

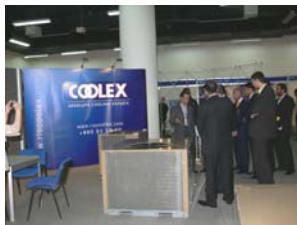
Under the patronage of H.E. the Prime Minister Eng. Nader Dahabi

the region's only HVAC&R exhibition



**The Second Air conditioning, Heating and Refrigeration
International Exhibition & Seminars**

July 5 – 7, 2009, Zara Expo - Grand Hyatt Hotel, Amman, Jordan



In co-operation with:



Jordan Contractors
Association



King Abdullah II Design
& Development Bureau



National Energy
Research Centre



Jordan Engineers
Association

Sponsorship Proposal

General Information:

- Dates: April 28 - 30, 2009, Tuesday – Thursday
- Edition: Second
- Venue: Zara Expo, Grand Hyatt Hotel, Amman – Jordan
- Opening Hours: 16:00 to 21:00 Daily
- Admission: Trade only
- Organizers: Snabel Expo (since 1987)

AIRCON:

The annual trade exhibition for Air conditioning, Heating and Refrigeration industry in the region, and the trade meeting point for HVAC&R professionals, where the suppliers and manufacturers can display and present latest products with trends and network with engineers, contractors, key buyers, leading decision makers and senior governmental officials.

The Seminar:

An exclusive senior level event for HVAC&R executives, manufacturers, suppliers, contractors and consulting engineers, designed to promote trade contacts and networking.

The seminar provides a distraction free environment and becomes the definitive trade point and one of a kind social and business gathering to provide an opportunity to establish new business contacts and network with peers and debate of HVAC&R comminute.

The seminars will be covering the first two days. Only exhibitors can apply for holding a seminar.

Supported Organizations:



The Chinese Association of Refrigeration



European Committee of Air Handling & Refrigeration Equipment Manufactures



International Institute of Refrigeration

Media Partner:



Why Sponsoring AIRCON?

- Network with professional visitors, investors, prospective decision makers, government officials and trade buyers
- Build the brand and increase knowledge about your products
- Monitor what competitors are doing
- Support your dealers and establish agency networking
- Select dealers, distributors, partners, and investors
- Increase your market share
- Explore new marketing niches
- Receive immediate feedback from visitors with regard to your product
- Inform the market of your new products
- Study the market in greater detail

Target Audience Profile:

- Consulting engineers and building services
- Insulation contractors for planning, creation and maintenance of HVAC&R systems
- Planning, contracting and maintenance companies for buildings, production, process technology and special applications
- Agents, traders, wholesalers, dealers and distributors for HVAC&R products
- Real state developers
- Trade buyers, investors and leading decision makers
- Senior Governmental representatives
- Manufacturers and Industry professionals

Media and promotion:

The highly focused campaign is designed to attract key personnel in the private and public sectors, which have the authority to buy, specify, or recommend exhibited products, and here is a brief summary:

- Highly personalized direct mail invitations and brochures to target decision makers and industry's best prospective clients with an up-to-date database
- Personalized email shots, e-newsletters and show updates
- Full color extensive advertising campaign in leading newspapers
- Daily and weekly press releases in both Arabic and English
- Personal invitations to VIP's and trade associations
- Official Exhibition Catalogue
- Pre-show and at-show media coverage
- Full color advertising in specialist trade and business magazines
- Fax shots to selected purchasers
- Joint advertising with the regional HVAC&R associations, business associations and Trade publications
- www.airconme.com offering online registration
- Free online visitor invitations

Sponsorship Categories and Benefits:

Exhibition Sponsor: US \$ 3,000

The Exhibition Sponsor will enjoy the following benefits:

- Sponsor’s logo printed on all the event’s publicity and printing materials
- Sponsor’s logo on the main panel board at the entrance of the exhibition hall
- Shell scheme branding stand of 4 sq. m.
- Sponsor’s logo on the event’s website with a link to the sponsor’s website
- Sponsor’s logo will appears in all newspaper and magazine advertisements
- Sponsor’s logo on the backdrop stage banner at the seminars hall
- Sponsor’s Logo printed on all newsletters distributed to our mailing list (85,000) email address
- Sponsor’s logo on press conference backdrop
- Sponsor’s logo on the main panel board at the entrance of the seminar hall
- Exhibition manual first cover page logo
- Sponsor’s logo on all outgoing emails

Bronze Sponsor: US \$ 6,400

The Bronze Sponsors will enjoy the following benefits:

- Sponsor’s logo printed on all the event’s publicity and printing materials
- Sponsor’s logo on the main panel board at the entrance of the exhibition hall
- 18 sq. m. shell scheme stand at a prime location
- Sponsor’s logo on the event’s website with a link to the sponsor’s website
- Sponsor’s logo will appears in all newspaper and magazine advertisements
- Sponsor’s logo on the backdrop stage banner at the seminars hall
- Sponsor’s Logo printed on all newsletters distributed to our mailing list (85,000) email address
- Sponsor’s logo on press conference backdrop
- Sponsor’s logo on the main panel board at the entrance of the seminar hall
- Exhibition manual first cover page logo
- Sponsor’s logo on all outgoing emails

Sponsorship Categories and Benefits:

Silver Sponsor: US \$ 9,200

The Silver Sponsor will enjoy the following benefits:

