

SPONSORS' GUIDE



LIBYA MARITIME EXHIBITION

13 - 16 October 2009

Tripoli International Fairground

The Organizer



The Venue



The General Board of Fairs

Under the auspices of



The Libyan Ports & Maritime
Transport Authority

Official Sponsor



The Libyan Naval Forces



LIMEX 2009 SPONSORS' GUIDE

What's LIMEX 2009 sponsor?

LIMEX 2009 sponsor is a company or institution that would like to provide financial support to the 2nd edition of Libya Maritime Exhibition.

This sponsorship is conceived to be a creative and cost-effective answer to specific corporate marketing objectives of targeted companies. Sponsors should use accordingly Libya Maritime Exhibition 2009 as a public relations opportunity to strengthen a corporate image and enhance visibility.

The Benefits of sponsoring LIMEX 2009

Often companies are looking to improve how they are perceived by their target audience. Sponsorship is the fastest growing form of marketing in emerging market like Libya. It is still very much in its infancy, especially in exhibition arena. With this in mind, companies or institutions can find unlimited opportunities to broaden their competitive advantage by increasing their credibility, image and prestige through the sponsoring of LIMEX 2009.

So, why should your company or institution be interested in LIMEX 2009 sponsorship? When done well, it offers significant opportunities for distinct marketing and competitive advantages, as well as showing support of this important event of the maritime and naval sectors.

The communication campaign for Libya Maritime Exhibition will include:

- The official catalogue of the exhibition
- The flyers and brochures
- The posters and banners
- The advertising in newspapers
- The advertising in radio and television
- The advertising in websites
- Special invitations

The Categories of LIMEX 2009 Sponsorship

LIBYA MARITIME EXHIBITION 2009 is organized under the auspices of the Libyan Ports & Maritime transport Authority, the Official Sponsor being the Libyan Naval Forces.

Four (4) other categories are offered to foreign and Libyan companies or institutions working in the following sectors:

- Banks
- Classification society
- Communication
- Container handling
- Freight forwarding
- Insurance
- Naval technology
- Oil and Gas
- Port and harbor engineering
- Safety and security companies
- Shipping lines
- Shipyard, Etc.

Available sponsorships include:

- The Gold Sponsor (1 place)
- The Silver Sponsor (1 place)
- The Bronze Sponsor ((1 place)
- Juniors supports (4 places)



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DESCRIPTION OF THE "GOLD SPONSORSHIP"

The investment for the GOLD SPONSOR is 25 000 Euros.

The GOLD SPONSOR will have the following advantages:

- 1 Free exhibition space for LIMEX 2009
 - A free exhibition space of 3 x 7 meters (21 square meters) will be allocated to the "GOLD SPONSOR"
 - If the "GOLD SPONSOR" needs additional space, it should follow the booking procedure and conditions according to the extra space.
- 2 Logo, corporate name and advertising pages in the official Directory of LIMEX 2009
 - The logo and the name will appear on the cover of the official directory of the exhibition, with the mention "GOLD SPONSOR" and in the page dedicated to the sponsors and supports of the exhibition, with the mention "GOLD SPONSOR"
 - Two pages for advertisement will be given free to the "GOLD SPONSOR" in the official directory
- 3 Logo and corporate name in the official catalogue
 - The logo and the name will be published in the 2nd edition of the official catalogue with the mention "GOLD SPONSOR"
- 4 Logo and corporate name in all posters and banners
 - The logo and the name will be published in all posters and banners of the exhibition with the mention "GOLD SPONSOR"
- 5 Logo and corporate name in the official website
 - The official website of the exhibition is www.limex-libya.com
 - The logo and the name will be published in the official website with the mention "GOLD SPONSOR", with an activated link to the website of the "GOLD SPONSOR" through a click to the logo.
- 6 Advertisement and interview in TV
 - The "GOLD SPONSOR" will be given the opportunity to have an interview with a Libyan TV during the exhibition.
- 7 Logo and corporate name on invitation cards
 - The logo and the name will appear on the invitation cards with the mention "GOLD SPONSOR"
- 8 Logo and corporate name on Visitors' badges
 - The logo and the name will appear on the visitors badges with the mention "GOLD SPONSOR"
- 9 The Speeches during the opening ceremony and the workshop
 - A speech will be given to the "GOLD SPONSOR" during the opening ceremony of the exhibition.
 - The speech will be given as well to the "GOLD SPONSOR" during the workshop.
- 10 Testimony
 - A certificate of thanks will be given to the "GOLD SPONSOR" together with a trophy of recognition, to testify that the "GOLD SPONSOR" has contributed to the successful organization of the exhibition.



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DESCRIPTION OF THE "SILVER SPONSORSHIP"

The investment for the "SILVER SPONSOR" is 15 000 Euros.

