



**ΥΠΟΥΡΓΕΙΟ ΕΞΩΤΕΡΙΚΩΝ**  
**Β1 Διεύθυνση**  
**Σχεδιασμού Εξωστρέφειας και Συντονισμού**  
**Φορέων Εξωστρέφειας**

**ΑΔΙΑΒΑΘΜΗΤΟ**  
**ΚΑΝΟΝΙΚΟ**

Αρμόδιος: Παρασκευή Μπρέκη, Γραμματέας ΟΕΥ Γ'  
Τηλ.: 210 368 2766  
E-mail: [db1@mfa.gr](mailto:db1@mfa.gr)

Αθήνα, 17 Φεβρουαρίου 2022  
Α.Π.: 8946

**ΠΡΟΣ :** - ΠΙΝΑΚΑΣ ΑΠΟΔΕΚΤΩΝ

**ΚΟΙΝ.:** - Πρεσβεία Ντόχας

**Ε.Δ.:**

- Διπλ. Γραφείο κ. Πρωθυπουργού	} (χ.σ.)
- Διπλ. Γραφείο κ. Υπουργού	
- Διπλ. Γραφείο κ. ΑΝΥΠΕΞ	
- Διπλ. Γραφείο Υφυπουργού κ. Φραγκογιάννη	
- Γραφείο κ. Γενικού Γραμματέα	
- Γραφείο κ. Γεν. Γραμματέα ΔΟΣ & Εξωστρέφειας	
- Γραφεία κ.κ. Α και Β' Γενικών Δ/ντων	
- Α6, Β5 Δ/νσεις	

**ΘΕΜΑ:** Διοργάνωση Διεθνούς Έκθεσης “Build Your House” (Ντόχα, 28-30 Μαρτίου 2022).

**ΣΧΕΤ.:** Έγγραφο της Πρεσβείας Ντόχα με ΑΠ 1450.1/1/ΑΣ 5/3.1.2022 (μ.π.ο)

Σε συνέχεια ανωτέρω σχετικού εγγράφου, σας γνωρίζουμε ότι θα πραγματοποιηθεί στη Ντόχα του Κατάρ, στο διεθνές εκθεσιακό κέντρο της πόλης (DECC), Έκθεση σχετική με την κατασκευή οικιών υπό τον τίτλο «Build Your House» από τις 28 έως 30 Μαρτίου τρ.έ. Η εν λόγω Έκθεση, που τίθεται υπό την αιγίδα του Πρωθυπουργού και ΥΠΕΣ Σείχη Khalid Al Thani, καθώς και των Υπουργείων Εμπορίου και Βιομηχανίας, Τοπικής Αυτοδιοίκησης, του Εμπορικού Επιμελητηρίου Κατάρ κ.α., θα λάβει χώρα για τρίτη συνεχή χρονιά με σκοπό την παρουσίαση υλικών και υπηρεσιών από τον τομέα κατασκευής κατοικιών.

Οι ενδιαφερόμενες εταιρείες-μέλη σας δύνανται να αντλήσουν περισσότερες πληροφορίες από την επίσημη ιστοσελίδα της εκδήλωσης: <https://buildyourhouseqatar.com/home> αλλά και από τα τέσσερα συνημμένα ηλεκτρονικά έντυπα πληροφόρησης για την Έκθεση που μας προώθησε η Πρεσβεία Ντόχα, μεταξύ των οποίων περιλαμβάνεται και η αίτηση συμμετοχής.

Παρακαλούμε για την ενημέρωση των επιχειρήσεων-μελών σας.

Ο Διευθυντής

Συν.: τέσσερα (4) ηλεκτρονικά αρχεία  
/ΠΜ

Απόστολος Μιχαλόπουλος  
Σύμβουλος Ο.Ε.Υ. Α'

**ΑΔΙΑΒΑΘΜΗΤΟ**

# نموذج عقد الإشتراك EXHIBITION CONTRACT FORM

**28 - 30 MARCH مارس 2022** **10 AM - 10 PM** **القاعة 6 & 5 & 4 QNCC**

لتأكيد موافقتك على العقد، يرجى توقيع وختم جميع صفحات النموذج (عدد صفحتين) وتسليمها لنيكست فيرز مع تأمين الدفعة الأولى  
 To signify your acceptance, kindly sign and stamp both pages of the space contract form (pages 1 & 2) and return to the organizers along with the first payment.

## بيانات الجهة العارضة EXHIBITOR DETAILS

Name: \_\_\_\_\_ الإسم:

Position: \_\_\_\_\_ الوظيفة:

Company: \_\_\_\_\_ C.R. No: \_\_\_\_\_ الشركة:

Address: \_\_\_\_\_ P.O. Box: \_\_\_\_\_ العنوان:

City: \_\_\_\_\_ Country: \_\_\_\_\_ المدينة:

Tel: \_\_\_\_\_ Mobile: \_\_\_\_\_ Fax: \_\_\_\_\_ الهاتف:

E-Mail: \_\_\_\_\_ البريد الإلكتروني:

Website: \_\_\_\_\_ الموقع الإلكتروني:

## حجز المساحة SPACE BOOKING

	SQM PRICE	SIZE	TOTAL	TOTAL FEE
<b>OPTION 1</b>	<b>CHOOSE YOUR FAVOURITE PRE-BUILT BOOTH (Minimum 12 SQM)</b>			
INCLUSIONS: * Carpet * Electricity * Lighting * Octanorm Panels * Company Name * 1 Table / 2 Chairs * 1 Counter	1350 QAR (371 USD) / SQM	_____m x _____m	_____ SQM	_____
<b>OPTION 2</b>	<b>RENT A SPACE &amp; BUILD YOUR OWN BOOTH (Minimum 24 SQM)</b>			
<b>SPACE ONLY</b>	1150 QAR (316 USD) / SQM	_____m x _____m	_____ SQM	_____
<b>OPTION 3</b>	<b>UPGRADED COUNTRY PAVILION</b>			
<b>COUNTRY PAVILION STAND</b> *min 60 sqm		_____m x _____m	_____ SQM	_____
<b>Mandatory Service Charge</b> including Public Liability Insurance (Please refer to the T&Cs), Marketing Support. (In case of group booking such as stand co-shared with another exhibitor, the charge is applied to every exhibitor)				<b>1500 QAR (400 USD)</b>

HALL No. \_\_\_\_\_ STAND No. \_\_\_\_\_ S.P. \_\_\_\_\_ **SPACE TOTAL** \_\_\_\_\_

## فرص الرعاية والاعلان ADVERTISING & UPGRADE BOOKING

OFFICIAL BANK	• 165,000 QAR (45,000 USD)
OFFICIAL INSURANCE	• 151,800 QAR (41,500 USD)
OFFICIAL CONSULTANT	• 151,800 QAR (41,500 USD)
OFFICIAL SUPPLIER	• 151,800 QAR (41,500 USD)
OFFICIAL CONTRACTOR	• 151,800 QAR (41,500 USD)
PLATINUM SPONSOR (2)	• 99,000 QAR (27,000 USD)
GOLD SPONSOR (3)	• 71,000 QAR (19,500 USD)
COMPETITION OFFICIAL SPONSOR	• 70,000 QAR (19,200 USD)
SILVER SPONSOR (5)	• 36,000 QAR (10,000 USD)
COMPETITION SUPPLIER SPONSOR	• 30,000 QAR (8,300 USD)

COMPETITION CONTRACTOR SPONSOR	• 30,000 QAR (8,300 USD)
CATALOGUE SPONSOR	• 19,000 QAR (5,500 USD)
VISITOR GUIDE SPONSOR	• 13,000 QAR (3,500 USD)
VISITOR BAG SPONSOR (excl. production cost)	• 26,000 QAR (7,200 USD)
LANYARD SPONSOR (excl. production cost)	• 31,000 QAR (8,500 USD)
A5 FULL PAGE	• 4,500 QAR (1,300 USD)
A5 DOUBLE PAGE	• 9,600 QAR (2,750 USD)
A5 BACK COVER	• 5,100 QAR (1,400 USD)
A5 INSIDE COVER OR BOOKMARK OR SPINE	• 5,800 QAR (1,600 USD)

All payments shall be drawn to NeXTfairs bank account details below:

BANK NAME:	QATAR INTERNATIONAL ISLAMIC BANK (QIIB)
ACCOUNT NAME:	NEXTFAIRS FOR EXHIBITIONS AND CO نيكست فيرز لادارة المعارض والمؤتمرات
ACCOUNT NO.:	3333-157258-001
IBAN NO.:	QA43 QIIB 0000 0000 3333 1572 5800 1
ACCOUNT NO.:	3333-157258-002
IBAN NO.:	QA16 QIIB 0000 0000 3333 1572 5800 2

ACCEPTED FOR AND ON BEHALF OF THE EXHIBITOR (SECOND PARTY):  
 أوافق وأوقع نيابة عن العارض (الجهة العارضة):  
 DATE: \_\_\_\_\_ التاريخ:  
 FULL NAME: \_\_\_\_\_ الاسم:  
 POSITION: \_\_\_\_\_ المنصب:  
 SIGNATURE/STAMP: \_\_\_\_\_ الختم والتوقيع:

### PAYMENT TERMS

**50%** Upon submission of the application - **50%** before Jan 28, 2022

**ADVERTISING TOTAL** \_\_\_\_\_ QAR

**GRAND TOTAL (SPACE + ADVERTISING)** \_\_\_\_\_ QAR

ACCEPTED FOR AND ON BEHALF OF THE ORGANIZERS (FIRST PARTY):

DATE: \_\_\_\_\_ SIGNATURE/STAMP:  
 Rawad Sleem  
 Co-Founder & General Manager

# الشروط والأحكام العامة

## GENERAL TERMS AND CONDITIONS

### 1. تقديم طلب الاشتراك

يجب على المعارض (أي العميل، موقع العقد) أو الشخص الموقّع عنه فقط التوقيع حسب الأصول على طلب المشاركة في المعرض وفقاً للمساهمة التي يرغب بها. وأن يعيد طلب الاشتراك ليكسبت فيزير مرفقاً بالدفعة الأولى. وتحتفظ ليكسبت فيزير بتحصنها في قبول أو رفض أي طلب وفقاً لتقديرهم الخاص و دون الحاجة لإبداء الأسباب.

### 2. دفع رسوم الاشتراك

- 1- تتم جدولة رسوم الاشتراك وفقاً لما يلي:
  - 50% تدفع عند تقديم طلب الاشتراك
  - 50% وهو الرصيد المتبقي يدفع قبل التاريخ المحدد عليه و المذكور بالطلب أعلاه.
- 2- في حالة تم تقديم الطلب بعد تاريخ الدفعة الأخيرة المحددة في طلب الاشتراك، يتعين على المعارض دفع كامل القيمة الإجمالية عند تقديم طلب الاشتراك
- 3- ويقتصد بالقيمة الإجمالية المبلغ المدفوع للمساهمة المحجوزة، والتي تم توضيح تفاصيلها على الصفحة الأولى من هذا الطلب، إضافة إلى ذلك يتعين على المعارض دفع قيمة جميع الخدمات الأخرى التي يطلبها عند تقديم الطلب أيضاً.
- 4- ولن يسمح للمعارضين الاستثناء على المساهمة أو المنصة المخصصة لهم إذا لم يتم اتباع شروط الدفع المحددة في هذا البند.
- 5- إن هذه الشروط غير قابلة للتعديل بعد تاريخ الدفعة الأخيرة المحدد في طلب الاشتراك.

### 3. الطلبات الإضافية

بالإضافة إلى تكلفة حجز المساهمة (وخدمة تركيب منصات ليكسبت فيزير إن وجدت)، ستتم محاسبة المعارضين على أية خدمات إضافية مثل استئجار الأثاث، خدمات وكلاء الشحن، تنظيف المنصات وخدمة تأمين الطعام والمشروبات، إلخ.

