AD/EDGE PRESENTS

TIME OF FUSION
Creativity - Innovation - Data

AD EDGE
13 JUNE 2019
BEIRUT
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.
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 Liniqia. 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
SPONSORSHIP OPPORTUNITIES

1 - TITLE SPONSOR - 30,000$ (VAT EXCLUDED)

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

ADEDGE 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

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SPONSORSHIP OPPORTUNITIES

2 - MAIN SPONSOR - NON-EXCLUSIVE - 15,000$ (VAT EXCLUDED)

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

**ADEDGE 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
SPONSORSHIP OPPORTUNITIES

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

BENEFITS:

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

ADEDGE HALL
- 4 SQM Exhibition Space
- 2 Exhibition Staff Pass
- Logo on the Conference Website
- Logo on the email shot
EXHIBITION BOOTH AT ARABNET

<table>
<thead>
<tr>
<th>Upgraded Exhibition Space</th>
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</thead>
<tbody>
<tr>
<td>9sqm</td>
</tr>
<tr>
<td>Raised Floor</td>
</tr>
<tr>
<td>Table and 2 Chairs</td>
</tr>
<tr>
<td>Printed Logo on stand /Special Design</td>
</tr>
<tr>
<td>Printed Logo on stand</td>
</tr>
<tr>
<td>1 Power outlet</td>
</tr>
<tr>
<td>6 Delegate Passes</td>
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<tr>
<td>1 Television with HDMI Cable Connector</td>
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$7,500$ (VAT EXCLUDED)

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EXHIBITION BOOTH AT ARABNET

<table>
<thead>
<tr>
<th>Feature</th>
<th>Details</th>
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<tbody>
<tr>
<td>Upgraded Exhibition Space</td>
<td>4sqm</td>
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<tr>
<td>Raised Floor</td>
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<tr>
<td>Table and 2 Chairs</td>
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<td>Printed Logo on stand /Special Design</td>
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<td>Printed Logo on stand</td>
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<td>1 Power outlet</td>
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<td>3 Delegate Passes</td>
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4.000$ (VAT EXCLUDED)
<table>
<thead>
<tr>
<th>Participation Packages</th>
<th>Description</th>
<th>Cost (VAT Excluded)</th>
<th>Original Cost</th>
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<tr>
<td>1 - 5 Tickets</td>
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<tr>
<td>2 - 10 Tickets</td>
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<tr>
<td>3 - 15 Tickets</td>
<td>2.250$</td>
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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.