

MiddleEastCranes

DRIVING CONSTRUCTION 2010

The biggest crane industry meeting in the Middle East



23rd - 24th February 2010, Shangri-La Hotel, Dubai, UAE

www.middleeastcranes.com

Business in the Middle East is always more complicated than the picture painted by the broad strokes of the general media. For example, for many years it has been a commonly accepted truth that "a quarter of the world's cranes are in Dubai"; a truth that has been debunked thoroughly by speakers at previous Middle East Cranes conferences, and by Cranes Today. Now that some iconic projects have been postponed, the story you'll read everywhere is that the whole region is grinding to a halt. The recent economic troubles in Dubai will have done little to change this view.

In fact, there are still plenty of business opportunities in the region: the problem is knowing how to access them. Middle East Cranes 2010 will give you the tools to do that. Middle East Cranes gives you the opportunity to find out where the best opportunities are, to discover more about the most efficient tools for the contracts you want to win, and to meet two hundred of the most influential purchasers and suppliers in the lifting industry.

To attend: Kate Hearn, khearn@worldmarketintelligence.com. Tel: +44 (0)208 269 7743

To sponsor: Martin McCarthy, mmccarthy@worldmarketintelligence.com. Tel: +44 (0)208 269 7848

Speakers named so far include:

- Tony Haddad, Al Jaber Heavy Lift
- Eric Etchart, president, Manitowoc Cranes
- Ralf Ressel, director of research and development, Terex

- Klaus Binder, project manager, Liebherr Biberach
- Graham Brent, executive director, NCCCO
- Michael Birch, managing director, ALE Projects

Middle East Cranes 2010 sponsors so far include:

Event partner:



Associate sponsors:



Badge sponsor:



Organised by:



There are a number of sponsorship opportunities available for Middle East Cranes 2010; from event bags and hospitality, to taking a stand as part of the table-top exhibition or providing promotional inserts. More details are available on the following pages.

Event partner:

£10,000 + VAT

- By investing in this level of sponsorship, you will also have an opportunity to make a presentation at the conference and your company logo will be featured on all literature; websites and marketing material. Additional benefits include:
- A 6sqm table top outside the conference room with an opportunity to exhibit new technology and services as well as discuss key issues during the morning and afternoon coffee and lunch breaks.
- Four complimentary delegate passes to attend the conference for your own use or for delegates/clients who have not already registered to attend.
- Two corporate banners supplied by the sponsoring organisation to be displayed in the conference rooms (plenary session).
- Your corporate logo will be included in all event advertising, event website (with hyperlinks); conference brochure; conference satchel and you will be mentioned in press campaigns, trade magazines, and newspapers.
- All email campaigns including the Cranes Today E-Bulletin Newsletters-key features + information on conference.
- Complimentary insert in the conference delegate folders (up to 4 x A4 page insert) to be supplied by the sponsoring organisation.
- One off use of the conference delegate list for post-event marketing.

Associate sponsor:

£8,000 + VAT

- Opportunity to chair either the morning or afternoon session.
- A 6sqm table top outside the conference room with an opportunity to exhibit new technology and services as well as discuss key issues during the morning and afternoon coffee and lunch breaks.
- Two complimentary delegate passes to attend the conference for your own use or for delegates/clients who have not already registered to attend.
- Corporate banner supplied by the sponsoring organisation to be displayed in the break out room for the streamed sessions.
- Your corporate logo will be included in all event advertising, event website (with hyperlinks) and mentions in press campaigns, trade magazines, and newspapers.
- Complimentary insert in the conference delegate folders (up to 4 x A4 page insert) to be supplied by the sponsoring organisation.
- Your corporate logo will appear on the front of all promotional material including conference brochures and official event website.
- One use of the complete conference delegate list for post-event marketing.
- Logo to be placed on sponsored satchel either to the bottom or to the rear.

For more information on the event, please contact
Martin McCarthy on +44 (0) 208 269 7848
or email: mmccarthy@worldmarketintelligence.com

Lunch sponsor: £3000 + VAT

- Exclusive lunch sponsor on either day.
- A 6sqm table top outside the conference room with an opportunity to exhibit new technology and services as well as discuss key issues during the morning and afternoon coffee and lunch breaks.
- Opportunity to make 1 5-10 minute presentation to the conference delegates over the sponsored lunch.
- One corporate banner supplied by the sponsoring organisation to be displayed at the lunch presentation.
- Two Complimentary delegate passes to attend the conference for your own use or for delegates/clients who have not already registered to attend.
- Acknowledgement with logo as 'official lunch reception sponsor' within the conference brochure and on all promotional literature and event website.
- Complimentary insert into the conference delegate folders (up to 4x A4 pages) to be supplied by the sponsoring organisation.

Branded conference satchel: £3000 + VAT

Conference satchels are the ideal way to align the Sponsor with a professional and respected event. Satchels are seen as a valuable gift, which create lasting recall of the Event and ensure that the Sponsor's business name is top of mind. Satchels deliver added value to delegates who are known to use and re-use satchels and folders long after the event has finished.

