



28-30
April 2024



Sponsorship
Packages

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Dr. Saied Ismael vice Minister of Housing for Infrastructure Affairs.

His Excellency spoke about the unprecedented number of projects that have witnessed a boom during the past six years, more than 200 projects annually for purifications ,desalinations and wastewater treatment.

His Excellency praised that Watrex EXPO is the first exhibitions that witnessed a great success and development of water desalination and sanitation projects to show the economic growth, reform and stability that Egypt is enjoying now.

His Excellency confirmed that he was proud of his attendance more than 400 companies and factories, which between desalination companies, sewage, gas and electricity, with an expanded exhibition space attracting more than 30,000 attendees from local and international water business community to identify opportunities from Egypt, Africa and Europe countries, WATREX had a great impact in giving a strong inputs to the water projects to achieve many success stories.

Watrex Expo Praises Hayah Karima initiative and also other mega products such as new delta and future of Egypt with the attendance of Arab Organization for Industrialization and Military Production and many other companies and governmental associations .

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Dr. Assem Elgazar
Minister of Housing, Utilities
& Urban Communities



Dr. Saied Ismael
vice Minister of Housing for
Infrastructure Affairs

- Invest in your brand by supporting the community of developers and open source maintenances.
- Demonstrate your company's leadership in front of business expert.
- Boost your company image among your competitors.
- Contribute to the most growing business community to take its advantages
- Present your platform the water global sector.
- Penetrate Africa and Golf Region Market's and open new opportunities to export your products in the MEA Region .

WATREX CHARACTERISTICS OF THE SHOW

- Exhibition (Hall no. **3-4**) with total **20,000** sq.m
- Strategic Conference.
- Technical Conference.
- Finance Investment Briefings.
- Awards.
- Watrex Innovation center (WIC).
- Woman in water industry .
- Leadens , conference in water infrastructure .

There are many types to be the special sponsor at WATREX Expo 2024

Main Sponsorship Packages

1

Platinum Package 300,000 L.E.

2

Golden Package 200,000 L.E.

3

Silver Package 150,000 L.E.

Sponsorship Benefits and Ads.	Numbers	Description
Maximum number of allowed sponsors.	Up to 3	-----
Sponsor logo and name on all printed and promotional materials with a special size	Applicable	Brochure, catalogue, invitation and conference agenda.
Sponsor logo and name.	Applicable	On the expo's strong outdoor advertising campaigns.
Provision to put flags with the sponsor logo and name at the Egypt International Exhibition Center outdoor entrance.	12	Size 1.5 M length * 1 M Width .
The Sponsor logo and name on the registration backdrop.	12	Applicable
The sponsor logo and adv. On the EIEC 's main columns media.	2	
The sponsor logo and Adv. Banner on the expo's website for one year.	Applicable	Directly connected with the sponsor's home page.
Provision for flyer distribution at the exhibition entrance.	Applicable	Within the expo official bag and the (sponsor should provide the organizer with the flyers.
The sponsor logo and name printing on the show visible materials.	Applicable	On the ushers ,t-shirts and safety vests.
Broadcasting Adv. Video. On the reception screen	each 5 minutes 1	Materials to be provided by sponsor.

Sponsorship Benefits and Ads.	Numbers	Description
The sponsor's logo and name on the expo's website.	Applicable	One year directly connected with the sponsor website.
Participation in opening ceremony .	Applicable	Plenary opening session with a speaker assigned by sponsor.
Sponsor acknowledgement in the opening ceremony.	Applicable	Plenary opening session.
Announcing the name of radio adv. sponsor in the campaign	Applicable	Applicable in the Radio Ad. campaign
Complementary premium position Ad.	2 pages 1 back cover or inside 1 front cover 1+ internal	Full page 4 colors in official exhibition catalogue size 17*23 CM.
	Applicable	In conference Agenda.
Special Honoring Award	Applicable	It will be delivered to the sponsor's company.
VIP Invitations.	60	They will be delivered to sponsor.
Free conference registrations.	6	Conference session attendance from your company or clients team .
Complementary parking passes.	10	Special Zone.

Platinum Sponsor Package 300,000 L.E.



