

CAIRO INVESTMENT FORUM

9 - 10 December 2007, Cairo

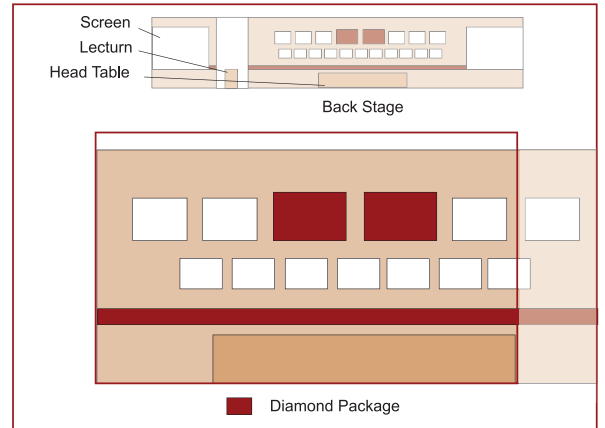
DIAMOND SPONSORSHIP

\$125,000

On-site Exposure

- Company name and logo prominently displayed on a banner behind the speaker's podium, **distinguishing the sponsor from other sponsors' logos (Pic.1)**
- Banner at the Forum hall entrance
- Banner in the coffee break area
- Exhibiting space, strategic allocation
- Strategic speaking slot in the agenda
- Two seats in the VIP area during the opening ceremony.
- Allocation of one company table (for 10 persons) at lunches and dinners.
- Brochure distribution to all participants
- 30 seconds animated public service announcement program or DVD) provided by the sponsor displayed on a screen at various times during the exhibition and coffee breaks

played on a banner behind the speaker's podium, **distinguishing the sponsor from other sponsors' logos (Pic.1)**

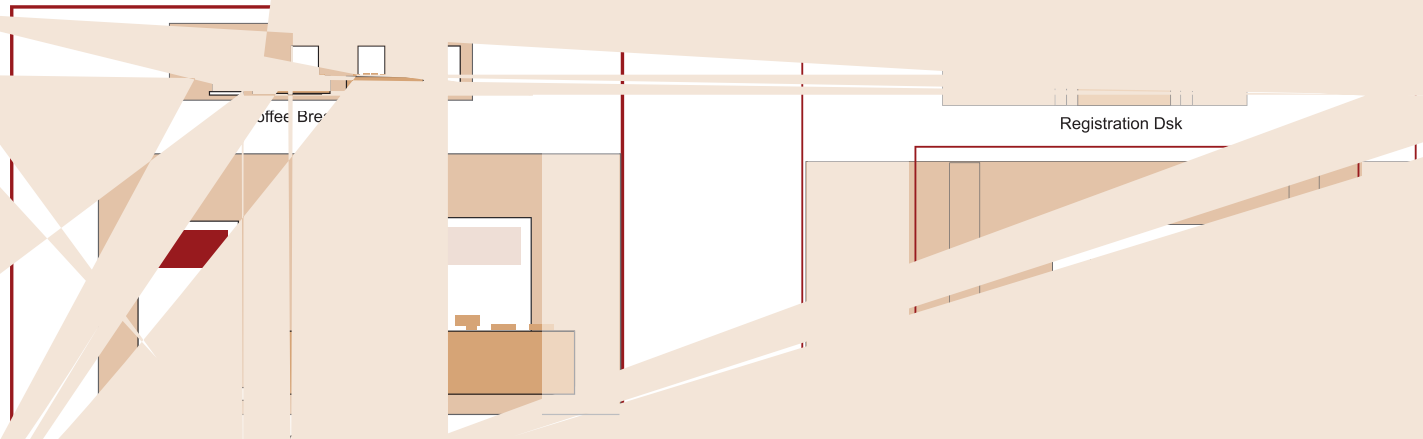
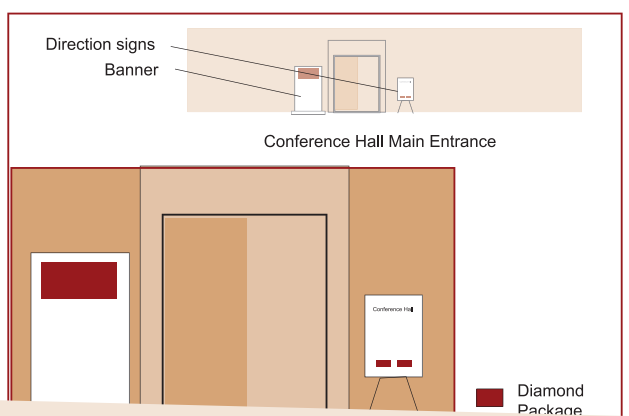


Pic.1

Diamonds' Exclusive

- Company Logo displayed at the exhibition area (Pic.3)
- Company logo imprinted on the stage. (Pic.1)
- Company name and logo prominently displayed on the VIP lounge entrance, in addition to other branding options in the area.
- Welcome package including brochures to be distributed in the party area.
- Company logo highlighted on the registration desk.
- Organizing a workshop for the sponsor.

