

RECON

MIDDLE EAST & NORTH AFRICA

ORGANISED BY THE LARGEST RETAIL INDUSTRY ASSOCIATION



FUTURE PROOF RETAIL

CONFERENCE
EXHIBITION
ICSC MENA
AWARDS
DEAL-MAKING
& NETWORKING

OCTOBER
28-30
2018

RITZ CARLTON HOTEL
DIFC, DUBAI, UAE

FEATURING

KEYNOTE
SPEAKER



DAVID MEERMAN SCOTT

- Global online marketing strategist
- Creator of "newsjacking"
- Author, 10 books including 3 international bestsellers - with strategies to grow business online in 2018



"David, you delivered the most practical and powerful marketing presentation I've seen. Outstanding! Thank you!" - **Tony Robbins**

BENEFITS OF ATTENDING

Organized by the Middle East Council of Shopping Centres (MECSC), RECon Middle East & North Africa 2018 will bring together shopping centre industry professionals, retailers, management and consulting companies, architects and design companies, entertainment and leisure companies, product and service providers to the industry, all under one roof for two days of industry leaders speeches, education, networking and deal making while exploring new business opportunities.

DAVID MEERMAN SCOTT

KEYNOTE SPEAKER

David has presented at Business Mastery in London, Sydney, Melbourne, Las Vegas, and Palm Beach. He is the lead marketing speaker at Tony Robbins Business Mastery and his topic is New Marketing Mastery.



- Interactive 2 days of lively discussions and engaging presentations on 29 October and 30 October
- Exhibition area featuring leading service providers, brands and shopping centers
- Deal-making sessions where you will be able to meet with region's buyers and decision makers in a 1 to 1 meeting format
- Celebrate the best of the best at the MECSC MENA Awards Cocktail reception and gala dinner

DAY 1	DAY 2	DAY 3
Pre-Conference Masterclass Welcome Reception – Kick off Cocktail Party Reception	Conference, Exhibition and Deal Making	Conference Exhibition Gala Dinner Awards Cocktail Reception ICSC Shopping Centre & Retailer Gala Dinner Awards

REGISTRATION PASSES

RECon Fees	Team Discount
All-Inclusive Pass to all events from Day 1-3. Member: USD 1,250 (AED 4,600) Non-Member: USD 1,700 (AED 6,250)	We offer a discount of USD 100 per delegate off the applicable registration fee when three or more delegates register at the same time from the same organization and from the same billing source.

*Exclusive of 5% VAT where applicable

*Registration for individual events are also available (Conference vs. Gala), please contact MECSC Office at: customercare@mecsc.org

PAST ATTENDEE PROFILE



SPONSORSHIP PACKAGES

Promote your retail developments, retail concepts, products or services to a quality audience of decision makers at RECon Middle East and North Africa.

Event Sponsors enjoyed showcase marketing in our exhibition area, representation in our RECon Conference Event Catalogue, web site, digital displays, display boards, speaking opportunities and recognition in our Shopping Centre Awards Gala and Education Conference.

The best and the brightest minds from the retail industry around the world are in Dubai for our RECon Conference. Your ability to put your name and brand forward to those individuals making the corporate business decisions is what you can expect from being a sponsor of RECon.

For more information, please contact Lea Venezuela at lea@mecsc.org, +971 50 708 9235. Alternatively, please contact MECSC office at +971 4 359 7909

SPONSORSHIP PACKAGES				
BENEFITS	PLATINUM USD 100,000	GOLD USD 50,000	SILVER USD 25,000	BRONZE USD 15,000
Exhibition booth *Booth size and location to be pre-approved by MECSC; Standard booth 6 sqm; Booth heights of 2.5m (including fascia)	4 booths	2 booths	1 booth	1 booth
Welcome Reception Passes - Day 1	15	10	5	2
Conference Passes - Day 2 and 3	15	10	5	2
Cocktail Reception Passes - Day 3	15	10	5	2
Gala Passes - Day 3	15	10	5	2
Ad - Retail People Magazine (Special RECon Edition)	Double Page Spread	Single Page	Half Page	Quarter Page
Company logo on MECSC RECon Website with link to sponsor's company website	Y	Y	Y	Y
Insert in Conference Delegate Bag	Y	N/A	N/A	N/A
Logo on event signage	Y	Y	Y	Y
Verbal acknowledgement	Y	Y	Y	Y
ICSC Award Entries	10	5	2	N/A
2019 MECSC Directory (Shopping Centres, Retailers and Service Providers)	Y	Y	Y	N/A
Newsletter Banner	12 months	N/A	N/A	N/A
Website Banner	12 months	N/A	N/A	N/A

***Annual* Sponsorships are available which can be customized*

EXHIBITION BOOTH PACKAGES		
BENEFITS	SPACE ONLY USD 5,000 per 6 sqm	SCHEME USD 6,000 per 6 sqm
Space & Furniture	6 sqm space only exhibition space (3 x 2 sqm floor space only) *with 2.5 m height (including fascia)	6 sqm shell scheme full furnished stand (3 x 2 sqm): *with 2.5 m height (including fascia) • 3 x 2 sqm Octonorm stand with white panels • 2 chairs • 1 table • Wastepaper basket • 3 spotlights • 13 amp double socket. • 1 signboard (fascia) with Company Name in English
Event Passes	1	2

ADDITIONAL BRANDING OPPORTUNITIES	
Exclusive - Welcome Reception on Day 1 - SOLD	USD 11,000
Exclusive - Pre-Awards Cocktail Evening on Day 3) - SOLD	USD 11,000
Conference Breaks and Lunches - Day 2 and 3 - SOLD	USD 22,000
Exclusive - Event Lanyard - Sponsor name and logo on lanyard **	USD 16,500
Exclusive - Conference Delegate Bag Sponsor** - SOLD	USD 11,000
Exclusive - Gala Gift Bag Sponsor** - SOLD	USD 11,000
Non-Exclusive - Conference Delegate Gift Sponsor**	USD 11,000
Non-Exclusive - Conference Delegate Insert**	USD 7,000
Non-Exclusive - Gala Gift Sponsor **	USD 11,000
Branding on visitor/delegate badge (Sponsor logo to be printed on entry badge) - SOLD	USD 2,500
Double Spread Ad - Retail People Magazine (RECon Special Edition)	USD 6,900
Back Outside Cover - Retail People Magazine (RECon Special Edition) - SOLD	USD 10,000
Front Inside Cover - Retail People Magazine (RECon Special Edition) - SOLD	USD 6,900
Back Inside Cover - Retail People Magazine (RECon Special Edition) - SOLD	USD 6,900
Single Page Ad - Retail People Magazine (RECon Special Edition)	USD 4,500
Half Page Ad - Retail People Magazine (RECon Special Edition)	USD 2,800
MECSC Newsletter Banner (per month)	USD 1,000
Website Banner (per month)	USD 1,000
Non - Exclusive Stationery Branding - Pens, Paper, Notepads**	USD 2,500

** To be provided by the Sponsor

*** Exclusive of 5% VAT where applicable