Sponsorship Benefits and Ads.	Numbers	Description
Maximum number of allowed sponsors.	Up to 6	-----
Sponsor logo and name on all printed and promotional materials with a special size	Applicable	Brochure, catalogue, invitation and conference agenda.
Sponsor logo and name.	Applicable	On the expo's strong outdoor advertising campaigns.
Provision to put flags with the sponsor logo and name at the Egypt International Exhibition Center outdoor	8	Size 1.5 M length * 1 M Width .
The Sponsor logo and name on the registration backdrop.	Applicable	
The sponsor logo and adv. On the EIEC 's main columns.	1	
Provision for flyer distribution at the exhibition entrance		Within the expo official bag and the sponsor to provide the organizer with the flyers
Broadcasting Adv. Video. On the reception screen	1 each 30 minutes	Materials to be provided by sponsor.
The sponsor's logo and name on the expo's website.	Applicable	One year directly connected with the sponsor website.

Sponsorship Benefits and Ads.	Numbers	Description
Sponsor Acknowledgement in the opening ceremony	Applicable	Plenary opening session.
Complementary premium position Ad.	2 Ads. In the middle page.	Full page 4 colors in official exhibition catalogue size 17CM.* 23 CM. width height
Special Honoring Award	Applicable	It will be delivered to the sponsor's company.
VIP Invitations.	40	They will be delivered to sponsor.
Free registrations.	4	Conference session attendance.
Complementary parking passes.	6	Special Zone.

Golden Sponsor Package 200,000 L.E.



Sponsorship Benefits and Ads.	Numbers	Description
Maximum number of allowed sponsors.	Unlimited	-----
Sponsor logo and name on all printed and promotional materials with a special size	Applicable	Brochure, catalogue, invitation and conference agenda.
Sponsor logo and name.	Applicable	On the expo's strong outdoor advertising campaigns.
Provision to put flags with the sponsor logo and name at the Egypt International Exhibition Center outdoor entrance.	4	Size 1.5 M length * 1 M Width .
The Sponsor logo and name on the registration backdrop.	Applicable	
Broadcasting Adv. Video. On the reception screen	1 each 60 minutes	Materials to be provided by sponsor.
The sponsor's logo and name on the expo's website.	Applicable	One year directly connected with the sponsor website.
Sponsor acknowledgement in the opening ceremony.	Applicable	Plenary opening session.
Complementary premium position Ad.	1 Ad. Internal Page.	Full page 4 colors in official exhibition catalogue size 17*23 CM.
Special Honoring Award .	Applicable	It will be delivered to the sponsor's company.
VIP Invitations.	20	They will be delivered to sponsor.
Free registrations.	2	Conference session attendance.
Complementary parking .passes	3	Special Zone.

Silver Sponsor Package 150,000 L.E.



Registration ADS.	Specifications
Sponsor logo and name	Assigned on expo and conference registration backdrop.
Sponsor logo and name	On table flags.
Sponsor logo and name	On visitors and exhibitors' name tag.
Branded as registration sponsor	On all printed promotional advertise the materials
Sponsor logo and name	On website and social media.
Complementary parking	Two passes.
Complimentary conference session	One session

(Exclusive only for one sponsor) 150.000 L.E



CONFERENCE OPENING SESSION SPONSOR

Conference opening session sponsor ADS.	Specifications
Sponsor logo and name	On the expo website
Sponsor logo and name	On expo's conference agenda
Conference opening session	15 minutes presentation opportunity
Sponsor logo and name	On conference hall backdrop
Full colored advertisement page	One in the conference program book
Parking passes	Two complimentary

Exclusive only for one sponsor 10.000 L.E



Lanyards Ads.	Specifications
Sponsor logo and name	On the expo and conference name tag holder. (visitors,exhibitors,speakers and delegators).
Branded as a lanyard sponsor	On the expo's website an printing materials.
One full colored advertisement page	On the expo's catalogue.
Parking passes	Two complimentary.
Conference session registration	One complimentary.

(one sponsor only) 150.000 L.E



Official Bags Sponsor Ads.	Specifications
Complimentary adv. On the event bag distributed to all attendees at the registration .desk	Size of 29.7 CM*21 CM
Logo recognition as exhibition official .bags sponsor	On event official website with link to sponsor homepage.
Logo recognition as exhibition official .sponsor bags	In official program guide distributed to all delegators at the conference.
One full colored complimentary adv. Page	In the official program guide.
Full conference registration	One complimentary.
Parking passes	Two complimentary
Sponsor branding flyers	To be distributed inside the exhibition bags.

