



# **CUSTOM 7 SHOW EMIRATES**



**25-26-27  
MARCH  
2022**

**DUBAI WORLD  
TRADE CENTRE**

# SHOW STATISTICS 2021

## Show At A Glance



## OVERALL EXHIBITION SUMMARY



## EXHIBITORS PARTICIPATION



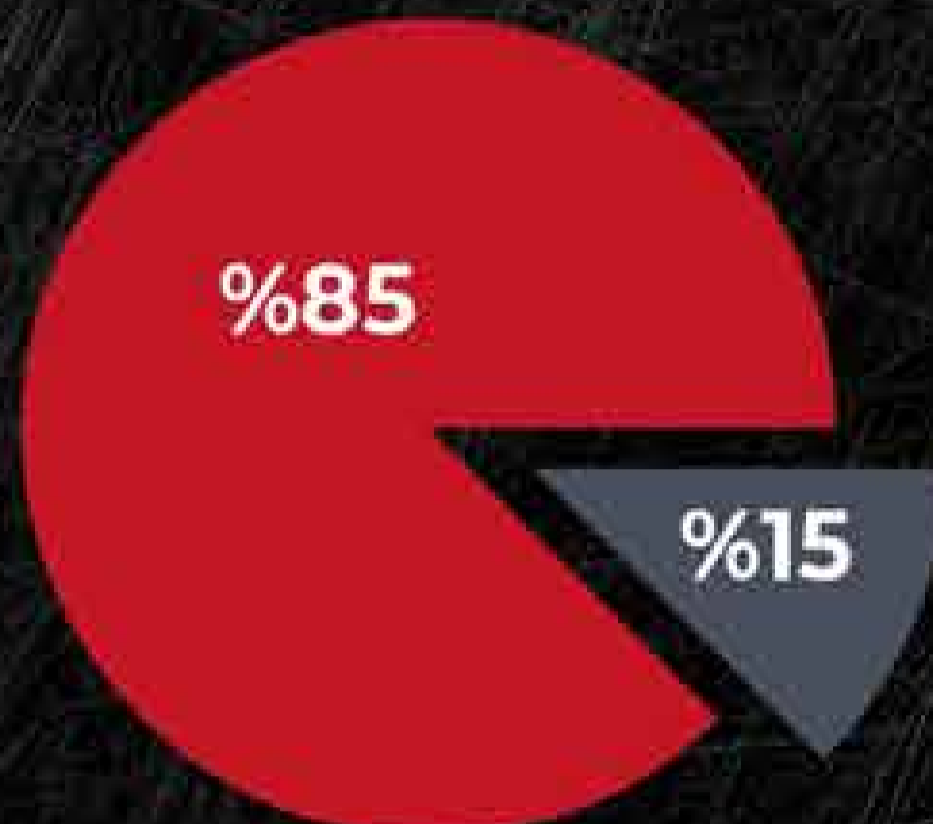
## EXHIBITORS SURVEY



# SHOW STATISTICS 2021

## VISITORS STATISTICS

### GENDER

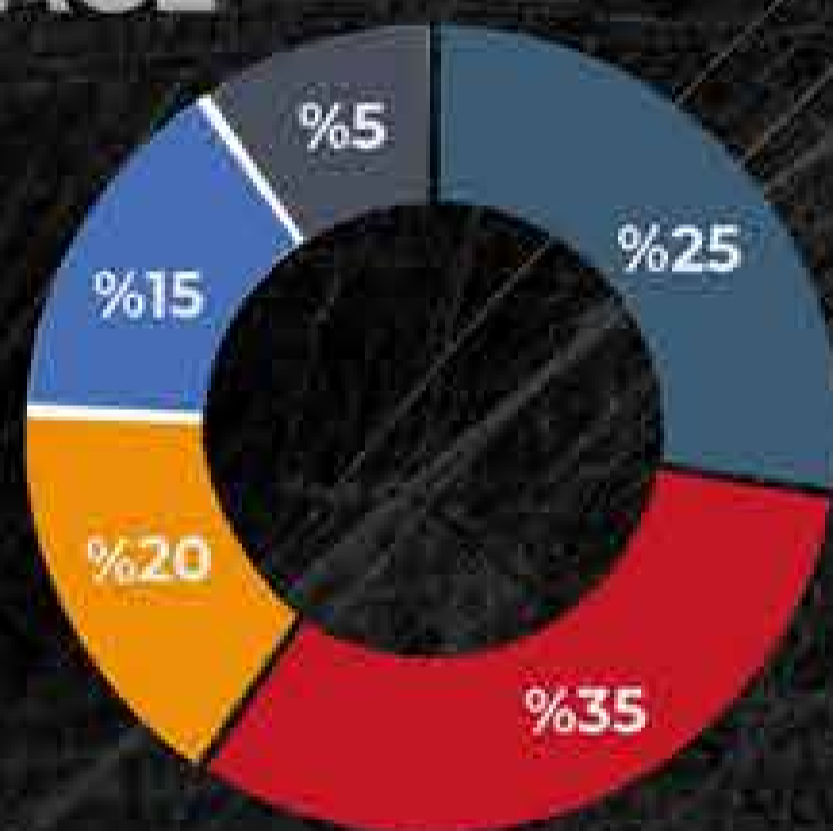


