

# Algeria Fire, Safety & Security Expo

## Algeria, Libya, Mali, Mauritania, Morocco, Niger, & Tunisia



## See Yourself Here

# The Right Decision Makers From 7 Countries

# EXHIBITOR PROSPECTUS

Organized &amp; Produced by

## New-Fields

www.inf.ae

+971.4.268.6870

**Energy Consumption & Management**  **Smart Solutions**  **Clean Energy**  **Water**



**Power Generation**  **Backup Generators**  **Waste**  **Transmission & Distribution**



# Algeria Fire, Safety & Security Expo

10-12 November 2025

**\$49,850**

3 AVAILABLE

## **TITANIUM SPONSOR**

Distinguish yourself from the competition and make an impact with a Titanium Sponsorship. This highly visible sponsorship includes the biggest booth space available, speaking opportunity and promotion.

### **THE OPPORTUNITY**

- An island booth of raw space of 108 M<sup>2</sup>, exposed to aisles on all four sides, in a prominent position (over \$48,000 value).

### **PRE-SHOW BENEFITS**

- Recognition as a Titanium Sponsor and logo on:
  - Relevant event communications (such as visitor email campaign).
  - Event's advertisements in media.
- Premier placement of 4 pull-up banner situated near the hall entry (sponsor-provided).
- Email banner on 2 promotional emails pre-show.
- 50-word Company feature in 1 pre-show promotional email to all pre-registered visitors.

### **EVENT WEBSITE**

- Your logo featured on the homepage.
- 200-word listing and logo with URL in the sponsors section on the website.

### **EVENT GUIDE**

- Corporate logo on Front Cover and Sponsor Page.
- Opportunity to submit 2 full pages write-up or advertisement in the official guide.
- 200-word listing, logo and website.
- 2 full-page colour advertisement in the Event Guide.

### **OFFICIAL EVENT & 1-to-1 APP**

- 200-word listing, logo and web address.
- Corporate logo on Sponsor Section.

### **AT-SHOW BENEFITS**

- Your logo on multiple directional signs leading visitors to the expo hall.
- Hanging banner, or column wrap with sponsor-provided material in high-traffic area of the expo (Sponsor-provided).
- Recognition and logo on signage throughout the event.
- Four floor decal, carpet stickers will be placed inside high-traffic area of the expo and will be visible to all visitors (5'x5' stickers, sponsor-provided).
- Vendors/tech demos breakout session Vendor/technology with hands-on experience/presentation (45 minutes).

### **POST-SHOW BENEFITS**

- Logo on post-show Thank You email communication to all visitors.
- Email sent on your behalf to all event's visitors.

### **ADDITIONAL BRAND EXPOSURE**

- Your brand is likely to be captured in event photography, video and social media used during and post event.

# Algeria Fire, Safety & Security Expo

10-12 November 2025

**\$41,850**

4 AVAILABLE

## **PLATINUM SPONSOR**

Distinguish yourself from the competition and make an impact with a Platinum Sponsorship. This highly visible sponsorship includes the biggest booth space available, speaking opportunity and promotion.

### **THE OPPORTUNITY**

- An island booth of raw space of 90 M<sup>2</sup>, exposed to aisles on all four sides, in a prominent position (over \$40,000 value).

### **PRE-SHOW BENEFITS**

- Recognition as a Platinum Sponsor and logo on:
  - Relevant event communications (such as visitor email campaign).
  - Event's advertisements in media.
- Premier placement of 3 pull-up banner situated near the hall entry (sponsor-provided).
- Email banner on 2 promotional emails pre-show.
- 50-word Company feature in 1 pre-show promotional email to all pre-registered visitors.

### **EVENT WEBSITE**

- Your logo featured on the homepage.
- 100-word listing and logo with URL in the sponsors section on the website.

### **EVENT GUIDE**

- Corporate logo in Sponsors Page.
- Opportunity to submit 1 full page write-up or advertisement in the official guide.
- 200-word listing, logo and website.
- Full-page colour advertisement in the Event Guide.

### **OFFICIAL EVENT APP & 1-to-1 APP**

- 200-word listing, logo and web address.
- Corporate logo on Sponsors Section.

