

# Fujitsu World Tour Dubai 2017

Sponsorship Opportunities

FUJITSU

Human Centric Innovation

## Digital Co-creation

shaping tomorrow with you



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**FARID SABBAGH**

VICE PRESIDENT AND MANAGING DIRECTOR  
FUJITSU MIDDLE EAST

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## Fujitsu World Tour 2017: Meet upto 500 IT decision makers and influencers!

Each year Fujitsu presents the latest in thought leadership, Datacenter Solutions, and Services at this high quality event around the world.

Our theme this year is Human Centric Innovation – Driving Digital Transformation. We coined the term 'Human Centric Innovation' to explain how we empower people to take control of the technological changes in our lives and at work. And by 'Driving Digital Transformation' we mean using digital technologies to create new value at every level; from process improvement to new business models. The Fujitsu World Tour will present products, solutions and services which will help companies, their employees and society as a whole to benefit from the potential offered by worldwide networking and new technologies. Together with our partner companies, our aim is to illustrate our comprehensive support for information and communication technology. Unlike any other corporate event worldwide we will be effectively demonstrating how such innovative information and communication technology can change our business world and society.

Utilize this opportunity to engage with customers who are actively looking to invest in their IT systems. We can customize sponsorships to your requirement, kindly reach out to [Natasha.Patel@ts.fujitsu.com](mailto:Natasha.Patel@ts.fujitsu.com)

You too can be involved as a sponsor  
and help shape the World Tour 2017!





27th September 2017 Dubai  
Waldorf Astoria Dubai Palm Jumeirah

“Reach out to decision makers and influencers and engage with prospects at Fujitsu World Tour Dubai.”





From one of our visitors:

"I have attended many corporate events, but Fujitsu truly provided value by having available for interaction top specialists. This approach made them different, I was able to discuss my plans and issues to which I received great advice. Overall, excellent"



# Audience Profile and Feedback



The facts speak for themselves: 9 out of 10 attending the last Fujitsu World Tour said that this event is one of the most important ITC events. 8 out of 10 people surveyed said that they would visit the next event. And 10 out of 10 people surveyed (100%) said that time spent at the Fujitsu World Tour is a sensible and effective investment.

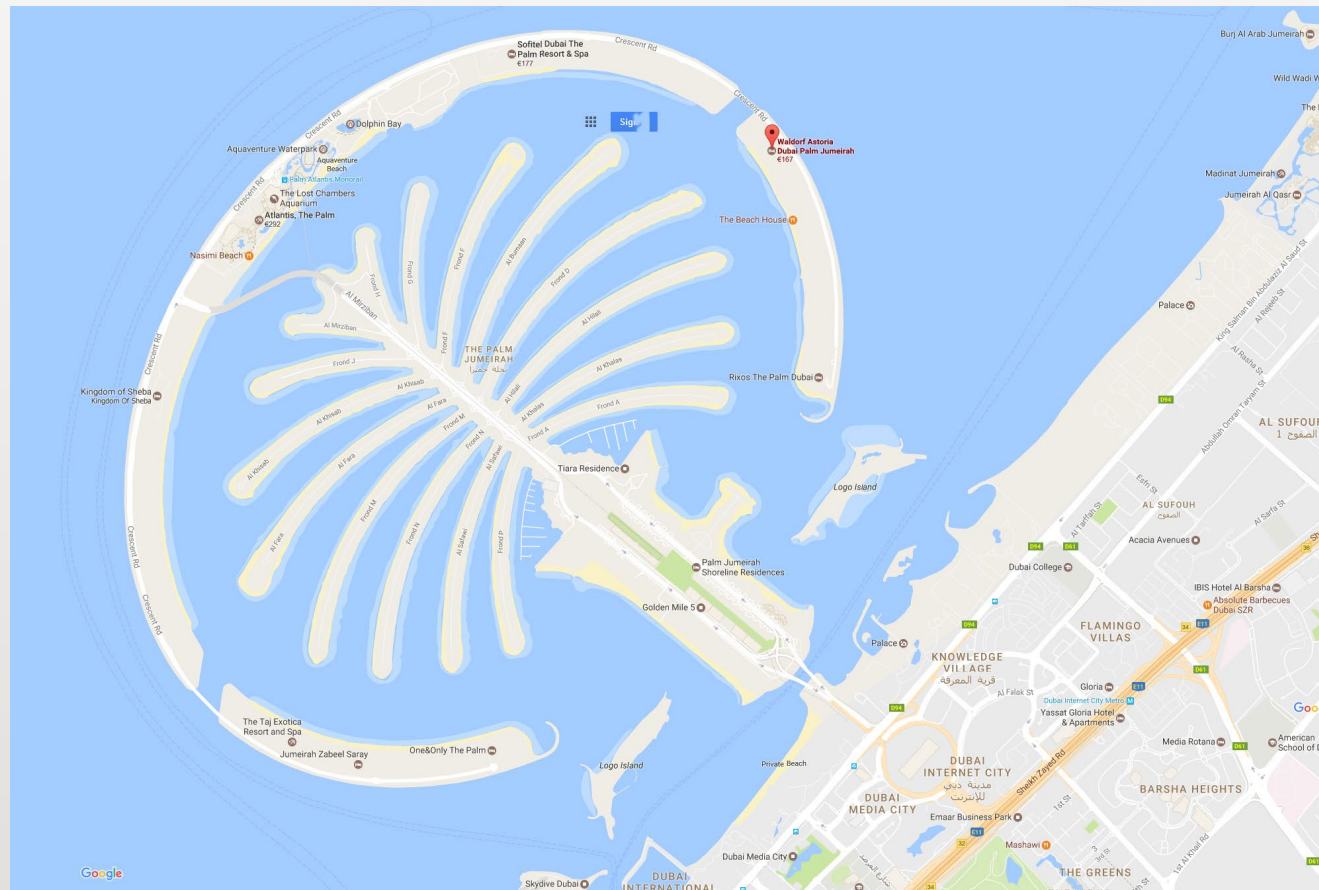
Benefit from this top international event and reach out to your main target group. The Fujitsu World Tour enables you to present your business to those people who decide on how millions of Euros and dollars are invested in IT.

