



pacprocess

PROCESSING & PACKAGING

12^{TO} 14 DECEMBER 2023

MIDDLE EAST

AFRICA

MEMBER OF INTERPACK ALLIANCE

EGYPT INTERNATIONAL EXHIBITION CENTER

SPONSORSHIP PACKAGES



ORGANIZED BY:



KONZEPT
EXHIBITIONS · EVENTS · MARKETING



**interpack
alliance**
MADE FOR TOMORROW

HELD CONCURRENTLY WITH:

FoodAfrica Cairo

PACPROCESS-MEA.COM

PACPROCESS MEA 2023

pacprocess MEA 2023 is the latest addition to interpack alliance, which spans all international events staged by Messe Düsseldorf under its Processing & Packaging portfolio.

For the fourth year, pacprocess MEA, the International Exhibition for Processing & Packaging in the Middle East and Africa, constitutes a comprehensive and targeted exhibition addressing the packaging and processing requirements of the food, beverage, confectionery, bakery, pharmaceuticals, cosmetics, non-food, and industrial goods sectors in the Middle East and Africa region.



FoodAfrica^{Cairo}

After seven successful editions, Food Africa has marked its footprint as a foremost international exhibition in the African region, dedicated to the agrofood industry. Situated in Egypt, the gateway to Africa, the exhibition provides a versatile and highly targeted platform for local, regional, and international industry players to reap solid opportunities in Egypt's whopping market and Africa's highly demanding agrofood sector.

FreshAfrica

Fresh Africa, the International Trade Exhibition for fresh produce, in its 3rd edition, also returns to Food Africa this year. This exhibition aims to establish a marketplace for producers, buyers and suppliers of fresh vegetables and fruits in Africa, the Middle East, and Europe.

Dates Africa

Dates Africa, the International Trade Exhibition for Date Palm, returns this year with ripe business opportunities in an increasingly growing market. The exhibition is an ideal specialized platform for local, regional, and international dates producers, suppliers, and exporters to meet substantial buyers from across the region and promote trade and investments.

Seafood Africa

SeaFood Africa, the International Trade Exhibition for Fisheries and Seafood, also returns to Food Africa this year with fresh opportunities for growth in an attractive market. The exhibition is an essential platform for local, regional, and international manufacturers, suppliers and distributors of fresh, frozen and processed fish and other seafood to foster trade relations in the Egyptian, Middle Eastern and African markets.

PACPROCESS MEA CONFERENCE

The **Pacprocess MEA Conference** has become a staple concurrent event at pacprocess. The specialized conference will bring together international industry experts to explore numerous packaging and processing related topics. It provides attendees with unique insights into new market trends and demands in Egypt, Africa, and the world.

SPONSORSHIP

Packages

WHY SPONSOR?

Place your brand in the limelight and ensure maximal exposure at Egypt's premier packaging event that will attract industry specialists from the entire region and beyond.

Our hand-crafted sponsorship packages are carefully designed to be ideal tools to optimize your presence at pacprocess MEA 2023 and provide your brand with premium visibility within a significant timeframe pre, during and post show.

Differentiate your brand and stand out from the crowd with the tailored benefits that our versatile sponsorship packages provide.

BECOME A SPONSOR OF PACPROCESS MEA 2023 TO:

- Form strategic business partnerships with industry stakeholders
- Increase brand awareness in a highly targeted market
- Meet over 10,000 packaging industry professionals
- Build relationships that could lead to future business
- Launch and demonstrate new products and services
- Enjoy an active marketing presence pre, during and post event





PLATINUM SPONSORSHIP

(EXCLUSIVE PACKAGE)

320,000 EGP



The Platinum Sponsorship is compiled of carefully crafted promotional elements to provide maximal visibility and value before, during, and after the show.

AS A PLATINUM SPONSOR YOU WILL RECEIVE THE BELOW BENEFITS:

PRE-SHOW

- Prime Location stand (18 free sqm space only area)
- Platinum Sponsor logo positioning on all collaterals of the exhibition under the Platinum Sponsor segment
- Company logo placement on all constituents of the multi-channeled event campaigns
- Logo inclusion in all outdoor media as part of the pacprocess MEA campaign
- Logo placement on the front cover of the visitor invitations mailed to all professionals in Egypt and the region
- Logo inclusion in all adverts inserted in trade magazines and daily newspapers across Egypt
- Logo positioning on pacprocess MEA 'VIP invitations', to be printed and distributed in Egypt and the region
- Logo featuring on the pacprocess MEA website with a hyperlink leading directly to your website
- Promotion on all pacprocess MEA social media portals (Facebook, Twitter, LinkedIn) as pacprocess MEA's Platinum Sponsor
- Logo placement in the weekly digital newsletter