Male

Female

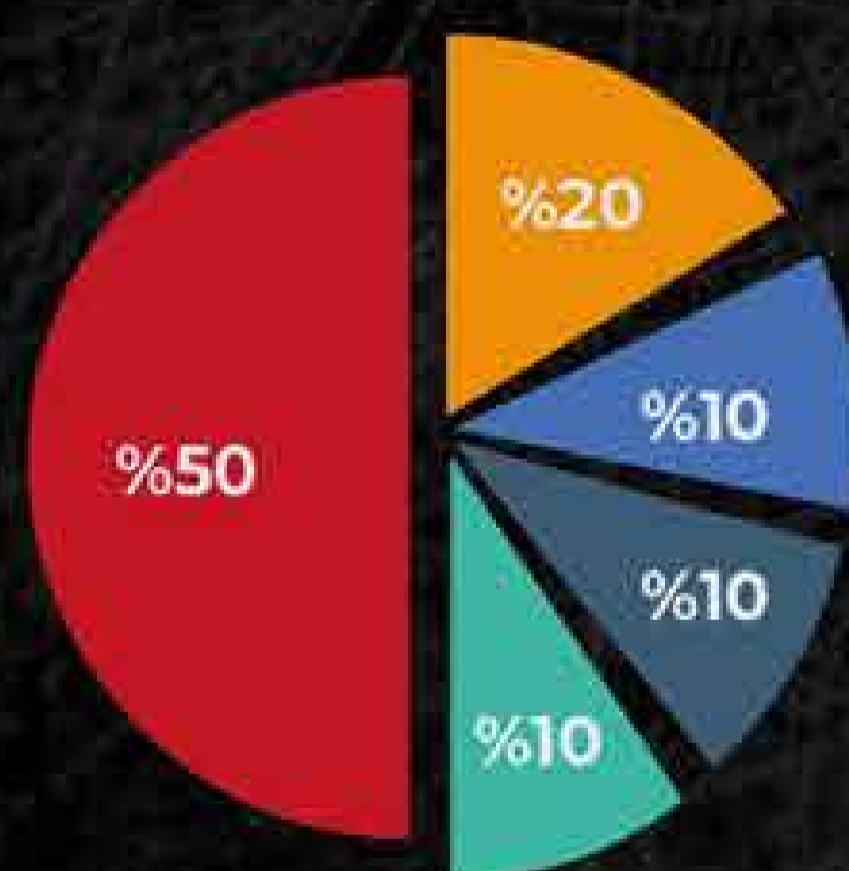
Female + %40 Comparing To 2019

### AGE



5-20 20-35 35-50 50-65 +65

### REGION



UAE Nationals GCC Nationals Other Arab States

Asian WEST EU

- Uae Region + 10 % Comparing To 2019  
- Other Arab States + 40 % Comparing To 2019

