



DUBAI
WOODSHOW

معرض الأخشاب WOODSHOW

Sponsorship Package



Leading exhibition platform for Wood,
Furniture & Woodworking Machinery
industry in the Middle East & GCC

14 - 16 April 2025

Dubai World Trade Center

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DUBAIWOODSHOW.COM

BROUGHT TO YOU BY
STRATEGIC EXHIBITIONS AND CONFERENCES

✉ INFO@WOODSHOWGLOBAL.COM



Benefits	PLATINUM USD 25,000	GOLD USD 15,000	SILVER USD 10,000
Exposure for your company, brands and products in DWS PR and marketing campaign	✓	✓	✓
Exposure for your brands and products in DWS press releases	✓	✓	✓
Press release announcing the partnership	✓	✓	✓
Logo on the event website's homepage	✓	✓	✓
Company profile with logo and url	300 Words	300 Words	300 Words
Social Media Campaign	✓	✓	
Logo in email marketing	✓	✓	✓
Email Campaign in our database	5	3	1
Logo to appear as sponsor on all event collaterals such as brochure, invitation cards, exhibition catalogue, post-show report	✓	✓	✓
Logo to appear as a sponsor in all regional and international print advertisements	✓	✓	✓
Advertisement in Event Catalog	Inside Front Cover + Inside page	Inside back cover + Inside page	Inside Page
Company name mention in the Event Radio Ad	✓		
Brochure display on registration desks	✓		

Note: All branding shall incorporate the DWS logo of up to %40 of the artwork design. Sponsors to provide artwork / or material in accordance with specified deadlines. the prices mentioned are excluding %5 VAT



Advertising and Branding Options

Onsite Branding at Dubai World Trade Center

Cube Sign USD 5,500



Customized cube signs placed at the major entrances as well as the Concourse for high visibility and impact. This is an excellent concept that can be distributed at the entrance areas of the venue as well as within the Concourses.

SPECIFICATIONS

Size: W 950 cm x H 180 cm – per face
Minimum of 4

Registration Desk USD 4,500/each



Make sure your branding greets all attendees to the exhibition. The branding of the registration area is a highly visible marketing tool as it is mandatory for all visitors to register and pass through the registration desk to enter the exhibition halls.

SPECIFICATIONS

Available Unit(s): 2 Desks in Each Area
Size: H 900 cm x W 500 cm

Product Display USD 3,500



Customized branding option where sponsor can physically feature their product.

Double-Sided Hanging Banner USD 3,500/each



Located at the hall gates, this eye-catching location ensures high exposure for your brand and an unforgettable impression on the right audience.

SPECIFICATIONS

Available Unit(s): Minimum 4
Size: W 85 cm x H 270 cm

Form Filling Desk Web Registration USD 6,000



Engage in our visual representation, showcasing your brand to the global world, where we bring excellency, quality, and success under one platform. Be visible, be known, and be heard on our Web Registration page.

FOYER-Indoor Tower Box USD 5,000 Front Side USD 3,750 Back Side



Located at the hall gates, this eye-catching location ensures high exposure for your brand and creates an unforgettable impression among the right audience.

SPECIFICATIONS

Front Tower Box: USD 5,000 each
(Minimum of 2)

Back Tower Box: USD 3750 each
(Minimum of 2)

Size: W 100 cm X H 240 cm

Note: All branding shall incorporate the DWS logo of up to 40% of the artwork design. Sponsors to provide artwork / or material in accordance with specified deadlines. The prices mentioned are excluding %5 VAT

Indoor Tower Box

USD 6,000/each



Located inside the hall in premium locations, it ensures high exposure for your brand and creates an unforgettable impression among the right audience. This eye-catching location ensures high exposure for your brand and creates an unforgettable impression among the right audience.

SPECIFICATIONS

(Minimum of 2)

Bridge Banner

USD 11,000



Located at the entrance across the foot-bridge that leads to the car parking area, this is the perfect site for advertisers aiming to deliver mass reach messages.

SPECIFICATIONS

Size: W 100 cm x H 240 cm

Column Cladding

USD 7,500/each



Positioned at the main concourse of the venue, this dynamic eye-catching network off our columns is sure to be noticed by the entire audience in the main concourse and while entering the halls.