(one sponsor only) 150.000 L.E



put your full ad. here

MEDIA LOUNGE

Announce our media lounge sponsor's name and logo on our website , and to hyperlink the announcement with the sponsor's company website

Announce them on our website and social media as the exclusive media company covering the event.

Place their media channel online link on our website and social media.

Distribute their media magazine or promotional material on our exhibition and conference bags.

Secure interviews for them eminent governmental figures.

Two complimentary parking passes.

250.000 L.E

SIGN SYSTEM

Add the sponsor logo and name on all sign systems for the exhibition and conference.

Two complimentary parking passes.

Distribute their promotional materials in exhibition and conference bags.

90.000 L.E

put your
logo here

Parking

Distribute their branded tile in the most visible areas in the exhibition.

Two complimentary parking passes.

Distribute their promotional material in the exhibition and conference.

75.000 L.E



MAP BOARD

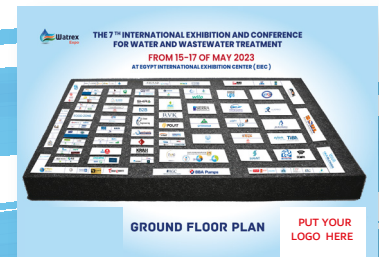
Add the sponsor's logo and name on the map boards.

Announce them on our website as the map board sponsor and add their logo and name on the website .

Two complimentary parking passes.

Distribute their promotional material in the exhibition and conference bag.

100.000 L.E



HALL ENTRANCE GATE

Add the sponsor 's logo name on the hall gate.

Two complimentary parking passes.

Putting the sponsor logo on the entrance gate

75.000 L.E



Sponsorship packages will be adapted according to the sponsors budget and method of distribution will be according to your request

USB

PENS

NOTEPADS

LEATHER FOLDERS



OFFICIAL BANKS

The sponsor bank logo & name on the expo's promotional printed materials.

One complimentary full colored adv. page in the event's catalogue.

Provision to put 2 flags & 2 lamppost carrying the sponsor logo and name on the Egypt international Exhibition center (EIEC) on the outside entrance (size:1.5m length * 1m width).

Two complimentary parking passes.

Branding materials will be displayed on social media as an official bank for supporting investment in water and waste water projects.

Two complimentary conference session registration.

Branding the bank logo and name on website and social media.

150.000 L.E

Women In water Leader Sponsor

Option 1 Leader Women Sponsor

- Sponsor Logo in the conference theatre. during all event ceremonies
- Sponsor Logo in on all women in water collaterals produced before , during and after the show.
- Sponsor Logo on the dedicated women in water web page on WATREX official website.
- Sponsor Logo displayed on screen between sessions.



90,000 L.E

Option 2 Women Water Awards

- Sponsor Logo on all women in water awards collaterals produced before,during and after the show.
- Sponsor logo on the dedicated women in water awards web page on WATREX official website.
- Sponsor Logo on the screen during the relevant award distribution.



60,000 L.E

Option 3 Padfolio

- Sponsor Logo in 200+ padfolios distributed to every women in water conference delegate .



50,000 L.E

Option 4 Session Sponsor

- Logo on tent cards placed on the coffee tables.
- Logo on the main branding of the women in water coffee break area.

95,000 L.E

Option 5 Water market sponsor

- Sponsor Logo on all pre-event promotional collaterals including email marketing campaigns ,brochures ,website ,social media and other relevant collaterals.

150,000 L.E

Option 6 Corporate Gift Sponsor

- Sponsor branded gifts distributed to all women in water conference delegates(Gift to be produced by the sponsoring company).

90,000 L.E

Category 1 Lunch conference lead sponsor

- Branding on stage podium.
- Logo to appear on the relevant website page, printed marketing material.
- Opportunity to place promotional information on each sessions seat /table.
- Gift bag branding /giveaways(to be provided by the sponsor).
- One reserved table to the sponsor team .
- Address the attendees with the sponsor name prior to the meal.

150.000 L.E

Category 2 conference gift Sponsor.

