

ORGANIZED BY



FROM 15 TO 17 MAY  
**2022**

📍 EGYPT INTERNATIONAL  
EXHIBITION CENTER



## Sponsorship Packages



[www.watrexexpo.com](http://www.watrexexpo.com)

“

**Dr. Saied Ismael** vice Minister of Housing for Infrastructure Affairs.

His Excellency spoke about the unprecedented number of projects that have witnessed a boom during the past six years, more than 200 projects annually for purifications, desalinations and wastewater treatment.

His Excellency praised that Watrex EXPO is the first exhibitions that witnessed a great success and development of water desalination and sanitation projects to show the economic growth, reform and stability that Egypt is enjoying now.

His Excellency confirmed that he was proud of the attendance of more than 400 companies and factories, which included desalination companies, sewage, gas and electricity, with an expanded exhibition space attracting more than 20,000 attendees from local and international business to identify opportunities from Egypt, Africa and Europe countries, WATREX had a great impact in giving a strong inputs to the water projects to achieve many success stories.

Watrex Expo Praises Hayah Karima initiative with the attendance of Arab Organization for Industrialization and Military Production and many other companies.

”



**Dr. Assem Elgazar**  
Minister of Housing, Utilities  
& Urban Communities



**Dr. Saied Ismael**  
vice Minister of Housing for  
Infrastructure Affairs

## YOU WILL SPONSOR TO :

- Invest in your brand by supporting the community of developers and open source maintenances.
- Demonstrate your company's leadership and innovation chops in front of the brightest minds in the business.
- Benefit your company image between competitors.
- Positive difference and your contribution will be making in the community that you benefit from.
- Visible and profile your platform into wider and global sector.



## WATREX CHARACTERISTICS ENCOMPASS



STRATEGIC CONFERENCE



TECHNICAL CONFERENCE



FINANCE INVESTMENT  
BRIEFINGS

## How Being Special?

You are special when you register to one of the following:

**Platinum Package 30,000 \$ for Foreign Companies.**  
**Platinum Package 300,000 L.E. for Egyptian Companies.**

**Golden Package 20,000 \$ For Foreign Companies.**  
**Golden Package 200,000 L.E. For Egyptian Companies.**

**Silver Package 10,000 \$ for Foreign Companies.**  
**Silver Package 150,000 L.E. for Egyptian Companies.**

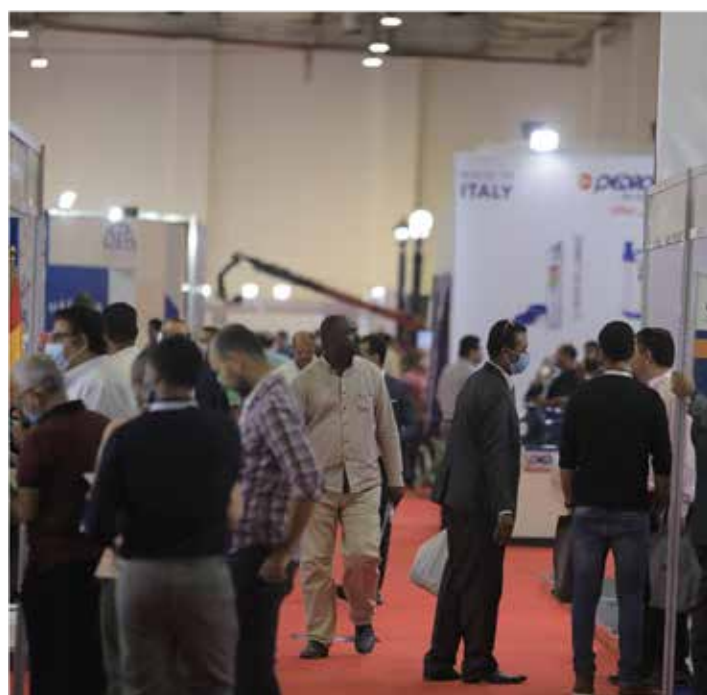
## PLATINUM SPONSORSHIP FULLY DETAILS

Sponsorship Benefits and Ads.	Numbers	Description
Maximum number of allowed sponsors.	Up to 3	-----
Sponsor logo and name on all printed and promotional materials with a special size	Applicable	Brochure, catalogue, invitation and conference agenda.
Sponsor logo and name.	Applicable	On the expo's strong outdoor advertising campaigns.
Provision to put flags with the sponsor logo and name at the Egypt International Exhibition Center outdoor entrance.	12	Size 1.5 M length * 1 M Width .
The Sponsor logo and name on the registration backdrop.	Applicable	
The sponsor logo and adv. On the EIEC 's main columns.	2	
The sponsor logo and Adv. Banner on the expo's website for one year.	Applicable	Directly connected with the sponsor's home page.
Allowing to put sponsor's Adv. On the roof.	3	(3*2 M) going down from the expo's hall ceiling .
Provision for flyer distribution at the exhibition entrance.	Applicable	Within the expo official bag and the sponsor to provide the organizer with the flyers.
The sponsor logo and name visible materials.	Applicable	On the ushers ,t-shirts and safety vests.
Broadcasting Adv. Video. On the reception screen	each 5 minutes 1	Materials to be provided by sponsor.



## PLATINUM SPONSORSHIP FULLY DETAILS

Sponsorship Benefits and Ads.	Numbers	Description
The sponsor's logo and name on the expo's website.	Applicable	One year directly connected with the sponsor website.
Participation in opening ceremony.	Applicable	Plenary opening session with a speaker assigned by sponsor.
Sponsor acknowledgement in the opening ceremony.	Applicable	Plenary opening session.
Announcing the name of sponsor.	Applicable	Radio Ad.
Complementary premium position Ad.	back over or inside 1 2 front cover +1 internal	Full page 4 colors in official exhibition catalogue size 23*17 CM.
Special Ad. Page.	Applicable	In conference Agenda.
Special Honoring certificate.	Applicable	It will be delivered to the sponsor's company.
VIP Invitations.	60	They will be delivered to sponsor.
Free registrations.	6	Conference session attendance.
Complementary parking passes.	10	Special Zone.



## GOLDEN SPONSORSHIP FULLY DETAILS

Sponsorship Benefits and Ads.	Numbers	Description
Maximum number of allowed sponsors.	Up to 6	-----
Sponsor logo and name on all printed and promotional materials with a special size	Applicable	Brochure, catalogue, invitation and conference agenda.
Sponsor logo and name.	Applicable	On the expo's strong outdoor advertising campaigns.
Provision to put flags with the sponsor logo and name at the Egypt International Exhibition Center outdoor entrance.	8	Size 1.5 M length * 1 M Width .
The Sponsor logo and name on the registration backdrop.	Applicable	
The sponsor logo and adv. On the EIEC 's main columns.	1	
Allowing to put sponsor's Adv. On the roof.	2	(3*2 M) going down from the expo's hall ceiling .
Provision for flyer distribution at the exhibition .entrance	Applicable	Within the expo official bag and the sponsor to provide the organizer with .the flyers
Broadcasting Adv. Video. On the reception screen	1 each 15 minutes	Materials to be provided by sponsor.
The sponsor's logo and name on the expo's website.	Applicable	One year directly connected with the sponsor website.



## GOLDEN SPONSORSHIP FULLY DETAILS

Sponsorship Benefits and Ads.	Numbers	Description
Sponsor Acknowledgement in the opening ceremony	Applicable	Plenary opening session.
Complementary premium position Ad.	2 Ads. In the middle page.	Full page 4 colors in official exhibition catalogue size 23*17 CM.
Special Honoring certificate.	Applicable	It will be delivered to the sponsor's company.
VIP Invitations.	40	They will be delivered to sponsor.
Free registrations.	4	Conference session attendance.
Complementary parking passes.	6	Special Zone.