Company Logo displayed at the exhibition area (Pic.3)
Company logo imprinted on the stage. (Pic.1)
Company name and logo prominently displayed on the VIP lounge entrance, in addition to other branding options in the area.
Welcome package including brochures to be distributed in the party area.
Company logo highlighted on the registration desk.
Organizing a workshop for the sponsor.



Pic.4

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DIAMOND SPONSORSHIP

Forum Publications

- Company logo imprinted on notepads distributed to all Forum participants **distinguished from other sponsors' logos**
- Company logo imprinted on post press coverage booklet **distinguished from other sponsors' logos**
- Double spread advertisement in the Forum catalog
- Company name and logo in the Forum catalog **distinguished from other sponsors' logos**
- 2-pages company profile (700 words) in the Forum catalog both in Arabic and English

Forum's Promotional Campaign

- Company name and logo highlighted on all advertising material of the Forum, **distinguished from other sponsors' logos**
- Company name included in all e-mail marketing campaigns **distinguished from other sponsors' logos**
- Publishing a press release to announce the joining of the diamond sponsor to the Forum
- Wide media coverage

Al-Iktissad Wal-Aamal Magazine

- Company logo on the front cover of Al-Iktissad Wal-Aamal Forum issue
- Company logo imprinted in Al-Iktissad Wal-Aamal Forum issue **distinguished from other sponsors' logos**
- A special eight-pages profile in Al-Iktissad Wal-Aamal Forum issue
- Double page spread advertisement in the post Forum issue of Al-Iktissad Wal-Aamal magazine

Forum's Web Site

- Company logo strategically positioned on the Forum's Web site, with a direct URL link
- Company profile on the Forum's Web site (300 words)

Participants' List

- Opportunity to receive the registered participants' list prior to the forum - detailed contacts for specific delegates will be provided upon request

Passes to the Forum

- 20 complimentary passes to sponsor's executives
- Opportunity to invite 10 guests at 25% discount

Gifts

- A souvenir DVD and photo CD of the Forum
- Press book of all media coverage
- 100 free copies of Al-Iktissad Wal-Aamal magazine
- Complimentary 1-year attendance membership for one executive to Al-Iktissad Wal-Aamal conferences
- Complimentary 1-year subscription to Al-Iktissad Wal-Aamal magazine

- The Forum sponsors will also have the opportunity to host a dinner, lunch or a cocktail party within the framework of the Forum
- 50% of sponsorship fee is due upon signing the sponsorship contract and the balance will be due one week prior to the Forum date

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PLATINUM SPONSORSHIP

\$75,000

On-Site Exposure

- Company name and logo prominently displayed on a banner on the speaker's podium **distinguished from Gold sponsors' logos**. (Pic.1)
- Banner in the coffee break area (Pic.2)
- Exhibiting space.
- Speaking slot in the Forum agenda
- One seat in the VIP area during the opening ceremony
- Allocation of one company table (10 persons) at lunches and dinners
- Brochure distribution to all participants
- 30 seconds animated publicity (PowerPoint or DVD) provided by the sponsor frequently displayed during the exhibition and coffee breaks

Forum Publications

- Company name and logo in the Forum catalog, **distinguished from Gold sponsors' logos**
- One full-color advertising page in the Forum catalog
- Company logo imprinted on note pads distributed to all participants **distinguished from Gold sponsors' logos**
- Company profile (350 words) in the Forum catalog both in Arabic and English
- Company logo imprinted in post press coverage booklet

Forum's Promotional Campaign

- Company name and logo highlighted on all advertising material of the Forum, **distinguished from Gold & Silver sponsors' logos**
- Company name included in all e-mail marketing campaigns
- Wide media exposure

Al-Iktissad Wal-Aamal Magazine

- Two full-color advertising pages in Al-Iktissad Wal-Aamal Forum issue
- Two advertorial pages in Al-Iktissad Wal-Aamal Forum issue
- One full-color advertising page in Al-Iktissad Wal-Aamal post Forum issue
- Company logo imprinted in Al-Iktissad Wal-Aamal Forum issue

Forum's Web site

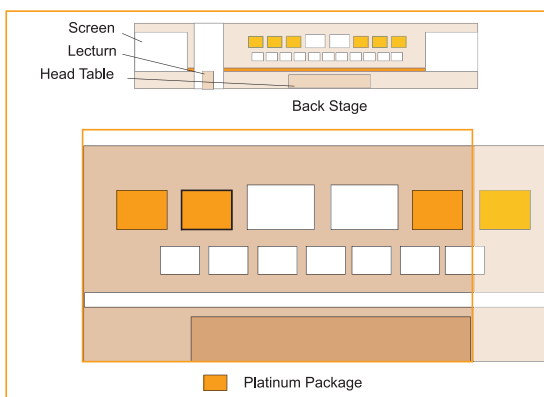
- Company logo strategically positioned on the Forum's Web site, with a direct URL link.
- Company profile on Forum Web site (200 words).

