

**CITYSCAPE**   
EGYPT

**28 - 31 MARCH 2018**  
CAIRO, EGYPT



**CITYSCAPE EGYPT 2018 SPONSORSHIP OPPORTUNITIES**



## ASSOCIATE YOUR BRAND WITH AN INDUSTRY LEADING EVENT

Dear Industry Colleagues,

It gives me great pleasure to present the 2018 Cityscape Egypt sponsorship & branding opportunities brochure.

Moving into its 7<sup>th</sup> year, Cityscape Egypt provides you with the unique opportunity to reach out to the key players in Egypt's and the international real estate industry.

Sponsorship impacts on the visitors more powerfully than any other tool. It is a direct cost-effective route to your target market. You are invited to take advantage of a number of unique packages.

The opportunities are diverse and vary in price and style to appeal to a wide range of exhibitors who wish to raise their profile at the show.

Our experienced sponsorship team will be delighted to discuss these opportunities in more detail and welcome any creative ideas you may have in achieving your goals.

**Chris Speller | Exhibition Director**







# CITYSCAPE EGYPT 2017 MARKETING CAMPAIGN

**90+**

PRINT ADVERTS PLACED  
IN LEADING PUBLICATIONS  
ACROSS GCC REGION

**60+**

EMAIL CAMPAIGNS  
SENT TO OVER  
2 MILLION CONTACTS

**95 MILLION**

IMPRESSIONS SERVED  
VIA ONLINE  
ADVERTISEMENT



**408**

Promotional radio  
adverts were  
broadcasted in  
the Egypt



**14**

Outdoor adverts  
in highly visible  
locations around  
Cairo



**100's**

of updates posted  
on Social Media  
Channels before,  
during and after  
the show



**3,500+**

contacts  
qualified via  
tele-marketing



**690+**

Media coverage  
in Egypt's  
leading press



**150+** TV Commercials across  
local and regional TV Stations  
such as Skynews, Extra News,  
Al Aqariya TV and B4U Aflam



20 SMS campaigns sent  
to over **840,000+**  
real estate investors  
and home-buyers



Visitor Invitations  
were mailed to  
over **150,000**  
contacts

# MAIN SPONSORSHIP PACKAGES



## MAIN SPONSORSHIP PACKAGES



	Platinum US\$ 30,000	Gold US\$ 20,000	Silver up to \$15,000
Logo on homepage of Cityscape Egypt website	●	●	●
Logo and 100 words profile on sponsors section of Cityscape Egypt website	●	●	●
Logo on front of Cityscape Egypt visitor tickets	●	●	●
Logo on Cityscape Egypt visitor promotion emails	●	●	●
Logo on Cityscape Egypt print advertisement	●	●	●
Number of sponsor's press releases included on Cityscape Egypt website	10	5	2
Company name included on Cityscape Egypt press release	●	●	●
Logo on event signage throughout venue where applicable	●	●	●
Logo on the conference stage backdrop	●	●	●
Number of complimentary delegate passes	10	7	2
Panel discussion participation within the conference programme	●		
Corporate literature seat drop at the conference (maximum size A4, 16 pages)*	●		

*\*Sponsor to incur cost of production*



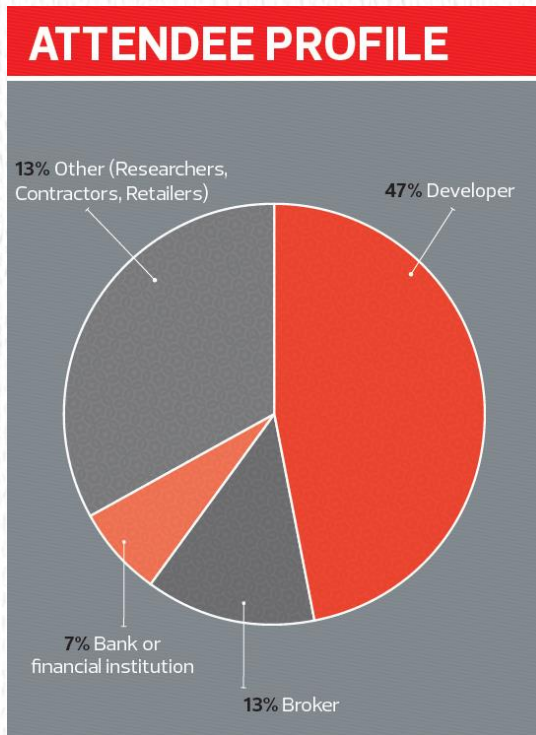


# Cityscape Egypt Conference

## 12 - 13 March 2018 | Four Seasons Nile Plaza, Cairo

Attended by over 200 professionals in 2017, becoming a sponsor for the Cityscape Egypt Conference is a powerful way of making an impact on your target market. We can tailor a package specifically to fulfil your company's needs – be it to raise your profile, expand your presence or market new services and products.