SPECIFICATIONS

Available Unit(s): 8 (Minimum of 6)
Size: W 248 cm x H 284 cm

Grid Banner

USD 9,500/each



This exclusive network of sites is situated in the Concourse area, right on top of the entrances of the halls. Targeted directly at visitors entering the halls, these sites provide a "super-site" location in the heart of the venue.

SPECIFICATIONS

(Minimum of 4)
Size: W 100 cm x H 240 cm

Escalator

USD 12,000/each



These two spectacular displays grab the attention of all visitors walking into the Concourse, as well as of visitors coming out of the multi-story parking, and the main and rear gates. These high-impact sites leave a lasting impression on the target audience before entering the halls.

SPECIFICATIONS

Size: W 189 cm x H 1076 cm
W 244 cm x H 1076 cm

Glass Entrance

USD 20,000/each



Covering the front side of the glass, your branding will be the first thing to be seen by all the visitors entering the exhibition center. This offers a great opportunity for exhibitors who are keen to associate their names with the exhibition.

SPECIFICATIONS

Size: Header W 560 cm x H 150 cm
Left/Right W 318 cm x H 413 cm

Note: All branding shall incorporate the DWS logo of up to 40% of the artwork design. Sponsors to provide artwork / or material in accordance with specified deadlines. The prices mentioned are excluding %5 VAT

Welcome Sign Metro USD 20,000



First to be seen when coming out of the Dubai World Trade Center Metro Station, very large in size and visible to all incoming visitors using the metro.

SPECIFICATIONS

Size: H 900 cm x W 500 cm

Legged Welcome Arch USD 18,000



Customized Arch Structure, strategically located in the traffic spots targeting the maximum flow of visitors. The Arch can be placed in the concourse or in outdoor locations.

Outdoor Flags USD 18,000 /units



Positioned at the prime locations close to the main entrances. Create a highly visible impact with branded flags and get your brand associated with the event from the moment attendees enter the venue.

SPECIFICATIONS

Size: 100 cm W x 4,400 cm

Face Mask Exclusive USD 12,000



2-ply mask with logo branding

SPECIFICATIONS

(8000 Mask)

Sani-Station USD 2,500 /unit



Sani-Stations will be available across the exhibition venue branded with the sponsor's ads.

SPECIFICATIONS

(Minimum of 2)

Note: All branding shall incorporate the DWS logo of up to 40% of the artwork design. Sponsors to provide artwork / or material in accordance with specified deadlines. The prices mentioned are excluding %5 VAT

Conference Area

USD 15,000

Exclusive Benefits

- Exclusive branding on Conference Area
- Sponsor's collateral to be distributed inside the B2B lounge area
- Sponsor's logo on the direction signage for the B2B Lounge Area
- Mention in press releases
- Organization's logo in the conference agenda
- Organization logo in all newspapers and magazines' print advertisements.

AT THE EVENT BRANDING

- Logo branding as B2B Lounge Sponsor alongside sponsors.



E-Branding USD 3,000

DWS Website:

1. Logo recognition before, during and after the event's official website.
2. Organization's logo recognition on Sponsor Section of the event website alongside 300 words.
3. Organization's profile with a hyperlink to the organization's website. All Sponsors' logos will be visible in the archive online throughout the next year.



Social Media

1. One (1) Branding Post on Social Media Networks such as Facebook, Twitter, LinkedIn prior to the event.

Email Marketing

1. Organization's logo to appear in the email marketing to be sent to the Saudi Wood Show database by Organizing Committee.
2. One (1) Organization email marketing (content provided by sponsor) to be sent to the database by Organizing Committee prior to the event.



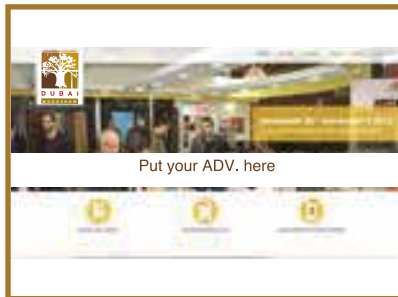
Note: All branding shall incorporate the DWS logo of up to 40% of the artwork design. Sponsors to provide artwork / or material in accordance with specified deadlines. The prices mentioned are excluding %5 VAT

Online Advertising

Homepage & Features Web Pages

Advertising on DWS Home Page

USD 1,000 / 3 month



Be on the Home Page of one of the most unique events, having exposure to all website visitors; including Ministers, C-Level Executives, World Wide Organizations as well as Government Entities. The advert will also feature a link to the company website.