## SILVER SPONSORSHIP FULLY DETAILS

Sponsorship Benefits and Ads.	Numbers	Description
Maximum number of allowed sponsors.	Unlimited	-----
Sponsor logo and name on all printed and promotional materials with a special size	Applicable	Brochure, catalogue, invitation and conference agenda.
Sponsor logo and name.	Applicable	On the expo's strong outdoor advertising campaigns.
Provision to put flags with the sponsor logo and name at the Egypt International Exhibition Center outdoor entrance.	4	Size 1.5 M length * 1 M Width .
The Sponsor logo and name on the registration backdrop.	Applicable	
Allowing to put sponsor's Adv. On the roof.	1	(3*2 M) going down from the expo's hall ceiling .
Broadcasting Adv. Video. On the reception screen	1 each 25 minutes	Materials to be provided by sponsor.
The sponsor's logo and name on the expo's website.	Applicable	One year directly connected with the sponsor website.
Sponsor acknowledgement in the opening ceremony.	Applicable	Plenary opening session.
Complementary premium position Ad.	1 Ad. Internal Page.	Full page 4 colors in official exhibition catalogue size 23*17 CM.
Special Honoring certificate.	Applicable	It will be delivered to the sponsor's company.
VIP Invitations.	20	They will be delivered to sponsor.
Free registrations.	2	Conference session attendance.
Complementary parking .passes	3	Special Zone.



## REGISTRATION SPONSORSHIP

### Registration ADS.

### Specifications

Sponsor logo and name

Assigned on expo and conference registration backdrop.

Sponsor logo and name

On table flags.

Sponsor logo and name

On visitors and exhibitors' name tag.

Branded as registration sponsor

On all printed promotional advertise the materials

Sponsor logo and name

On website and social media.

Complementary parking

Two passes.

Complimentary conference session

One session

**Exclusive only for one sponsor**

**100.000 L.E**  
for Egyptian companies

**12.000 \$**  
for foreign companies

## CONFERENCE OPENING SESSION SPONSOR

### Conference opening session sponsor ADS.

### Specifications

Sponsor logo and name

On the expo website

Sponsor logo and name

On expo's conference agenda

Conference opening session

15 minutes presentation opportunity

Sponsor logo and name

On conference hall backdrop

Full colored advertisement page

One in the conference program book

Parking passes

Two complimentary

**Exclusive only for one sponsor**

**100.000 L.E**  
for Egyptian companies

**12.000 \$**  
for foreign companies

# LANYARDS

## Lanyards Ads.

## Specifications

Sponsor logo and name

On the expo and conference name tag holder.  
(visitors, exhibitors, speakers and delegators).

Branded as a lanyard sponsor

On the expo's website and printing materials.

One full colored advertisement page

On the expo's catalogue.

Parking passes

Two complimentary.

Conference session registration

One complimentary.

### Exclusive only for one sponsor

**150.000 L.E**  
for Egyptian companies

**12.000 \$**  
for foreign companies



## EXHIBITION OFFICIAL BAGS SPONSOR

Official Bags Sponsor Ads.	Specifications
Complimentary adv. On the event bag distributed to all attendees at the registration .desk	Size of 29.7 CM*21 CM
Logo recognition as exhibition official .bags sponsor	On event official website with link to sponsor homepage.
Logo recognition as exhibition official .sponsor bags	In official program guide distributed to all delegators at the conference.
One full colored complimentary adv. Page	In the official program guide.
Full conference registration	One complimentary.
Parking passes	Two complimentary
Sponsor branding flyers	To be distributed inside the exhibition bags.

### Exclusive only for one sponsor

**150.000 L.E**  
for Egyptian companies

**12.000 \$**  
for foreign companies

## CONFERENCE OFFICIAL BAGS SPONSOR

Conference Bags Sponsor Ads.	Specifications
Logo branding	On conference official bags
Logo recognition as conference official bag sponsor	On the event official website with link to sponsor homepage.
Logo recognition as conference official bag sponsor	In official program guide distributed to all delegators at the conference.
One full colored complimentary adv. Page.	In the official program guide.
Full conference registration	One complimentary.
Parking passes	One complimentary
Provided promotional materials by sponsor	Distributed during the exhibition days

### Exclusive only for one sponsor

**150.000 L.E**  
for Egyptian companies

**12.000 \$**  
for foreign companies

Conference Bags Sponsor Ads.	Specifications
Logo branding	On conference official bags
Logo recognition as conference official bag sponsor	On the event official website with link to sponsor homepage.
Logo recognition as conference official bag sponsor	In official program guide distributed to all delegators at the conference.
One full colored complimentary adv. Page.	In the official program guide.
Full conference registration	One complimentary.
Parking passes	One complimentary
Provided promotional materials by sponsor	Distributed during the exhibition days