Delegates to the **Cityscape Egypt Conference** are counted among the top leaders of the real estate industry in the region and represent a driving force of the Egyptian economy. Main delegate profile comprises of developers, investors, consultants and financiers.





# CONFERENCE & BUSINESS BREAKFAST SPONSORSHIP PACKAGES



Choose one of the following\*








Delegate lanyards sponsor	•		
Delegate bags sponsor	•		
Delegate badge sponsor	•		
9sqm shell scheme (12 sqm space only) stand at exhibition	•	•	
Business breakfast associate sponsorship package	•		
Conference Speaking platform	•		
Exclusive email tailored pre or post event campaign	•	•	
Talks sponsorship package	•	•	Speaking Slot
Advert in show newspaper	FP	HP	QP
Number of complementary conference delegate passes	8	6	4
100 word profile on conference section of website	•	•	•
Logo on Conference promo emails	•	•	•
Logo included on conference agenda	•	•	•
Video interview with sponsor	•	•	•
Logo on Cityscape Website & Show Guide Map	•	•	•
Corporate literature seat drop / magazine racks	•	•	•
Logo to be included on conference backdrop	•	•	•
Logo included on conference signage	•	•	•



# CITYSCAPE TALKS SPONSORSHIP PACKAGES

**The Cityscape Talks** is a show floor, free to attend live content offering covering a range of themes for our exhibition visitors. Cityscape Talks offers a platform to learn more about the opportunities available at the exhibition, enabling you to make a more informed investment at our event. Industry sessions which will focus on discussing key themes for real estate brokers, architects, engineers, and other professionals.



-  Maximum of 30 minute slot for a presentation or host a panel discussion each day of the show\*
-  Be a part of a dedicated digital campaign with speaker's name, photo and company on the website and agenda
-  Logo + 100 word profile on the homepage and talk page of website
-  Showcasing your logo at Cityscape Talks area on the show floor
-  Included in all digital, social media and print Cityscape talks marketing collateral
-  Opportunity to invite clients and associates to your discussions
-  This is your chance to have exclusive access to your target audience





# DIGITAL PRODUCTS

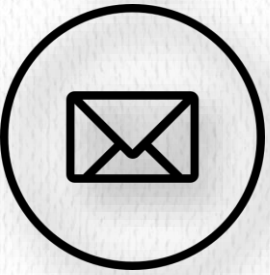


# DIGITAL SOLUTIONS



## Egyptian Database

Total Egyptian database 102,940  
Cityscape investor data active in last 12 months: 11,852



## E-mail Campaign

Sent to our exclusive database to gain ROI and capture leads of this highest quality.



## Re-marketing

Behavioral targeting of our exclusive database. We will capitalize on the e-mail campaigns used and focus our re-marketing on the Open and CTR rates from each campaign, generating higher brand impact and greater conversion rate.

**BOULEVARD RESIDENCES**

**LAUNCHING SOON LAKE-FRONT RESIDENCES**

**REGISTER NOW**

Wake up to direct lake views from Boulevard Residences, the pulsing side of the greenest community in New Cairo, Mivida. Travel down the Las Ramblas inspired, vibrant streets and enjoy an exceptional outdoor experience with upscale shopping, leisure and entertainment venues.

- Areas ranging from 133sqm - 289sqm
- Fully finished, two and three spacious bedroom Residences
- An array of amenities including pools, gym, kids area, underground parking and concierge