Gifts

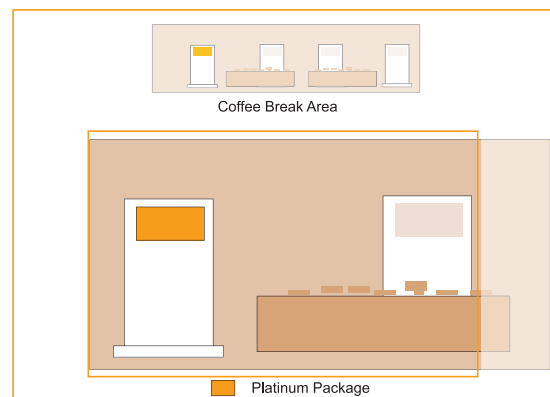
- A souvenir DVD and photo CD of the Forum
- Press book of all media coverage
- 40 free copies of Al-Iktissad Wal-Aamal magazine
- Complimentary 1-year attendance membership for one executive to Al-Iktissad Wal-Aamal conferences

Passes to the Forum

- 10 complimentary passes to sponsor's executives
- Opportunity to invite 5 guests at 25% discount



(Pic.1)



(Pic.2)

- Platinum sponsors will also have the opportunity of hosting a dinner, lunch or a cocktail party within the framework of the forum.
- 50% of the Sponsorship fee is due upon signing the sponsorship contract and the balance will be due one week prior to the forum date.

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GOLD SPONSORSHIP

\$50,000

On-Site Exposure

- Company name and logo displayed on a banner on the speaker's podium (Pic.1)
- Banner in the coffee break area. (Pic.2)
- Exhibiting space
- Brochure distribution to all participants

Forum Publications

- One full color advertising page in the Forum catalog
- Company name and logo in the Forum catalog
- Company logo imprinted on notepads distributed to all participants.
- Company logo imprinted in post press coverage booklet
- Company profile in the Forum catalog both in Arabic and English (350 words)

Forum's Promotional Campaign

- Company name and logo displayed on all advertising material of the Forum
- Company name included in all e-mail marketing campaigns
- Extensive media exposure

Al-Iktissad Wal-Aamal Magazine

- Two full-color advertising pages in Al-Iktissad Wal-Aamal Forum issue
- Company logo imprinted in Al-Iktissad Wal-Aamal Forum issue

Forum's Web site

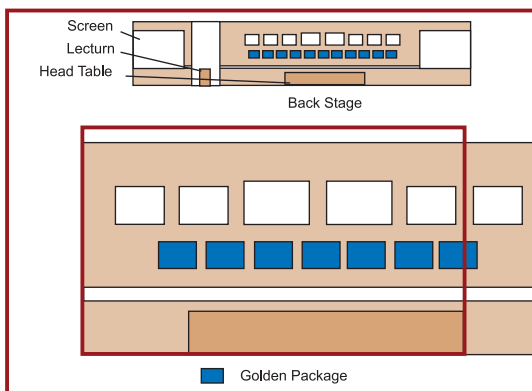
- Company logo on the Forum's Web site, with a direct URL link

Gifts

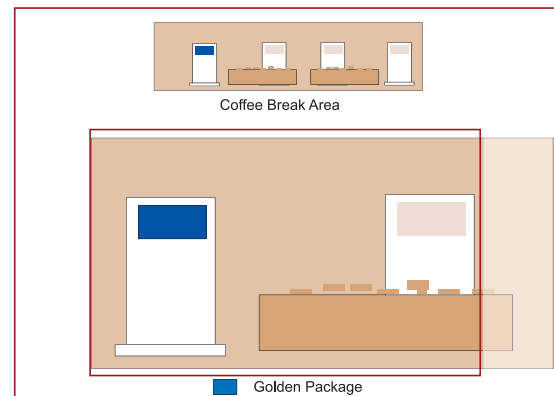
- A souvenir DVD and photo CD of the Forum
- Press book of all media coverage
- 30 free copies of Al-Iktissad Wal-Aamal magazine
- Complimentary 1-year subscription to Al-Iktissad Wal-Aamal magazine

Passes to the Forum

- 7 complimentary passes to sponsor's executives
- Opportunity to invite 3 guests at 25% discount



(Pic.1)



(Pic.2)

- 50% of the sponsorship fee is due upon signing the sponsorship contract and the balance will be due one week prior to forum date.
- The forum sponsors will also have the opportunity of hosting a dinner, lunch or cocktail party within the framework of the forum.

