



MIDDLE EAST  
**ARCHITECT**

awards 2010

SEPTEMBER 2010  
DUBAI, UAE

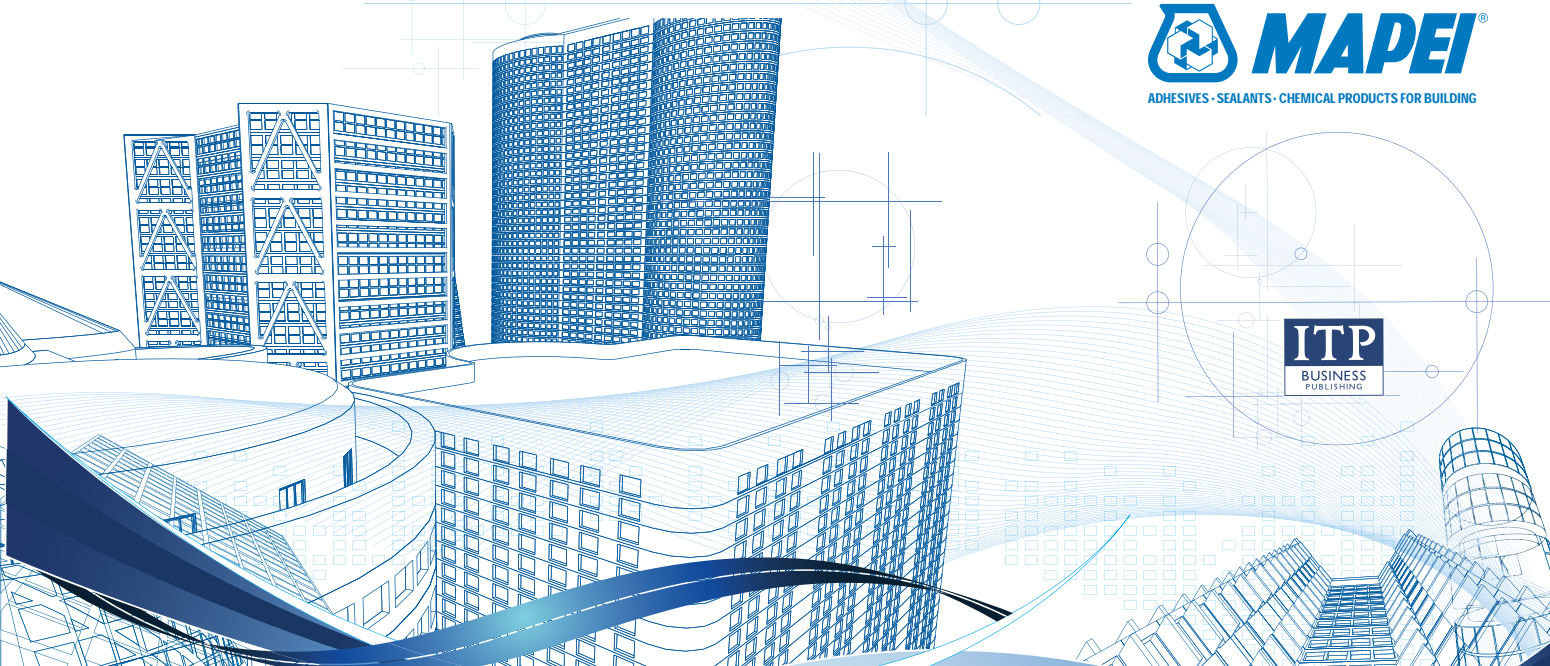
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# WELCOME

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Due to an architectural boom that lasted the better part of a decade, the once vast desert landscapes of the Middle East are in the process of becoming bustling cities and iconic skylines. Evermore ambitious programmes and truncated timelines witnessed a remarkable amount of development in record time and number.

Fast forward to the present. Despite a slowdown in the global building market, several markets in this region continue to report consistent growth. Destinations that were once playgrounds for prize-winning architects and engineers throughout the Middle East have become more conservative in their building approach and style. Because of this fiscal and stylistic re-evaluation, now is the perfect time to have a critical look at what the past few years have produced.

The Middle East Architect awards are an opportunity for the industry to come together for one night to toast exceptional performance in architecture, engineering and design. The awards recognise both regional and international architects and engineers that continuously strive to keep the built environment of the Gulf on the cutting edge of design and construction.

The combination of conceptual and physical ambition in the architecture of the Middle East has delivered truly outstanding results and has set the benchmark for which others around the world continue to aim.

The Middle East Architect Awards herald not just the vision of design professionals leading the way, but also those practitioners that have translated their visions into real projects.