Full benefits include:

- Main sponsor will take central space on the satchel (5-7 inch font). All lead sponsors logos will also be present on the satchel (2-inch font) either to the rear or to the base.
- Distribution of branded conference satchel to all delegates.
- Satchel to be branded with Sponsor's name and contact details, as well as the name of the summit and media partners.
- Corporate brochure (to be supplied by sponsor) inside the satchel.
- One complimentary delegate pass to attend the conference for own use or for a client.
- Branding on summit website with URL link directly to the Sponsor's home page.
- Sponsor's name mentioned in all press releases and email marketing, promotional literature and event website.

Post-conference drinks sponsor: (one event) £3000 + VAT

Let the networking begin! At the end of day one, delegates will be invited to attend a casual drinks reception. By taking this level of sponsorship you will gain the following benefits:

- A complimentary delegate pass to attend the conference.
- Corporate banners supplied by the sponsoring organisation, to be displayed at the drinks reception.
- Branding and marketing opportunities with your company logo on the official event website.
- Acknowledgement with logo as 'official cocktail reception sponsor' within the main event brochure.
- Complimentary insert in the conference delegate folders (up to 4xA4 page insert) to be supplied by the sponsoring organisation.

Conference stand: £1750 + VAT

Whilst there is no trade show at this event there are a limited number of exhibition booths/table tops available in the break area.

Full benefits include:

- A 6sqm (3x2) stand outside the conference room with the opportunity to exhibit new technology and services and to discuss key issues during the morning and afternoon breaks.
- One free delegate pass: all additional members have to be accounted for and the following prices will apply.
- £750.00 per person - this is the full delegate rate and allows access to the conference room, all meals, coffee breaks and cocktail party. Basically full delegate benefits.
- £150.00 per person - allows the individual to work for your company at the exhibition and the costs cover all meals, coffee breaks and the cocktail party. It doesn't allow access to the conference room.

Promotional inserts: £1000 + VAT

- Put your name and logo in the hands of every conference delegate by inserting your corporate brochure in the conference delegate workbook.
- In addition our media partners are more than happy to discuss features and advertising opportunities with you.

For more information on the event, please contact
Martin McCarthy on +44 (0) 208 269 7848
or email: mmccarthy@worldmarketintelligence.com

BOOKING FORM

Yes, please register the following delegate(s) to attend

MiddleEastCranes 2010

Company Details

Company Name..... Address.....

Postcode..... Tel..... Fax..... Website.....

Delegate 1

Title..... First Name..... Surname.....

Job Position..... Email.....

Delegate 2

Title..... First Name..... Surname.....

Job Position..... Email.....

FREE Delegate 3

Title..... First Name..... Surname.....

Job Position..... Email.....

Delegate registration fees (+17.5% VAT)

4 easy ways to register!

- Standard booking price £900/\$1800/€1350 after 15 August 2009
- Late booking price £1050/\$2100/€1575 after 10 February 2010

- ☒ Complete this page and fax back to +44 (0)20 8269 7803
- ✉ khearn@progressivemediagroup.com
- ☎ +44 (0)20 8269 7443
- ☒ Kate Hearn, Middle East Cranes 2010,
Progressive Media Publishing Ltd
Progressive House, 2 Maidstone Road, Foots Cray, Sidcup, Kent, DA14 5HZ UK

Payment methods

Payments may be made by cheque, bank transfer or credit card. Your place will be confirmed once payment has been received. Please tick the appropriate box of your preferred payment method:

- Cheque: crossed cheque payable to Progressive Media Publishing Ltd and write on the back of the cheque "ME Cranes 2010"
- If you wish to pay by credit card, please fill in the following details:
 - Visa MasterCard American Express Bank card No..... Expiry Date.....
 - Name (as appears on card)..... Signature.....
- Bank transfer. Please use your 'name + ME Cranes 2010 + invoice number' as reference on all transfers. Transfers should be made to Barclays Bank plc, London Corporate Banking, 1 Churchill Place, Canary Wharf, London E14 5HP; account name: Progressive Media Publishing Ltd. Sterling transfer: sort code 20-20-62, account no: 60974463, iban code GB71BARC20206260974463, Euro transfer: sort code 20-71-02, account no: 88967577, iban code GB20BARC20710288967577.
- Please invoice me (include contact details for invoice if different from above) Email.....

Venue details

Shangri-La Hotel, Dubai, Sheikh Zayed Road, PO Box 75880, Dubai, United Arab Emirates (+971 4) 343 8888 (+971 4) 343 8886 janytte.siega@shangri-la.com

Booking Conditions: This booking form constitutes a legally binding contract.

Substitutions/cancellations: All cancellations must be made in writing. Substitute delegates will be accepted at any time, any changes must be made in writing to Kate Hearn. All cancellations will be subject to a £100 + VAT handling and administration charge per delegate.

Bookings cancelled after January 15th will receive a 50% refund (minus the £100 administration fee) and access to the conference papers.

Booking cancelled after January 26th will receive no refund but will have access to the conference papers.

Cranes Today will endeavor to ensure that this conference programme is correct at the time of print. Cranes Today reserve's the right to change the conference/workshop content, timing, speakers or venue without notice. The event may be postponed or cancelled due to circumstances beyond the control of Cranes Today. If a situation arises, we will endeavour to reschedule the event. However, Cranes Today cannot be held responsible for any cost, damage or expenses which may be incurred by the customer as a consequence of the event being postponed.

We also reserve the right to cancel his conference in which case full refunds will be issued.

Register two delegates and the third attends free