

11th Edition

Middle East Rail

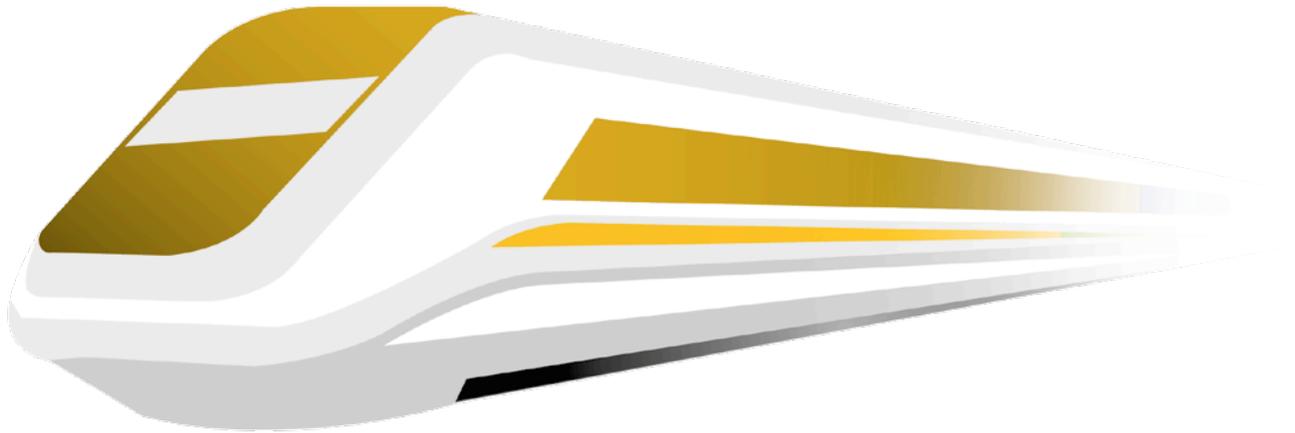
السكك الحديدية في الشرق الأوسط

7 - 8 March 2017

Dubai International Convention and Exhibition Centre UAE

The largest rail exhibition across the Middle East, North Africa, the Indian Subcontinent and Central Asia

10,000 visitors | 800 conference delegates | 400 exhibitors



Created by

terrapinn

use your brain

www.terrapinn.com/merail

“ By participating in Middle East Rail it has strengthened our relationship with our customers and we’ve made an impact in the market. By doing so, we’ve managed to identify our market and learn who we need to speak to - that’s down to Middle East Rail ”

Mark Fowler, Sales Manager Middle East, Edilon Sedra

OUR STORY

A small conference over a decade ago, Middle East Rail has grown to become the largest and most established rail event in the Middle East, North Africa and Central Asia; now recognised as a leading international rail event.

It is the only rail event to be run in partnership with the UAE government, hosting more regional and international government representatives than any other rail show. They invite you to participate in over \$352 billion worth of rail opportunities from across these regions.

Middle East Rail is the unrivalled platform for the region’s railways industry to come together, to learn, to network and to do business.

Global companies come together to help build and operate brand new rail infrastructure, as well as upgrade legacy networks across the Arab League (MENA), Turkey, the Indian subcontinent and Central Asia.

In 2017, Middle East Rail will once again deliver an unrivalled conference, hosting over 200 speakers. As the leading rail conference for the regional markets, it will extend its project overviews into the Indian subcontinent and Central Asia.

Middle East Rail will not only bring together transport ministries from the regional markets, but will also welcome rail developers, transport operators, government, contractors and suppliers to talk strategy, technology and innovation for passenger and freight projects.

Our partners and solution providers are global leaders and innovators. They use Middle East Rail as their once-a-year opportunity to meet and do business with new and existing customers.

Don’t get left behind.

Find out how you can get involved:

Email Jamie.Hosie@terrapinn.com or call **+971 4440 2501**

www.terrapinn.com/merail



MIDDLE EAST RAIL - THE FACTS

MIDDLE EAST RAIL 2016 IN A NUTSHELL?