The "SILVER SPONSOR" will have the following advantages:

- 1 Free exhibition space for LIMEX 2009
 - A free exhibition space of 3 x 5 meters (15 square meters) will be allocated to the "SILVER SPONSOR"
 - If the SILVER SPONSOR needs additional space, it should follow the booking procedure and conditions according to the extra space.
- 2 Logo, corporate name and advertising pages in the official Directory of LIMEX 2009
 - The logo and the name will appear on the cover of the official directory of the exhibition, with the mention "SILVER SPONSOR" and in the page dedicated to the sponsors and supports of the exhibition, with the mention "SILVER SPONSOR"
 - Two pages for advertisement will be given free to the "SILVER SPONSOR" in the official directory
- 3 Logo and corporate name in the official catalogue
 - The logo and the name will be published in the 2nd edition of the official catalogue with the mention "SILVER SPONSOR"
- 4 Logo and corporate name in all posters and banners
 - The logo and the name will be published in all posters and banners of the exhibition with the mention "SILVER SPONSOR"
- 5 Logo and corporate name in the official website
 - The official website of the exhibition is www.limex-libya.com
 - The logo and the name will be published in the official website with the mention "SILVER SPONSOR", with an activated link to the website of the "SILVER SPONSOR" through a click to the logo.
- 6 Advertisement and interview in a Libyan newspaper
 - The "SILVER SPONSOR" will be given the opportunity to have an interview with a Libyan newspaper during the exhibition.
- 7 The Speeches during the workshop
 - A speech will be given to the "SILVER SPONSOR" during the workshop.
- 8 Testimony
 - A certificate of thanks will be given to the "SILVER SPONSOR" together with a trophy of recognition, to testify that the "SILVER SPONSOR" has contributed to the successful organization of the exhibition.



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DESCRIPTION OF THE "BRONZE SPONSORSHIP"

The investment for the "BRONZE SPONSOR" is 10 000 Euros.

The "BRONZE SPONSOR" will have the following advantages:

- 1 Free exhibition space for LIMEX 2009
 - A free exhibition space of 3 x 4 meters (12 square meters) will be allocated to the "BRONZE SPONSOR"
 - If the BRONZE SPONSOR needs additional space, it should follow the booking procedure and conditions according to the extra space.
- 2 Logo, corporate name and advertising pages in the official Directory of LIMEX 2009
 - The logo and the name will appear on the cover of the official directory of the exhibition, with the mention "BRONZE SPONSOR" and in the page dedicated to the sponsors and supports of the exhibition, with the mention "BRONZE SPONSOR"
 - One page for advertisement will be given free to the "BRONZE SPONSOR" in the official directory
- 3 Logo and corporate name in the official catalogue
 - The logo and the name will be published in the 2nd edition of the official catalogue with the mention "BRONZE SPONSOR"
- 4 Logo and corporate name in all posters and banners
 - The logo and the name will be published in all posters and banners of the exhibition with the mention "BRONZE SPONSOR"
- 5 Logo and corporate name in the official website
 - The official website of the exhibition is www.limex-libya.com
 - The logo and the name will be published in the official website with the mention "BRONZE SPONSOR", with an activated link to the website of the "BRONZE SPONSOR" through a click to the logo.
- 6 The Speeches during the workshop
 - A speech will be given to the "BRONZE SPONSOR" during the workshop.
- 7 Testimony
 - A certificate of thanks will be given to the "BRONZE SPONSOR" together with a trophy of recognition, to testify that the "BRONZE SPONSOR" has contributed to the successful organization of the exhibition.



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DESCRIPTION OF THE "JUNIOR SUPPORT"

The investment for the "JUNIOR SUPPORT" is 5 000 Euros.

The "JUNIOR SUPPORT" will have the following advantages:

- 1 Logo, corporate name and advertising pages in the official Directory of LIMEX 2009
 - The logo and the name will appear on the cover of the official directory of the exhibition, with the mention "JUNIOR SUPPORT " and in the page dedicated to the sponsors and supports of the exhibition, with the mention "JUNIOR SUPPORT "
 - One pages for advertisement will be given free to the "JUNIOR SUPPORT " in the official directory
- 2 Logo and corporate name in the official catalogue
 - The logo and the name will be published in the 2nd edition of the official catalogue with the mention "JUNIOR SUPPORT "
- 3 Logo and corporate name in all posters and banners
 - The logo and the name will be published in all posters and banners of the exhibition with the mention "JUNIOR SUPPORT "
- 4 Logo and corporate name in the official website
 - The official website of the exhibition is www.limex-libya.com
 - The logo and the name will be published in the official website with the mention " JUNIOR SUPPORT ",
- 5 Testimony
 - A certificate of recognition will be issued to testify that the "JUNIOR SUPPORT " has contributed to the successful organization of the exhibition.