- Sponsor’s logo printed on all the event’s publicity and printing materials
- Sponsor’s logo on the main panel board at the entrance of the exhibition hall
- 24 sq. m. shell scheme stand at a prime location
- Sponsor’s logo on the event’s website with a link to the sponsor’s website
- One color page advertisement in the exhibition catalogue
- Sponsor’s logo on all outdoor banners
- Sponsor’s logo will appears in all newspaper and magazine advertisements
- Sponsor’s logo on the backdrop stage banner at the seminars hall
- Sponsor’s Logo printed on all newsletters distributed to our mailing list (85,000) email address
- Sponsor’s logo on press conference backdrop
- Pre-event press release about the sponsor participation in newspapers and trade magazines
- Sponsor’s logo on the main panel board at the entrance of the seminar hall
- Exhibition manual first cover page logo
- Sponsor’s logo on all outgoing emails

Gold Sponsor: US \$ 14,500

Gold Sponsor will enjoy the following benefits:

- Sponsor’s logo printed on all the event’s publicity and printing materials
- Sponsor’s logo on the main panel board at the entrance of the exhibition hall
- 42 sq. m. stand space at a prime location
- Sponsor’s logo on the event’s website with a link to the sponsor’s website
- One page color advertisement in the exhibition catalogue
- Sponsor’s logo will appears in all newspaper and magazine advertisements
- Sponsor’s logo on all outdoor banners
- Sponsor’s logo on all outgoing emails
- One receptionist with the sponsor’s stand
- Sponsor’s logo on the backdrop stage banner at the seminars hall
- Sponsor’s Logo printed on all newsletters distributed to our mailing list (85,000) email address
- Sponsor’s logo on press conference backdrop
- Pre-event press release about the sponsor participation in newspapers and trade magazines
- Sponsor’s logo on the main panel board at the entrance of the seminar hall
- Spokesperson from the company to attend the event’s press conference
- One pop up banner in the registration area
- Exhibition manual first cover page logo
- Sponsor welcome the patronage upon his arrival with the organizers

Sponsorship Categories and Benefits:

Platinum Sponsor:

US \$ 18,850

Platinum sponsorship offers the maximum exposure in terms of visibility and media exposure, and enjoys the following benefits:

- Sponsor's logo printed on all the event's publicity and printing materials
- Sponsor's logo on the main panel board at the entrance of the exhibition hall
- 54 sq. m. stand space at a prime location
- Sponsor's logo on the event's website with a link to the sponsor's website
- Inside cover advertisement in the exhibition catalogue
- Sponsor's logo will appear in all newspaper and magazine advertisements
- Sponsor's logo on all outdoor banners
- Sponsor's logo on all outgoing emails
- Two receptionists with the sponsor's stand
- Sponsor's logo on the backdrop stage banner at the seminars hall
- Sponsor's Logo printed on all newsletters distributed to our mailing list (85 000) email address
- Sponsor's logo on press conference backdrop
- Pre-event press release about the sponsor participation in newspapers and trade magazines
- Sponsor's logo on the main panel board at the entrance of the seminar hall
- Spokesperson from the company to attend the event's press conference
- Two pop up banners in the registration area
- Exhibition manual first cover page logo
- Sponsor welcome the patronage upon his arrival with the organizers
- One Technical Seminar provided for the sponsor

Sponsorship Categories and Benefits:

Diamond Sponsor:	US \$ 22,300
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The privileges sponsorship option in the event that provides you a unique opportunity to secure a high profile. The Diamond Sponsor will enjoy the following benefits:

- Sponsor’s logo printed on all the event’s publicity and printing materials
- Sponsor’s logo on the main panel board at the entrance of the exhibition hall
- 63 sq. m. stand space at a prime location
- Sponsor’s logo on the event’s website with a link to the sponsor’s website
- Back cover advertisement in the exhibition catalogue
- Sponsor’s logo will appears in all newspaper and magazine advertisements
- Sponsor’s logo on all outdoor banners
- Sponsor’s logo on all outgoing emails
- Three receptionists with the sponsor’s stand
- Sponsor’s logo on the backdrop stage banner at the seminars hall
- Sponsor’s Logo printed on all newsletters distributed to our mailing list (85,000) email address
- Sponsor’s logo on press conference backdrop
- Pre-event press release about the sponsor participation in newspapers and trade magazines
- Sponsor’s logo on the main panel board at the entrance of the seminar hall
- Spokesperson from the company to attend the event’s press conference
- Three pop up banners in the registration area
- Exhibition manual first cover page logo
- Sponsor welcome the patronage upon his arrival with the organizers
- One Technical Seminars provided for the sponsor

All prices are subject to 16% sales tax

Sponsorship Categories and Benefits:

Official Bank:

US \$ 10,000

The Official Bank Sponsor will enjoy the following benefits:

● Sponsor's logo printed on all the event's publicity and printing materials
● Sponsor's logo on the main panel board at the entrance of the exhibition hall
● 24 sq. m. shell scheme stand at a prime location
● Sponsor's logo on the event's website with a link to the sponsor's website
● One color page advertisement in the exhibition catalogue
● Sponsor's logo on all outdoor banners
● Sponsor's logo will appears in all newspaper and magazine advertisements
● Sponsor's logo on the backdrop stage banner at the seminars hall
● Sponsor's Logo printed on all newsletters distributed to our mailing list (85,000) email address
● Sponsor's logo on press conference backdrop
● Pre-event press release about the sponsor participation in newspapers and trade magazines
● Sponsor's logo on the main panel board at the entrance of the seminar hall
● Exhibition manual first cover page logo

Contact us:

We would like to serve your needs and discuss any further inquiries at anytime, for more information, please contact the organizer at one of the following addresses:



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