8,024 attendees

511 VIP government officials

302 sponsors and exhibitors

89 countries represented

VISITOR GROWTH

2017: 10,000+

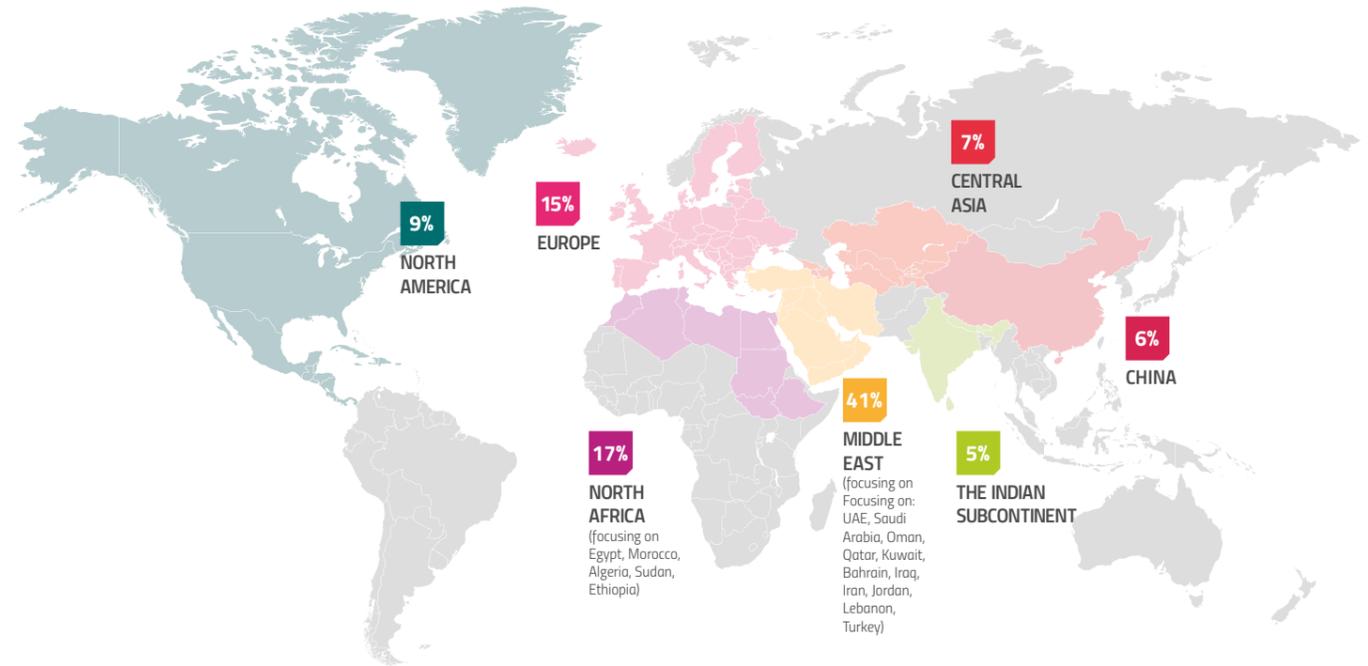
2016: 8,000+

2015: 6,000+

MARKET POTENTIAL

US\$352 billion of confirmed rail infrastructure spend planned in Middle East and North Africa by 2024

SECTOR INTEREST



JOB TITLES OF VISITORS

- Minister/Director General
- CxOs
- Head of Rail
- Head of Planning
- Head of Operations
- Head of Signalling
- Head of Operations
- Head of Maintenance
- Head of Procurement
- Business Development
- Operations Manager
- Rail Safety Manager
- Fare Systems Manager
- Planning & Development Manager
- Transport Consultant
- Rail Expert/Advisor
- Rail Engineers
- Civil Engineers
- Supply-chain Manager
- Logistics Manager
- Transport Manager

BREAKDOWN OF 2016 SHOW AUDIENCE



TOP 4 REASONS VISITORS ATTEND MIDDLE EAST RAIL

- Buy and demo new technology
- Purchase products and services
- Seek representation
- To learn about future projects



To sponsor and be involved in the conference, call **Jamie** on +971 4440 2501 or email Jamie.Hosie@terrapinn.com

“ Middle East Rail is the only way to get ourselves educated and learn about new technologies. What we learn at the show we 'download' into the RTA so we benefit and our clients benefit. We can spread our knowledge throughout the Middle East - it's a win-win ”

Roads and Transport Authority



WITH THANKS TO OUR 2016 SPONSORS

GOVERNMENT PARTNER



SUPPORTING GOVERNMENT PARTNER



PLATINUM SPONSORS



GOLD SPONSORS



SILVER SPONSORS



ASSOCIATE SPONSOR / VIP LOUNGE



ASSOCIATE SPONSOR



LAW FIRM SPONSOR



STRATEGIC CONSULTANT PARTNER



DELEGATE LANYARD



VISITOR LANYARD



GATEWAY SPONSOR



INFRA THEATRE SPONSOR



Become a sponsor by emailing Jamie.Hosie@terrapinn.com or call +971 4440 2501 to find out how you can get involved.