**DIRECT LAKE VIEWS**

**VIBRANT LIFESTYLE**

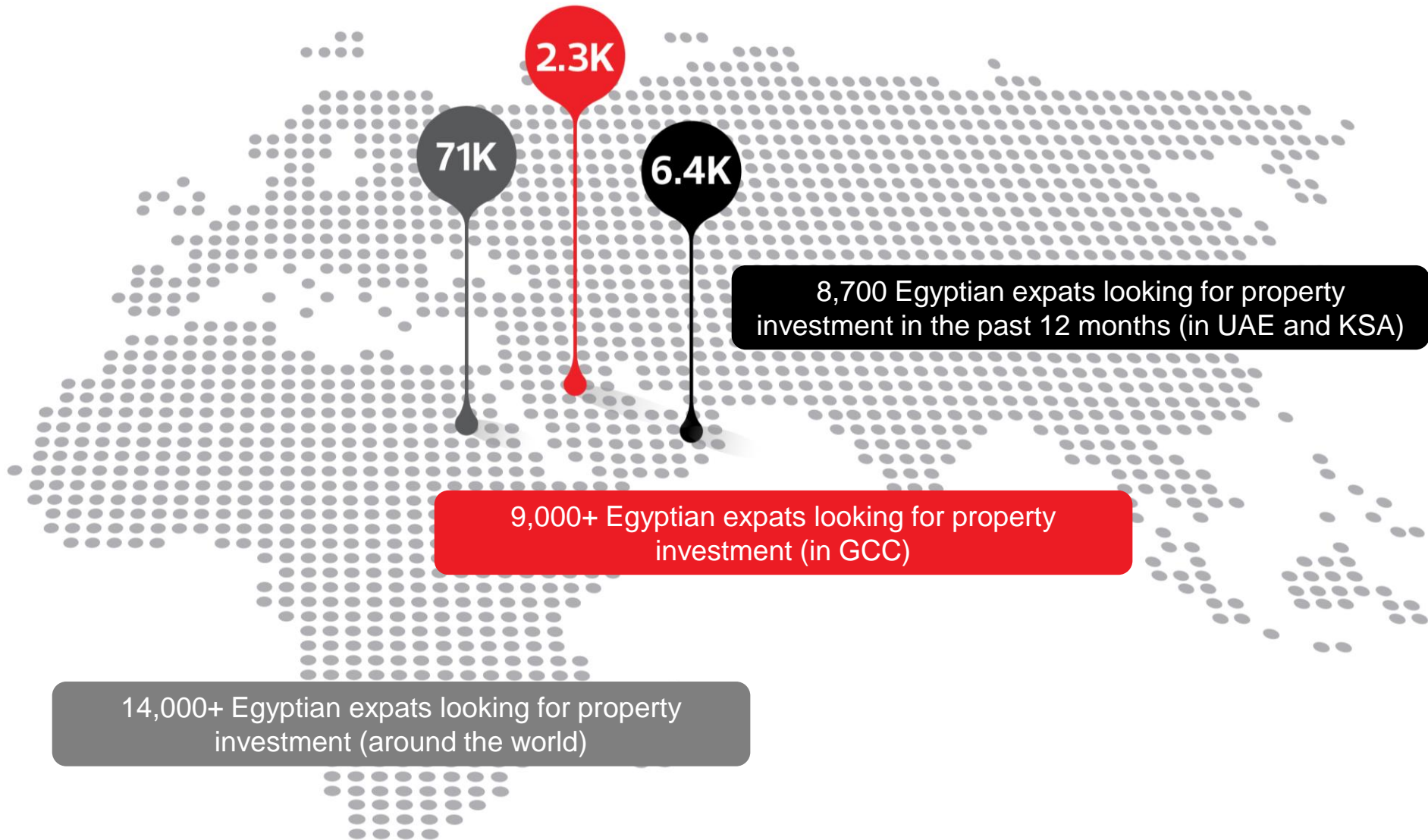
**UPSCALE SHOPPING & LEISURE**

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## MAP OF EGYPTIAN DATABASE



# PRINT PRODUCTS



## PRINT PRODUCTS

**Cityscape Egypt Show Newspaper:** Produced for each show to offer insight and news during the exhibitions, from new launches/updates on projects and new Cityscape content, updated each day to keep visitors up to speed with what is happening at the show.

### Show Newspaper Rates

- Inside Front cover - \$4,000.00
- Double Page - \$7,000.00
- Back Page - \$6,000.00
- Front Cover Side Strip - \$5,000.00
- Front Cover Bottom Strip - \$5,000.00
- Full Page - \$3,000

**Event Map:** Replacing the official event guide, each visitor will be handed a copy upon receiving their visitor pass. The map will include exhibitors, floor plan and labelled stand numbers along with important exhibition information. **Total Investment \$15,000**

### Exclusive show map includes:

- The only company to advertise in the event map
- Outside Back Cover Advert
- Highlighted Stand location
- Corporate logo on the front & back of the event map