### 4. طرق إنهاء العقد

- قطعت وفي حال موافقة ليكسبت فيزير الخطية على أي طلب مقدم من المعارض لفسخ طلب الاشتراك، فإن المعارض يكون مسؤولاً عن رسوم الفسخ وفقاً للجدول الآتي:
- 1- إذا كان طلب الفسخ قدم خلال مدة 30 يوم من تاريخ توقيع الطلب يتحمل المعارض فقط 50 % من قيمة الطلب.
  - 2- يتحمل المعارض 100 % من قيمة الطلب إذا كان طلب الفسخ قدم بعد مرور أكثر من 30 يوم على تقديم طلب الاشتراك، أي يتحمل المعارض كامل قيمة الطلب.
  - 3- إن أي خرق لشروط العقد المذكورة أعلاه سيؤدي إلى اتخاذ إجراءات قانونية من قبل ليكسبت فيزير لأن هذه الشروط محددة وفقاً للقوانين السارية في دولة قطر. ومراعاة لشروط العقد الملزمة لكلا الطرفين.
  - 4- سيتم تطبيق رسوم الفسخ الواردة أعلاه وفقاً لتاريخ استلام ليكسبت فيزير لإخطار كتابي عن طريق البريد أو الفاكس أو التلغرام و مضمونة طلب الفسخ من قبل المعارض، وبخلاف ذلك، سيكون المعارض مسؤولاً عن 100 % من إجمالي قيمة الرسوم و يضاف إليها أية تكاليف أخرى تتكبدها ليكسبت فيزير بسببه.
  - 5- إن هذه الشروط غير قابلة للتعديل تحت أي ظرف.
  - 6- في حالة قيام الطرف الأول بالتفاوض بالممتلكات الخاصة بالمعرض من تسويق وإعلانات وخلافه لا يجوز للعميل الرجوع في التزاماته أو إنهاء العقد إلا بعد قيامه بدفع ما تكلفه الطرف الأول مقابل الخدمات المقدمة ويكون تحديد التكلفة من قبل الطرف الأول.

### 5. العجز عن المشاركة بالمعرض

إن أي جهة قامت بتوقيع طلب الاشتراك و لم تتمكن من تنظيم العرض الخاص بها لأي سبب من الأسباب المتعلقة بها، لم يتم إيفاءها من قبل ليكسبت فيزير وستكون مسؤولة عن دفع كامل قيمة الاشتراك وفقاً للطلب الموقع منها و يضاف إليها أي تكاليف أخرى تتكبدها ليكسبت فيزير كنتيجة لعجزها عن المشاركة بالمعرض.

### 6. إفلاس المعارض

في حال تسبب المعارض بالإفلاس الاختياري أو تعرض للتصفية الإجبارية أو أصبح تحت الحراسة القضائية بعد توقيع طلب الاشتراك، فيحق لليكسبت فيزير إلغاء المساهمة أو المنصة المخصصة له دون ترتيب أدنى مسؤولية بإعادة أية مدفوعات تمت من قبل المعارض وفقاً لطلب الاشتراك.

### 7. السلامة العامة

لن تكون ليكسبت فيزير أو موظفوها أو وكلائهم مسؤولين عن سلامة المعارضين وخادميهم ووكلائهم ومقاوليهم أو المدعوين أو من ممتلكات المعارض أو الممتلكات المتعلقة بأي منهم أثناء المعرض أو أية متعلقات أدخلها المعارضون إلى المعرض أو أدخلها خادميهم ووكلائهم ومقاوليهم أو المدعوين أو أي من أفراد الجمهور.

### 8. الشروط واللوائح

جميع الاشتراكات تكون خاضعة للبنود الواردة في هذا العقد بغض النظر عن أية تحفظات لدى الجهة العارضة، ويحق لليكسبت فيزير التغيير أو الإضافة أو التعديل على هذه الشروط. وفي حال طرأ خلاف على تفسير أي من هذه البنود فيكون التفسير الخاص بليكسبت فيزير هو التفسير الملزم لجميع الأطراف.

### 9. التأمين والمسؤولية القانونية والمخاطر

1- يجب على المعارضين ممان تغطية التأمين الشامل لهم بما في ذلك، على سبيل المثال و ليس حصراً، التأمين ضد جميع المخاطر على ممتلكاتهم أو معروضاتهم أو متعلقاتهم أو أمام أي نوع من المسؤولية العامة وتأمين الجدة الشاملة ضد أي خسارة أو ضرر ناتج عن أي سبب مثلاً و ليس حصراً خطر الحريق أو المياه أو السرقة أو الحوادث مهما كان نوعها أو سببها.

2- يجب على المعارضين تأمين وتعويض ليكسبت فيزير عن جميع التكاليف والمطالبات أو المصاريف التي قد تتعرض لها ليكسبت فيزير بأي حال من الأحوال نتيجة أي خسارة أو إصابتة تشبهاً أو شخص (بما في ذلك أي من الجمهور أو ليكسبت فيزير أو وكلائهم أو مقاوليهم) أو أي من الممتلكات الخاصة بهم، وكانت نتيجة لأي فعل أو تقصير من المعارض أو خادميهم أو وكلاءه أو المتعاقدين معه أو المدعوين من طرفه أو من ضيوفه.

3- يحق لليكسبت فيزير في أي وقت الطلب من المعارض تقديم الدليل أن المعارض لديه غطاء تأميني كافٍ لجميع المخاطر الواردة أعلاه.

4- كما يضمن المعارضون أن موظفيهم الموثقين أو موظفي خادميهم أو وكلائهم أو مقاوليهم مؤمنين ضد أي مطالبات أو تعويضات عمالية.

5- يبدأ سريان التأمين وفقاً للالتزامات المعارض من اللحظة التي له يدخل فيها أي من المعارضين أو خادميهم أو وكلائهم أو مقاوليهم إلى أرض المعرض، وينتهي بعد إزالة جميع معروضاته ومتعلقاته وممتلكاته من أرض المعرض.

### 10. شروط إضافية

الطرق المتعاقدة عن المجموعة المشاركة في جناح واحد هو المسؤول عن ضمان أن جميع المعارضين داخل الجناح على دراية كاملة ببنود التعاقد، وبوافاقون عليها وملتزمون بجميع الشروط والأحكام والقواعد واللوائح الخاصة بالمعرض وملتزمون باللوائح والتعليمات الواردة أيضاً في دليل المعارض.

### 11. حدود استخدام مساحة العرض

- 1- لا يجوز لأي معارض أن يتنازل عن كامل المساحة أو المنصة المخصصة له أو عن أي جزء منها أو أن يؤجر من الباطن كامل مساحة معرضه أو أي جزء منها، سواء أكان ذلك بمقابل مالي أو غيره.
- 2- كما يجب على المعارض إذا كان وكلياً أو مورداً أو مريضاً له أن يذكر في وقت تقديم الطلب أسماء الجهات التي يقوم بتمثيلها، وهذا لا يمنع أي معارض من أن يعرض منتجات من يملكه إذا طرأ هذا التمثيل بعد وقت تقديم الطلب وحصل بنفس الوقت على إذن خطي مسبق من ليكسبت فيزير.

### 12. إلغاء المعرض أو تغيير مدة العرض بقرار من ليكسبت فيزير

- 1- لن تكون ليكسبت فيزير مسؤولة تجاه المعارضين ولا لأي سبب من الأسباب عن إلغاء المعرض أو عن إقنتاعه بدوام جزئي، لا كلياً ولا جزئياً - عن عدم أداءهم للالتزاماتهم للغير كنتيجة لهذا الإلغاء أو التعديل.
- 2- أو كنتيجة لعدم تطبيق ليكسبت فيزير للالتزاماتهم أو كنتيجة لأي تعديلات أو تغييرات تمت على جميع أو بعض قواعد وأنظمة المعرض الأبعد مدى ما دام هذا التغيير أو التعديل كان نتيجة لظروف خارجة عن إرادتهم.

3- في حال طلب التأجيل أو الإلغاء من قبل العميل لأي سبب من الأسباب ليس الطرف الأول يد فيها يتم فسخ العقد تلقائياً وبحق للعميل مطالبة الطرف الأول بأي التزامات مالية.

### 13. تغيير التصميم العام للمعرض

تلتزم ليكسبت فيزير بالصلاحيات الكاملة لتخصيص مناطق المعرض وموقع ومساحة المعرض المخصص للمعارض، وذلك وفقاً لرايهم و ما دام يحقق المصلحة العامة، كما يحق لهم تغيير التصميم العام للمعرض أو تغيير أي مساحة محددة لعارض معين حتى لو كانت تلك المساحة مخصصة للمعارض و متعاقد عليها مسبقاً و يؤكد المعارض قبوله بالمساهمة الجديدة المخصصة له في هذه الحالة.

### 14. مراحل تقديم الخدمة

يحدد المنظم الخدمات المقدمة على ثلاث مراحل في المساحة المخصصة أو الرعاية أو الإعلان أو جميع الخدمات سويًا، بعد تاريخ توقيع العقد على الشكل التالي:  
المرحلة الأولى: العمل الإداري والتحضير 25% تبدأ من فترة توقيع العقد إلى ١٥ يوماً  
المرحلة الثانية: التسويق والتواصل 25% تبدأ من بعد ١٥ يوماً من إتمام المرحلة الأولى وتمتد ليوم انعقاد الفعالية  
المرحلة الثالثة: يوم بدء الفعالية 50% تبدأ من أول يوم حتى آخر يوم من الفعالية

### 15. الحماية والأمان

على المعارضين التواجد طوال مدة المعرض داخل المساحة المخصصة لهم أثناء التجهيز و العرض و الإزالة، لن تكون ليكسبت فيزير في أي حال من الأحوال مسؤولين في أي وقت و لأي سبب من الأسباب عن أية سرقة أو ضرر قد يحدث لأي من موجودات المعارض.

### 16. الظروف القاهرة

ليكسبت فيزير غير مسؤولة عن أي خسارة يتعرض لها المعارض أو أي ضرر لأية ممتلكات تعود للمعارض أو أي طرف ثالث بسبب السرقة أو الحريق أو العواصف العاصفة بمنطقة العرض أو المواقف أو الكوارث الجوية أو الحروب أو النزاعات السياسية أو أسباب القضاء و القدر أو حدوث جائحة أو وباء، أو أية ظروف تعتبر عادة من الظروف القاهرة في حالة تأجيل المعارض الأسباب خارجة عن إرادة الطرف الأول أو من قبل الدولة أو تواجد عنصر الظروف الطارئة أو القوة القاهرة لا يجوز للمعرض مطالبة الطرف الأول بفسخ العقد أو مطالبة باسترجاع الدفوعات ويتم تأجيل الموعد لكل العملاء و يعتبر هذا العقد ساري المفعول لأي تاريخ جديد نقوم بتحديد.

**يوقع هذا النموذج من قبل المدير المباشر أو المفوض بالتوقيع:**

**الاسم:**

**NAME:**

**التاريخ:**

**DATE:**

**الختم والتوقيع:**

**SIGNATURE AND STAMP:**

### 1. APPLICATION OF PARTICIPATION:

The exhibitor (the client under signing this application) or a person authorized by him only shall duly sign application for space in the exhibition. Following receipt of the application together with initial payment, the organizers reserve the right to refuse or accept any application at their absolute discretion without giving reasons therefore.

### 2. PAYMENT OF PARTICIPATION FEES:

The payment schedule for space only, shell stand is as follows:

- 50% with submission of application
- 50% balance by the date specific on the application.

Where the application is made after the final payment date specified on the application, the total cost shall be payable with return of the application. The total cost represents only the payment for the site, details of which are set out overleaf and all other goods and services required by the exhibitor, shall be paid for by the exhibitor in addition thereto. Exhibitors will not be allowed to take over their space or stands, if the payment terms specified on the application are not followed. These terms cannot be varied after the due date for payment is made.

### 3. ADDITIONAL ORDERS:

In addition to the space cost (and organizers stand fitting service if applicable), exhibitors will be billed for additional services such as: hired furniture, freight forwarder services, stand cleaning and catering etc...