KEY BUYERS AT THE CONFERENCE IN 2016

Abu Dhabi Urban Planning Council
United Arab Emirates

Al Madinah Al Munawarah Development Authority
Saudi Arabia

Alarfag Kuwait Rail Co
Kuwait

Algerian Embassy
United Arab Emirates

Amsterdam Metro
Netherlands

Arriyadh Development Authority
Saudi Arabia

Arriyadh Metro Authority
Saudi Arabia

Arriyadh New Mobility
Saudi Arabia

Australian Embassy
United Arab Emirates

Austrian Embassy
United Arab Emirates

British Centre For Business
United Arab Emirates

British Embassy Abu Dhabi
United Arab Emirates

British Embassy, Dubai
United Arab Emirates

Cairo Metro - The Egyptian Company For Metro Management & Operation
Egypt

Consulate General Of Algeria
United Arab Emirates

Consulate General Of Kuwait
United Arab Emirates

Dedicated Freight Corridor Corporation Of India
India

Department Of Transport
United Kingdom

Department Of Transport, Abu Dhabi
United Arab Emirates

Dubai Customs
United Arab Emirates

Dubai Police
United Arab Emirates

Dubai Roads and Transport Authority
United Arab Emirates

Dubai South
United Arab Emirates

Egyptian National Railways
Egypt

Egyptian Railway Projects and Transportation Company
Egypt

Embassy Of Djibouti
United Arab Emirates

Embassy Of Italy
United Arab Emirates

Embassy Of The Federal Republic Of Germany Abu Dhabi
United Arab Emirates

Embassy Of The Kingdom Of Morocco
United Arab Emirates

Etihad Rail
United Arab Emirates

European Rail Agency
France

Federal Customs Authority
United Arab Emirates

Federal Transport Authority - Land & Maritime
United Arab Emirates

Fujairah Municipality Building Lab
United Arab Emirates

Government Of Sharjah-Directorate Of Human Resources
United Arab Emirates

High Commission For The Development Of Arriyadh
Saudi Arabia

Indian Railways
India

Iraqi Republic Railways Company
Iraq

Italian Embassy
United Arab Emirates

Jordan Hejaz Railway
Jordan

League Of Arab States
GCC

Ministry Of Communications, Kuwait
Kuwait

Ministry Of Equipment, Transport and Logistics, Morocco
Morocco

Ministry Of Finance
United Arab Emirates

Ministry Of Infrastructure Development
United Arab Emirates

Ministry Of Infrastructure Development
Kuwait

Ministry Of Interior, Customs Affairs
Bahrain

Ministry Of Municipalities & Rural Affairs
Saudi Arabia

Ministry Of Railways, India
India

Ministry Of Transport
Jordan

Ministry Of Transport & Communications
Qatar

Ministry Of Transport and Communications
Oman

Ministry Of Transport, Roads and Bridges
Sudan

Ministry Of Transportation, Egypt
Egypt

Moroccan National Railways (ONCF)
Morocco

Nigerian Railway Corporation
Nigeria

Oman Rail
Oman

Qatar Rail
Qatar

Rail Planning & Development - Rail Agency
United Arab Emirates

Ras Al Khaimah Transport Authority
United Arab Emirates

Riyadh Public Transportation
Saudi Arabia

Roads and Transport Authority
United Arab Emirates

Saudi Railway Company (SAR)
Saudi Arabia

Saudi Railways Organization (SRO)
Saudi Arabia

Sharjah Roads and Transport Authority
United Arab Emirates

Sheikh Zayed Housing Programme
United Arab Emirates

Sudan Railways Corp
Sudan

Tehran Urban & Suburban Railway Company - Tusrc
Iran, Islamic Republic Of

The Consulate General Of The Republic Of The Sudan
United Arab Emirates

The Cooperation Council For The Arab States Of The Gulf
Saudi Arabia

The Office Of The National Rail Safety Regulator
Australia

The World E-Governments Organization Of Cities and Local Governments (Wego)
Korea, Republic Of

Transport For Greater Manchester
United Kingdom

Transport For London
United Kingdom

Transport For New South Wales Ltd
Australia

UK Trade and Investments
United Kingdom

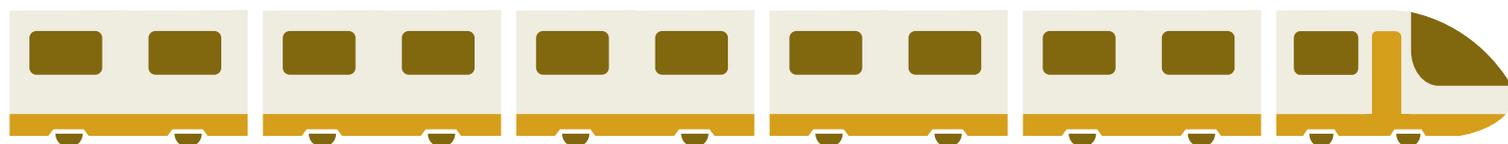
UNIFE
Belgium

“ I was very impressed with organisation of the networking and on the ground the Terrapinn staff worked hard to ensure that we met all our contacts and maximised the value from our sponsorship ”