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SILVER SPONSORSHIP

\$30,000

On-Site Exposure

- Company name and logo displayed on a banner in the Forum hall (Pic.1)
- Exhibiting space

Forum Publications

- Company logo imprinted in post press coverage booklet
- Company name and logo in the Forum catalog
- Company profile in the Forum catalog both in Arabic and English (350 words)

Forum's Promotional Campaign

- Company name and logo displayed on all advertising material of the Forum
- Company name and logo included in all e-mail marketing campaigns

Al-Iktissad Wal-Aamal Magazine

- One full-color advertising page in Al-Iktissad Wal-Aamal Forum issue

Forum's Web site

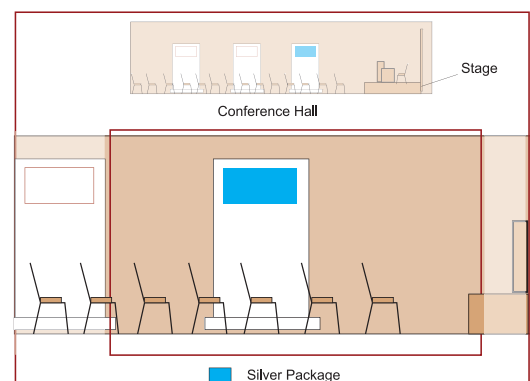
- Company name & logo on the Forum's Web site, with a direct URL link

Gifts

- A souvenir DVD and photo CD of the Forum
- Press Book of all media coverage
- 20 free copies of Al-Iktissad Wal-Aamal magazine

Passes to the Forum

- 5 complimentary passes to sponsor's executives



(Pic.1)

- Sponsors will also have the opportunity of hosting a dinner, lunch or cocktail party within the framework of the Forum.
- 50% of the amount is due upon signing the sponsorship contract and the balance will be due one week prior to the forum date.

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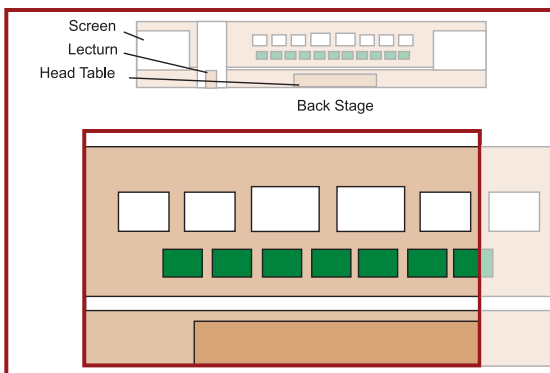
OFFICIAL CARRIER SPONSORSHIP

Sponsor Benefits

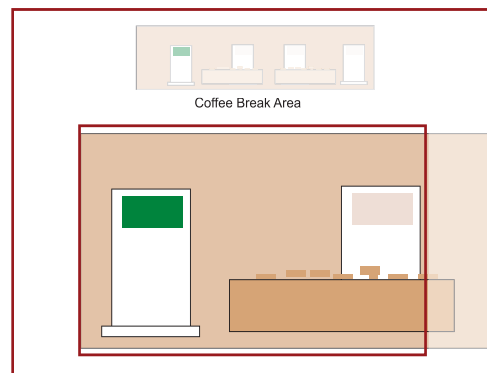
- Banner behind the speakers podium. (Pic 1)
- Banner in coffee break area. (Pic 4)
- Company name will be mentioned as official carrier of the Forum.
- Company logo will be displayed on all promotional material of the event, as the official carrier
- One full color advertisement page in Al-Iktissad Wal-Aamal magazine Forum special issue.
- One full color advertisement page in event catalog.
- Company profile in event catalog (350 words) both in Arabic and English.
- Company name and logo on event catalog inside cover mentioned as official carrier.
- Company logo on conference website under official carrier.
- Brochure distribution to all attendees.

ORGANIZER BENEFITS

- The sponsoring company will offer a 25% discount on the market fare airline tickets to Forum participants through its worldwide offices.
- The sponsoring company will offer airline tickets to organizers' executives, staff and guests equivalent to the amount of the sponsorship, for the duration of one year from the start of the contract.



Pic.1



Pic.4