### **AT-SHOW BENEFITS**

- Your logo on multiple directional signs leading visitors to the expo hall.
- Hanging banner, or column wrap with sponsor-provided material in high-traffic area of the expo (Sponsor-provided).
- Recognition and logo on signage throughout the event.
- Three floor decal, carpet stickers will be placed inside high-traffic area of the expo and will be visible to all visitors (5'x5' stickers, sponsor-provided).
- Vendors/tech demos breakout session Vendor/technology with hands-on experience/presentation (30 minutes).

### **POST-SHOW BENEFITS**

- Logo on post-show Thank You email communication to all visitors.

### **ADDITIONAL BRAND EXPOSURE**

- Your brand is likely to be captured in event photography, video and social media used during and post event.

# Algeria Fire, Safety & Security Expo

10-12 November 2025

**\$32,850**  
10 AVAILABLE  
**GOLD SPONSOR**

Distinguish yourself from the competition and make an impact with a Gold Sponsorship. This highly visible sponsorship includes the biggest booth space available, speaking opportunity and promotion.

## THE OPPORTUNITY

- An island booth of raw space of 72 M<sup>2</sup>, exposed to aisles on all four sides, in a prominent position (over \$32,000 value).

## PRE-SHOW BENEFITS

- Recognition as a Gold Sponsor and logo on:
  - Event communications (such as visitor email campaign).
  - Event's advertisements in media.
- Premier placement of 2 pull-up banner situated near the hall entry (sponsor-provided).
- Email banner on 2 promotional emails pre-show.

## EVENT WEBSITE

- Your logo featured on the homepage.
- 50-word listing and logo with URL in the sponsors section on the website.

## EVENT GUIDE

- 50-word listing, logo and website address.
- Opportunity to submit 1/2 full page write-up or advertisement in the official guide.
- Half-page colour advertisement in the Event Guide.

## OFFICIAL EVENT APP & 1-to-1 APP

- Visible listing, logo and web address.
- Corporate logo on Sponsors Section.

## AT-SHOW BENEFITS

- Your logo on multiple directional signs leading visitors to the expo hall.
- One Hanging banner, or column wrap with sponsor-provided material in high-traffic area of the expo (Sponsor-provided).
- Recognition and logo on signage throughout the event.
- One floor decal, carpet stickers will be placed inside high-traffic area of the expo and will be visible to all visitors (5'x5' stickers, sponsor-provided).
- Vendors/tech demos breakout session Vendor/technology with hands-on experience/presentation (20 minutes).

## POST-SHOW BENEFITS

- Logo on post-show Thank You email communication to all visitors.

## ADDITIONAL BRAND EXPOSURE

- Your brand is likely to be captured in event photography, video and social media used during and post event.

# Algeria Fire, Safety & Security Expo

10-12 November 2025

**\$17,850**  
15 AVAILABLE  
**SILVER SPONSOR**

Distinguish yourself from the competition and make an impact with a Silver Sponsorship. This highly visible sponsorship includes the biggest booth space available, speaking opportunity and promotion.

## THE OPPORTUNITY

- An island booth of raw space of 36 M<sup>2</sup>, exposed to aisles on all four sides, in a prominent position (over \$16,800 value).

## PRE-SHOW BENEFITS

- Recognition as a Silver Sponsor and logo on:
  - Event communications (such as visitor email campaign).
  - Event's advertisements in media.
- Premier placement of a pull-up banner situated near the hall entry (sponsor-provided).
- Email banner on 2 promotional emails pre-show.

## EVENT WEBSITE

- Your logo featured on the homepage.
- 20-word listing and logo with URL in the sponsors section on the website.

## EVENT GUIDE

- 50-word listing, logo and website address.
- Half-page colour advertisement in the Event Guide.

## OFFICIAL EVENT APP & 1-to-1 APP

- Visible listing, logo and web address.
- Corporate logo on Sponsors Section.