Michael Grimes, Partner, Eversheds LLP

PROJECTS AND COUNTRIES COVERED AT THE MIDDLE EAST RAIL CONFERENCE

Algeria INVESTMENT: \$34.4bn PROJECTS: Metro, tram, long-distance freight and passenger	Tunisia INVESTMENT: \$546mn PROJECTS: Metro, long-distance freight and passenger	Egypt INVESTMENT: \$30.9bn PROJECTS: Metro, monorail, long-distance freight and passenger, high speed rail	Lebanon INVESTMENT: \$500mn PROJECTS: Tram	Jordan INVESTMENT: \$3.8bn PROJECTS: Metro, tram, long-distance freight and passenger	Iraq INVESTMENT: \$14bn PROJECTS: Metro, high speed rail
Iran INVESTMENT: \$24.6bn PROJECTS: Metro, long-distance freight and passenger	Kuwait INVESTMENT: \$17bn PROJECTS: Metro, long-distance freight and passenger	Morocco INVESTMENT: \$10bn PROJECTS: Tram, long-distance freight and passenger, high speed rail	Kazakhstan INVESTMENT: \$6.2bn PROJECTS: Long-distance freight, passenger, metro	Kyrgyzstan INVESTMENT: \$850bn PROJECTS: Long-distance freight and passenger	Tajikistan INVESTMENT: \$760m PROJECTS: Long-distance freight and passenger
Afghanistan INVESTMENT: \$3.2bn PROJECTS: Long-distance freight, passenger, metro	Uzbekistan INVESTMENT: \$1.7bn PROJECTS: Long-distance freight	Turkmenistan INVESTMENT: \$1.2bn PROJECTS: Long-distance freight and passenger	Nigeria INVESTMENT: \$75bn PROJECTS: Metro, Long-distance freight and passenger, high speed rail	India INVESTMENT: \$140bn PROJECTS: Metro, tram, monorail, long-distance freight and passenger, high speed rail	Oman INVESTMENT: \$16bn PROJECTS: Tram, long-distance freight and passenger
UAE INVESTMENT: \$27bn PROJECTS: Metro, tram, long-distance freight and passenger	Qatar INVESTMENT: \$46.7bn PROJECTS: Metro, tram, long-distance freight and passenger	Bahrain INVESTMENT: \$12.9bn PROJECTS: Tram, long-distance freight and passenger	Saudi Arabia INVESTMENT: \$118.9bn PROJECTS: Metro, tram, long-distance freight and passenger, high speed rail	Djibouti INVESTMENT: \$4bn (shared with Ethiopia) PROJECTS: Long-distance freight	



THE REGION IS OPEN FOR BUSINESS, ARE YOU?

Call **Jamie** on **+971 4440 2501** or email **Jamie.Hosie@terrapinn.com**

2017 FLOORPLAN

As Middle East Rail enters its 11th year, it now welcomes over 10,000 attendees and takes up over 22,500 sqm at the Dubai International Convention and Exhibition Centre in the UAE.

Over 400 exhibitors will come together to meet the operational needs of regional rail operators.

WHY EXHIBIT

- Showcase and demo new technology
- Sell your products and services to quality buyers
- Meet your preferred distributor
- Expand your regional networks
- Arrange 1-2-1 meetings at your stand
- Highlight your technical expertise & product excellence in the technical seminars
- Raise your brand awareness

All this for just:

\$695 per sqm for shell-scheme stand (up to 24sqm)

\$625 per sqm for raw space (for space 18sqm and above)

WHO SHOULD EXHIBIT

Fixed Stock, Rolling Stock, Engineering & construction, Signalling, Communications & IT, Maintenance, Revenue management, Payment Software, Ticketing, Tunnelling, System integrators, E2E & International operators, Safety, Transport Security, Stations & Terminals, TOD's, Country pavilions

You should exhibit at Middle East Rail 2017 because:

- You see the opportunity in the region and the growth of the market
- Your sales team are in need of high quality, decision making leads
- You want to educate your market about the possibilities created by your product or service
- You want to motivate senior business executives to grow their investment in technology and services

Does this sound familiar? If so, call **Jamie** on **+971 (0)4 440 2501** or email Jamie.Hosie@terrapinn.com



THE EXPO UP CLOSE



MOBILITY ORIENTED DEVELOPMENT ZONE

Transport Orientated Development solutions, and Mobility Oriented Development projects are on the rise. Designing, building and operating new transportation hubs around stations, terminals and populated centres are important initiatives for government and transport ministries.

In 2017, Middle East rail is introducing a Mobility Oriented Development Zone at the heart of the exhibition, helping companies promote their products and services into these projects.



MANUFACTURING ZONE

Middle East and North Africa' railway transport systems are government owned and operated. As a result, government investment in the industry is crucial for the long-term development of the railway equipment manufacturing industry. As the price of oil once again rises, so does investment into these projects and the need for sub-contractors and manufacturing supplies.

New in 2017, the Manufacturing Zone offers specialised manufacturing companies, supplying parts and services to the rail industry, the opportunity to meet with buyers, prospects and build their brand.



CAREER ZONE

As engineering disciplines become more specialised, it is extremely important for the younger professional to understand the industry's demands and trends so that they can align their academic field experience and skillset with the opportunities and economic needs of the future.

As part of its ongoing efforts to create these opportunities, for a consecutive year, Middle East Rail 2017 will have a Career Zone. This enables engineering students and graduates to learn about job opportunities in the emerging sector and provides direct access to regional rail operators, government authorities and leading multinational rail suppliers.



INTERMODAL LOGISTICS ZONE

Multimodal transport infrastructure investment in the region is booming and the logistics industry needs the right transport channels in place to support it. With the growing need to offer a cost-effective and reliable mode of transport to both mining and supply chain companies, great steps have already been made to connect the regional freight line networks with local ports.

The Intermodal Logistics Zone focuses on the cargo and logistics industry, offering companies the opportunity to educate the market, network with buyers and raise their brand through the right channels.

