



SPONSORSHIP OPPORTUNITIES

# REBUILD IRAQ2005

The 2<sup>nd</sup> International Trade Exhibition for the Rebuilding of Iraq

## Sectors covered:

- Building & Construction
- Electricity
- Bridges & Railroads
- Airports & Seaports
- Telecommunications
- Water & Sanitation
- Oil & Gas
- Health
- Agriculture
- Education
- Security
- Information Technology
- Food & Hotel
- General Products & Goods

## 4 - 7 April 2005

Amman International Fair  
Marj Al Hamam, Amman - Jordan



# REBUILD IRAQ 2005:

## Be a player in the region's most promising market

### Seize unmatched promotion opportunities

No country in the region has more business-generating potential than Iraq. Almost two-and-a-half thousand projects are creating massive demand for material and equipment. The U.S. government has set aside \$18.6 billion for the rehabilitation of Iraq's electricity, water, oil, health, transportation, agriculture, and telecommunications sectors. Global donors have committed a further total of \$33 billion to projects in Iraq.

### Be part of a success story

Relive the success of Rebuild Iraq 2004. Last year's exhibition surpassed all expectations. It attracted more than 1,400 exhibitors targeting key Iraqi economic sectors from 48 countries. All 35,000 square meters of exhibition space at the Kuwait International Fairs Ground were fully booked.

### Network with the people who really matter

Rebuild Iraq 2005 will bring together Jordanian, Iraqi and other Arab buyers, manufacturers, suppliers, contractors and specifiers, giving them direct access to project directors, government bodies and a variety of decision-makers involved in the economic rebirth of Iraq. Prime US and other international contractors and regional subcontractors, who are the leading buyers in Middle East markets, will attend.



### IRAQ Reconstruction in numbers:

- 2,500 Iraq reconstruction projects
- \$18.6 billion set aside by U.S. for Iraq reconstruction
- \$33 billion committed by other global donors
- \$60-70 billion to be spent in medium term
- \$150 billion worth of long term demand



Rebuild Iraq 2005 has gained official support by the U.S. Department of Commerce, promoting and endorsing the event as an ideal trade forum and meeting place for the reconstruction of Iraq.



# Enjoy direct access to international companies and decision-makers who recognize Iraq's vast economic potential

## Only in Jordan

Rebuild Iraq 2005 will be held in Amman, Jordan's secure gateway to business with Baghdad and the rest of Iraq. Jordan's geographical proximity to, and history of trade with Iraq, makes Amman the natural and preferred venue for international companies eager to meet and do business with Iraqi entrepreneurs. Amman boasts an extraordinarily business-friendly environment: The city's infrastructure and abundance of first-class business-oriented hotels have earned it a reputation as a business oasis in the region. Thousands of Iraqi businessmen have been located in Jordan since the early 1990s. In addition, the relatively simple procedures for Iraqi businessmen obtaining entry visas to Jordan will give scores of Iraqi professionals traveling by road or air from Iraq easy access to the show.

## "Doing Business in Iraq" Conference

Iraqi Ministers and representatives of the Iraqi Government, the Iraqi Chambers of Commerce, Iraqi Union of Businessmen and Iraqi Businessmen's Council as well as representatives of the donor governments will be active in participating in the Conference on Doing Business in Iraq, that will be held concurrently with Rebuild Iraq 2005, on 05 and 06 April, 2005.



*Rebuild Iraq 2004 attracted more than 1,400 exhibitors targeting key Iraqi economic sectors from 48 countries.*

## SPONSORSHIP OPPORTUNITIES

Rebuild Iraq 2005 Sponsorship Program is designed to provide the synergy benefits of a multi-channel marketing and promotion event. Sponsors will not only be offered a prestigious exhibition and conference, but also the possibility to multiply the benefits of their participation by expanded advertisements and coverage in a pre-event newsletter and a preview magazine that target Jordanian, Iraqi and regional decision makers in the public and private sectors, as well as e-newsletters, and web-site links to regional and international targeted audience.

Additional coverage includes mass media advertising and coverage, networking events and prominent signage at key exhibition points, organized seminars, receptions and a first class public relations program incorporating press releases, press conferences, interviews and coverage.

## The organizers

The show is organized by International Fairs and Promotions (IFP Group) in cooperation with Expo Jordan. IFP Group is the leading organizer of exhibitions in the Middle East and has organized over 320 shows covering all key economic sectors in the last 23 years.

## Communication

- Rebuild Iraq 2005 regional PR, editorial and media coverage campaign exceeds a value of USD 2,000,000.
- Rebuild Iraq 2005 Communication reaches over 1,000,000 trade prospects regionally and around the world.