## AT-SHOW BENEFITS
































- Your logo on multiple directional signs leading visitors to the expo hall.
- One Hanging banner, or column wrap with sponsor-provided material in high-traffic area of the expo (Sponsor-provided).
- Recognition and logo on signage throughout the event.
- One floor decal, carpet stickers will be placed inside high-traffic area of the expo and will be visible to all visitors (5'x5' stickers, sponsor-provided).
- Vendors/tech demos breakout session Vendor/technology with hands-on experience/presentation (10 minutes).

## POST-SHOW BENEFITS

- Logo on post-show Thank You email communication to all visitors.

## ADDITIONAL BRAND EXPOSURE

- Your brand is likely to be captured in event photography, video and social media used during and post event.

8 <sup>th</sup> Edition		Algeria Fire, Safety & Security Expo			
		10-12 November 2025			
STAGE	Benefits	Titanium Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor
THE OPPORTUNITY		\$49,850	\$41,850	\$32,850	\$17,850
	An island booth, exposed to aisles on all four sides, in a prominent position	108 M²	90 M²	72 M²	36 M²
	Booth Value (alone).	\$53,460	\$44,550	\$35,640	\$17,820
PRE-SHOW BENEFITS	Recognition as a Sponsor and logo on: Relevant event communications (such as visitor email campaigns).			Selected	Selected
	Recognition as Sponsor and logo on: Event's advertisements in media.	Super Premium	Premium Exposure		Standard Listing
	Premier placement of pull-up banner situated near the hall entry & other locations (sponsor-provided).	4	3	2	1
	Email banner on 2 promotional emails pre-show to pre-registered visitors				
	Company profile feature in 1 pre-show promotional email to all pre-registered	50	30	20	10
EVENT WEBSITE	Your logo featured on the homepage				
	Company profile listing and logo with URL in the sponsors section on the website	200 Words	100 Words	50 Words	20 Words
EVENT GUIDE	Corporate logo on Front Cover and Sponsor Page.				
	Opportunity to submit write-up or advertisement in the official guide.	2 Pages	1 Pages	1/2 Pages	1/2 Pages
	Company listing, logo and website.	200 Words	100 Words	50 Words	20 Words
	Full-page colour advertisement in the Event Guide	2	1	1/2	1/2
EVENT & One-to-One APP	Company profile, logo and web address	30 Words	20 Words	15 Words	10 Words
	Corporate logo on Sponsors Section.	Super Premium	Premium Exposure		Standard Listing
AT-SHOW BENEFITS	Your logo on multiple directional signs leading visitors to the expo hall.				
	Hanging banner, or column wrap with sponsor-provided material in high-traffic area of the expo (Sponsor-provided).			Some	
	Recognition and logo on signage throughout the event				
	Floor decal, carpet stickers will be placed inside high-traffic area of the expo and will be visible to all visitors (5'x5' stickers, sponsor-provided).	4	3	1	1
	Vendors/tech demos breakout session Vendor/technology with hands-on experience/presentation	45 minutes	30 minutes	20 minutes	10 minutes
POST-SHOW BENEFITS	Logo on post-show Thank You email communication to all visitors	Super Premium	Premium Exposure	Listing	Listing
	Email sent on your behalf to all event's visitors.				
Investment		\$39,850	\$33,850	\$27,850	\$14,850



# Algeria Fire, Safety & Security Expo

10-12 November 2025

## EXHIBITION OPTIONS

### RAW SPACE ONLY

- All construction, flooring, power, decoration and furniture hire is to be booked and paid for by the exhibitor.
- All [raw space] stands must submit technical plans and a risk assessment by the due date for approval.
- Once built, no part of the stand build is permitted to project outside the allocated space.
- Further information and requirements for raw space stands will be included in the Exhibitors Manual.

### SHELL SCHEME STAND

- **WALLS**
  - [Octanorm, or equivalent] structure with Melamine infill panels.
- **FASCIA**
  - Polished fascia
  - One Digital Print fascia sign consisting of one company name, stand number and show logo per stand.
- **LIGHTING**
  - 2x Track spotlights per 9sqm, lights fixed to the inside of front fascia.
  - Note: If you choose to have your fascia panel removed, the 2 track spotlights will be replaced with 1 light with equivalent wattage/lumens.
- **POWER**
  - Needs to be ordered separately, 1x 4amp power outlet per stand.
- **FLOORING**
  - Needs to be ordered separately, flooring will be ordered of carpet.