Does your company belong in one of these zones?

Contact us today to get your brand included in the biggest rail exhibition in the region.

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THE CONFERENCE

Over the last 10 years, C level executives from all around the world have joined us for an event packed with inspiration, ideas and networking at the highest level.

We sit on the brink of a new dawn in railway technology. Now, more than ever, disruptive forces are reshaping the competitive landscape.

Middle East Rail brings together the biggest global innovators, futurists and gurus that have exploded onto the railway landscape in recent years to inspire you.

With more than 800 CxOs, from 89 countries, Middle East Rail is critical to realising the disruptive ways in which government, state-owned rail companies and contractors plan, build, operate and maintain the regional rail networks.

Position your company at the forefront of the industry and ensure companies overseeing \$352bn worth of rail projects understand your commitment to the region.

Cross border security technology
new energy sources
on-board Wi-Fi
New technology
public transport culture
Driverless trains
Smart cities
bigdata
Operating Payments
realtime
Digital commuter automation
The connected customer
Oil prices-funding and financing
Digital travelers
Funding
Real time monitoring
Sustainability
energy efficiency
efficient freight
GCC crossborder integration
Geopolitical risk
Connecting the smarter planet

High Speed Rail
The urban vision
Iranian opportunities
Major advancements

Unskilled labour
maintenance

“ It's a great place to meet people in the same business and carve out our special niche in the market because everybody who is anybody in the rail industry is here ”

Avanceon



To sponsor and be involved in the conference, call **Jamie on +971 4440 2501**
or **email Jamie.Hosie@terrapinn.com**

THE BIGGEST SPEAKERS IN THE INDUSTRY

Just some of our incredible speakers from the past few years



H.E. Dr. Abdulla Belhaif Al Nuaimi
Minister of Infrastructure Development, Chairman, Federal Transport Authority - Land & Maritime, UAE



Aziz Rabbah
Minister of Equipment & Transport, Morocco



Saad Al Muhannadi
Chief Executive Officer, Qatar Railways Company



H.E. Dr. Mohammed Ibrahim Al Twayjry
Assistant Secretary General for Economic Affairs, League of Arab States



H.E. Riham Al Fayed
Chief of Economic Department, The Cooperation Council for the Arab States of the Gulf



HE Abdullah bin Juma Al-Shibli
Assistant Secretary General for Economic Affairs, The Cooperation Council for the Arab States of the Gulf



H.E. Mohammad Khalid Al Suwaiket
President, Saudi Railway Organization



Sue McCarrey
CEO, The Office of the National Rail Safety Regulator, Australia



Loay Ghazaleh
Advisor to the Undersecretary, Ministry of Works, Bahrain



Bello Roni
Deputy Director, Nigerian Railway Corporation



Ibraheem Sheerah
Head of Strategy & Business Planning & Contract Manager, Saudi Railway Company



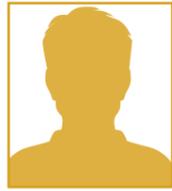
Salah Mufleh Allouzi
General Director, Jordan Hejaz Railway



Ankala Saibaba
Chief Engineer, Indian Railways



Salah Mufleh Allouzi
General Director, Jordan Hejaz Railway



H.E. Mansour Al-Badr
Assistant Undersecretary for the Transport Sector, Ministry of Communications, State of Kuwait



Faris Saif Al Mazrouei
CEO, Etihad Rail



Abdulla Yousef Al Ali
CEO of Rail Agency, Roads and Transport Authority



Abdulrahman Al Hatmi
Director of Railways, Oman National Railway Company



H.E. Dr. Lina Shbeeb
Minister of Transport, Hashemite Kingdom of Jordan



H.E. Amar Ghoul
Minister of Transport, Algeria



Osama Abdouh
Chief Executive Officer, Metro Jeddah Company



Simon Daum
Head of Strategy Passenger Transport, Deutsche Bahn AG



Ajit Kumar Mishra
Additional General Manager, Dedicated Freight Corridor Corporation of India, Ministry of Railways, India



Mohammad Montazeri
Deputy Managing Director, Tehran Urban and Suburban Railway Co, Iran



Philippe Citroën
Director General, UNIFE



Duncan Cross
Deputy Director Operations, London Overground and Crossrail, Transport for London, UK



Bruce McCuaig
President & CEO, Metrolinx



Dan Vaughan
Head of Operations, Metrolink, Transport for Greater Manchester



Alwalid Alekrish
Director of Construction Development Projects & Project Director of the Riyadh Metro, Arriyadh Development Authority, Saudi Arabia



John Lesniewski
Chief Commercial Officer, Oman Rail



H.E. Eng. Aly Fadaly
Chairman & Managing Director, The Egyptian Company for Metro Management & Operation



Ali Abdollahpour
Deputy Manager of Stations and Technical Vice President, Tehran Metro Operation Company, Iran



Azmi Abdul Aziz
Chief Development Officer, Land Public Transport Authority, Malaysia (Suruhanjaya Pengangkutan Awam Darat)



Amair Saleem
Director, Safety, Risk, Regulation and Planning Department, Roads and Transport Authority



