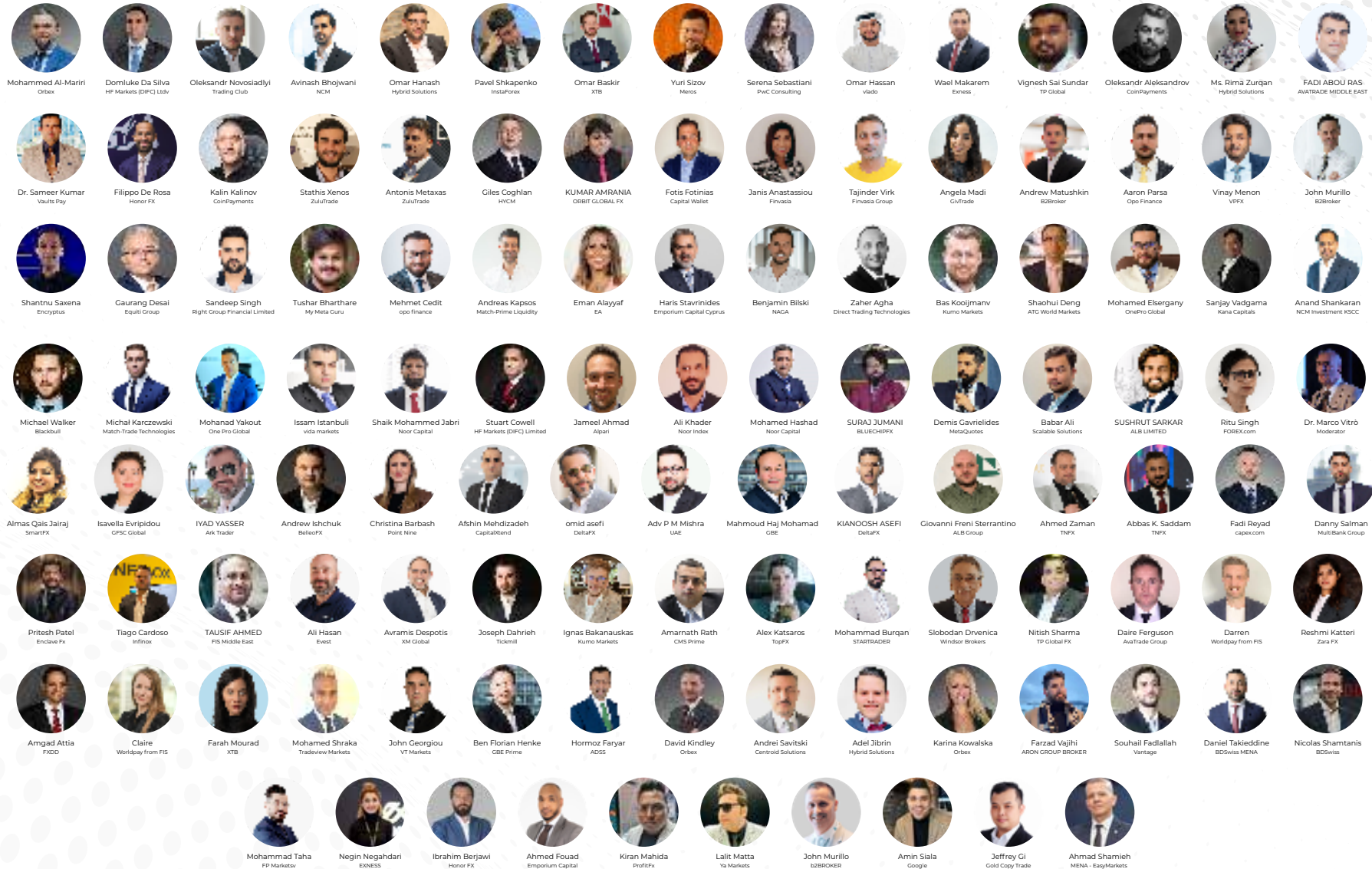
### Industry Category

Retail Broker	31.2%
Service/technology provider	24.4%
Institutional broker/ECN/ prime broker/LP	11.3%
IB/affiliate	8.6%
FinTech firm	8.3%
Hedge fund/prop shop/asset manager/HFT	7.2%
Bank/banking institution	5.1%
Financial press	3.1%
N/A	0.8%

