

فنون
international
FINE ART AND
ANTIQUES FAIR

Wednesday 12 November – Saturday 15 November 2008

Abu Dhabi National Exhibition Centre, Abu Dhabi, UAE

Is your company looking for direct access to high net worth individuals?

The International Fine Art & Antiques Fair is an ideal sponsorship opportunity for those organizations wishing to target wealthy individuals, company leaders, interior designers and, of course, influencers in this fast developing region.

It offers your company a unique opportunity to capitalize from a broad range of benefits, which include:

- The Middle East's only International Fine Art & Antiques Fair which is fully vetted for content
- One of the top events of its kind in the world with more than 150 international galleries taking part
- Opportunity to access and engage thousands of high net worth individuals
- Unique corporate entertaining environment
- Heavily promoted through multiple channels
- Brand inclusion on extensive Fair advertising

The International Fine Art and Antiques Fair is looking for high quality partners to join in many of the banding opportunities which include

- Title Sponsor
- Feature Sponsorships
- Affinity Promotions



PATRONAGE

The Fair is held in **Abu Dhabi**. The Patrons are H.E. Sheikh Sultan Bin Tahnoon Al Nahyan, Chairman of the Abu Dhabi Authority for Culture and Heritage.





Wednesday 12 November – Saturday 15 November 2008 | Abu Dhabi National Exhibition Centre, Abu Dhabi, UAE

FAIR PROMOTION

The Fair is not a mass market event. It is clearly targeted to high net worth individuals. Key promotional tactics include:

- VVIP invitations to the specially- created databases of wealthy individuals in the region
- Tailored promotions with affinity partners like Canvas Magazine
- Advertisements in luxury publications throughout the Middle East
- Strategic use of PR and special promotions to encourage the purchase of art and antiques as an investment
- Cross promotion with other luxury brands to their customers



SPONSORSHIP MENU

Title Sponsor

This is the *crème de la crème*. Entitlements include:

- The event will be referred to as the International Fine Art & Antiques Fair in association with (say Emirates Bank)
- The Sponsor's logo will appear on **all** promotional material and the events web site
- Invitation for sponsors key executives to be part of the Opening Ceremony at the Fair
- The Sponsor and their guests will be invited to all of the VVIP functions
- The Sponsor is invited to host a special preview party at any time during the Fair in private area within the Fair
- A table for ten at the exclusive exhibitor pre-fair party at Abu Dhabi's Emirates Palace
- Exhibition stand in prominent location
- Back cover advertisement of the show catalogue
- Logo on visitor badges
- Logo on show signage
- Links from web site
- Facility to place promotional item in all direct mail
- 1,000 complementary tickets to send out to key clients with special VIP facilities to welcome them at key times
- Access to attendee databases post shows

Cost: AED250,000



Wednesday 12 November – Saturday 15 November 2008 | Abu Dhabi National Exhibition Centre, Abu Dhabi, UAE

FEATURE SPONSORSHIPS

VIP Reception Majlis

This is a private area in each exhibition where VIP guests are invited to take refreshments and socialize with exhibitors and VIP visitors alike. Designed similar to a First Class Airline Lounge, it provides a meeting point and a haven of tranquility during the event where complementary refreshments and snacks are provided.

Entitlements include

- Reference to the lounge as the (say) Etihad VIP Guest Lounge
- Branding of the VIP Lounge in the colour and style of the sponsor
- VIP invitations to the lounge by the sponsor to their special customers
- A table for four at the exclusive exhibitor pre-fair party at Abu Dhabi's Emirates Palace
- Exhibition stand in prominent location
- Links from web site
- 250 complimentary VIP invitations to the Fair
- Full page Advertisement in the show catalogue



Cost: AED60,000

Web Site and Registration Sponsor

The International Fine Art & Antiques Fair's web site and the Fair's visitor registration area offers the sponsor a unique opportunity to gain direct brand recognition to all visitors before and during the event and so create a lasting impression and association with this luxury Fair.

Entitlements include

- Logo and links on each interior page of the web site
- Logo prominently used at the registration point and on Your are Here locators
- Logo on the guest tickets, VIP passes and lanyards
- Logo on pre-show ticket advice emails
- Exhibition stand in prominent location
- 250 complimentary VIP invitations to the Fair
- Full page Advertisement in the show catalogue

Cost: AED50,000





فنون
international
FINE ART AND
ANTIQUES FAIR



Wednesday 12 November – Saturday 15 November 2008 | Abu Dhabi National Exhibition Centre, Abu Dhabi, UAE

Media Centre

This is where the invited media are given hospitality and internet access to their home base. It is the place where, in front of a media board, live TV interviews will take place; radio interviews taped and face2face press briefings can be given.

Entitlements include

- Logo prominently used inside and around the entrance of the media centre
- Logo (along with the title sponsor) on media interview board
- Logo on all media invites and event press releases
- A table for four at the exclusive exhibitor pre-fair party at Abu Dhabi's Emirates Palace
- Links from web site
- 250 complimentary VIP invitations to the Fair
- Full page Advertisement in the show catalogue



Cost: AED40,000





Wednesday 12 November – Saturday 15 November 2008 | Abu Dhabi National Exhibition Centre, Abu Dhabi, UAE

AFFINITY PROGRAMMES

These are special promotions that take place with media and luxury good suppliers. An example of those being negotiated presently is:

Canvas Magazine

This is the leading Art title in the UAE with over 15,000 subscribers. We have selected the wealthy and influential ones. Together with Canvas we are preparing three special promotions which will go both to their readership, CEOs of stock market companies and the special list of millionaires that we have created for the Fairs.

The topics for these promotions are:

- **Art in the Boardroom**
- **Investing in Fine Art**
- **Antiques as an Investment**

Price on Application

Luxury Title Promotions

A special supplement on the event is being created which will feature the exhibitors and interviews with prominent collectors that will be placed as an insert in key luxury titles.

Price on Application

Other Opportunities

Partnerships are also sought for:

- **Official Drink Supplier**
- **VIP Transport**
- **Show Catalogue**
- **VIP Parties**
- **Corporate Hospitality Functions**

Photograph courtesy Gallery Michel-Samy Chadeaud



ENQUIRIES TO:

International
Fran Foster
+44 (0) 7971 839 428

Middle East
Victoria Crick
+971 2 444 6011