John Thomas
Regulatory Affairs Advisor, Etihad Rail



Niklaus H. König
President and CEO, SwissRapid AG



Sudath Amaratunga
Technical Manager Alliances, Sydney Light Rail Delivery Office, Transport for NSW



Henk Waling
Managing Director, Amsterdam Metro



Mario Favaits
Senior Vice President, SMRT Corporation Ltd & Managing Director, Singapore Rail Engineering Pte Ltd



Hiroyuki Watanabe
Senior Manager, East Japan Railway Company



Ivan Jakovljevi
Head of Transport MENA, Google



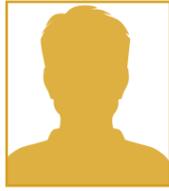
Klavs Wassard Hestbek Lund
Project Director, Metroselskabet I/S



Ibrahim Kutubkhanah
Deputy Major, Jeddah Municipality



Khalid Al-Harbi
Operations Supervisor, Saudi Railway Company



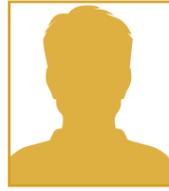
Hamad Al Yousef
Civil & Track Director, Projects, Saudi Railway Company



Shahid Khan
Project Director – North South Railway, Saudi Bin Ladin



Mohammed Al Mualllem
Senior Vice President & Managing Director, DP World UAE Region



Simon D'Cru
Signalling Director, Etihad Rail



Rob Lloyd
CEO, Hyperloop Technologies, Inc.



Mike Stubbs
Director of Operations, London Overground and Crossrail, Transport for London



Alain Polonsky
Vice President, Director of Development, RATP Development



Lance Hockridge
Managing Director and Chief Executive Officer, Aurizon



Alan James
Chief Executive Officer, UK Ultraspeed



Andrew Brown
Strategy Planning Manager, MTR Corporation Limited



Joubet Flores
Director, Metro Rio



Alan Myers
Chief Civil Construction Engineer & General Manager – XRL Terminus, MTR Corporation Limited



Henrik Hololei
Director General, Mobility and Transport, European Commission



Paul Priestman
Co-Founding Director, PriestmanGoode



Ankur Bhatnagar
Vice President, SkyTran India, SkyTran Inc, NASA Space Act Company



Carlo Ratti
Senseable Cities Lab, MIT



Stephen Lines
Senior Commercial Manager- Red Line South, Qatar Rail



Josef Doppelbauer
Executive Director, European Railway Agency



Dirk Alhborn
CEO, Jumpstarter & Hyperloop Transport Technology Inc



Andrew McCusker
Director of Rail Logistics, SMART Infrastructure Facility, University of Wollongong, Australia



Joachim Winter
Head of the NGT Project & DLR Senior Scientist, German Aerospace Center (DLR)



Russell Parish
Performance and Strategy Manager, London Overground Operations, Transport for London



Silvester Prakasam
Director of Fare Systems, Land Transport Authority, Singapore

To sponsor and speak alongside the leading rail operators and innovators, call **Jamie** on **+971 4440 2501** or email **Jamie.Hosie@terrapinn.com**

EVENT AT A GLANCE

DAY 1 BRIEFING DAYS & TECHNICAL WORKSHOPS	DAY 2 CONFERENCE			DAY 3 CONFERENCE			DAY 4 WORKSHOPS
	Breakfast meet up (ask about sponsoring)						
	Welcoming VIPs in the Council Chamber						
	Opening of the rail exhibition and VIP tour			International keynotes			
	Morning refreshments						
	VIP opening speeches & keynotes			Morning refreshments			
	VIP panel			International keynote panel			
	Speed Networking and VIP lunch			Networking and MER lunch			
	Stream 1 passenger experience	Stream 2 rail freight excellence	Stream 3 signalling & communica- tions	Stream 1 smarter systems	Stream 2 HSR & long-distance passenger	Stream 3 rail power	
	urban planning	construction & project management	smart trains	revenue ticketing	asset management	funding and finance	
	Networking refreshments			Networking refreshments			
	Roundtables			Roundtables			
	Stream 1 passenger experience	Stream 2 rail freight excellence	Stream 3 signalling & communica- tions	Stream 1 smarter systems	Stream 2 HSR & long-distance passenger	Stream 3 rail power	
	urban planning	construction & project management	smart trains	revenue ticketing	asset management	funding and finance	
	End of conference day 1			End of conference day 2			
	Mocktail party (ask about sponsoring)						
	Gala dinner (ask about sponsoring)						
	After party (ask about sponsoring)						
	Exhibition on Day 2 and Day 3						

Geo focus: The Indian Subcontinent
Central Asia
Turkey

Intelligent transport IT solutions

GCC rail interoperability -
Introduction into intermodality,
multimodality and comodality

Senseable mobility -
Trains of data

MEET AND ENGAGE WITH BUYERS

No other railway event creates a show entirely around making sure you meet the right people to grow your business. We attract the most senior representatives from governments, operators, contractors, technology providers and consultants from across the Middle East, North Africa, the Indian Subcontinent and Central Asia and have built hours of networking into the agenda.