# FLOOR PLAN



## Previous Speakers in 2022



## Previous Sponsors in 2022

## SPONSORSHIP PACKAGES

### TITANIUM **\$75,000**

#### Booth Specifications:

- ✓ Premium Built Fully Customizable Booth : 8m W X 6m D X 4m H = 48sqm Booth Space
- ✓ 2 Counter Tables, 4 Bar Stools, 1 Round Table & 4 Single Sofas, 1 x 50" HD TV Wall Mounted, 2 x Brochure Stands, 1 x Cubical Ceiling Banner, 2 x Roll up

#### Additional Benefits:

- ✓ One Keynote Speaking Slot for your Product/Service Presentation
- ✓ Award for your Company in Selected Category
- ✓ Logo Display Branding at Venue
- ✓ Logo Display on Website & Social Media
- ✓ Executive Interview for Your Company
- ✓ Sponsor Pass: Access to VIP Area and Lunch for Up to 12 PAX



## TITANIUM : SPACE ONLY **\$65,000**

### Booth Specifications:

- ✓ Space Only : 8m L X 6m W X 4m H = 48sqm Space

### Additional Benefits:

- ✓ One Keynote Speaking Slot for your Product/Service Presentation
- ✓ Award for your Company in Selected Category
- ✓ Logo Display Branding at Venue
- ✓ Logo Display on Website & Social Media
- ✓ Executive Interview for Your Company
- ✓ Sponsor Pass: Access to VIP Area and Lunch for Up to 12 PAX

## DIAMOND \$45,000

### Booth Specifications:

- ✓ Premium Built Fully Customizable Booth : 6m W X 5m D X 3.5m H = 30 sqm Booth Space
- ✓ 2 Counter Tables, 4 Bar Stools, 1 Round Table & 3 Single Sofas, 1 x 50" HD TV Wall Mounted, 2 x Brochure Stands, 1 x Ceiling Banner, 2 x Roll up

### Additional Benefits:

- ✓ One Keynote Speaking Slot for your Product/Service Presentation
- ✓ Award for your Company in Selected Category
- ✓ Logo Display on Website & Social Media
- ✓ Logo Display Branding at Venue
- ✓ Executive Interview for Your Company
- ✓ Sponsor Pass: Access to VIP Area and Lunch for Up to 8 PAX

## DIAMOND : SPACE ONLY \$37,000

### Booth Specifications:

- ✓ Space Only : 6m W X 5m D X 3.5m H = 30 sqm Space

### Additional Benefits:

- ✓ One Keynote Speaking Slot for your Product/Service Presentation
- ✓ Award for your Company in Selected Category
- ✓ Logo Display on Website & Social Media
- ✓ Logo Display Branding at Venue
- ✓ Executive Interview for Your Company
- ✓ Sponsor Pass: Access to VIP Area and Lunch for Up to 8 PAX



## PLATINUM \$30,000

### Booth Specifications:

- ✓ Premium Built Fully Customizable Booth : 6m W X 3m D X 3.5m H = 18 sqm Booth Space
- ✓ Furniture : 1 Counter Tables, 1 Bar Tables, 1 Round Table & 2 chairs, 1 x 42" HD TV Wall Mounted, 1 x Brochure Stands, 1 x Roll up

### Additional Benefits:

- ✓ Logo Display on Website & Social Media
- ✓ Logo Display Branding at Venue
- ✓ Sponsor Pass: Access to VIP Area and Lunch for Up to 6 PAX