### 4. TERMINATION OF CONTRACT:

In the event of the organizers agreeing to any request for release from the application, the exhibitor will be liable for all, or part of the cost stated in the application in accordance with the following scale:

- Cancellation with 30 days after signing the contract: the exhibitor is liable for 50% of total amount of contract value.
- Cancellation more than 30 days after signing the contract: the exhibitor is liable for 100% of total amount of contract value.

Any breach in the terms of the contract stated above will result in legal action from the side of the organizer as these terms are constituted as per the local authority Qatari Law, and as such is a binding agreement which should be respected. This scale of charges will apply only from the date the organizers receive written notice by letter, fax or telex. Otherwise, exhibitor will be liable to 100% of total amount value. In addition to this scale, the exhibitor will be liable for any specific cost incurred on his behalf by the organizers. These terms cannot be varied under any circumstances. In the event that the first party fulfils the requirements of the contract, such as marketing, advertising, etc., the customer may not return to his obligations or terminate the contract until after he has paid what the first party costs in exchange for the services provided, and the cost is determined by the first party.

### 5. FAILURE TO EXHIBIT:

Any organization which, having signed an application for exhibition space, fails to exhibit for any reason of the exhibitors own choosing and has not been released from the agreement by the organizers shall be liable for the full amount stated in the application plus any additional costs incurred by the organizers as a result of such failure to exhibit.

### 6. EXHIBITOR BANKRUPTCY:

In the event of any exhibitor committing an act of bankruptcy going into liquidation or being under any appointment of a receiver, the organizer reserves the right to cancel his stand without being under liability to refund or abate any changes paid or due herein.

### 7. SAFETY:

The organizers, their servants or agent shall not be liable for the safety of exhibitors, their servants, agents, contractors or invitees during the exhibition nor for any exhibits articles or other property of whatever kind brought into the exhibition by exhibitors, their servants, agents, contractors or invitees or members of the public.

### 8. TERMS AND REGULATIONS:

All bookings are bound by these terms and regulations irrespective of any reservations, which may be made. The organizers reserve the right to alter, add to, or amend any of these conditions or not, the decision of the organizers is binding if any disagreement on the interpretations of these regulations should arise.

### 9. INSURANCE, LIABILITY AND RISKS:

Exhibitors shall make sure that they are fully covered by insurance including, but not restricted to, all risks on their property, exhibits or articles or any kind of public liability and comprehensive protection against any loss of damage caused by any circumstance whatsoever whether by reason of fire, water, theft, accident or any other cause. The exhibitors shall insure against, indemnify and hold the organizers harmless in respect of all costs, claims, demands of expenses to which the organizers may in anyway be subject as a result of any loss or injury arising to any person (including members of the public or the organizers staff, agents or contractors) or property howsoever caused as a result of any act or default of the exhibitor, his servants, agents or contractors or invitees.

If the organizers so demand the exhibitor shall provide proof to the organizers that the exhibitor has adequate insurance cover. Exhibitors must ensure that their temporary staff and the staff of their servants, agents or contractors are insured against claims for workman's compensation. The period for which such insurance shall be maintained shall run from the time the exhibitor or any of his servants, agents or contractors first enters the exhibition grounds, and all his exhibits and property have been removed.

### 10. REGULATIONS:

The contracted party for a group stand is responsible for ensuring that all exhibitors within their group are fully aware of and agree to abide by these terms and conditions and by the rules and regulations of the exhibition as laid down in the exhibitions manual.

### 11. USE OF EXHIBITION SPACE:

The exhibitor must not transfer, dispose of, part with or otherwise sublet the whole or any part of his exhibition space, whether for financial consideration or otherwise. The exhibitor must, if he is an agent, distributor or licensee, state at the time of application the names of the principals to be represented. This does not prohibit an exhibitor displaying the products of a principal for whom he becomes a distributor or licensee after the time of application, with the prior written permission of the organizers.

### 12. CANCELLATION OR CURTAILMENT OF THE SHOW BY NEXTFAIRS:

The organizers shall not be liable to the exhibitor by reason of any cancellation or part-time opening of the exhibition, either as whole or in part, for any non-performance of their obligations under this application or any amendments or alterations to all or any of the rules and regulations of the exhibition in each case to the extent that such occurrence is due to any circumstances not within their control. In the event of a request for postponement or cancellation by the customer for any reason in which the first party has no hand, the contract is automatically terminated and the customer is not entitled to demand the first party for any financial obligations

### 13. ALLOCATION OF SPACE:

The organizers have full power to allocate exhibition areas and position of exhibition space at the exhibition for any reason which in their sole opinion is in the general interest of the exhibition to alter the general layout or any particular stand even if already allotted and contracted and the exhibitor shall accept such new allotment of space in substitution of that originally allotted to him.

### 14. SERVICE PROVIDING STAGES

The Organizer Identifies & Determines The Provided Services Herein Either in Space or Sponsorship or Advertising or all, In Three Stages From Signing This Contract Form: Stage One: Admin & Preparation Work 25% which commence on signature of this contract for a period of 2 weeks; Stage Two: Marketing & Communication 25% which commence after 15 days of signing the contract; Stage Three: Live Event Day 50% which commence from first to last day of the actual event.

### 15. SECURITY:

Exhibitors and their representatives should be present at their stands or spaces at all times during the exhibition (build-up, live event, breakdown). The organizer is not liable for the theft or damage of any valuable or items on the stand.

### 16. FORCE MAJEURE:

The organizers shall not be responsible for the loss of or damage to any property of the exhibitor or any other person caused by theft, fire, defect, in the hall, storm, tempest, war, Labor disputes, lockout, pandemics, diseases, acts of God and general causes of Force Majeure. In the event that the exhibition is postponed for reasons beyond the control of the first party or by the state or the presence of an element of emergency circumstances or force majeure, the customer may not ask the first party to terminate the contract or ask him to return the payments, and if the date was postponed due to the above (or any stipulated in article 16) from original set dates, this contract will be valid for any new updated date we specify in due course in an official communication.



# SALES BROCHURE

THE PREMIER EXHIBITION FOR  
QATARI NATIONALS

DESIGN

BUILD

& RENOVATE



## FEATURING 5 DEDICATED SECTORS



CONSULTANTS



CONTRACTORS



SUPPLIERS



SMART SOLUTIONS



GENERAL SERVICES





 DATE	28 - 30 MARCH (3 DAYS)
 TIME	10:00 AM – 10:00 PM
 VENUE	QATAR NATIONAL CONVENTION CENTRE - HALL 4, 5 & 6
 EVENT TYPE	B2C & B2B
 VISITOR'S PROFILE	QATARI NATIONALS, INVESTORS, DIRECT BUYERS
 FLOOR SECTORS	GOVERNMENT, CONSULTANTS, CONTRACTORS, SUPPLIERS, GENERAL SERVICES, SMART SOLUTIONS

## BUILD YOUR HOUSE 3RD EDITION IS STRONGER & GRANDER



Built on the immense success and achievement of the first two editions - BYH 2020 and BYH 2021, the upcoming exhibition is set to provide the largest space to welcome more exhibitors and visitors, while continuing to serve as a conduit between various segments of the house-building industry and Qatari nationals.



# BUILD YOUR HOUSE 2022 – A HIGHLY ANTICIPATED MARKET LEADER EDITION

The previous two BYH editions has received large amount of public exposure and has demonstrated a great potential to go beyond the local market. Each past exhibition generated an averagely estimated value of deals worth 400 Million Qatari Riyals. This number alone has attracted numbers of local and international companies to inquire for exhibition space in the exciting upcoming event.

## POTENTIAL EXHIBITORS LIST FORECAST

**30%** CONSULTANTS

**30%** CONTRACTORS

**25%** SUPPLIERS

**10%** SMART SOLUTIONS

**5%** GENERAL SERVICES



## OVERALL EXHIBITOR PROFILES

The following exhibitors will present the Qatari citizens and investors with various solutions required for a complete residential construction project, all under one roof.

- Architects & Design Firms
- Engineering Consultants
- Architectural Lighting Firms
- Mechanical Consultants
- Interior Design Firms
- Structural Consultants
- PMOs & Civil Engineering Firms
- Land & Building Surveying Companies
- Construction and Management Engineering & Geo-Tech Companies
- Geotechnical Engineering

### CONSULTANTS

- General Contractor
- Electrical Contractor
- Plumbing Contractor
- Heating & Duct Work Contractors
- Carpenter & Painters
- Roofers & Excavators
- Landscapers
- Concrete Specialists
- Ironworkers & Steelworker
- Tile Setting
- Special Trade Contractors

### CONTRACTORS

- Building Structure and Foundations
- MEP, Drainage & Plumbing
- Flooring & Floor Structure
- Indoor and Outdoor Furniture
- Garages & Garden Building
- Garden & Leisure
- Indoor and Outdoor Lighting
- Insulation & Water Proofing
- Internal Decor, Paints & Finishes
- Curtains and Carpets & Landscaping
- Kitchen fittings & Appliances
- Sanitary Ware, Pools & Jacuzzi & Spa

### SUPPLIERS

- Fencing, Parking & Green Area Shades
- Lighting & Electrical & Home Appliances
- Doors, Windows & Facades
- Heating, Air Conditioning, Ventilation System & Tanks & Reservoirs, Water Cooler & Water Heater
- Roofing, Suspended Ceiling, Cladding & Gypsum Board
- Stair, Stair Parts & Elevators
- Ceramic Tile, Granite, Mosaic, Marble & Natural, Stones & Glass & Glazing

### SUPPLIERS

- Smart Home Systems
- Solar Energy
- Green Building Materials
- Irrigation System
- Special Construction (Pre-fabricated)
- Telecommunications
- Networking
- Security Systems, Fire Protection & CCTV

### SMART SOLUTIONS

- Government Entities
- Finance and Banking Institutions
- Hospitality
- Cleaning
- Pest Control
- Media Agencies
- Insurance & Mortgages
- Law Firms
- Water & Waste Management
- Facility Management

### GENERAL SERVICES

\*TO VIEW THE FULL LIST, VISIT OUR WEBSITE [www.buildyourhouseqatar.com](http://www.buildyourhouseqatar.com)



# THE BIG ENVIRONMENT



**\$3.3B**

FOR NATIONAL LAND  
PREPARATIONS OVER  
5 YEARS



**\$19.7B**

CONSTRUCTION RELATED  
IMPORTS



**\$350,000**

HOUSING LOANS  
FOR QATARIS  
TO BUILD THEIR HOUSES



**50,000**

QATARI FAMILIES TO BE  
SUPPORTED WITH LONG  
TERM LOANS



**8,600**

NEW RESIDENTIAL UNITS WOULD  
BE ADDED BY END OF 2022



**10**

FREE HOLD ZONES FOR  
NON-QATARIS

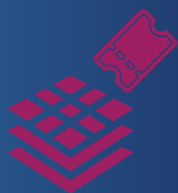


**16,500**

RESIDENTIAL PLOTS TO SERVE  
SEVERAL AREAS OF THE COUNTRY

## BROAD SUPPORT FROM QATARI GOVERNMENT

BYH2022 will continue to receive the patronage of H.E. the Prime Minister and Minister of Interiors and unwavering support from various Ministries and government bodies. The strong reinforcement of the government truly reflects the longstanding vision of BYH for boosting Qatar's economy, and for helping Qataris find solutions to build solid foundations for their families.



### LAND VOUCHERS

The largest budget has been allocated for the processing of lands for Qatar Citizens worth 10 billion riyals annually. Ashghal planned in 2020 to have the necessary infrastructure to serve 2487 housing vouchers for Qataris to be completed, and 2270 housing coupons in 2021, with a total of 10,400 voucher will be distributed and ready for building projects.

SOURCE – ASHGHAL, KAHRAMMA, QATAR TRIBUNE



### HOME LOANS

Home loans are provided to eligible citizens with the necessary facilities to purchase or build houses. The state approved a budget to support long term loans for more than 50,000 families, approximately QR1.2M per person, and 2,400 housing plots will be issued through-out 2021.