Let us do what we do best and get you shaking hands and sitting down with the biggest investors of your solutions, here's just a few ways that we can help.

Roundtables

Where else can you sit down with CXOs from government, rail operators and contractors? These interactive sessions are designed to introduce the new techniques and technologies being implemented to build innovation.

Guaranteed meetings with buyers

Our 1-2-1 partnering programme (available to sponsors only) means that you get to arrive at the event knowing exactly who your top sales guys will be sitting down with over the next two days. We match our buyers with the sponsors who have the solutions that our buyers are looking to invest in, it really is that simple.

Speed networking

In one 30 minute intensive networking session you get to put a face to all those names that you want to meet-up with again during the event. Get their business card, suggest a time to meet and then move on to the next potential hot lead.

Networking platform

Give your sales team a head start by accessing the attendee list pre-event, our event app lets them contact and start book meetings 4 weeks out, so the earlier you start and the more proactive you are the more meetings you'll get.

Let us deliver your wishlist of prospects

Give us your wishlist of the regional clients and prospects that you would like us to invite so that you can meet them at the event. We ask for this list at least 6 weeks out to give our team the lead time to do what they do best - deliver you your wishlist.

VIP Programme

Each year we host senior executives from governments, rail operators and contractors from across the region to the conference. Hundreds of VIPs attend, making Middle East Rail the best attended rail in the region.

To sponsor or exhibit call **Jamie on +971 4440 2501**
or **email Jamie.Hosie@terrapinn.com**

SPONSORSHIP AND BRANDING PACKAGES

PACKAGE / BENEFITS	TITLE	PLATINUM	GOLD	SILVER	EXHIBITOR
Content and thought leadership benefits	1 x Chair				
Keynote speaking slot	1	1			
Conference speaking slot	1	1	1 (Or a r/t)		
Host a round table	2	2	1 (Or a conf pres)		
Seminar speaking slot	2	2	1	1	
90 Minute workshop	1	(On application)			
Launch pad slot	(On application)	(On application)	(On application)	(On application)	(On application)
Lead generation benefits					
3 Minute 3 big ideas video content	1	1			
Invitation to contribute to the event e-book	1	1	1		
Inclusion in a monthly community e-newsletter	1	1	1		
Solo content email shot	2	2	1	1	
Branding and profiling benefits					
Priority logo positioning on event promotions	Yes	Platinum level	Gold level	Silver level	
Website listing - profile and logo	Yes	Yes	Yes	Yes	Yes
Visitor show guide listing - logo	Yes	Yes	Yes	Yes	Yes
Visitor show guide listing - profile	250 Words	250 Words	100 Words	50 Words	50 Words
Visitor show guide - advert	1 Page	1 Page	1/2 Page	1/4 Page	
Delegate documentation - advert/whitepaper	Yes	Yes	Yes		
Networking benefits					
VIP passes for your executives / clients	20	15	10	5	Discounted rate
Pre-arranged meetings with buyers	15	10	6	3	
Use of networking app	Yes	Yes	Yes	Yes	Yes
Exhibition stand space	160 M2	120 M2	96 M2	54 M2	9+ M2
Investment required (usd)	\$150,000	\$80,000	\$60,000	\$40,000	\$625 / \$695 (per sqm)

ADDITIONAL BRANDING AND SPONSORSHIP OPPORTUNITIES TO HELP YOU REALLY STAND OUT FROM THE COMPETITION

BOLT-ON SPONSORSHIP PACKAGES	PRICE USD \$	AVAILABILITY
Something Premium		
Keynote theatre	45,000	1
Premium lounge	35,000	1
Seminar lounge	25,000	3
**Pens & pads (keynote conference)	3,000	1
**USB sticks (Keynote conference)	10,000	1
Speaker lounge	5,000	1
Something high visibility		
Visitor catering lounge	25,000	1
Floor stickers	10,000	10
Press lounge	5,000	1
Billboards (on the exhibition floor)	3,000	6
Full page show guide adverts	1,095	6
Half page show guide adverts	595	10
Something on arrival		
Registration	20,000	1
**Delegate lanyards	20,000	1
**Visitor lanyards	20,000	1
Visitor badges	12,000	1
**Delegate bags	18,000	1
**Visitor bags	18,000	1
Something high profile		
Dinner title sponsor	30,000	1
Dinner after-party	20,000	1
Mocktail party	15,000	1
Something targeted		
Seminar speaking slots	2,995	On application
** Bespoke sponsorships and bolt-ons available on request		

To sponsor or exhibit call **Jamie on +971 4440 2501**
or **email Jamie.Hosie@terrapinn.com**

EXHIBITOR PACKAGES

PACKAGE BENEFITS

- A stand or space in a prominent position on the exhibition floor
- Unlimited use of the networking app for setting up sales meetings
- Your logo and profile will appear on the show website with link to your site
- Inclusion in the onsite visitor show guide exhibitor listing

YOUR INVESTMENT

Shell scheme \$695 USD per sqm
(Walls, fascia board, power, carpet, lights, table and two chairs)