## Exclusive only for one sponsor

**150.000 L.E**  
for Egyptian companies

**12.000 \$**  
for foreign companies

## MEDIA LOUNGE

- Announce them on our website and social media as our exclusive media lounge sponsor with their logo and name hyperlinked to their media company website VIP lounge.
- Announce them on our website and social media as the exclusive media company covering the event.
- Place their media channel online link on our website and social media.
- Distribute their media magazine or promotional material on our exhibition and conference bags.
- Secure interviews for them eminent governmental figures.
- Two complimentary parking passes.



**250.000 L.E**  
for Egyptian companies

**12.000 \$**  
for foreign companies



## SIGN SYSTEM



- Add the sponsor logo and name on all sign systems for the exhibition and conference.
- Two complimentary parking passes.
- Distribute their promotional materials in exhibition and conference bags.

**90.000 L.E**  
for Egyptian companies

**8.000 \$**  
for foreign companies

## EXHIBITION CARPET TILES



- Distribute their branded tile in the most visible areas in the exhibition.
- Two complimentary parking passes.
- Distribute their promotional material in the exhibition and conference.

**75.000 L.E**  
for Egyptian companies

**6.000 \$**  
for foreign companies

## MAP BOARD



- Add the sponsor's logo and name on the map boards.
- Announce them on our website as the map board sponsor and add their logo and name on the website .
- Two complimentary parking passes.
- Distribute their promotional material in the exhibition and conference bag.

**100.000 L.E**  
for Egyptian companies

**7.500 \$**  
for foreign companies

## HALL ENTRANCE GATE



- Add the sponsor 's logo name on the hall gate.
- Two complimentary parking passes.
- Distribute their promotional material in the exhibition and conference bags.

**75.000 L.E**  
for Egyptian companies

**6.000 \$**  
for foreign companies

# GIVEAWAYS

Sponsorship packages will be adapted according to the sponsors budget and method of distribution will be according to your request.

1

USB



2

Pens



3

Notepads



4

LEATHER FOLDERS



## OFFICIAL BANKS

- The sponsor logo & name on the expo's promotional printed materials.
- The complimentary space (Booth :16 m2)
- One complimentary full colored adv. page in the event's catalogue.
- Provision to put 2 flags & 2 lamppost carrying the sponsor logo and name on the Egypt international Exhibition center (EIEC) on the outside entrance (size:1.5m length \* 1m width).
- Two complimentary parking passes.
- Branding materials will be displayed on social media as an official bank for supporting investment in water and waste water projects.
- Branding materials will be displayed on social media as an official bank for supporting investment in water and waste water projects.
- Two complimentary conference session registration.
- Branding the bank logo and name on website and social media.



**150.000 L.E**  
for Egyptian companies

**12.000 \$**  
for foreign companies

## EMPOWERING (WOMEN IN WATER) INITIATIVES TO BECOME THE MARKET LEADER BY SPONSORSHIP

### Option 1

### Women In water Lead Sponsor

- Sponsor Logo in the conference theatre.
- Sponsor Logo in on all women in water collaterals produced before during and after the show.
- Sponsor Logo on the dedicated women in water web page on WATREX official website.
- Sponsor Logo displayed on screen between sessions.

**200.000 L.E**  
for Egyptian companies

**10.000 \$**  
for foreign companies

### Option 2

### Women In water Awards Category Sponsor

- Sponsor Logo on all women in water awards collaterals produced before,during and after the show.
- Sponsor logo on the dedicated women in water awards web page on WATREX official website.
- Sponsor Logo on the screen during the relevant award distribution.

**12.000 L.E**  
for Egyptian companies

**1.000 \$**  
for foreign companies

### Option 3

### Women In water Padfolio Sponsor

- Sponsor Logo in 200 + padfolios distributed to every women in water conference delegate .