SOURCE – QDB, ADLSA, HUKOOMI



### CENSUS 2020

Census 2020 data showed that the number of buildings in Qatar rose to 216,740. Residential buildings were at the top of the list with 80.3%. Out of all newly issued building permits in 2021, villas are top of the list, accounting for 73% averagely.

SOURCE – PLANNING & STATISTICS AUTHORITY, GULF TIME

## WHY EXHIBIT

Build Your House 2022 - a unique platform that allows local and international companies to showcase and promote their products and services to the targeted consumer - Qatari citizens.

Higher demand and focused intention for deals signing - based on the overwhelming positive feedback of visitors generated over previous two editions.



## WHAT DOES IT MEAN TO YOUR COMPANY



1

SHOWCASE PRODUCTS AND SERVICES TO A LARGE NUMBER OF POTENTIAL BUYERS IN PERSON

GENERATE LEADS AND SALES OPPORTUNITIES & SIGN DEALS ON SITE

2

3

PROVIDE SPECIAL OFFERS AND PROMOTIONAL PACKAGES DURING THE EXHIBITION

BOOST BRAND VISIBILITY ONLINE, ON PRINTS DURING LIVE EVENT

4

5

MEET INDUSTRY PEERS AND STAY UPDATED WITH TREND & INNOVATION

BE VISIBLY ACTIVE IN QATAR MARKET AS IT ENTERS PRE-WORLD CUP STAGE

6

7

YEAR-ROUND DEDICATED CAMPAIGNS ENGAGING WITH TARGET AUDIENCES FOR MAXIMUM BRAND EXPOSURE



## MARKETING BENEFITS



EXHIBITOR  
INTRODUCTION  
ON BYH WEBSITE  
& SOCIAL MEDIA



FEATURED  
PRODUCTS ON  
SOCIAL MEDIA



#BYHTALKS  
EXHIBITOR  
INTERVIEWS



PROLONGED  
EXPOSURE



SMS  
CAMPAIGNS



LEAD  
RETRIEVAL APP



TELEMARKETING



E-MAIL  
CAMPAIGNS



DIRECT MAILING  
& VIP INVITATION



CLICK HERE

OR  
SCAN THE QR CODE  
TO WATCH THE FULL  
2021 RECAP VIDEO



## PROGRAMS TO AMPLIFY YOUR REACH



OPENING  
CEREMONY



PANEL DISCUSSIONS  
& WORKSHOPS



TECHNOLOGY AREA  
LIVE DEMOS



JUNIOR INTERIOR DESIGNER  
COMPETITION



CAR RAFFLE  
DRAW



AWARDS  
CEREMONY



## EXHIBITION

# SPACE BOOKINGS OPTIONS

## OPTION 1 | PRE-BUILT BOOTH

### INCLUSIONS:

- CARPET
- ELECTRICITY
- LIGHTING
- OCTANORM PANELS
- COMPANY NAME ON FASCIA
- 1 TABLE & 3 CHAIRS
- 1 COUNTER

**FITTED STAND  
1350 QAR PER  
SQM + 1500 QAR  
SERVICE FEE**



## OPTION 2 | SPACE ONLY

**RENT A SPACE AND BUILD YOUR OWN  
BOOTH  
(MIN 24 SQM)**

**SPACE ONLY 1150  
QAR PER SQM +  
1500 QAR SERVICE  
FEE**



## OPTION 3 | COUNTRY PAVILION

**UPGRADED CUSTOM PAVILION OPTIONS  
PER 12 SQM STANDS  
(MIN 60 SQM)**

**COUNTRY PAVILION  
177\$ UP TO 277\$  
PER SQM\* + 400\$  
SERVICE FEE (PER  
EXHIBITOR)**

**\* ON TOP OF SPACE ONLY RATES**



**\* CONTACT THE SALES TEAM TO VIEW THE FULL OPTIONS LIST**





مركز قطر الوطني للمؤتمرات  
Qatar National Convention Centre

## OUR VENUE PARTNER

Qatar National Convention Centre provides an environment that nurtures inspiration and excellence. One of the largest and most technologically advanced venues in the Middle East. QNCC's state-of-the-art production and presentation facilities, topped with expert staff, enables it to create tailor-made experiences that deliver above and beyond the clients expectations.



Strategic Location



World-Class Facilities



Eco-friendly Venue



VIP Parkings

### FOR MORE INFORMATION, PLEASE CONNECT WITH US:

E-mail: [info@nextfairs.com](mailto:info@nextfairs.com)  
Mobile: +974 5006 6691  
Landline: +974 4477 5848

Al Jazeera Al Arabia Street,  
Al Hattab Holding HQ1, Doha, Qatar,  
P.O. Box 4810

### SAFETY MEASURE

BYH2022 will apply all precautionary measures to protect against the coronavirus to preserve the safety and health of companies, participating entities, and visitors and to ensure the best and safe experience.



# POST SHOW REPORT FOR

# BYH 2021



20-22 SEPTEMBER 2021



HALL 8&9, QNCC - DOHA, QATAR

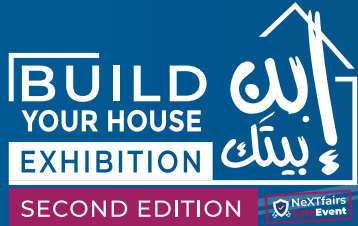
**+38%**  
INCREASE IN  
PARTICIPANTS  
VS. FIRST EDITION



[www.buildyourhouseqatar.com](http://www.buildyourhouseqatar.com)

**NeXfairs**  
تواصل الغد | CONNECTING TOMORROW





OFFICIAL PARTNER



قطر تستحق الأفضل  
Qatar Deserves The Best

SUPPORTED BY



STRATEGIC PARTNER



# THE PREMIER EXHIBITION FOR QATARI NATIONALS

**DESIGN**

**BUILD**

**& RENOVATE**

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## ORGANIZER'S MESSAGE



**Rawad Sleem**  
Co-Founder & General Manager  
NeXTfairs

“

TREMENDOUS GROWTH IN TERMS OF  
SIZE OF VENUE SPACE, NUMBERS OF  
PARTICIPANTS, FOOTFALL OF VISITORS  
COMPARING TO THE 2020 EDITION.

”



## ORGANIZER'S MESSAGE



The second edition of Build Your House Exhibition was such a special edition, given the great challenges we have faced and overcome together in the past year and half. I would like to take this opportunity to thank all sponsors, exhibitors and visitors who participated at the second edition of Build Your House Exhibition, the event would not have been able to reach its measurable success without any of your contribution or support.

BYH 2021 was inaugurated on 20th September 2021 by the Minister of Commerce and Industry and Acting Minister of Finance H.E. Ali bin Ahmed Al Kuwari. As the minister stated, Qatar has been witnessing a major construction boom, in light of the trend towards completing development projects aimed at achieving the objectives of the Qatar National Vision 2030, as well as at implementing the program for hosting the 2022 FIFA World Cup.

There was tremendous growth in terms of size of venue space, numbers of participants, footfall of visitors comparing to the 2020 edition. In the spread of 11,200 SQM in QNCC, 150 exhibitors participated, and more than 10,500 visitors attended in this year's BYH Exhibition. In which, over 92% were our target audience - Qatari nationals. In addition, total 40 prominent speakers presented at Knowledge Sharing Conference through workshops and panel discussions.

More importantly, we successfully reached our goal which was providing local citizens with the opportunity to discover hundreds of smart and modern options for designing, building, renovating, maintaining, and developing their houses. The exhibition has also become an important platform that connects visitors with contractors, exhibitors, and consultants.

Much of the achievement has to be credited to the continuing patronage of His Excellency Sheikh Khalid bin Khalifa bin Abdulaziz Al Thani, Prime Minister and Interior Minister, as well as the official support from the Ministry of Commerce and Industry, the Ministry of Municipality and Environment, the Ministry of Administrative Development, Labor and Social Affairs, the Public Works Authority - Ashghal, Civil Defense, Qatar Chamber, Qatar General Electricity and Water Corporation - Kahramaa, where the relevant authorities in the field of construction were linked with the public to learn the best support methods. Based on the estimation of market intelligence, the Qatari construction market was valued at \$42.19bn in 2020 and is expected to reach a value of \$76.98bn by 2026, registering a CAGR of 10.54 percent over the period of 2021-2026. It shows that the construction activity in the country remains resilient, despite the COVID-19 pandemic, as government spending has continued projects.

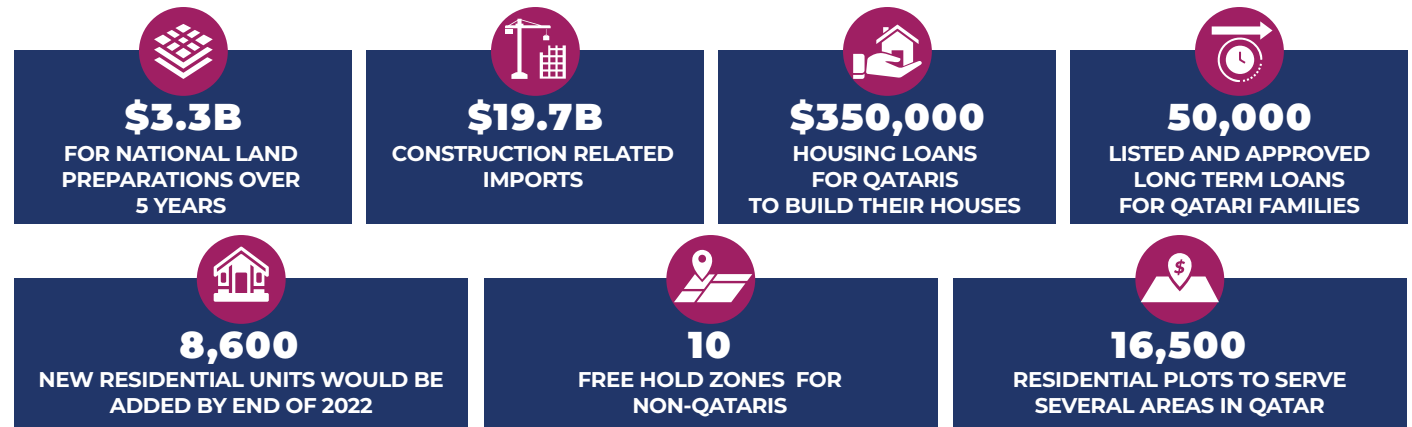
The solid figures of BYH 2021 and current market trend has evidently brought forth the announcement of the third edition of Build Your House Exhibition. We hope to carry on our previous partnership in all fronts of business and look forward to achieving much grander success with expanded space and network worldwide.