- Logo to appear on the website page and printed marketing material.
- Place promotional information on each seat / table.
Branded gift bag and giveaways (to be provided by sponsor).
- Two reserved table to the sponsor's team
- putting small flags on each conference table carries the sponsor logo and name (to be provided by sponsor)

250.000 L.E

Gala dinner sponsorship categories

Category 3 Lunch session sponsor

- Putting the Sponsor logo on all collateral including email marketing campaigns ,brochure ,website,etc.
- Putting the Sponsor logo to be displayed on screen while the **speakers** take the stage **which will appear in the T.V and media coverage.**

120.000 L.E

Category 4 Lunch Gift Sponsor.

- Brand on stage /podium.
- Logo on website page & printed marketing materials.
- Welcome desk branding.
- Gift bag branding /giveaways to be provided by sponsor to the vip attendees.
- Two reserved table.
- Address the attendees with the sponsor's name prior to the meal.
- Branding on the stage podium

350.000 L.E

Category 5 Gala dinner Gift Sponsor

- Logo on website page and printed marketing materials.
- Assign promotional information on seat & table.
- Branded gift (bags , flash memory , power bank ,....) to be provided by sponsor.

350.000 L.E

Category 6 Brunch briefing session sponsor

- Sponsor logo on email campaigns ,brochure website ,etc.
- Sponsor logo to be displayed on scree while the speakers take the stage.

120.000 L.E

Gala Dinner Bag Sponsor

You are offered a Gala Dinner gift Bag where your company logo is to be printed

85,000 L.E



Gala Dinner Pen Sponsor

Gift Pen branding 85,000 L.E



Gala Dinner (table branding Flags) Sponsor

You are offered flags on tables carry your company logo.

85,000 L.E



Category 1 Youth special sector

- Sponsor Logo on certificates given to participated students and schools.
- Sponsor Logo on relevant signage at the show.
- Sponsor logo on website, brochure, email campaigns, etc.
- Exclusive sponsor branding of zone at the youth awards feature area.
- A committed area for the youth awards program stand to showcase your latest developments to the future generation of the water and waste water field.
- certificate with sponsor logo are distributed and cheques to the first 3 winners of youth Annovation awards.

150.000 L.E



Category 2 School bag Sponsor

- Visiting the sponsor's exhibition stand during their daily planned tours.
- Sponsor logo on the youth awards website page, brochure email campaigns and other materials.
- Sponsor logo printed on school back bags to be worn by the students that visiting the show during the exhibition days.

100.000 L.E



Category 4 Safety hats

- Students wearing safety hats with the 200 .sponsor logo during the exhibition days
- Adding the sponsor logo on the youth awards page, brochures, email campaigns and other .collaterals
- Students' visit to sponsor exhibition and stand .according to their daily schedule

50.000 L.E



Category 3 Safety Jackets

- 200 Students wearing safety jackets with the sponsor logo during the exhibition days.
- Adding the sponsor logo on the youth awards page, brochures, email campaigns and other collaterals.
- Students' visit to sponsor exhibition and stand according to their daily schedule.

50.000 L.E



Category 5 Prizes & Awards sponsor

- Sponsor logo on the youth awards website page, brochure email campaigns, etc.



120.000 L.E for Egyptian companies



OUR SPONSORS

PLATINIUM SPONSORS

GOLDEN SPONSORS

SILVER SPONSORS



OUR PARTNERS OF SUCCESS





Organized by



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ATF services

in coordination and with the support of our professional service providers and exhibition official partners, our clients (exhibitors and visitors can enjoy competitives packages and offers such as - Tavel services (hotel booking - ticketing - visa support - meet and assist - transportation tours and excursions - translation - personal assistance.)

- Shipping and custom clearence
- Internet and comunication facilites

SEE YOU

At WATREX 2024

About ATF GROUP

ATF Group is one of the leading exhibitions organizers in Egypt and the MENA region (the Middle East & North Africa), with a portfolio of successful exhibitions. Our company has played a key role in delivering the power exhibitions in stimulating regional and international trade and has set the place for the international trade exhibitions in Egypt. ATF Group has built its enviable reputation for organizing successful events by attracting high quality audiences to its fairs from across the region and beyond. The success of ATF Group has been woven by running effective marketing campaigns utilizing a high experience in advertising, PR, and management of databases .

- Advertising, Printing, Promotional Activities
- Decoration and stand building

FOR PLANNING DYNAMIC PARTNERSHIP OR SPONSORSHIP IN 2024

PLEASE CONTACT

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