OPTIONS*	COST US\$
9 M <sup>2</sup> SHELL BOOTH	\$5,355
12 M <sup>2</sup> SHELL BOOTH	\$7,140
15 M <sup>2</sup> SHELL BOOTH	\$8,925
21 M <sup>2</sup> SHELL BOOTH	\$12,495
24 M <sup>2</sup> SHELL BOOTH	\$14,280

\* Space must be always multiple 3 square meters; i.e. 18, 21, 24

**SHELL BOOTH**

OPTIONS*	COST US\$
18 M <sup>2</sup> RAW BOOTH	\$8,910
21 M <sup>2</sup> RAW BOOTH	\$10,345
24 M <sup>2</sup> RAW BOOTH	\$11,680

\* Space must be always multiple 3 square meters; i.e. 18, 21, 24

**RAW  
BOOTH**



# Algeria Fire, Safety & Security Expo

10-12 November 2025

**\$7,850**  
EXCLUSIVE  
**LANYARD SPONSOR**

## THE OPPORTUNITY

Feature your company logo, highly visible.

## AT-SHOW BENEFITS

- An estimated 3,000 delegates will be wearing their LANYARD during the event.
- Lanyards will be designed and printed by the organizer (design to be agreed, print included).
- Recognition as Lanyard Sponsor on related promotion.

## EVENT WEBSITE

- Your logo featured on the homepage.
- 20-word listing and logo with URL in the sponsors section on the website.

## EVENT GUIDE

- 50-word listing, logo and website address.
- Half-page colour advertisement in the Event Guide.

## OFFICIAL EVENT APP & 1-to-1 APP

- Visible listing, logo and web address
- Opportunity to submit 1/2 full page write-up or advertisement in the official guide.
- Corporate logo on Sponsors Section.

## ADDITIONAL BRAND EXPOSURE

- Your brand is likely to be captured in event photography, video and social media used during and post event.

**SERVING**  
**Algeria**  
**Libya**

**Mali**  
**Mauritania**  
**Morocco**  
**Niger**  
**Tunisia**



\*The lanyard image shown is for illustration purposes only and may not be an exact representation of the product.

# Algeria Fire, Safety & Security Expo

10-12 November 2025

**\$7,850**

EXCLUSIVE

## NAME BADGE SPONSOR

### THE OPPORTUNITY

Your brand will be at the center of attention!

Featuring your company logo printed on the front and rear of every single delegates NAME BADGE (3,000+ attendees estimated).

### AT-SHOW BENEFITS

- An estimated 3,000 delegates will be wearing their badges during the event.
- Your logo to be featured alongside the Algeria Fire, Safety & Security Expo. Badges will be designed and printed by the organizer (design to be agreed, print included).
- Recognition as Badge Sponsor on related promotion.

### EVENT WEBSITE

- Your logo featured on the homepage.
- 20-word listing and logo with URL in the sponsors section on the website.

### EVENT GUIDE

- 50-word listing, logo and website address.
- Half-page colour advertisement in the Event Guide.

### OFFICIAL EVENT APP & 1-to-1 APP

- Visible listing, logo and web address
- Corporate logo on Sponsors Section.

### ADDITIONAL BRAND EXPOSURE

- Your brand is likely to be captured in event photography, video and social media used during and post event.

**SERVING**

**Algeria**

**Libya**

**Mali**

**Mauritania**

**Morocco**

**Niger**

**Tunisia**

# Algeria Fire, Safety & Security Expo

10-12 November 2025

**\$7,850**  
3 AVAILABLE  
**EVENT GUIDE**

## THE OPPORTUNITY

- Available to all event delegates (3,000+ attendees estimated).
- Feature your company logo on the front cover and a full page advertisement in the EVENT GUIDE.

## AT-SHOW BENEFITS

- Your company branding prominently included on the Front Cover.
- Full-page colour advertisement in the the official Event Guide.
- Event Guide 200-word listing, corporate logo and web address.
- Corporate logo on Sponsors Page.
- Recognition as Event Guide sponsor on selected related promotion.