## GOLD \$20,000

### Booth Specifications:

- ✓ Standard Shell Scheme Booth : 4m W X 3m D X 2.5m H = 12sqm Booth Space
- ✓ Furniture : 1 Counter Table, 2 Bar Stools, 1 Round Table & 2 Chairs, 1 x 42" HD TV, 1 x Brochure Stand, 1 x Roll up

### Additional Benefits:

- ✓ Logo Display on Website & Social Media
- ✓ Logo Display Branding at Venue
- ✓ Sponsor Pass: Access to VIP Area and Lunch for Up to 4 PAX



## SILVER **\$15,000**

### Booth Specifications:

- ✓ Standard Shell Scheme Booth : 3m W X 3m D X 2.5m H = 9sqm Booth Space
- ✓ Furniture : 1 Counter Tables, 2 Bar Stools, 2 Chairs, 1 Round Table , 1 x 42" HD TV, 1 x Brochure Stand, 1 x Roll up

### Additional Benefits:

- ✓ Logo Display on Website
- ✓ Logo Display Branding at Venue
- ✓ Sponsor Pass: Access to VIP Area and Lunch for Up to 3 PAX



## BRONZE **\$10,000**

### Stand Specifications:

- ✓ Backwall Only : 2 W X 3m D X 2.5m H = 6 sqm Stand Space.
- ✓ Furniture : 1 Counter Table & 2 Chairs

### Additional Benefits:

- ✓ Logo Display on Website
- ✓ Sponsor Pass: Access to VIP Area and Lunch for Up to 2 PAX



## BRANDING OPPORTUNITIES

### Welcome Bag Sponsor

~~\$ 25,000~~

**SOLD OUT**

Delegate bags will be placed in a stand at the venue entrance and conference hall entrance to ensure maximum visibility of the brand

#### Specifications:

- ▶ Number of Bags to be produced : 2000 pcs
- ▶ 20% Event Logo and 80% Sponsor Logo
- ▶ Logo Display on Website & Social Media
- ▶ Logo Display on Photo Wall at the Venue
- ▶ Sponsor Pass: Access to VIP Area and Lunch for Up to 5 PAX



### Lanyard Sponsor

~~\$ 35,000~~

**SOLD OUT**

Lanyards will be placed in a stand and each delegate and attendees will be provided with the lanyard attached to their badges that should be worn at all times during the expo

#### Specifications:

- ▶ Number of Lanyards to be produced : 3000 pcs
- ▶ Logo Display on Website & Social Media
- ▶ Logo Display on Photo Wall at the Venue
- ▶ Sponsor Pass: Access to VIP Area and Lunch for Up to 5 PAX



### Wristbands Sponsor

\$ 25,000

Wristbands will be distributed to each delegate and attendees at the registration area to offer premium visibility of the brand

#### Specifications:

- ▶ Number of Wristbands to be produced: 3000 pcs
- ▶ Logo Display on Website & Social Media
- ▶ Logo Display on Photo Wall at the Venue
- ▶ Sponsor Pass: Access to VIP Area and Lunch for Up to 5 PAX



## BRANDING OPPORTUNITIES

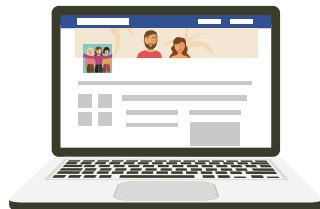
### Networking Lounge Sponsor

**\$ 30,000**

Fully branded corporate lounge at the prime location inside the venue that will ensure the highest visibility to all the attendees and also act as the hub for networking opportunities.