**120.000 L.E**  
for Egyptian companies

**7.000 \$**  
for foreign companies

### Option 4

### Women In water Session Sponsor

- Logo on tent cards placed on the coffee tables.
- Logo on the main branding of the women in water coffee break area.

**100.000 L.E**  
for Egyptian companies

**6.000 \$**  
for foreign companies



### Option 5

### Women In water Session Sponsor

- Sponsor Logo on all pre-event promotional collaterals including email marketing campaigns ,brochures ,website ,social media and other relevant collaterals.

**150.000 L.E**  
for Egyptian companies

**10.000 \$**  
for foreign companies

### Option 6

### Women In water Corporate Gift Sponsor

- Sponsor branded gifts distributed to all women in water conference delegates(Gift to be produced by the sponsoring company).

**120.000 L.E**  
for Egyptian companies

**9.500 \$**  
for foreign companies

### Category 1 Lunch Briefing Lead Sponsor

- Branding on stage podium.
- Logo to appear on the relevant website page, printed marketing material.
- Opportunity to place promotional information on each seat /table.
- Gift bag branding /giveaways(to be by the sponsor).
- One reserved table.
- Address the attendees prior to the meal.

**150.000 L.E**  
for Egyptian companies

**10.000 \$**  
for foreign companies

### Category 2 Lunch Briefing Corporate Gift Sponsor.

- Logo to appear on finance & investment lunch briefing website page and printed marketing material.
- Place promotional information on each seat / table. Branded gift bag and giveaways (to be provided by sponsor).
- Two reserved table.

**250.000 L.E**  
for Egyptian companies

**15.000 \$**  
for foreign companies

### Category 3 Lunch Briefing corporate session sponsor

- Sponsor logo on email campaigns ,brochure website ,etc.
- Sponsor logo to be displayed on scree while the adjudicators take the stage.

**120.000 L.E**  
for Egyptian companies

**9.500 \$**  
for foreign companies

### Category 5 Brunch Briefing Corporate Gift Sponsor

- Logo on website page and printed marketing materials.
- Assign promotional information on seat & table.
- Branded gift bags /giveaways to be provided by sponsor.

**350.000 L.E**  
for Egyptian companies

**30.000 \$**  
for foreign companies

### Category 4 Brunch Briefing Lead Sponsor

- Brand on stage /podium.,
- Logo on website page & printed marketing materials.
- Welcome desk branding.
- Gift bag branding /giveaways to be provided by sponsor.
- Two reserved table.
- Address the attendees prior to the meal.

**350.000 L.E**  
for Egyptian companies

**25.000 \$**  
for foreign companies

### Category 6 Brunch briefing session sponsor

- Sponsor logo on email campaigns ,brochure website ,etc.
- Sponsor logo to be displayed on scree while the adjudicators take the stage.

**120.000 L.E**  
for Egyptian companies

**10.500 \$**  
for foreign companies



## YOUTH AWARDS SPONSORSHIP CATEGORIES

### Category 1

#### Youth special sector

- Sponsor Logo on certificates given to participated students and schools.
- Sponsor Logo on relevant signage at the show.
- Sponsor logo on website, brochure, email campaigns, etc.
- Exclusive sponsor branding of zone at the youth awards feature area.
- A committed area for the youth awards program stand to showcase your latest developments to the future generation of the water and waste water field.

**150.000 L.E**  
for Egyptian companies

**10.000 \$**  
for foreign companies

### Category 2

#### School bag Sponsor

- Visiting the sponsor's exhibition stand during their daily planned tours.
- Sponsor logo on the youth awards website page, brochure email campaigns and other materials.
- Sponsor logo printed on school back bags to be worn by 200 students during the exhibition days.

**100.000 L.E**  
for Egyptian companies

**15.000 \$**  
for foreign companies



### Category 3

#### Safety Jackets

- 200 Students wearing safety jackets with the sponsor logo during the exhibition days.
- Adding the sponsor logo on the youth awards page, brochures, email campaigns and other collaterals.
- Students' visit to sponsor exhibition and stand according to their daily schedule.