## EVENT WEBSITE

- Your logo featured on the homepage with URL in the sponsors section on the website.
- 20-word listing and logo with URL in the sponsors section on the website.

## EVENT GUIDE

- 50-word listing, logo and website address.
- Half-page colour advertisement in the Event Guide.

## OFFICIAL EVENT APP & 1-to-1 APP

- Visible listing, logo, and website address and URL link.
- Corporate logo on Sponsors Section.

## ADDITIONAL BRAND EXPOSURE

- Your brand is likely to be captured in event photography, video and social media used during and post event.

**SERVING**

**Algeria**

**Libya**

**Mali**

**Mauritania**

**Morocco**

**Niger**

**Tunisia**

# Algeria Fire, Safety & Security Expo

10-12 November 2025

**\$9,850**

3 AVAILABLE

## EVENT BAG SPONSOR

### THE OPPORTUNITY

Full branding rights on delegate EVENT BAGS. A fantastic keepsake and ongoing branding opportunity. Available to all event delegates (3,000+ attendees estimated).

### AT-SHOW BENEFITS

- Corporate logo printed on event bags as given to all event delegates (printing included).
- Opportunity to have one (1) small item included in the Event Bag (provided by you) – e.g. a flyer, branded pen, notepad, stubby holder.
- Recognition as Event Bag partner on related promotion.

### EVENT WEBSITE

- Your logo featured on the homepage with URL in the sponsors section on the website.
- 100-word listing and logo with URL in the sponsors section on the website.

### EVENT GUIDE

- 100-word listing, logo and website address on sponsors section.
- Half-page colour advertisement in the Event Guide.

### OFFICIAL EVENT APP & 1-to-1 APP

- Visible listing, logo, and website address and URL link.
- Corporate logo on Sponsors Section.

### ADDITIONAL BRAND EXPOSURE

- Your brand is likely to be captured in event photography, video and social media used during and post event.

## **SERVING**

**Algeria**

**Libya**

**Mali**

**Mauritania**

**Morocco**

**Niger**

**Tunisia**

# Algeria Fire, Safety & Security Expo

10-12 November 2025

## EVENT GUIDE MARKETING PACKAGES

8th AFSS Guide is a 16.4 x 21cm full color booklet publication, with complete event info in Arabic and/or French language, distributed on-site to each attendee

### STANDARD

1. Recognition as a Sponsor and logo on:
  - 50-word company profile Logo
  - Product listings.
  - Quarter-page colour advertisement.

### NEED MORE EXPOSURE FOR YOUR BRAND?

2. Upgrade your Marketing Pack to Standard or Premium Upgrade.
  - STANDARD UPGRADE 100-word
  - company profile Logo and
  - Product listings Half-page colour advertisement.

### \$500

3. Premium upgrade.
  - 200-word company profile
  - Logo and
  - product listings
  - Full page advertisement.

### \$950

## ADDITIONAL EVENT GUIDE ADVERTISING

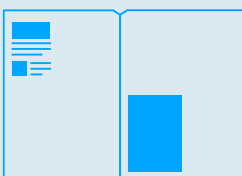
Back cover	\$1,995 <b>exclusive</b>
In Cover	\$1,495 <b>exclusive</b>
Page 3	\$1,495 <b>exclusive</b>
Facing In Cover	\$1,495
Full page	\$985
Half page	\$550

All prices in United States of America Dollars and UAE-based companies need to add 5% VAT (Value Added Tax).

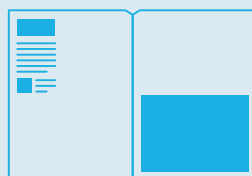
### CONTACT OUR SALES TEAM TODAY

**Make sure you BOOK EARLY TO SECURE THE BEST spaces and sponsorship packages for your brand.**

A signed Booking Application and 20% upfront is all it takes for you to secure your 2025 booth!



1. STANDARD



2. STANDARD UPGRADE



3. PREMIUM UPGRADE

**Reserve Your Booth Now!**

**Call +971.4.268.6870**

Mon - Fri, 9AM to 6PM