#### Specifications:

- ▶ Logo Display on Website & Social Media
- ▶ Logo Display on Photo Wall at the Venue
- ▶ Sponsor Pass: Access to VIP Area and Lunch for Up to 5 PAX



### Water Sponsor

**\$ 15,000**

4 branded water kiosks will be placed across the venue that will give a great deal of exposure during the expo

#### Specifications:

- ▶ Logo Display on Website & Social Media
- ▶ Logo Display on Photo Wall at the Venue
- ▶ Sponsor Pass: Access to VIP Area and Lunch for Up to 3 PAX



### Registration Sponsor

~~**\$ 20,000**~~

**SOLD OUT**

Registration counters and kiosks will be branded with company logo and placed at the entrance of the venue for badge collection which will

#### Specifications:

- ▶ Logo Display on Website & Social Media
- ▶ Logo Display on Photo Wall at the Venue
- ▶ Sponsor Pass: Access to VIP Area and Lunch for Up to 3 PAX



## BRANDING OPPORTUNITIES

### Arch Sponsor

~~\$ 25,000~~

**SOLD OUT**

One arch near to the hall entrance will be branded with company logo and taglines that will be visible to all the delegates and attendees entering the venue making it one of the best branding opportunities.

#### Specifications:

- ▶ Logo Display on Website & Social Media
- ▶ Logo Display on Photo Wall at the Venue
- ▶ Sponsor Pass: Access to VIP Area and Lunch for Up to 4 PAX



### Usher Sponsor

\$ 10,000

3 usher ladies will be wearing branded dress / shirt with the company logo during the expo to maximize the brand exposure

#### Specifications:

- ▶ Logo Display on Website & Social Media
- ▶ Logo Display on Photo Wall at the Venue
- ▶ Sponsor Pass: Access to VIP Area and Lunch for Up to 2 PAX



### Conference Hall Chair Cover Sponsor

~~\$ 15,000~~

**SOLD OUT**

chairs in the conference hall will be having branded chair covers with the company logo that will give great exposure during the physical and virtual event.

#### Specifications:

- ▶ Logo Display on Website & Social Media
- ▶ Logo Display on Photo Wall at the Venue
- ▶ Sponsor Pass: Access to VIP Area and Lunch for Up to 3 PAX



## BRANDING OPPORTUNITIES

### Coffee Bar Sponsor

~~\$ 30,000~~

**SOLD OUT**

Fully branded coffee bar with limited passes to have meetings and discussions with potential clients over a cup of hot coffee.

#### Specifications:

- ▶ Logo Display on Website & Social Media
- ▶ Logo Display on Photo Wall at the Venue
- ▶ Sponsor Pass: Access to VIP Area and Lunch for Up to 3 PAX



### Welcome Team Sponsor

~~\$ 18,000~~

**SOLD OUT**

Registration counter staffs will be wearing branded t-shirts that will provide great coverage and brand awareness during the expo.

#### Specifications:

- ▶ Logo Display on Website & Social Media
- ▶ Logo Display on Photo Wall at the Venue
- ▶ Sponsor Pass: Access to VIP Area and Lunch for Up to 3 PAX



### Workshop sponsorship

**\$ 35,000**



## ADVERTISING OPPORTUNITIES

### Photo Wall Sponsor

**TBA**

Fully branded 3m X 2.5m promotional wall will be placed at the venue that will act as a perfect background for taking photographs inside the venue

#### Specifications:

- ▶ Logo Display on Website & Social Media
- ▶ Logo Display on Photo Wall at the Venue
- ▶ Sponsor Pass: Access to VIP Area and Lunch for Up to 4 PAX



### Floor Sticker Sponsor

**\$ 12,000**

Floor stickers will allow your branding to be seen in the venue especially in high traffic areas

#### Specifications:

- ▶ Logo Display on Website & Social Media
- ▶ Logo Display on Photo Wall at the Venue
- ▶ Sponsor Pass: Access to VIP Area and Lunch for Up to 3 PAX



### Ceiling Banner Sponsor

**\$ 8,000**

Ceiling banner with the company logo will be suspended on top of your booth which will ensure brand visibility from all corners of the venue.