## GOVERNMENT SUPPORT

For the prosperity of its citizens and to ensure their social stability, the Qatari government has shown support and contribution towards the success of national initiatives that impact positively the construction industry. In this regard, Build Your House Qatar was honored to have the following support :



Under the patronage	H.E The Prime Minister and Minister of Interior, Sheikh Khalid bin Khalifa bin Abdul Aziz Al Thani
Official Partner	Public Works Authority - Ashghal
Supported by	Ministry of Municipality and Environment
Supported by	Ministry of Administrative Development Labour and Social Affairs
Supported by	Ministry of Commerce and Industry
Supported by	General Directorate of Civil Defence
Supported by	Qatar Chamber
Strategic Partner	Qatar General Electricity and Water Corporation - Kahramaa





## PRESS CONFERENCE

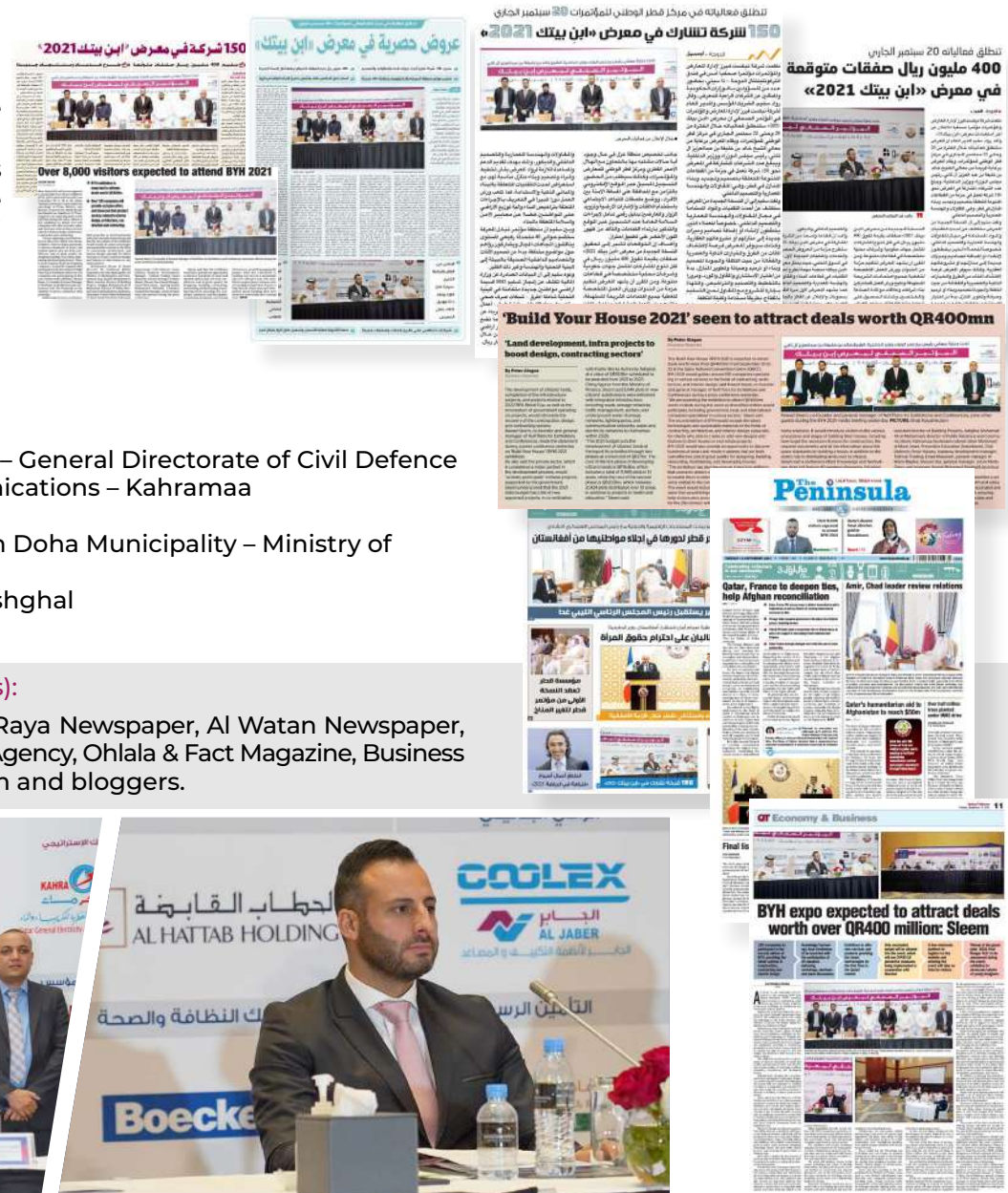
The Press Conference of Build Your House 2021 Exhibitions was held one week before its grand opening on the 13th September at Intercontinental Doha The City Hotel. We were joined by the representatives of our sponsors & partners, government officials and media outlets. Each representative gave a speech regarding various aspects related to BYH2021, and for Qatari Nationals to understand the processes in building as well as renovating personal residences.

## IT IS A PLEASURE TO HAVE (FROM LEFT TO RIGHT):

- Mr. Shovan Das, General Manager of Jotun Paints Qatar
- Mr. Omar Halawa - Business Development Manager – Tadmur Trading
- Lt. Col. Jaber Mohammed Al Marri - Head, Preventive Education Department – General Directorate of Civil Defence
- Mr. Mohammed Ali Al Muhannadi - Director of Public Relations and Communications – Kahramaa
- Mr. Rawad Sleem – Co-Founder & General Manager – NeXTfairs
- Eng. Mohammed Hasan Al Naimi- Director of Technical Affairs Department in Doha Municipality – Ministry of Municipality and Environment
- Eng. Jarallah Mohammed Al Marri-Assistant Director of Projects Building – Ashghal
- Eng. Hamdi Abdellatif – Technical Manager – Coolex Al Jaber

With the presence of the following Media Outlets (Print, Radio and TV Stations):

Al Rayyan TV, Qatar TV, The Peninsula, Qatar Tribune, Al Arab Newspaper, Al Raya Newspaper, Al Watan Newspaper, Al Arab Al Jadeed Newspaper, Al Sharq Newspaper, Qabayan Radio, Qatar News Agency, Ohlala & Fact Magazine, Business Class Magazine, AMLAK Magazine, Jamila Magazine, Qatar Living, Qatarday.com and bloggers.





## OPENING CEREMONY



**His Excellency Mr. Ali bin Ahmed Al Kuwari**  
Minister of Commerce and Industry



Under the patronage of the Prime Minister and Minister of Interior, H.E. Sheikh Khalid bin Khalifa bin Abdulaziz Al Thani, Build Your House 2021 was inaugurated by the Minister of Commerce and Industry and Acting Minister of Finance, H.E. Mr. Ali bin Ahmed Al Kuwari.

Dozens of government officials, ambassadors and leaders of BYH sponsors arrived at the venue at 10am on 20th September for ribbon cutting, following by a VIP tour inside the exhibition.







## TESTIMONIALS



**H.E. ALESSANDRO PRUNAS**  
Italian Ambassador To  
The State of Qatar

"Very nice exhibition, I am impressed with the quantity and the quality of the exhibitors. NeXTfairs team did an amazing job organizing this exhibition giving the circumstances of Covid-19."



**H.E. HAMID REZA DEGHANI**  
Iranian Ambassador To  
The State of Qatar

"I was honoured to visit BYH and I was pleasantly surprised that such a great event is taking place during this pandemic. This is a significant exhibition for Qatar and the region."



**ENG. KHALED ABDULLAH AL QUBAISI**  
Engineering Expert  
ADLSA

"Last year, we took part of the exhibition; and our participation was quite profitable. We look forward to the success of the 2nd edition."



**ENG. MOHAMMED AL NUAIMI**  
Municipality Director of  
Technical Affairs  
MME

"We are happy to sponsor this exhibition for the 2nd year in a row, there is a positive responsiveness and cooperation among various sectors, private, independent and public."



**BASHAR AL SALEM**  
CEO  
Kayan Office

"Superb Exhibition! the number of visitors is beyond our expectation. We barely were able to sit in our booth as we received many potential clients. We wish BYH exhibition more success."



**RASHID AL KHALIFA**  
Chairman  
Mareez Projects and  
Golden Line Interior  
Design

"The exhibition was great. We achieved many of our objectives including collaborations with agents, who visited the exhibition. We hope these collaborations take active role in our future work."



**AHMED SALEH AL JANAH**  
CEO  
Athath Gate

"As a first-time participant our experience was beyond our expectations. We have received and welcomed potential clients and established collaboration with other companies."



**OSAN ALI GHADDAF**  
Managing Director  
Atkya Arts

"The experience in BYH exhibition is more than amazing, this is the first time we participate in BYH exhibition. As an exposure that we are getting, it is more than what we had expected from this exhibition."

## EXHIBITION FACTS & FIGURES



**7** MINISTRIES &  
ADMINISTRATIONS



**30** CONSULTANTS



**50** CONTRACTORS



**50** SUPPLIERS



**13** SMART HOMES



**150** EXHIBITING  
COMPANIES



**11,200m<sup>2</sup>** EXHIBITION  
SPACE



**3** EXHIBITION DAYS



**40** WORKSHOPS &  
SESSIONS



**250** BRANDS  
REPRESENTED



**30** SPONSORS &  
PARTNERS



**420M** DEALS  
VALUE





20-22 SEPTEMBER 2021



HALL 8&9, QNCC - DOHA, QATAR

## VISITORS FACTS & FIGURES

\* Including Visitors, VIPs, Media, Exhibitors and Booth Contractors.  
\*\* Total number of visitor's footfall including recurrent visits over 3 days.



**85%** AGE GROUP  
24-45



**78%** MALE  
VISITORS



**22%** FEMALE  
VISITORS



**92%** QATARI  
VISITORS



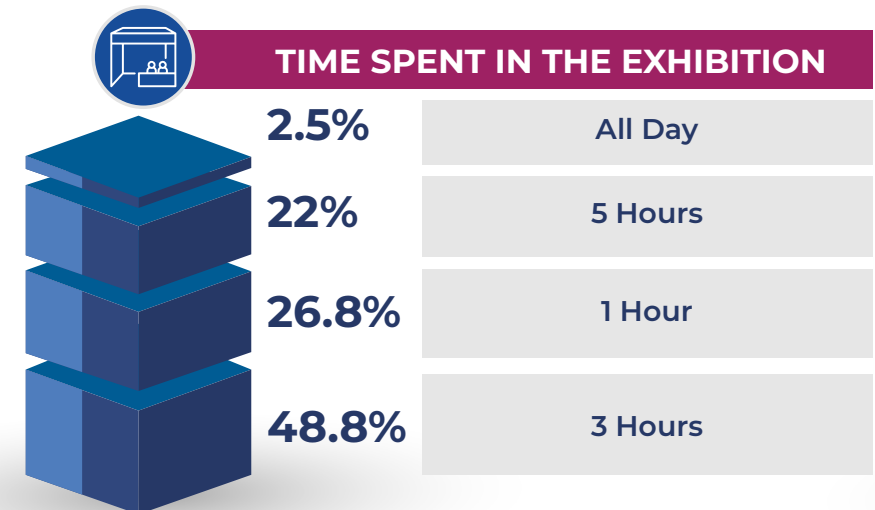
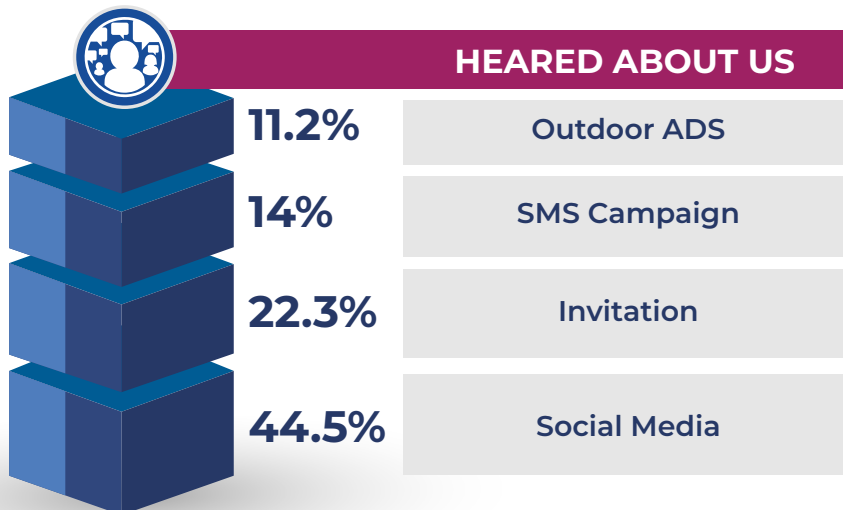
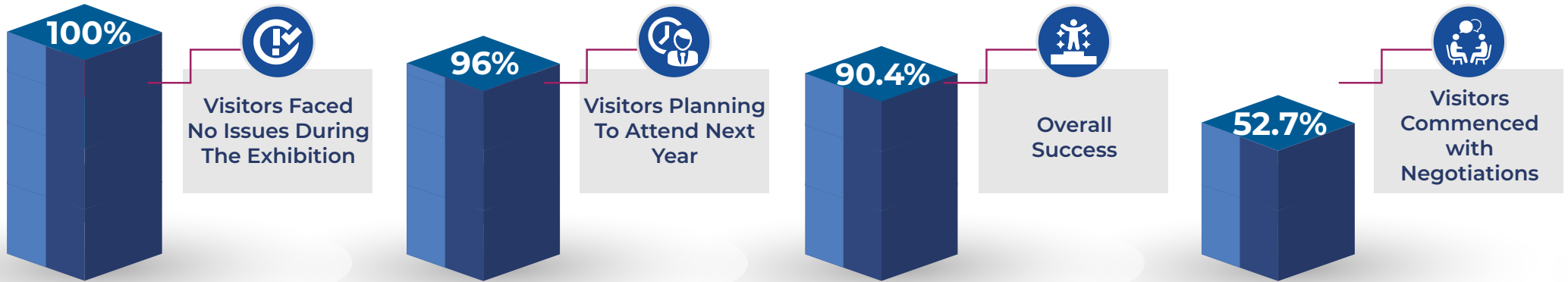
**10.5K** TOTAL  
PARTICIPANTS\*