DURING SHOW

- The right to distribute flyers with the exhibitors' kit
- Logo placement on pacprocess MEA visitor badges
- Logo placement in the registration area of the event
- Logo placement on the lanyards of the event along with pacprocess MEA's logo
- 2 full-page advertisements in the official show catalog
- Back cover advertisements in the official show catalog
- 1 full-page entry in the official show catalog
- Logo positioning on the entrance banner of the event
- 25 VIP passes for senior personnel, allowing them access to the opening ceremony

• Venue Branding:

- 2 light boxes 2x2m at the fence
- Half mega banner 15x3m
- 2 C-thru vinyl 7x7m
- 3 stand alone flags 3x1m
- 1 pillar cladding 4 faces

POST SHOW

- Press coverage in all post-show media releases
- Videotaped testimonial to be included in the pacprocess MEA 2023 video
- Continuous exposure until the next edition as the logo will be placed on the post-show report which is then distributed in both hard and soft copies to embassies, as well as international and local exhibitors



GOLD SPONSORSHIP

(2 SPONSORS ONLY)

240,000 EGP

The Gold Sponsorship package is tailored to amplify the exposure of your company and offers you opportunities for branding, networking, and sales.

AS A GOLD SPONSOR YOU WILL RECEIVE THE BELOW BENEFITS:

PRE-SHOW

- Prime location stand (15 free sqm space only area)
- Gold Sponsor logo positioning on all collaterals of the event under the Gold Sponsor segment
- Company logo placement on all constituents of the multi-channeled event campaigns
- Logo inclusion in all outdoor media as part of the pacprocess MEA campaign
- Logo placement on the front cover of the visitor invitations, mailed to professionals in Egypt and the region
- Logo inclusion in all adverts inserted in trade magazines and daily newspapers across Egypt
- Logo positioning on pacprocess MEA 'VIP invitations', to be printed and distributed in Egypt and the region
- Logo featuring on the pacprocess MEA website with a hyperlink leading directly to your website
- Promotion on all pacprocess MEA social media portals (Facebook, Twitter, LinkedIn) as pacprocess MEA's Gold Sponsor
- Logo placement in the weekly digital newsletter

DURING SHOW

- The right to distribute flyers with the exhibitors' kit
- Logo placement on pacprocess MEA visitor badges
- Logo placement in the registration area of the event
- 1 full-page advertisement in the official show catalog
- Inside front/back cover advertisement in the official show catalog
- 1 full-page entry in the official show catalog
- Logo positioning on the entrance banner of the event
- 20 VIP passes for senior personnel, allowing them access to the opening ceremony
- **Venue Branding:**
 - 1 light box at the fence 2x2m
 - 1 C-thru vinyl 7x7m
 - 3 stand alone flags 3x1m
 - Half pillar cladding 2 faces

POST SHOW

- Press coverage in all post-show media releases
- Videotaped testimonial to be included in the pacprocess MEA 2023 video
- Continuous exposure until the next edition as the logo will be placed on the post-show report which is then distributed in both hard and soft copies to embassies, as well as international and local exhibitors



SILVER SPONSORSHIP

(2 SPONSORS ONLY)

140,000 EGP

The Silver Sponsorship allows you to take advantage of a series of promotional items to highlight and promote your brand pre, during, and after the event.

AS A SILVER SPONSOR YOU WILL RECEIVE THE BELOW BENEFITS:

PRE-SHOW

- 12 free sqm space only area
- Silver Sponsor logo positioning on all collaterals of the event under the Silver Sponsor segment
- Company logo placement on all constituents of the multi-channelled event campaigns
- Logo inclusion in all outdoor media as part of the pacprocess MEA campaign
- Logo placement on the front cover of the visitor invitations, mailed to professionals in Egypt and the region
- Logo inclusion in all adverts inserted in trade magazines and daily newspapers across Egypt
- Logo positioning on pacprocess MEA 'VIP invitations', to be printed and distributed in Egypt and the region
- Logo featuring on the pacprocess MEA website with a hyperlink leading directly to your website

DURING SHOW

- The right to distribute flyers with the exhibitors' kit
- Logo placement on pacprocess MEA visitor badges
- Logo placement in the registration area of the event
- 1/2 page advertisement in the official show catalog
- 1 full-page entry in the official show catalog
- Logo positioning on the entrance banner of the event
- 15 VIP passes for senior personnel, allowing them access to the opening ceremony

- **Venue Branding:**

- 1 light box at the fence 2x2m
- 2 stand alone flags 3x1m
- Half pillar cladding 2 faces

POST SHOW

- Videotaped testimonial to be included in the pacprocess MEA 2023 video
- Continuous exposure until the next edition as the logo will be placed on the post-show report which is then distributed in both hard and soft copies to embassies, as well as international and local exhibitors



BRONZE SPONSORSHIP

(3 SPONSORS ONLY)

100,000 EGP



The Silver Sponsorship allows you to take advantage of a series of promotional items to highlight and promote your brand pre, during, and after the event.