#### Specifications:

- ▶ Logo Display on Website & Social Media
- ▶ Logo Display on Photo Wall at the Venue
- ▶ Sponsor Pass: Access to VIP Area and Lunch for Up to 1 PAX



## ADVERTISING OPPORTUNITIES

### Car Sponsor

~~\$ 25,000~~

**SOLD OUT**

Fully branded luxury car will be placed at a prominent location inside the venue that will act as one of the most eye catching branding opportunities

#### Specifications:

- ▶ Logo Display on Website & Social Media
- ▶ Logo Display on Photo Wall at the Venue
- ▶ Sponsor Pass: Access to VIP Area and Lunch for Up to 4 PAX



### Robot Sponsor

\$ 10,000

Branded interactive robot will be inside the venue that will give a great opportunity to attract more number of visitors to the booth

#### Specifications:

- ▶ Logo Display on Website & Social Media
- ▶ Logo Display on Photo Wall at the Venue
- ▶ Sponsor Pass: Access to VIP Area and Lunch for Up to 2 PAX



### Teardown Flag Sponsor

~~\$ 20,000~~

**SOLD OUT**

Teardown flags with the company logo will be placed outside the venue near the main entrance of the hall that will be visible from a great distance.

#### Specifications:

- ▶ Logo Display on Website & Social Media
- ▶ Logo Display on Photo Wall at the Venue
- ▶ Sponsor Pass: Access to VIP Area and Lunch for Up to 2 PAX



## ADVERTISING OPPORTUNITIES

### Pen and Notebook Sponsor

**\$ 8,000**

Pen and notebook will be placed on all the chairs inside the conference hall prior to the start of the conference that will give excellent visibility to a niche audience (Materials to be provided by the sponsors and should be delivered 1 week prior to the expo)

#### Specifications:

- ▶ Logo Display on Website & Social Media
- ▶ Logo Display on Photo Wall at the Venue
- ▶ Sponsor Pass: Access to VIP Area and Lunch for Up to 1 PAX



### Conference Hall Flyers Sponsor

**\$ 5,000**

Placed on each chair in the conference hall prior to the start of the session that will benefit in increasing the brand awareness. (Materials to be provided by the sponsors and should be delivered 1 week prior to the expo)

#### Specifications:

- ▶ Logo Display on Website & Social Media
- ▶ Logo Display on Photo Wall at the Venue
- ▶ Sponsor Pass: Access to VIP Area and Lunch for Up to 1 PAX



### Roaming Promoters Sponsor

**\$ 3,000**

Promoter will patrol the venue and distribute marketing materials like brochures to all the attendees of the event to maximize brand awareness.

#### Specifications:

- ▶ Logo Display on Website & Social Media
- ▶ Logo Display on Photo Wall at the Venue
- ▶ Sponsor Pass: Access to VIP Area and Lunch for Up to 1 PAX



## ADVERTISING OPPORTUNITIES

### Food Court Super Wall Sponsor

**\$ 20,000**

Branded back wall 3m X 2.5m will be placed in the food court area that will highlight the brand during the expo.

#### Specifications:

- ▶ Logo Display on Website & Social Media
- ▶ Logo Display on Photo Wall at the Venue
- ▶ Sponsor Pass: Access to VIP Area and Lunch for Up to 4 PAX



### Wi-Fi Sponsor

**\$ 25,000**

Wi-Fi network name will be having the name of the sponsor that will be used by all the delegates and attendees during the expo.

#### Specifications:

- ▶ Logo Display on Website & Social Media
- ▶ Logo Display on Photo Wall at the Venue
- ▶ Sponsor Pass: Access to VIP Area and Lunch for Up to 3 PAX



### FlashMob

**\$ 10,000**

A talented group of dancers will be engaging the attendees with their flash mob performance during the expo.

#### Specifications:

- ▶ Logo Display on Website & Social Media
- ▶ Logo Display on Photo Wall at the Venue
- ▶ Sponsor Pass: Access to VIP Area and Lunch for Up to 2 PAX



## ADVERTISING OPPORTUNITIES

### Candy Girl

**\$ 15,000**

Candy girl will be wearing branded dress / shirt to distribute candies and chocolates to the delegates and attendees of the expo.