**9.2K** VISITORS\*\*

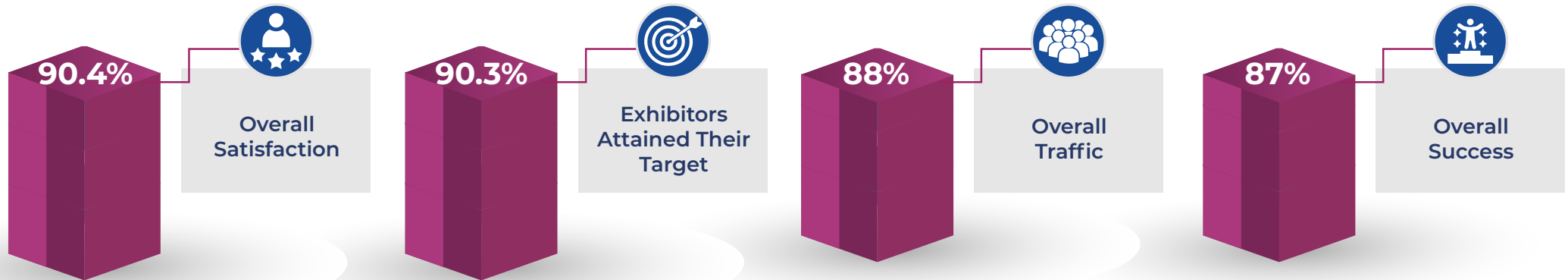


## VISITORS SURVEYS

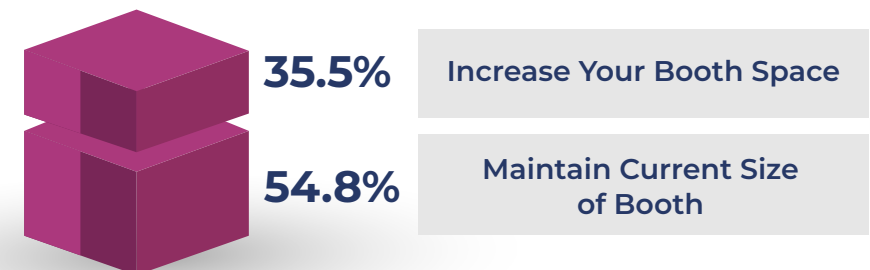




## EXHIBITORS SURVEYS



## EXHIBITORS WILLING TO PARTICIPATE AGAIN





## KNOWLEDGE & WORKSHOPS AREA



ASSOCIATION PARTNER

**QATAR SOCIETY OF ENGINEERS**

In total 40 renowned speakers shared their knowledge and insights at the Knowledge Area through workshops, live demos and panel discussions, to help visitors plan, procure, design and build homes fit for the 21st century with a sustainable future and smart home solutions.

The exhibition has also introduced visitors to the various procedures of building their houses including how to get the necessary licenses for construction, the state's role in distributing lands over citizens, and the most critical security and safety standards that must be considered when building houses.

Furthermore, the government entities participating in the event have presented their experiences and ideas, offer advice to help visitors, and introduce them to the entire construction cycle, highlighting specifications and financing a teardown and rebuilding new houses.

### PRIVATE & PUBLIC SECTORS

#### Al Mana Maples:

Architectural Engineering and Simulation

#### Kayan Office:

Time management in the workplace

#### Jotun Paints Qatar WLL:

Your guide to a more sustainable home through paints

#### Al Jaber Coolex:

Central air conditioning for homes (how to choose the right system)

#### Pera Interiors:

Furniture design

#### Levante Kitchens:

kitchen planning

#### Doha Eleaz Engineering Consultants:

How to help citizens build the house of their dreams

#### Dehleez Trading and Contracting:

How to choose the interior design

### GOVERNMENTAL

#### Ashghal - Public Works Authority:

Building a surface water network in the home and office

#### Ministry of Municipality and Environment:

Raising public awareness of the owner, contractor and consultant about building requirements and violations

#### Ministry of Administrative Development, Labour and Social Affairs:

The services of the engineering department and the basics of success in the construction of the dwelling and the presentation of models approved by the management's designs

#### Ministry of Commerce and Industry:

Advise to the consumer for building a house

#### Directorate General of Civil Defence:

- 1- The Civil Defence Force in the Protection of the National Economy
- 2- Live demonstration of how to put out a fire using indoor manual fire extinguisher

#### Kahramaa:

- 1- Kahramaa is with you from license to delivery
- 2- Decrease energy and water consumption in homes and offices
- 3- Electronic services related to the subscriber's journey from building permit to billing

#### Qatar Society of Engineers - Panel Discussions





20-22 SEPTEMBER 2021



HALL 8&9, QNCC - DOHA, QATAR

## KNOWLEDGE & WORKSHOPS AREA

\* View full list on the website

### LEADING INDUSTRY SPEAKERS\*:



**Eng. Ghanem Al Nahdi**  
Ashghal - Public Works  
Authority



**Eng. Mohammed Al Nuaimi**  
Ministry of Municipality and  
Environment



**Saeed Hamad Al Hajiri**  
Ministry of Municipality and  
Environment



**Eng. Salam Mahmoud**  
ADLSA



**Mhammad Mbarak Al Amri**  
Ministry of Commerce and  
Industry



**Eng. Abdullah Fakhroo**  
Qatar Society of Engineers



**Dr. Abdullah Al Mahshadi**  
Qatar Society of Engineers



**Eng. Khaled Al Nasser**  
Qatar Society of Engineers



**Eng. Abduljaber Abdulnoor**  
Qatar Society of Engineers



**Dr. Al Sheikh Souod Al Thani**  
Qatar Society of Engineers



**Arch. Sara Nakshabandi**  
Al Mana Maples



**Arch. Bashar Al Salem**  
Kayan Office



**Abdelmohsen Al Abbasi**  
Kayan Office



**Eng. Mustafa Al Khanizi**  
Al Tabaaion



**Hossameeldin Issa**  
Jotun Qatar



**Haitham Al Hammali**  
VCU Arts Qatar



**Eng. Hamdy Abdellatif**  
Coolx Al Jaber



**Kubra Baskapan**  
Pera Interiors



**Samer Al Aqad**  
Levante Kitchens



**Eng. Waziri Jamal Hasan**  
Doha Eleaz Consultancy



**Dr. Jumrah Al Kaabi**  
Gulf Legal Consultants



**Eng. Amna Ramadan**  
Adept Tech



**Eng. Hany Foad Noureldin**  
Darac



**Eng. Elie Nasrallah**  
Dehleez Trading & Contracting



## MARKETING



### DIGITAL MEDIA

Published 1,000 posts with targeted messages across social media platforms: Instagram, Twitter, Facebook, LinkedIn, Youtube and Premium Digital Placement on Google, leading to an organic increase of followers.



### PRINT MEDIA

250 printed advertisements were published in major newspapers and magazines, including front covers, inner-page ads and banners.



### PUBLIC RELATIONS

Total 21 press releases issued and 20 interviews conducted, generating huge amount of topics on both online and print media platforms.



### GOVERNMENT RELATIONS

Received tremendous amount of support from government entities, such as Ministry of Commerce and Industry, the Ministry of Municipality and Environment, the Ministry of Administrative Development, Labor and Social Affairs, Ashghal, Civil Defense, Qatar Chamber, Kahramaa.



### INFLUENCERS

Recruited 14 influencers to promote a scheduled campaign over the course of one month on Instagram and Snapchat, in addition to their Live Event Coverage during the 3-day exhibition.



### VIDEO PROMOTION

30 videos were produced and promoted delivering different messages to exhibitors and visitors, with various focus and event features.



### OUTDOOR ADVERTISING

Total 200 faces of MUPI were distributed throughout Doha and Al Rayyan on the main streets and junctions to attract attention from travelers over the course of 10 days.





**20-22 SEPTEMBER 2021**



**HALL 8&9, QNCC - DOHA, QATAR**

## MARKETING



### RADIO

2 stations and 220 radio spots at prime time in the morning and evening session to spread promotional messages to the local citizens, reaching over 300,000 listeners 2 weeks prior to the event.



### SMS

Conducted 20 SMS campaign and reached more than 310,000 local individuals.



### EMAIL CAMPAIGN

Addressed more than 18,000 trade professionals and visitors via targeted and personalized emails over the course of 9 months.



### DIRECT MAILING

Targeting VIPs and local homeowners, more than 25,000 hard copies of invitations were sent out by delivery.



### TELEMARKETING

18,000 local and international calls were conducted during 6 months of time for leads generation and promotion.



### WEBSITE

Build Your House website was constructed with detailed information and updates on event features, partners and exhibitor list. It also served as the portal for visitor online registration.

