

AD / EDGE

PRESENTS

TIME OF FUSION

Creativity - Innovation - Data

AD EDGE
13 JUNE 2019
BEIRUT

arabnet

THE GREAT MIX

AdEdge is a conference event powered by ArabAd and Arabnet for all players of the communications industry.

- An action-packed one-day program of cutting-edge presentations
- Case studies and panel debates where you are sure to encounter leading brands and industry thought leaders debate the latest in tech, data and creativity.

This platform is set for attendees to **network, engage peers, uncover new ideas and growth opportunities**, dive deep into the **latest trends** with experts from multiple fields and hear case studies from successful company initiatives.

A priority agenda for those with a keen eye on the latest innovations and communication trends shaping the future of media, marketing and business.

AD EDGE
13 JUNE 2019
BEIRUT

THEME

Technology in marketing has become critical in targeting, reaching and engaging consumers - and driving sales. Advertising campaigns are increasingly powered by data: brand-collected, agency and third-party. Additionally, Influencers continue to play a key role in the marketing value chain, with 94% of the brands, agencies, and retailers finding influencer marketing beneficial, according to Linia. Ad/Edge tackles how brands, agencies, and publishers are adapting their strategies to keep up with cutting-edge technologies and consumer behaviors, and the structural changes that are reshaping the industry as a result.

Suggested Speakers

Alain Bejjani, *Chief Executive Officer, Majid Al Futtaim*
Caitlin Ryan, *Regional Creative Director, EMEA, Facebook and Instagram*
Elie Khouri, *Group CEO, Omnicom Media Group*
Eileen Le Muet, *VP International, Group Le Figaro*
Jack Riley, *Strategy Director - International, Huffington Post*
Mark Adams, *Head of Innovation, VICE*
Moussa Al Rifai, *Group General Manager, Al Rifai Roastery*
Pierre Al Daher, *CEO, LBCI*
Pierre Choueiri, *Chairman and CEO, Choueiri Group*
Robert Fadel, *Chairman, ABC Group*
Roy Haddad, *Director - Middle East & Africa, WPP*
Tricia Wilber, *Chief Marketing Officer - EMEA, The Walt Disney Company*
Sid Jatia, *Vice President, Head of Global eCommerce, Under Armour*
Urszula Bieganska, *Head of Marketing - MEA, LEGO Group*
Vanja Josifovski, *CTO, Pinterest*
Wassim Daher, *CEO, Azadea Group*

AD EDGE
13 JUNE 2019
BEIRUT

Ad/Edge Topics

Content Marketing - Recipes for Success

Brands Bringing Advertising In-House

Debate: Advertising Content - Data vs. Creativity

The Role of Agencies in Enabling eCommerce

Influencer Marketing Case Studies

New Monetization Strategies for Publishers

Innovation in Family Businesses

C Panel: Topic To Be Defined At A Later Stage

AD EDGE
13 JUNE 2019
BEIRUT

SPONSORSHIP OPPORTUNITIES

1 - TITLE SPONSOR - 30.000\$ (VAT EXCLUDED)

AD/
EDGE

BENEFITS:

TREE AD

- 2 LEDs (for 2 week)
- 2 FPC ArabAd + interview
- 1 week banner on arabadonline.com
- Social Media boost (ArabAd)
- 2 Half Pages in Al Joumhouria Newspaper

ADEGE HALL

- 4 Delegate Passes
- 4 Exhibition Staff Pass
- 9 SQM Exhibition Space
- 1 Page Profile in Conference Booklet
- 1 Page Advertisement in the Conference Booklet
- Logo on the Conference Website
- Logo on the email shot

WORKSHOP HALL

- Logo on Stage Backdrop - High profile branding
- 4 Banners at the Conference Venue
- Flyers on seats
- Sponsor mention in an article on arabnet.net covering the workshop

AD EDGE
13 JUNE 2019
BEIRUT

SPONSORSHIP OPPORTUNITIES

2 - MAIN SPONSOR - NON-EXCLUSIVE - **15.000\$** (VAT EXCLUDED)

AD/EDGE

BENEFITS:

TREE AD

- 2 LEDs (for 1 week)
- 1 FPC ArabAd
- 1 week banner on arabadonline.com
- Social Media boost (ArabAd)
- 2 Quarter Pages in Al Joumhouria Newspaper

ADEGE HALL

- 2 Delegate Passes
- 2 Exhibition Staff Pass
- 4 SQM Exhibition Space
- 1/2 Page Profile in Conference Booklet
- 1 Page Advertisement in the Conference Booklet
- Logo on the Conference Website
- Logo on the email shot

WORKSHOP HALL

- Logo on Stage Backdrop - High profile branding
- 1 Banners at the Conference Venue
- Sponsor mention in an article on arabnet.net covering the workshop

AD EDGE
13 JUNE 2019
BEIRUT

SPONSORSHIP OPPORTUNITIES

3 - EXPOSURE SPONSOR - NON-EXCLUSIVE - **6.000\$** (VAT EXCLUDED)

AD/
EDGE

BENEFITS:

TREE AD

- 1 FPC ArabAd 1 week banner on arabadonline.com
- Social Media boost (ArabAd)
- 1 Quarter Page in Al Joumhouria Newspaper

AEDGE HALL

- 4 SQM Exhibition Space
- 2 Exhibition Staff Pass
- Logo on the Conference Website
- Logo on the email shot

AD EDGE
13 JUNE 2019
BEIRUT

EXHIBITION BOOTH AT ARABNET

Upgraded Exhibition Space
9sqm
Raised Floor
Table and 2 Chairs
Printed Logo on stand /Special Design Printed Logo on stand
1 Power outlet
6 Delegate Passes
1 Television with HDMI Cable Connector

7.500\$ (VAT EXCLUDED)

AD EDGE
13 JUNE 2019
BEIRUT

EXHIBITION BOOTH AT ARABNET

Upgraded Exhibition Space
4sqm
Raised Floor
Table and 2 Chairs
Printed Logo on stand /Special Design Printed Logo on stand
1 Power outlet
3 Delegate Passes

4.000\$ (VAT EXCLUDED)

AD EDGE
13 JUNE 2019
BEIRUT

PARTICIPATION PACKAGES – TWO DAYS ARABNET CONFERENCE (VAT EXCLUDED)

- 1- 5 Tickets: 900\$ (VAT EXCLUDED) instead of 1.000\$
- 2- 10 Tickets: 1.600\$ (VAT EXCLUDED) instead of 2.000\$
- 3- 15 Tickets: 2.250\$ (VAT EXCLUDED) instead of 3.000\$

SPONSORSHIP OPPORTUNITIES

Sponsored announcement - EXCLUSIVE - 5.000\$ (VAT EXCLUDED)

Clients get on stage 5 to 7 mins to talk about their latest initiatives.

** All announcements are subject to ArabNet's prior approval. Management reserves the right to decline the announcement if the subject matter is not aligned with ArabNet's corporate guidelines.*

AD EDGE
13 JUNE 2019
BEIRUT



CONTACT US



TREE AD

Level 5 Building,
Elias Hraoui Avenue,
Tehwita, Beirut



Our Phone

(961) 1 611114
(961) 1 611115



Email / Website

arabad@tread.com
www.tread.com