#### Specifications:

- ▶ Logo Display on Website & Social Media
- ▶ Logo Display on Photo Wall at the Venue
- ▶ Sponsor Pass: Access to VIP Area and Lunch for Up to 1 PAX



### Violin Lady

**\$ 6,000**

A dedicated violinist will be playing during the expo near the company booth to grab more attention of the attendee

#### Specifications:

- ▶ Logo Display on Website & Social Media
- ▶ Logo Display on Photo Wall at the Venue
- ▶ Sponsor Pass: Access to VIP Area and Lunch for Up to 1 PAX



### Networking drink Sponsorship

**\$ 30,000**



## ADVERTISING OPPORTUNITIES

Galeton Sponsorship

\$ 25,000



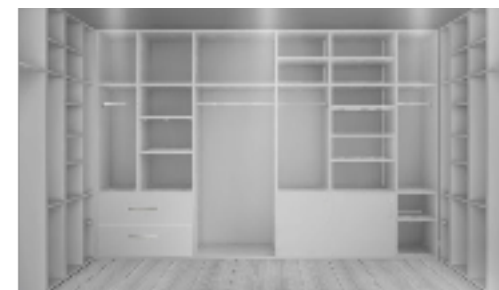
Premium Qahwa Sponsorship

\$ 35,000



Cloak room Sponsorship

\$ 10,000



## ADVERTISING OPPORTUNITIES

Bar Lounge

TBA



Award Ceremony  
Sponsorship

TBA



Smoking Lounge  
Sponsorship

TBA



## ADVERTISING OPPORTUNITIES

**Welcome Party  
Sponsor**

**Information Available  
on Request**



**Closing Party  
Sponsor**

**Information Available  
on Request**



**Gala Night**

**Information Available  
on Request**



## SPONSORSHIP PACKAGE INFORMATION WITH DELIVERABLES

	Titanium	Diamond	Platinum	Gold	Silver	Bronze
<b>Cost (Booth)</b>	<b>\$ 75,000</b> (Space Only - \$ 65,000)	<b>\$ 45,000</b> (Space Only - \$ 37,000)	<b>\$ 30,000</b>	<b>\$ 20,000</b>	<b>\$ 15,000</b>	<b>\$ 10,000</b>

### Booth Specification

Features	Premium Customizable	Premium Customizable	Premium Built	Standard Shell Scheme	Standard Shell Scheme	Standard Shell Scheme
<b>Booth Space</b>	8mW x 6mD x 4mH 48 sqm Booth Space	6mW x 5mD x 3.5mH 30 sqm Booth Space	6mW x 3mD x 3.5mH 18 sqm Booth Space	4mW x 3mD x 2.5mH 12 sqm Booth Space	3mW x 3mD x 2.5mH 9 sqm Booth Space	3mW x 2mD x 2.5mH 6 sqm Booth Space (Backwall Only)

### Conference

<b>Keynote Speaking Slot</b>	✓	✓	✗	✗	✗	✗
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### Branding

<b>Press Release</b>	✓	✓	✗	✗	✗	✗
<b>Logo Branding at Venue</b>	✓	✓	✓	✓	✓	✗
<b>Logo on Social Media</b>	✓	✓	✓	✓	✗	✗
<b>Logo on Website</b>	✓	✓	✓	✓	✓	✓
<b>Logo on Promotional Email</b>	✓	✗	✗	✗	✗	✗

### Additional Benefits

<b>Award</b>	✓	✓	✗	✗	✗	✗
<b>Interview</b>	✓	✓	✗	✗	✗	✗
<b>VIP Passes</b>	12	8	6	4	3	2



Organized By  HQMENA

A large graphic consisting of two overlapping arrows pointing towards each other, one red and one green, framing the central text.

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