## INFLUENCERS

14 LOCAL INFLUENCERS PROMOTED & COVERED THE EVENT OVER THE COURSE OF 1 MONTH



**AHMED ABDULLA**

ahmedabdullaa



**AMENA MUSA**

amena.musa



**DOHA LIVE**

do7a.live



**IBRAHIM AL AGEDI**

ibrahimalagedi



**KHALID JASSIM**

khalidjassim74



**ABDULLAH ALGHAFRI**

qq



**SAOUD ALMAADEED**

saoudalmaadeed



**SARAH ALI AL-HAIL**

sarah.alhail



**SETAREH RAEISI**

setarehraeisi



**ABDULRAHMAN ALHARMOZI**

where2eatqtr



**ABDULAZIZ AL AJAIL**

zozalajail



**MOHAMMED ALDAHI**

maldahi



**WALAYEF QATAR**

R.e85



**SAEED ZAKIBA**

SSS-24



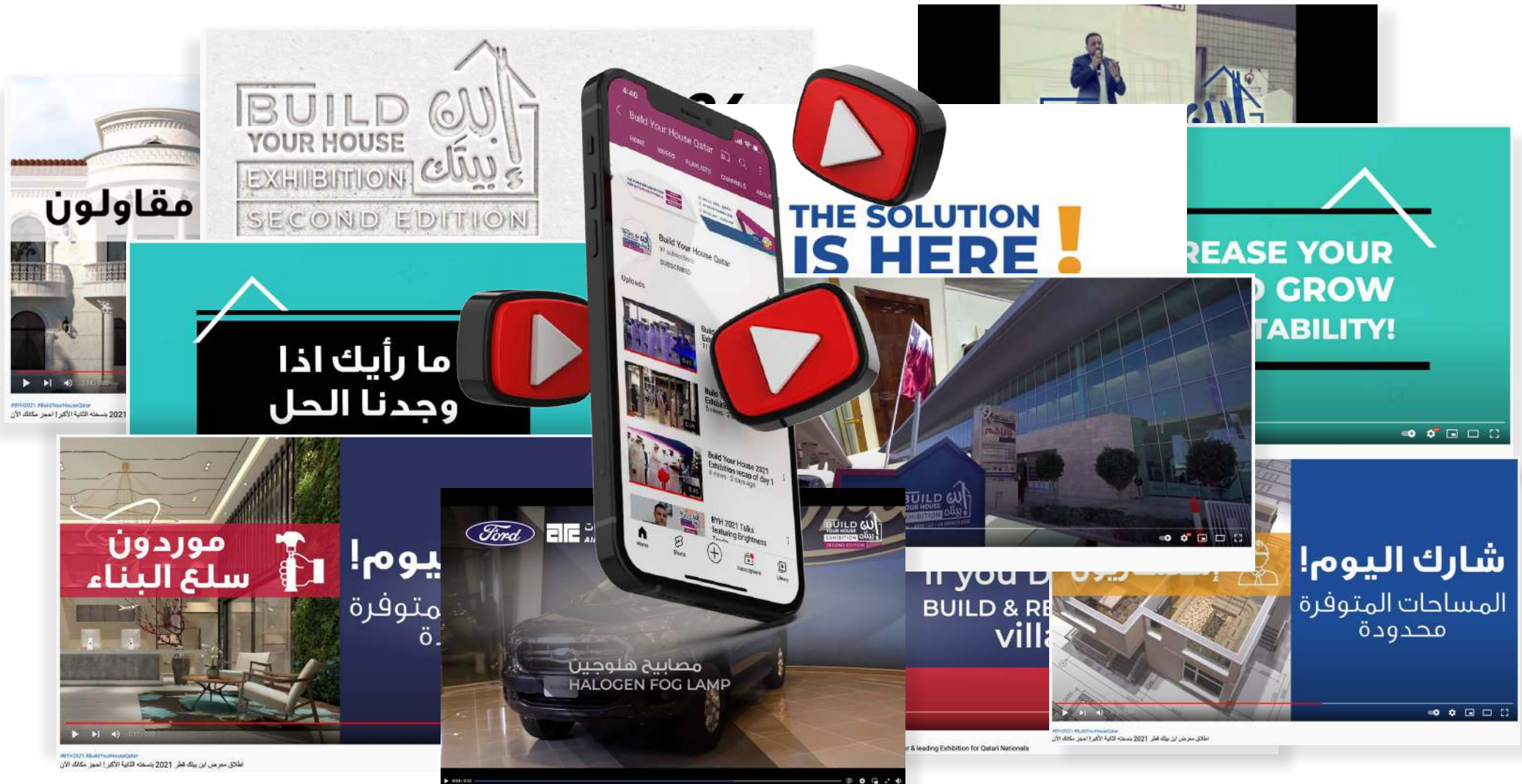
20-22 SEPTEMBER 2021



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## VIDEO PROMOTIONS

30 VIDEOS WERE PRODUCED AND PROMOTED











20-22 SEPTEMBER 2021



HALL 8&9, QNCC - DOHA, QATAR

## GOVERNMENT PROMOTIONS

ADLSA



MOCI



ASHGHAL



MME



السيد مدير إدارة العلاقة العامة والاتصال  
في كهرماء يشارك في المؤتمر الصحفي  
الخاص بإطلاق النسخة الثانية من معرض  
ابن بيتك ممثلاً عن المؤسسة بصفتها  
شريكة استراتيجياً



كهرماء معكم خطوة بخطوة!



KAHRAMAA



QATAR CHAMBER



CIVIL DEFENSE





## JUNIOR INTERIOR DESIGN COMPETITION

Sponsored by Jotun Qatar (Official competition sponsor), Coolex Al Jaber (Contractor competition sponsor) and Pera Interiors (Supplier competition sponsor), and in partnership with Virginia Commonwealth University in Qatar (VCU Qatar) where 19 talented students participated and submitted their exceptional Residential Interior Designs, that were displayed at Build Your House 2021.

The 3 winning students received their certificates and prizes at the Awards Ceremony on the 21st September 2021. Deema Al Muraikhi (1st place), Maryam Al Sayed (2nd place), and Maryam Al Sulaity (3rd place).







20-22 SEPTEMBER 2021



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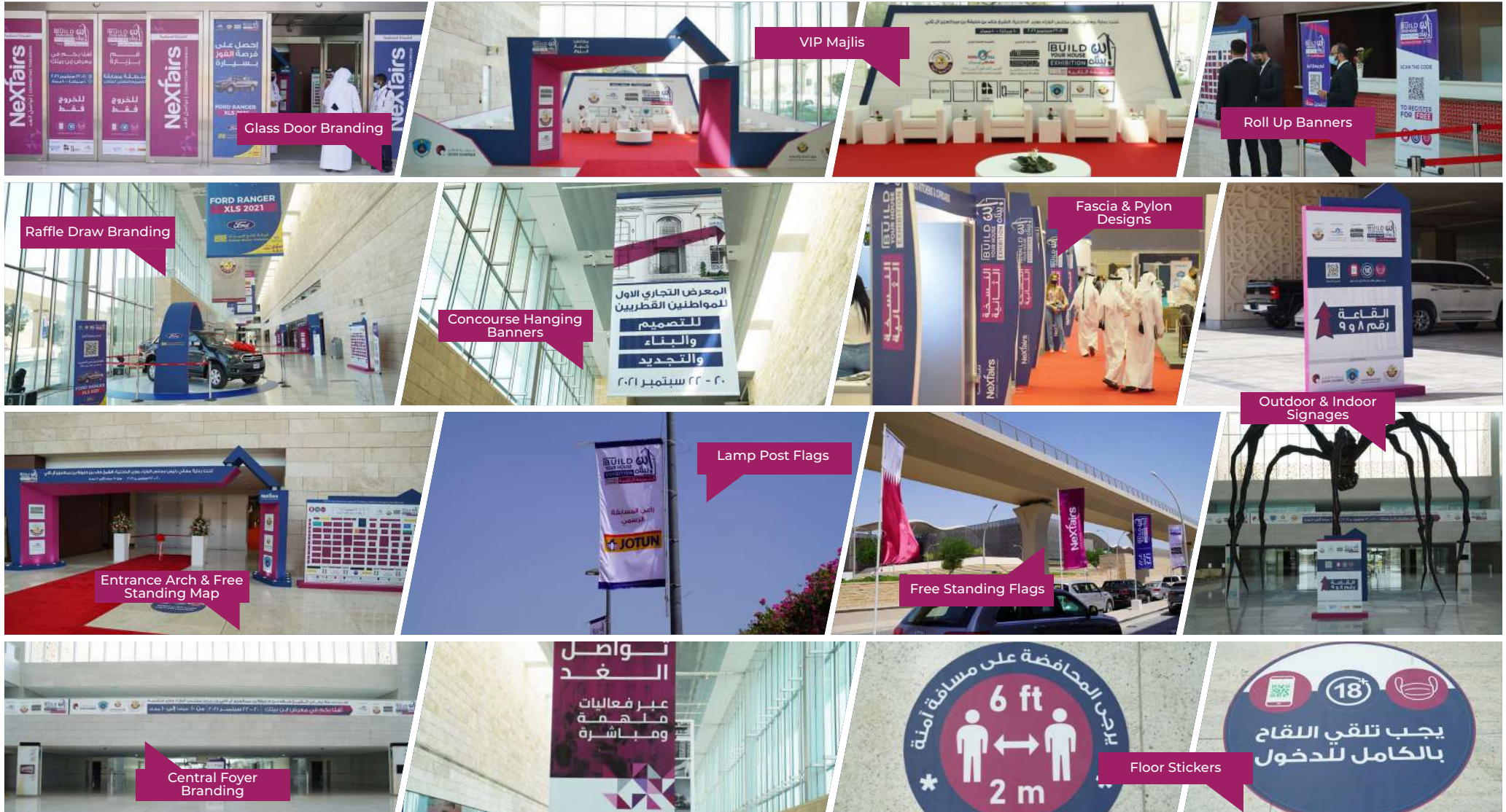
## RAFFLE DRAW

Raffle Draw with grand prize of 2021 Ford Ranger XLS was held inside the exhibition, given opportunities to visitors to walk away with something truly amazing.





## VENUE BRANDING







20-22 SEPTEMBER 2021



HALL 8&9, QNCC - DOHA, QATAR

## PARTNERS & SPONSORS

### OFFICIAL PARTNER



وزارة التجارة والصناعة  
Ministry of Commerce and Industry



غرفة قطر  
QATAR CHAMBER



المؤسسة العامة للطاقة الكهربائية والماء  
Qatar General Electricity & Water Corporation



### PLATINUM SPONSOR



الجابر  
AL JABER  
الجابر لأنظمة التكييف والمساعد



الحطاب القابضة  
AL HATTAB HOLDING



KAYAN



### COMPETITION OFFICIAL SPONSOR



### COMPETITION EDUCATIONAL PARTNER



### COMPETITION CONTRACTOR SPONSOR



الجابر  
AL JABER  
الجابر لأنظمة التكييف والمساعد

### COMPETITION SUPPLIER SPONSOR



### OFFICIAL MEDIA PARTNERS



### HYGIENE PARTNER



### OFFICIAL INSURANCE



تأمين وإعادة تأمين  
INSURANCE & REINSURANCE  
تكاافل - TAKAFUL

### OFFICIAL FREIGHT



### VENUE PARTNER



مركز قطر الوطني للمؤتمرات  
Qatar National Convention Centre

### ASSOCIATION PARTNER



جمعية المهندسين القطرية  
QATAR SOCIETY OF ENGINEERS

### ORGANIZED BY



## VIP HIGHLIGHTS

**HONORED WITH THE PRESENCE OF MINISTERS,  
AMBASSADORS, VIPS AND DIGNITARIES.**







20-22 SEPTEMBER 2021



HALL 8&9, QNCC - DOHA, QATAR

## GALLERY - HIGHLIGHTS OF INTERACTION





## GALLERY - HIGHLIGHTS OF STANDS







20-22 SEPTEMBER 2021



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## CERTIFICATES OF PARTICIPATION

\* View full photo gallery on the website



## DOCUMENTARY VIDEO



OR SCAN THE QR CODE  
TO WATCH THE FULL  
RECAP VIDEO







20-22 SEPTEMBER 2021



HALL 8&9, QNCC - DOHA, QATAR

# SEE YOU IN THE NEXT EDITION!

## BUILD YOUR HOUSE 2022

28 - 30 MARCH | QNCC-HALL 4, 5 & 6



Like @BYHQatar



Follow @BYHQatar for real updates



Share photos @buildyourhouseqatar



Follow us @BuildYourHouseExhibition



OFFICIAL PARTNER



SUPPORTED BY



STRATEGIC PARTNER



# CONNECTING TOMORROW

THROUGH FACE-TO-FACE MEETINGS  
& INSPIRATIONAL EVENTS

## THE ORGANIZER

FOR MORE INFORMATION, PLEASE CONNECT WITH US:

E-mail: [info@nextfairs.com](mailto:info@nextfairs.com)  
Mobile: +974 5006 6691  
Landline: +974 4477 5848

Al Jazeera Al Arabia Street,  
Al Hattab Holding HQ1, Doha, Qatar,  
P.O. Box 4810

**NeXTfairs**  
تواصل الغد | CONNECTING TOMORROW



ISO 9001:2015  
ISO 14001:2015  
ISO 45001:2018





# SPONSORSHIP OPPORTUNITIES



TAKE PART IN A  
MULTI-BILLION DOLLAR  
INDUSTRY IN QATAR







# WHY SPONSOR BUILD YOUR HOUSE 2022

INCREASE BRAND  
AWARENESS  
& RECOGNITION

BUILD VALUABLE  
BUSINESS  
CONTACTS

GENERATE  
POSITIVE  
PUBLICITY

BUILD BRAND  
POSITIONING

GROW BUSINESS  
OPPORTUNITIES

MAKE  
LARGER SALES

GET ASSOCIATED  
WITH  
WELL-KNOWN  
BRANDS

GREATER  
VISIBILITY IN  
YOUR TARGET  
MARKET

STAND OUT  
FROM  
COMPETITORS

INCREASE  
CUSTOMER  
BRAND LOYALTY

BE PART OF BUILD YOUR HOUSE 2021'S

## MARKETING CAMPAIGN

WORTH  
**QR 5 MILLION**

THAT WILL **PENETRATE** THE ENTIRE  
MARKETING CHANNELS & REACH OUT  
TO ALL THE **TARGETED SEGMENTS**

## SPONSOR AND GET THE OPPORTUNITY TO INTEGRATE YOUR PRODUCT OR COMPANY WITHIN THE FOLLOWING MEDIUMS:



## SPONSORSHIP PACKAGES

Sponsorship has significant influence on attendees to exhibitions, conferences and special events than any other marketing strategy as it combines **multiple communication mediums** to create a **greater impact** to the company's target audience.

PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BANK SPONSOR	INSURANCE SPONSOR
CONSULTANT SPONSOR	CONTRACTOR SPONSOR	SUPPLIER SPONSOR	LANYARD SPONSOR	VISITOR'S BAG SPONSOR
CATALOGUE SPONSOR	VISTOR'S GUIDE SPONSOR	COMPETITION OFFICIAL SPONSOR	COMPETITION CONTRACTOR SPONSOR	COMPETITION SUPPLIER SPONSOR





## PLATINUM SPONSORSHIP

### QAR 99,000

#### PRE-SHOW BENEFITS

- Logo on all e-newsletters and e-campaigns
- 1 Speaker Invitation to the Official Press Conference
- Logo on Press Conference Kit and Backdrop
- 6 Social Media promotional posts on the show platforms
- Logo on BYH website homepage with hyperlink
- 2 Email campaigns to the pre-registered visitors
- Logo on VIP & Visitor Invitations
- Sponsorship to be acknowledged in a press release

#### ON-SITE EXPOSURE AND BENEFITS

- 3 Directional floor stickers
- Marketing materials distribution in the show bag
- 1 Hanging banner at the venue concourse/hall
- Logo on all venue branding (where applicable)
- Logo on all printed collaterals (where applicable)
- Logo on the show catalogue Sponsors page
- 2 Full Page advertisement in the Show Catalogue
- Distribution rights of collaterals across the venue halls
- 3 Speakers slot at the Conference
- Multiple sponsorship recognition on social media

#### POST-SHOW BENEFITS

- Sponsorship to be acknowledged in the post-event press release
- Sponsorship to be acknowledged in the Post-Show Report
- Acknowledgement on the Post-Show Recap Video
- Logo on the "Thank You" email sent to all visitors
- Logo displayed on the show website



## GOLD SPONSORSHIP

### QAR 71,000

#### PRE-SHOW BENEFITS

- Logo on all e-newsletters and e-campaigns
- 1 Speaker Invitation to the Official Press Conference
- Logo on Press Conference Kit and Backdrop
- 4 Social Media promotional posts
- Logo on website homepage with hyperlink
- 1 Email campaign to the pre-registered visitors
- Logo on VIP & Visitor Invitations
- Sponsorship to be acknowledged in a press release

#### ON-SITE EXPOSURE AND BENEFITS

- 1 Directional floor sticker
- Marketing materials distribution in the show bag
- 1 Hanging banner at the venue concourse/hall
- Logo on all venue branding (where applicable)
- Logo on all printed collaterals (where applicable)
- Logo on the show catalogue Sponsors page
- 1 Full Page advertisement in the Show Catalogue
- Distribution right of collaterals across the venue
- 2 Speakers slot at the Conference
- Multiple sponsorship recognition on social media

#### POST-SHOW BENEFITS

- Sponsorship to be acknowledged in the Post-Show Report
- Acknowledgement on the Post-Show Recap Video
- Logo on the "Thank You" email sent to the visitors
- Logo displayed on the show website



## SILVER SPONSORSHIP

### QAR 36,000

#### PRE-SHOW BENEFITS

- Logo on all e-newsletters and e-campaigns
- Logo on Press Conference Kit and Backdrop
- 2 Social Media promotional posts
- Logo on website homepage with hyperlink
- Logo on VIP & Visitor Invitations
- Sponsorship to be acknowledged in a press release

#### ON-SITE EXPOSURE AND BENEFITS

- Logo on all venue branding (where applicable)
- Logo on all printed collaterals (where applicable)
- Logo place in the show catalogue Sponsors page
- Half Page advertisement in the Show Catalogue
- 1 Speaker slot at the Conference
- Multiple sponsor recognition on social media

#### POST-SHOW BENEFITS

- Sponsorship acknowledged at the Post-Show Report
- Acknowledgement on the Post-Show Recap Video
- Logo on the "Thank You" email sent to the visitors
- Logo displayed on the show website



# SPONSORSHIP PACKAGES

STANDARD DELIVERABLES	PLATINUM	GOLD	SILVER
PRE-SHOW BENEFITS			
Logo in all e-newsletters and e-campaigns	✓	✓	✓
Speaker Invitation to the Official Press Conference	✓	✓	✗
Logo on Press Conference Kit and Backdrop	✓	✓	✓
Social Media promotional posts on the show platforms	6	4	2
Logo on BYH website homepage with hyperlink	✓	✓	✓
Email campaigns to the pre-registered visitors	2	1	✗
Logo on VIP & Visitor Invitations	✓	✓	✓
Sponsorship to be acknowledged in a press release	✓	✓	✓
ON-SITE EXPOSURE AND BENEFITS			
Directional floor stickers	3	1	✗
Marketing materials distribution in the show bag	Yes	Yes	✗
Hanging banner at the venue concourse/hall	1	1	✗
Logo on all venue branding (where applicable)	✓	✓	✓
Logo on all printed collaterals (where applicable)	✓	✓	✓
Logo on the show catalogue Sponsors page	✓	✓	✓
Full Page advertisement in the Show Catalogue	2	1	Half
Distribution rights of collaterals across the venue halls	✓	✗	✗
Speakers slot at the Conference	3	2	1
Multiple sponsorship recognition on social media	✓	✓	✓
POST-SHOW BENEFITS			
Sponsorship to be acknowledged in the post-event press release	✓	✓	✓
Sponsorship to be acknowledged in the Post-Show Report	✓	✓	✓
Acknowledgement on the Post-Show Recap Video	✓	✓	✓
Logo on the "Thank You" email sent to all visitors	✓	✓	✗
Logo displayed on the show website	✓	✓	✓
AMOUNT IN QAR	99,000	71,000	36,000





# SPONSORSHIP PACKAGES

STANDARD DELIVERABLES	BANK	INSURANCE
RECOGNITION		
Exclusive Sponsorship acknowledgement	✓	✓
Acknowledgement on Build Your House website linked to the company website	✓	✓
Speaker Invitation to the official Press Conference	1	1
Speaker slot at the Conference	1	1
Logo on the Conference Main entrance, featuring exclusivity	✓	✓
Logo on the Conference signage	✓	✓
Logo featured on the covers of the show catalogue	✓	✓
Hanging Banner above the stand as an Exclusive Sponsor	1	1
Hanging banner at the venue concourse/hall	1	1
Sponsorship to be acknowledged in a press release	✓	✓
Sponsorship acknowledged at the Post-Show Report	✓	✓
Acknowledgement on the Post-Show Recap Video	✓	✓
PROMOTION		
Logo on all e-newsletters and e-campaigns	✓	✓
Logo on Press Conference Kit and backdrop	✓	✓
Social media promotional posts	8	8
Logo on advertising campaigns (depending on date of joining)	✓	✓
Email campaigns to the show pre-registered visitors	2	2
Logo on all printed event collaterals	✓	✓
Full page advertisements in the show catalogue	2	2
Distribution rights of collaterals across the venue halls	✓	✓
Space in prime location (depending on locations availability when application is received)	60 SQM	48 SQM
AMOUNT IN QAR	165,000	151,800



# SPONSORSHIP PACKAGES

STANDARD DELIVERABLES	CONSULTANT	CONTRACTOR	SUPPLIER
RECOGNITION			
Exclusive Sponsorship acknowledgement	✓	✓	✓
Acknowledgement on Build Your House website linked to the company website	✓	✓	✓
Speaker Invitation to the official Press Conference	1	1	1
Speaker slot at the Conference	1	1	1
Logo on the Conference Main entrance, featuring exclusivity	✓	✓	✓
Logo on the Conference signage	✓	✓	✓
Logo featured on the covers of the show catalogue	✓	✓	✓
Hanging Banner above the stand as an Exclusive Sponsor	1	1	1
Hanging banner at the venue concourse/hall	1	1	1
Sponsorship to be acknowledged in a press release	✓	✓	✓
Sponsorship acknowledged at the Post-Show Report	✓	✓	✓
Acknowledgement on the Post-Show Recap Video	✓	✓	✓
PROMOTION			
Logo on all e-newsletters and e-campaigns	✓	✓	✓
Logo on Press Conference Kit and backdrop	✓	✓	✓
Social media promotional posts	8	8	8
Logo on advertising campaigns (depending on date of joining)	✓	✓	✓
Email campaigns to the show pre-registered visitors	2	2	2
Logo on all printed event collaterals	✓	✓	✓
Full page advertisements in the show catalogue	2	2	2
Distribution rights of collaterals across the venue halls	✓	✓	✓
Space in prime location (depending on locations availability when application is received)	60 SQM	48 SQM	48 SQM
AMOUNT IN QAR	165,000	151,800	151,800





# SPONSORSHIP PACKAGES

STANDARD DELIVERABLES	COMPETITION OFFICIAL SPONSOR	COMPETITION CONTRACTOR SPONSOR	COMPETITION SUPPLIER SPONSOR
PRE-SHOW BENEFITS			
Logo in all e-newsletters and e-campaigns	✓	✓	✓
Speaker Invitation to the Official Press Conference	✓	✗	✗
Logo on Press Conference Kit and Backdrop	✓	✓	✓
Social Media promotional posts on the show platforms	4	2	2
Logo on BYH website homepage with hyperlink	✓	✓	✓
Email campaigns to the pre-registered visitors	1	✗	✗
Logo on VIP & Visitor Invitations	✓	✓	✓
Sponsorship to be acknowledged in a press release	✓	✓	✓
ON-SITE EXPOSURE AND BENEFITS			
Directional floor stickers	1	✗	✗
Marketing materials distribution in the show bag	Yes	✗	✗
Hanging banner at the venue concourse/hall	1	✗	✗
Logo on all venue branding (where applicable)	✓	✓	✓
Logo on all printed collaterals (where applicable)	✓	✓	✓
Logo on the show catalogue Sponsors page	✓	✓	✓
Full Page advertisement in the Show Catalogue	1	Half	Half
Distribution rights of collaterals across the venue halls	✗	✗	✗
Speakers slot at the Conference	2	1	1
Multiple sponsorship recognition on social media	✓	✓	✓
POST-SHOW BENEFITS			
Sponsorship to be acknowledged in the post-event press release	✓	✓	✓
Sponsorship to be acknowledged in the Post-Show Report	✓	✓	✓
Acknowledgement on the Post-Show Recap Video	✓	✓	✓
Logo on the "Thank You" email sent to all visitors	✓	✗	✗
Logo displayed on the show website	✓	✓	✓
	70,000	30,000	30,000



# ADVERTISING

# PACKAGES

OTHER SPONSORSHIPS	AMOUNT IN QAR
Lanyard Sponsor (Excluding Production Cost)	31,000
Visitor Bag Sponsor (Excluding Production Cost)	26,000
Catalogue Sponsor	19,000
Visitor Guide Sponsor	13,000
SHOW CATALOGUE ADVERTISING	AMOUNT IN QAR
A5 Double Page	9,600
A5 Inside Cover or Bookmark or Spine	5,800
A5 Back Cover	5,100
A5 Full Page	4,500





## CONNECT WITH US

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 Follow us @BuildYourHouseExhibition

## FOR SPONSORSHIP ENQUIRIES

E-mail: [info@nextfairs.com](mailto:info@nextfairs.com)  
Mobile: +974 5006 6691  
Landline: +974 4477 5848

Al Jazeera Al Arabia Street,  
Al Hattab Holding HQ1, Doha, Qatar,  
P.O. Box 4810

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