## AWARD CATEGORIES

- GCC Residential Project of the Year
- GCC Hospitality & Leisure Project of the Year
- GCC Public Sector, Institutional & Cultural Project of the Year
- GCC Commercial Project of the Year
- GCC Infrastructure Project of the Year
- Overall Middle East Project of the Year (finished project)
- Sustainable Design of the Year (concept & finished projects)
- Boutique Middle East Architecture Firm of the Year (less than 100 employees)
- Large Middle East Architecture Firm of the Year (more than 100 employees)
- GCC Engineering Company of the Year
- Architect of the Year, Middle East
- Young Architect of the Year, Middle East
- Engineer of the Year, Middle East
- Principal of the Year, Middle East

## MIDDLE EAST ARCHITECT AWARDS: THE HISTORY



Beginning in 2008, the Middle East Architect Awards have grown year on year to reflect the growth in the industry. The 2009 Middle East Architect Awards held in Serdaal Ballroom at the Westin Dubai saw the attendance swell to 250 of the building industry's leading figures, firmly establishing the event as the biggest night in the regional architecture calendar. Ten awards were presented, and the winners were judged by a prestigious panel of leading industry figures from within the region.

The 2010 awards are set to be bigger, and better than ever, with 14 award categories, including architectural design within the fields of residential, retail, hospitality, leisure, office and the public sector; environmentally sustainable design of the year; and young architect of the year, among others.

# SPONSORSHIP

## SPONSORSHIP INFORMATION



The Middle East Architect Awards bring together the cream of the region's architecture industry. As such, it is an ideal place for suppliers and service providers to promote their brand, network with potential customers and entertain existing clients. To ensure sponsors get the maximum return from their investment, sponsorship opportunities are limited. Below are details of the three main packages.

### PLATINUM SPONSOR: US \$60,000

As a Platinum Sponsor your organisation will receive exposure at every opportunity throughout the complete Awards marketing cycle. In order to achieve this the following options have been packaged together to allow you to make the most of the numerous networking, branding and promotional opportunities sponsorship can present. The benefits associated with the Platinum Sponsorship package are as follows:

#### Pre-event branding

- Sponsor to receive logo coverage in any printed event literature (including direct mail Awards invitation and magazine inserts)
- Awards will be referred to as being 'in association with' the Platinum Sponsor
- Company logo to be featured on adverts in support publications as Platinum Sponsor
- Company logo to be featured on Awards website as a Platinum Sponsor
- Company logo to be featured on email marketing campaign as a Platinum Sponsor
- Company details to be featured on our pre-event press releases
- Reciprocal website hotlink to your home page from the Awards website
- Corporate profile on Awards website

#### On-site branding

- Logo to be featured on Awards presentation and in and around staging area, and on the actual awards
- Logo to be featured on signage and banners displayed in the reception and dining area at Awards, and on awards presented by Platinum Sponsor
- Logo on menu and other Awards on-site collateral
- Corporate literature distribution, where appropriate

#### Post-event branding

- Company logo to be featured on Awards winners list inserts
- Company logo to be featured on Awards website winners pages as a Platinum Sponsor

#### Other Benefits

- Two tables of 10 for customer entertainment
- Speaking opportunity on night
- Opportunity to present awards on night
- Six full page adverts in *Middle East Architect*

### SILVER SPONSOR: US \$24,000

As a Silver Sponsor your organisation will receive exposure during the Awards marketing cycle. The benefits associated with the Silver Sponsorship package are as follows:

#### Pre-event branding

- Sponsor to receive logo coverage in selected printed event literature
- Company logo to be featured on adverts in support publications as Silver Sponsor
- Company logo to be featured on Awards website as a Silver Sponsor
- Reciprocal website hotlink to your home page from the Awards website

#### On-site branding

- Logo to be featured on selected signage and banners displayed in the reception and dining area at Awards
- Logo on menu and other Awards on-site collateral

#### Post-event branding

- Company logo to be featured on Awards website winners pages as a Silver Sponsor

#### Other Benefits

- One table of 10 for customer entertainment
- Opportunity to present award on night
- 2 full page adverts to appear in *Middle East Architect*

### GOLD SPONSOR: US \$48,000

As a Gold Sponsor your organisation will receive exposure throughout the Awards marketing cycle. In order to achieve this the following options have been packaged together to allow you to make the most of the numerous networking, branding and promotional opportunities sponsorship can present. The benefits associated with the Gold Sponsorship package are as follows:

#### Pre-event branding

- Sponsor to receive logo coverage in printed event literature
- Company logo to be featured on adverts in support publications as Gold Sponsor
- Company logo to be featured on Awards website as a Gold Sponsor
- Reciprocal website hotlink to your home page from the Awards website
- Corporate profile on Awards website

#### On-site branding

- Logo to be featured on signage and banners displayed in the reception and dining area at Awards
- Logo on menu and other Awards on-site collateral, and on awards presented by Gold Sponsor

#### Post-event branding

- Company logo to be featured on Awards winners list inserts
- Company logo to be featured on Awards website winners pages as a Gold Sponsor

#### Other Benefits

- One table of 10 for customer entertainment
- Opportunity to present awards on night
- Four full page adverts in *Middle East Architect*



FOR MORE INFORMATION OR TO BOOK YOUR SPONSORSHIP PACKAGE, PLEASE CONTACT:

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