Email Marketing

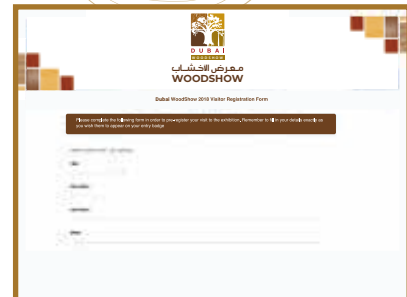
USD 1,000 / e-blast



An important form of branding, have your company email marketing sent out to all DWS database.

Registration Sponsor

USD 1,500



Create an impression right from the start by sponsoring the online visitor registration. Every visitor is required to complete the form prior to attending the event. Your company's logo and stand number will feature prominently on the online form.

Website banners: Billboard

USD 1,000 / 3 month



Dimensions of banners: 970 x 250

Website banners: Vertical

USD 1,000 / 3 month



Dimensions of banners: 300 x 400

Make a lasting impression with a special feature on Dubai Wood Show's website. We are exclusively promoting the Dubai WoodShow website on every social media platform and in other marketing communications. Your company banner or logo will reach thousands of website visitors.

E-Advertisement

E-Catalogue & E-Event Guides

Get the opportunity to deliver your message to all exhibitors and 10,000+ visitors through the DWS E-exhibition catalog and E-event.

Full Page Ad
USD 750



Half-Page Ad
USD 500



Page One Facing
Inside Front Cover
USD 2,000



Double Page Ad
USD 2,500



Inside Front Cover
USD 1,000



Note: All branding shall incorporate the DWS logo of up to 40% of the artwork design. Sponsors to provide artwork / or material in accordance with specified deadlines. The prices mentioned are excluding %5 VAT

Print Advertisement

Catalogue Event Guides

Get the opportunity to deliver your message to all exhibitors and 20,000+ visitors through the DWS exhibition catalog. It will be distributed to all Visitors, Exhibitors, Delegates, Sponsors, and the Media attending DWS.

Full Page Colored Ad

USD 1,000



SPECIFICATIONS

Final Cut: A5 sized artwork
Size: W 148 mm x H 210 mm
Bleed: 5 mm all sides

Half Page Colored Ad

USD 750



SPECIFICATIONS

Final Cut: A5 sized artwork
Size: W 148 mm x H 210 mm
Bleed: 5 mm all sides

Page One Facing Inside Front Cover

USD 1,500



SPECIFICATIONS

Final Cut: A5 sized artwork
Size: W 148 mm x H 210 mm
Bleed: 5 mm all sides

Double Page Ad

USD 1,500



SPECIFICATIONS

Final Cut: A5 sized artwork
Size: W 148 mm x H 210 mm
Bleed: 5 mm all sides

Inside Front Cover

USD 2,000



SPECIFICATIONS

Final Cut: A5 sized artwork
Size: W 148 mm x H 210 mm
Bleed: 5 mm all sides

Outside back cover

USD 2,000



SPECIFICATIONS

Final Cut: A5 sized artwork
Size: W 148 mm x H 210 mm
Bleed: 5 mm all sides

Advertising on Promotional Items

Lanyards

USD 12,000

Quantity: 5000



Your company logo will appear on all the lanyards handed out to participants along with their badges. The lanyards are worn by participants throughout the event and many visitors choose to take their lanyards back to the office as a memento of visiting an event.

Badges

USD 12,000



With over 8,000 participants in 2019, this is a significant and exclusive branding opportunity. Every printed badge will carry your logo on the front.



Visitor Welcome Bag

Turn the visitors into walking adverts for your company! The bags are handed out to every visitor and can also contain an insert of your corporate literature. Your company name will feature prominently on the bag along with your logo

Exposure Option 1 - USD 12,000

DWS will provide **5,000 branded visitor bags**. The visitor's welcome bag is a strong Eco-friendly bag that has the sponsor's branding on one side and shows its logo on the other side. One free insert in the DWS visitor bag can be included

Exposure Option 2 - USD 9,000

You as a sponsor will provide **5,000 branded visitor bags with your company logo**. One free insert in the DWS visitor bag can be included



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Organizer

STRATEGIC
EXHIBITIONS & CONFERENCES

🌐 Woodshowglobal.com

✉ Info@woodshowglobal.com