AS A BRONZE SPONSOR YOU WILL RECEIVE THE BELOW BENEFITS:

PRE-SHOW

- Bronze Sponsor logo positioning on all collaterals of the event under the Bronze Sponsor segment
- Company logo placement on all constituents of the multi-channelled event campaigns
- Logo inclusion in all outdoor media as part of the pacprocess MEA campaign
- Logo placement on the front cover of the visitor invitation, mailed to professionals in Egypt and the region
- Logo inclusion in all adverts inserted in trade magazines and daily newspapers across Egypt
- Logo featuring on the pacprocess MEA website with a hyperlink leading directly to your website

DURING SHOW

- Logo placement in the registration area of the event
- 1/2 page advertisement in the official show catalog
- Logo positioning on the entrance banner of the event
- 8 VIP passes for senior personnel, allowing them access to the opening ceremony
- **Venue Branding:**
 - 1 face pillar cladding

POST SHOW

- Continuous exposure until the next edition as the logo will be placed on the post-show report which is then distributed in both hard and soft copies to embassies, as well as international and local exhibitors



OFFICIAL BANK SPONSORSHIP

(EXCLUSIVE PACKAGE)

280,000 EGP

The Official Bank Sponsorship is compiled of carefully crafted promotional elements to provide maximal visibility and value before, during, and after the show.

AS AN OFFICIAL BANK SPONSOR YOU WILL RECEIVE THE BELOW BENEFITS:

PRE-SHOW

- Prime location stand (12 sqm space only area)
- Logo inclusion in all outdoor media as part of the pacprocess MEA campaign
- Logo placement on the front cover of the visitor invitations, mailed to professionals in Egypt and the region
- Logo inclusion in all adverts inserted in trade magazines and daily newspapers across Egypt
- Logo positioning on pacprocess MEA 'VIP invitations', to be printed and distributed in Egypt and the region
- Logo featuring on the pacprocess MEA website with a hyperlink leading directly to your website
- Promotion on all pacprocess MEA social media portals (Facebook, Twitter, LinkedIn) as pacprocess MEA's Official Bank Sponsor

DURING SHOW

- The right to distribute flyers with the exhibitors' kit
- Logo placement on pacprocess MEA visitor badges
- Logo placement inside the official show catalog in the sponsors' thank you section
- Logo placement in the registration area of the event
- 1 full-page advertisement in the official show catalog
- 1 full-page entry in the official show catalog
- Logo positioning on the entrance banner of the event
- 15 VIP passes for senior personnel, allowing them access to the opening ceremony

POST SHOW

- Press coverage in all post-show media releases
- Videotaped testimonial to be included in the pacprocess MEA 2023 video
- Continuous exposure until the next edition as the logo will be placed on the post-show report which is then distributed in both hard and soft copies to embassies, as well as international and local exhibitors



OFFICIAL COUNTRY SPONSORSHIP

(EXCLUSIVE PACKAGE)

300,000 EGP

The Official Country Sponsorship is compiled of carefully crafted promotional elements to provide maximal visibility and value before, during, and after the show.

AS AN OFFICIAL COUNTRY SPONSOR YOU WILL RECEIVE THE BELOW BENEFITS:

PRE-SHOW

- Prime location stand (18 sqm space only area)
- Country logo positioning on all collaterals of the event under the Country Sponsor segment
- Company logo placement on all constituents of the multi-channeled event campaigns
- Logo inclusion in all outdoor media as part of the pacprocess MEA campaign
- Logo placement on the front cover of the visitor invitations, mailed to all professionals in Egypt and the region
- Logo inclusion in all adverts inserted in trade magazines and daily newspapers across Egypt
- Logo placement on pacprocess MEA visitor badges
- Logo positioning on pacprocess MEA 'VIP invitations', to be printed and distributed in Egypt and the region
- Promotion on all pacprocess MEA social media portals (Facebook, Twitter, LinkedIn) as pacprocess MEA's country sponsor
- Logo placement in the weekly digital newsletter

DURING SHOW

- The right to distribute flyers with the exhibitors' kit
- Logo placement in the registration area of the event
- 1 full-page advertisement in the official show catalog
- Logo positioning on the entrance banner of the event
- 25 VIP passes for senior personnel, allowing them access to the opening ceremony

POST SHOW

- Press coverage in all post-show media releases
- Videotaped testimonial to be included in the pacprocess MEA 2023 video
- Continuous exposure until the next edition as the logo will be placed on the post-show report which is then distributed in both hard and soft copies to embassies, as well as international and local exhibitors



INTERNATIONAL BUYERS LOUNGE SPONSORSHIP

(5 SPONSORS ONLY)

40,000 EGP

The International Buyers Lounge Sponsorship is compiled of carefully crafted promotional elements to provide maximal visibility and value before, during, and after the show.