**50.000 L.E**  
for Egyptian companies

**3.500 \$**  
for foreign companies



## Category 4

## Safety Hats

- 200 Students wearing safety hats with the sponsor logo during the exhibition days.
- Adding the sponsor logo on the youth awards page, brochures, email campaigns and other collaterals.
- Students' visit to sponsor exhibition and stand according to their daily schedule.

**50.000 L.E**  
for Egyptian companies

**3.500 \$**  
for foreign companies

## Category 5

## Prizes

- Sponsor logo on the youth awards website page, brochure email campaigns, etc.
- Prizes by sponsor to be distributed to the winners of each school participants in an assigned competitions and prizes will be distributed by sponsor.

**50.000 L.E**  
for Egyptian companies

**3.500 \$**  
for foreign companies

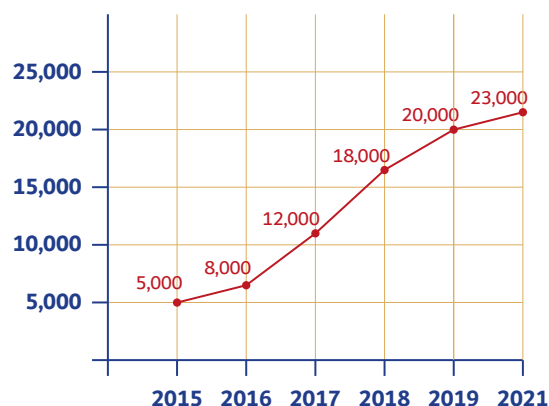


## 1. WATREX ATTENDEES & BUYERS

The Exhibition was attended by very strong and important buyers such as : Seniors and high management from Ministry of Housing and Urban Development, Ministry of Irrigation and Water Resources, President and Vice President of the Holding company for Water and Wastewater, Head and seniors at the Water Department of the Egyptian Army Engineering Authority, Head of Strategic Planning and Development at Ministry of Agriculture and Land Reclamation, Representatives from the commercial offices of Embassy of Austria, USA, Italy, England, China, KSA, UAE, Representatives from the American chamber of Commerce, The German Chamber of Commerce, consultants, Heads of the Egyptian Society of Egyptian Entrepreneurs, Egyptian, African & Arabian Investment Societies, Egyptian Engineering Syndicate, CEOs of many leading private companies in water & Wastewater projects in Egypt, Africa and Middle East