# Comprehensive sponsorship packages, suitable for a wide range of marketing programs is offered

**A wide range of marketing programs is offered by Rebuild Iraq 2005 Exhibition & Conference to leading Jordanian and International organizations.**

**Three levels of Sponsorship are offered at Rebuild Iraq 2005 Exhibition and the concurrent "Doing Business in Iraq" Conference:**

## **DIAMOND CIRCLE**

**USD 100,000**

### **SPONSOR PACKAGE INCLUDES:**

- 60 sqm fitted space at the Rebuild Iraq 2005 Exhibition at Amman International Fair, Marj El Hamam.
- 18 sqm fitted Stand at the entrance of the Conference in the Amman Hotel.
- Special story and interview with pictures in the show newsletter, 8000 copies will be printed and mailed to exhibitors worldwide, diplomats in Jordan and Iraq, all businessmen and VIPs in Jordan & Iraq, and to leading decision makers in the region.
- Two free full page advertisements in the Newsletter.
- E-Campaign of the electronic version of the newsletter will be sent to a large international and regional database, with a downloadable web-based version.
- 2 free double page color advertisements in the Official Show Catalogue to be distributed in 15,000 copies free of charge at the entrance of the show and used as a reference by trade buyers for a long period after the show.
- Links to sponsor's website from official show website [www.rebuild-iraq-expo.com](http://www.rebuild-iraq-expo.com).
- Downloadable PDF brochure/message of Sponsor on show website.
- Logo of Sponsor on main panel board (showing level of sponsorship) of the Conference Centre at the Amman Hotel during the concurrent Conference on Doing Business in Iraq.
- Logo of Sponsor on main panel board (showing level of sponsorship) at the entrance in Amman International Fair during the show.
- Logo in the Conference literature indicating sponsorship.
- Logo in the Show literature indicating sponsorship.
- Logo at show press conferences in Amman and in many capitals promoting Rebuild Iraq and the concurrent conference.
- Logo in all show and conference advertising campaigns in Newspapers in Jordan, Iraq and regionally and in trade magazines and outdoor advertisements.
- Sponsor's brochures in Conference Participants' bags.

# Key Sectors

Building & Construction, Oil & Gas, Municipal Services & Security, Healthcare & Hospital Sector, IT & Communications, Education & Schools, Agriculture & Food Technologies and Products...

## GOLD CIRCLE

USD 70,000

### SPONSOR PACKAGE INCLUDES:

- 30 sqm fitted space at the Rebuild Iraq 2005 Exhibition at Amman International Fair, Marj El Hamam.
- 9 sqm Fitted Stand at the entrance of the Conference in the Amman Hotel.
- Special story and interview with pictures in the show newsletter, 8000 copies will be printed and mailed to exhibitors worldwide, diplomats in Jordan and Iraq, all businessmen and VIPs in Jordan & Iraq, and to leading decision makers in the region.
- One page free advertisement in the Newsletter.
- 1 free page color advertisement in the Official Show Catalogue to be distributed in 15,000 copies free of charge at the entrance of the show and used as a reference by trade buyers for a long period after the show.
- Link to sponsor's website from official show website [www.rebuild-iraq-expo.com](http://www.rebuild-iraq-expo.com).
- Logo of Sponsor on main panel board (showing level of sponsorship) of the Conference Centre at the Amman Hotel during the concurrent Conference on Doing Business in Iraq.
- Logo of Sponsor on main panel board (showing level of sponsorship) at the entrance in Amman International Fair during the show.
- Logo in the Conference literature indicating sponsorship.
- Logo in the Show literature indicating sponsorship.
- Logo at show press conferences in Amman and in many capitals promoting Rebuild Iraq and the concurrent conference.
- Logo in all show and conference advertising campaigns in Newspapers in Jordan, Iraq and regionally and in trade magazines and outdoor advertising.
- Sponsor's brochures in Conference Participants' bags.

## SILVER CIRCLE

USD 40,000

### SPONSOR PACKAGE INCLUDES:

- 18 sqm fitted space at the Rebuild Iraq 2005 Exhibition.
- Panel at the entrance of the Conference in the Amman Hotel.
- 1 free color page advertisement in the Official Show Catalogue to be distributed in 15,000 copies free of charge at the entrance of the show and used as a reference by trade buyers for a long period after the show.
- Link to sponsor's website from official show website [www.rebuild-iraq-expo.com](http://www.rebuild-iraq-expo.com).
- Logo of Sponsor on main panel board (showing level of sponsorship) at the entrance in Amman International Fair during the show.

**Other Sponsorship opportunities are available.**

# REBUILD IRAQ 2005: General Information

## The Venue

Rebuild Iraq 2005 will be held at Jordan's conveniently located Amman International Fair, Marj al Hamam, on the road to the airport. The fair is 25 minutes away from the famous Dead Sea, and only 3 hours by highway from the Iraqi border, giving Iraqi visitors fast hassle-free access. The exhibition will cover 16,000 square meters indoors, and 4,000 square meters outdoors. Amman International Fair boasts 100,000 square meters of parking and is equipped with the very best in exhibitor-friendly amenities: air conditioning and internet access.



For further information please contact the organisers:

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