AS AN INTERNATIONAL BUYERS LOUNGE SPONSOR YOU WILL RECEIVE THE BELOW BENEFITS:

PRE-SHOW

- Logo placement on pacprocess MEA visitor badges
- Logo placement on the front cover of the visitor invitation pamphlet, mailed to professionals in Egypt and the region
- Logo featuring on the pacprocess MEA website with a hyperlink leading directly to your website

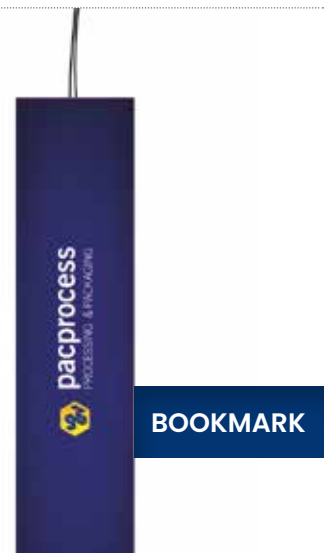
DURING SHOW

- Logo placement inside the official show catalog in the sponsors' thank you section
- 1 full-page advertisement in the official show catalog
- Logo positioning on the entrance banner of the event
- 5 VIP passes, for senior personnel, allowing them access to the opening ceremony

POST SHOW

- Continuous exposure until the next edition as the logo will be placed on the post-show report which is then distributed in both hard and soft copies to embassies, as well as international and local exhibitors

SHOW CATALOG ADVERTISING



SPONSORSHIP

Packages

If you would like to sponsor any of the items below,
please select from the list and send us an e-mail along with the full payment

PLATINUM SPONSORSHIP
320,000 EGP (EXCLUSIVE PACKAGE)

GOLD SPONSORSHIP
240,000 EGP (2 SPONSORS ONLY)

SILVER SPONSORSHIP
140,000 EGP (2 SPONSORS ONLY)

BRONZE SPONSORSHIP
100,000 EGP (3 SPONSORS ONLY)

OFFICIAL BANK SPONSORSHIP
280,000 EGP (EXCLUSIVE PACKAGE)

OFFICIAL COUNTRY SPONSORSHIP
300,000 EGP (EXCLUSIVE PACKAGE)

INTERNATIONAL BUYERS LOUNGE SPONSORSHIP
40,000 EGP (5 SPONSORS ONLY)

SP (for the organizers' use):

Total:

PAYMENT TERMS & METHOD

100% on application of any item:

COMPANY DETAILS

Company Name:

Address:

Country:

P.O Box:

Telephone:

Fax:

E-mail:

Website:

SIGNED BY

Name:

Position:

Signature:

Date:

STAMP

THE VENUE

Egypt International Exhibition Center has a fully equipped and flexible structure, with 4 halls providing over 40,300 sqm of exhibition space with interlinked partitions and over 8 meters ceiling height. The modern exhibition facility is well accessed by a modern highway and is a few minutes away from 5 stars hotels, commercial centers and the airport.

Access: Accessible from both a private entrance and convention center connection gate.

Services: The in-house teams bring events to life with dynamic design, lighting and other technology – backed by a strong foundation of utilities and facilities management. In addition, the kitchen can cater to any needs, from a simple finger food menu to a tasty business lunch.

Additional features: Multi-purpose offices, registration booths, easy access to the conference center, coffee shops, food court and wide parking spaces.

THE ORGANIZERS

IFP Egypt is a member of IFP Group, the Middle East's most accomplished event organizer with a rich experience of over 42 years and more than 550 international exhibitions with worldwide recognition. IFP Group organizes some of the region's top trade fairs, designed to be ideal platforms for foreign and local companies doing business in the Middle East and Africa, and seeking exposure among top regional buyers and decision makers.

Konzept is an Exhibition & Event Management Company based in Cairo operating in more than 15 countries worldwide. With more than 20 years of experience, Konzept is specialized in delivering first-class marketing, networking, and information solutions in high-value sectors, both in mature and emerging geographies. Their full services package includes Organization, Logistics, and Integrated Marketing & PR Campaigns.

Messe Düsseldorf is among the most successful trade fair companies worldwide. It hosts around 40 trade fairs, including 20 leading international trade fairs at its 613,000 sqm exhibition center on the Rhine. The global network of the group of companies encompasses 77 foreign representatives for 141 countries – including 7 international subsidiaries.

**BECOME
A SPONSOR
TODAY**

TO INQUIRE ABOUT
EXHIBITING AND
SPONSORING

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