31 مارس 2017 - 2 أبريل 2017  
معرض القاهرة الدولي للمباني والمباني

31 مارس - 2 أبريل  
1-2 أبريل، 12-14 أبريل

**سيتي سكيب مصر**

www.cityscapeegypt.com جريدة المعرض الرسمية

**معرض سيتي سكيب مصر يفتح أبوابه**  
مرحباً بكم في النسخة السادسة من معرض سيتي سكيب مصر

EMOAR  
**THE GOOD LIFE**  
LIFE IN CAIRO  
MIVIRA

0% Down Payment  
7 Year payment plan  
**CITYSCAPE**  
EGYPT MARCH 31st - APRIL 3rd

سابق المعرض هذا العام انطلاق فعاليات مؤتمر سيتي سكيب مصر الذي يتناول أهم المشكلات العقارية إلحاحاً في مصر تحت شعار "تحديّة التطوير نحو المستقبل: صالحة لتحويل المشاريع وتنفيذها وتحقيق الأرباح".  
ويجمع المؤتمر الذي يستمر يومين بين الخبراء الوطنيين من القطاعين الحكومي والخاص لمناقشة وتبادل الخبرات بشأن المشكلات ذات الصلة بالقطاع العقاري في مصر. وأثناء ذلك، يتم التركيز على عملية تطوير رؤية مصر 2030 وإقامة مشروعات استثمارية ذات قيمة.  
وتشتمل الخدمات الثلاثية رؤية مصر 2030 التي تهدف إلى تحقيق التقدم والاندماج في مجالات التنمية البشرية والسياسة والترفيه والصحة. ورؤية القطاع الخاص بشأن تحقيق التنمية المستدامة وتحسين تكاليف

بناء وزيادة الكفاءة للتغلب على الوضع الحالي الحالي، وتدويرها عن الموضوعات.  
كما ويشهد المؤتمر حضور نخبة من الخبراء في هذا المجال مثل الدكتور نبال المغربي، نائب وزير التخطيط، والدكتور عاصم النجار، رئيس مجلس إدارة الهيئة العامة للتخطيط العمراني، ومحمد حامد الرئيس التنفيذي للهيئة العامة للاستثمار والمناطق الحرة، وغيرهم من الشخصيات البارزة.  
ويعد المؤتمر، ويفتح معرض سيتي سكيب أبوابه بطرح مجموعة كبيرة من المجمعات السكنية الفاخرة بأسعار معقولة ووحدات سكنية سكنية سكنية وفق ذات طابع معماري حديث، ويضمون أكثر من 80 وحدة مشاركة منها 20 شركة عريقة جديدة، تم جمع أكثر من 15000 متر مربع من

Another beautiful day  
16116  
emaarmist.com

# MERCHANDISING OPPORTUNITIES





## MERCHANDISING OPPORTUNITIES

We can offer a wide range of merchandising sponsorship opportunities such as : pen at the registration desks, registration forms, hanging banners and much more... These promotional items will enable you to have greater visibility from our visitors. **Estimated reach: 18,000 people**



### **Pens at Registration Desks** **US\$ 5,000 + COP**

Sponsor branded pens will be placed at the entrance areas, to be used when completing the registration forms.

These are then free for visitors to take with them and use. Sponsor to supply pens.



### **Visitor Registration Forms** **US\$ 5,000**

Create an impression right from the start by sponsoring the visitor registration forms.

Every visitor is required to complete the form prior to entering the exhibition halls. Your company's logo and stand number will feature prominently on the each form.



### **Bags Sponsorship** **US\$ 4,000 + COP**

Spread your brand through and among visitors by distributing branded bags that can be handed over to attendees at the hall entrances

Visitors will carry these throughout the exhibition halls and increase your exposure!

# VENUE BRANDING OPPORTUNITIES





## VENUE BRANDING

Capture the attention of our attendees as soon as they enter the halls with our onsite and venue branding sponsorship. With various locations to choose from at the venue, position yourself as the market leader, and ensure a high visibility and maximum exposure for your company branding. **Estimated reach: 20,000+ people**



**Hall Entrances**

Capture the exhibition visitors' attention every time they enter the halls.



**Atrium**

VIP arrivals, conferences and F&B outlets ensure a constant visitor traffic across the Atrium.



**Concourse**

Position yourself as the market leader with the most visible branding opportunities.



**Outdoor**

Outdoor branding options in are highly visible from the VIP car park and taxi drop off points.

# CONTACT US

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 [www.cityscapeegypt.com](http://www.cityscapeegypt.com)