## 2. VISITORS PROFILE

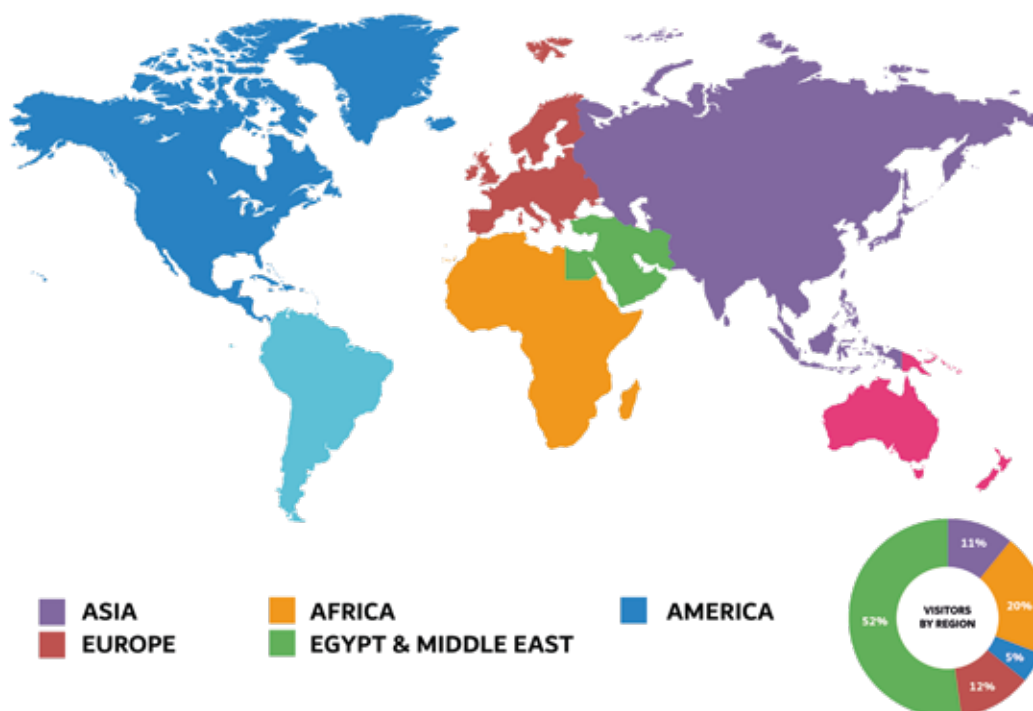
### A) TOTAL NUMBER OF VISITORS



### B) VISITORS PROFILE BY JOB FUNCTION



## C) VISITORS BY REGION



## D) VISITOR PROFILE BY GOVERNMENTAL BODIES

- The Prime Minister
- Ministry of Housing, Utilities and Urban Communities
- Ministry of Trade and Industry
- Ministry of Agriculture & Land Reclamation
- Ministry of Irrigation and Water Resources
- Ministry of Environment
- Ministry of Electricity and Renewable Energy
- The Egyptian Armed Engineering Authority
- National Authority for Potable Water and Sanitary Drainage (NOPWASD)
- Holding company for Water & Wastewater
- The National institute of Research
- Universities of Engineering
- CAPWW
- International government & water Association bodies



## E) BY INDUSTRY

Agencies - NGOs - OEMS, Agriculture - Authorities, Automobile Manufacturers, Builders & Contractors, Cement & Glass Industries, Chemical Plants, Distillery - Brewery Units, Educational Establishments, Engineering organizations, Environmental consultants, Fertilizer Manufacturers, Food & Beverage Industries, Food Processing Units, Government Agencies - Bodies, Ground Water Authorities, Hospitals - Hotels - Clubs, Industrial Estates Authority, Leather Industries, Manufacturers of Electrical - Electronics, Municipal corporation, Paint Industries, Petrochemical & Pharmaceutical Plants, Plastic Industries, Pollution Control Boards, Power Plants, Project Finance Companies, Public Utilities, Public Works Department, Pulp and Paper, Refineries, Research and Technical Institutes, Rubber Industries, Steel Plants, Sugar & Textile Industries, Trade Publications and Research, Water Authorities, Water consultants - Resources





# WATREX PARTNERS OF SUCCESS





## ORGANIZED BY



[www.atf-egy.com.eg](http://www.atf-egy.com.eg)

[dr-doaa@atf-egy.com.eg](mailto:dr-doaa@atf-egy.com.eg)

[d.ahady@yahoo.com](mailto:d.ahady@yahoo.com)

(+2) 0102 795 4140

(+2) 0100 609 7072

## About ATF

ATF is one of the leading trade fairs organizers in Egypt and the MENA region (the Middle East & North Africa), with a portfolio of successful trade events, and played a key role in delivering the power of trade shows in stimulating regional and international trade and has set the place for the international trade exhibitions in Egypt. ATF has built its enviable reputation for organizing successful events by attracting quality, targeted audiences to its fairs from across the region and beyond. ATF's success is built upon running effective marketing campaigns utilizing a high experience in advertising, PR, and management of databases. The fairs' publicity campaigns take full advantage of ATF's extensive database to ensure region-wide reach and high visitor attendance using a full range of media.

## ATF services

in coordination and with the support of our professional service providers and exhibition official partners, our clients (exhibitors and visitors) can enjoy competitive packages and offers such as - Travel services (hotel booking - ticketing - visa support - meet and assist - transportation tours and excursions - translation - personal assistance.)

- Shipping and custom clearance
- Internet and communication facilities
- Advertising, Printing, Promotional Activities
- Decoration and stand building



## FOR PLANNING DYNAMIC PARTNERSHIP OR SPONSORSHIP IN 2022

PLEASE CONTACT

**Dr. Doaa Swelam**

[Dr-doaa@atf-egy.com.eg](mailto:Dr-doaa@atf-egy.com.eg) | [info@atf-egy.com.eg](mailto:info@atf-egy.com.eg)

(+20) 102 795 4140 & (+20) 100 609 7072