Raw space \$625 USD per sqm



SQM	SHELL SCHEME @ US \$695	RAW SPACE @ US \$625	RAW SPACE @ US \$500
9	6,255	NA	
12	8,340	NA	
15	10,425	NA	
16	11,120	NA	
18	12,510	11,250	
21	14,595	13,125	
24	16,680	15,000	
30	NA	18,750	
36	NA	22,500	
40	NA	25,000	
48	NA	30,000	
54	NA	33,750	
64	NA	40,000	
72	NA	45,000	
80	NA	NA	40,000
99	NA	NA	49,500
120	NA	NA	60,000

20% discount for companies who take 80sqm of raw space and above

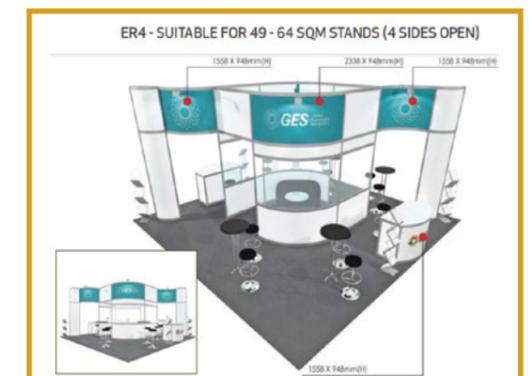
HYBRID EXHIBITION STANDS

We realise that sometimes exhibitors want to stand out more than the average shell scheme exhibitor, but don't necessarily want to take the big step up to a fully custom-built stand. Smart Space is the ideal solution for exhibitors who want a happy medium. With 4 different sizes and layouts to choose from, take your pick!

Price: \$250 per sqm

An all-encompassing packaging including:

- Design
- Build
- Graphics print and installation
- Furniture
- Carpet
- Electricity



To sponsor or exhibit call **Jamie on +971 4440 2501**
or email Jamie.Hosie@terrapinn.com

Not sure what will suit you and your brand best?
Let us help - call **Jamie on +971 4440 2501** or email Jamie.Hosie@terrapinn.com

A YEAR ROUND INTEGRATED MARKETING PLAN

Our marketing campaign kicks off twelve months out and is a fully integrated campaign using a variety of channels.

- **Digital marketing** working with a leading digital advertising agency adverts will be placed on Google, the display networks and LinkedIn. Google remarketing will be used extensively.
- **E-mail** we run a sophisticated lead generation and lead nurture campaign to our comprehensive database. Once registered they receive a weekly show update and prompts to log on to our online community and match making service.
- **Social marketing** posts and event alerts are regularly posted to our dedicated twitter feed, Facebook page and LinkedIn group, as well as posted to relevant 3rd party groups and pages.
- **Lead generation** this is a digital inbound marketing programme that uses social marketing and CRM to create awareness for your product or services. It allows you to generate leads that you can add to your sales pipeline.
- **Direct mail** show collateral such as the conference brochure and visitor tickets will be mailed to a targeted database. Inserts will be placed in leading business publications in the weeks running up to the show.
- **Advertisements and editorial coverage in key publications** Including business, trade and national mainstream press.
- **Website** our dedicated event website is fully responsive and consistently updated with event news. The conference, seminar sessions, sponsors and exhibitors will be heavily promoted on the site to attract attendees to the show.
- **Partnerships** we will be partnering with leading press, associations and media. Digital advertising, email blasts and page adverts will be used in the run up to the event to extend our audience reach
- **Press relations** working with a leading global PR agency to ensure the best coverage and onsite press relations.
- **Direct sales** our dedicated direct sales team ensures that no lead is left unconverted.
- **You** we'll work closely together with every sponsor and exhibitor. You'll be updated with the latest marketing plans for the show. We'll discuss with you how we can help you drive traffic to the show, to your stand and to your seminar.
- **Events as a marketing channel** depending upon the sponsorship status, a sponsor's logo is carried throughout the campaign. This creates a massive amount of brand awareness for sponsoring organisations. Then there's the show itself. Two days with senior executives from your target market – page advertising and online marketing cannot offer you this opportunity. To meet and have face-to-face meetings with several hundred of your prospects is every marketer's dream!

To sponsor or exhibit call **Jamie on +971 4440 2501**
or **email Jamie.Hosie@terrapinn.com**

PRIORITY BOOKING FORM



السكك الحديدية في الشرق الأوسط

PLEASE RESERVE ME:

_____ Sponsorship package _____ Metres Exhibition Space _____ Stand Number

First Name: _____ Last Name: _____

Job Title: _____

Company: _____

Postal Address: _____

Country: _____ Post Code: _____

Tel: _____ Fax: _____

E-mail: _____ Mobile: _____

YES! I am interested in sponsoring/exhibiting. Please contact me to discuss this further.

YES! I am interested in the conference. Please send me a draft programme when it is available.

Please speak to **Jamie** on **+971 4 440 2501** OR email: **Jamie.Hosie@terrapinn.com**
OR fax to **Jamie** on **+971 4 445 8475**