Degree of satisfaction (2016)



# More Information

› [Click here for location of Waldorf Astoria Dubai Palm Jumeirah](#)



# Sponsor Levels

Leverage the proven customer appeal of the international Fujitsu World Tour 2017 which supports you in achieving your business objectives.

You can choose from several attractive options:

	Fujitsu World Tour Dubai:
Silver Partner:	€ 6,000
Gold Partner:	€ 8,000
Platinum Partner:	€ 18,000

# Sponsorship benefits

## In advance of the event ...

	Silver	Gold	Platinum
■ Inclusion and placement of your name and logo in activities in advance of the event, for example electronic media, Internet ...	–	–	■
■ Placement of your logo on the event website	■	■	■
■ Company description on the event website	–	■	■
■ Communication via Fujitsu social media channels: 2 Tweets on Twitter, 1 post on Facebook	–	–	■

## During the event ...

■ Provision of one/two exhibit space / exhibition booth including desk (approx. 80x70cm), chair, literature rack, PC, display, exhibit signage and company logo	1	1	2
■ Distribution of one roll-up to be placed next to the exhibition booth	–	■	■
■ Logo placement on the sponsor board in the exhibition area	–	■	■
■ Logo placement on the sponsor board in the conference center	–	–	■
■ Participation in a keynote (5-10 minutes) or a round table discussion or a dedicated breakout session (min. 25 minutes)	–	–	■
■ Participation in a dedicated breakout session (min 25 mins)	–	–	■
■ Logo placement on the back wall of the stage in the plenary room	–	–	■

## After the event ...

■ Inclusion and placement of your name and logo in follow-up communications (thank-you mails, etc.)	–	–	■
■ Placement of your logo on the past event websites	–	–	■

Maximum 3 attendee registrations for Gold Sponsors and 2 for other Sponsors

\* Logo placement or branding always as co-branding with Fujitsu logo.



# Marketing options available to our sponsors

Select the options that interest you – and contact us as soon as possible – first come first serve. Additional marketing options can be discussed locally.

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## Distribution of one handout in the auditorium € 1,500

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### Break out session Sponsor € 5000

- 2 roll ups in Break out room. Exhibition Desk and 1 roll up in exhibition area
- 4 company representative registrations and 10 end customer invitations.

### Lunch Sponsorship € 3000

- Prominent space for 4 roll ups as Lunch Sponsor. The banner will be displayed in the Dining room
- Acknowledgement of the sponsoring organization
- 45 second video during Lunch

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### Coffee Break Sponsorships € 2000

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- Prominent space for 2 roll ups as Coffee Break Sponsor

\* Logo placement or branding always as co-branding with Fujitsu logo.

# Commercial and contacts

Please contact us as soon as possible. The number of sponsoring packages available is limited, so all requests will be handled on a “first come first serve” basis.

If you have suggestions for individual marketing activities not listed in our packages, please contact us.

Participation is subject to the general terms and conditions specified for exhibitions and events organized and conducted by Fujitsu Technology Solutions GmbH. We will be happy to send you this information.

Do you have any questions? Would you like more information? Please feel free to contact us: We look forward to hearing from you!

**Fujitsu Middle East**  
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# We hope to welcome you at the Fujitsu World Tour 2017

## FUJITSU TECHNOLOGY SOLUTIONS GMBH

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