## VISITORS SURVEY

%92.5



Very Satisfied With The Show

%80



Attended With Intention To Purchase New Products / Services

%61



Attended With Intention To Find New Products / Partners / Suppliers

%78

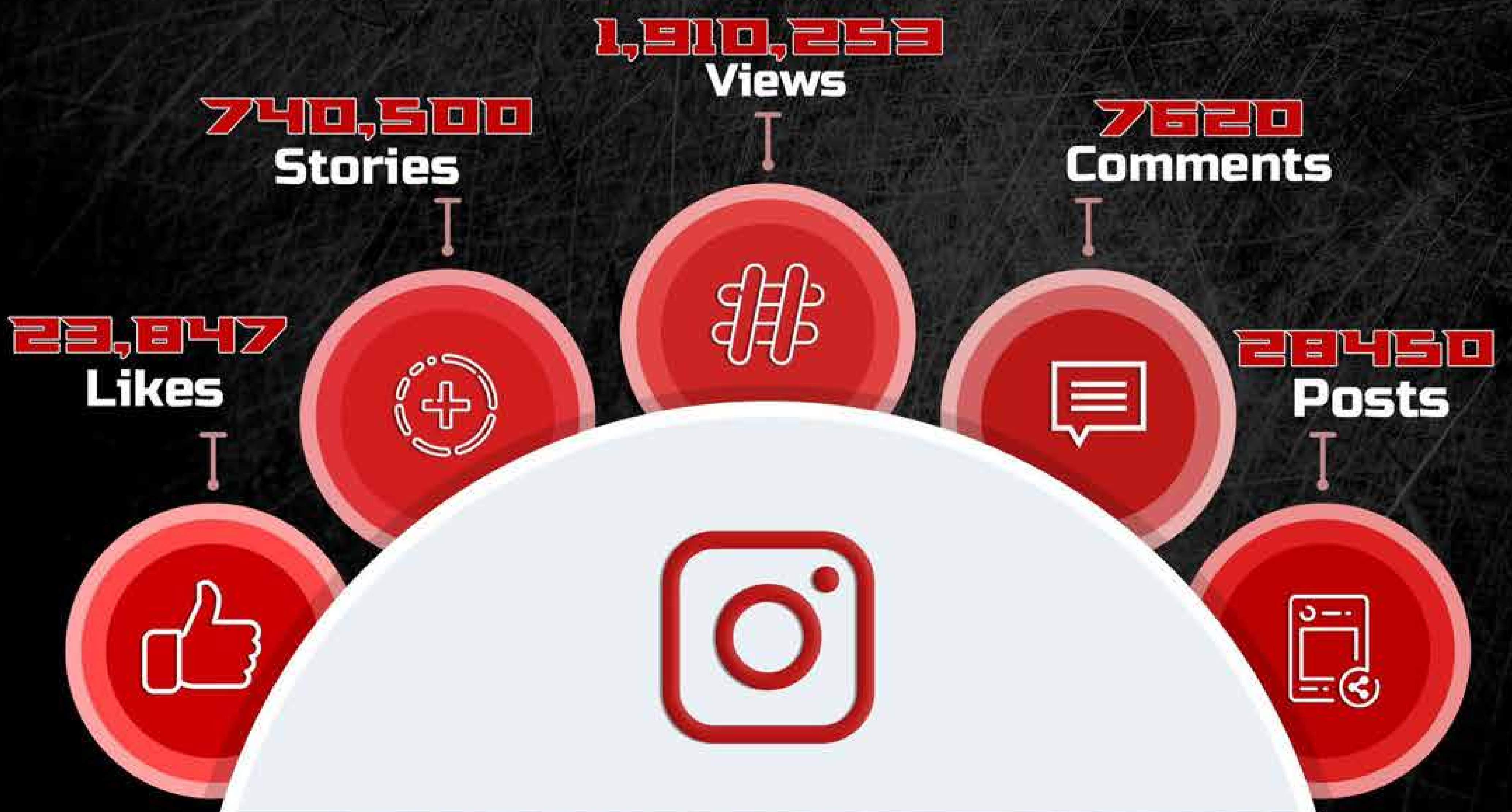


Attended To Check Out Latest Customization Trends

### Note:

All Criteria For Covid19- Pandemic Had Been Followed By The Rules And Regulations Of The Ministry Of Health And Prevention.

# SOCIAL MEDIA STATISTICS 2021



# Newspapers , Magazines & Blogs Statistics 2021

94



292017

News Articles

Articles Views





# CUSTOM *Show* EMIRATES



# **CUSTOM SHOW CONFERENCE SPONSORSHIP PACKAGE:**

- 18 sqm bare space stand .
- Sponsors name mentioned during welcome speech
- Sponsors logo on visitor's information flyer
- 2x roll up at entrance to the conference hall (design by sponsor, print by CSE)

## **Marketing opportunities:**

- Social Media – Your logo will be on the FB page, Instagram, snapchat of the show
- Quote from sponsors senior management to be placed in one pre-event press release

**SPONSORSHIP INVESTMENT: 50,000 DHS  
14,000 USD**



# BRANDED DRIFTING ARENA SPONSORSHIP PACKAGE: **PLATINUM**

## Branding options (Outdoor part):

- Fences Banners x 6
- Branded Flags x 12
- Branded Tent / Gazebo  
(Branding materials to be provided by Sponsor)

## Branding options (indoor part):

- Exhibition bare space 200 sqm (prime location subject to availability)
- 4x hanging banner inside the exhibition hall (H x 2m W x 6m) (designed by sponsor, printed by CSE) at the section of the show as per your choice:  
(Car section, Custom Car section, Bikes section, RV section)
- Logo on T-Shirts for competitors
- Logo on stage backdrop/side wall.
- Logo on screens during awards ceremony.
- Sponsor logo on visitor information flyer
- Logo of sponsor during pre-event press conference to be placed on backdrop
- 6x roll ups at each exhibition hall (designed by sponsor, print by CSE)
- Space for up to 12 roll ups / flags at the custom cars competition area
- Sponsors name mentioned during awards ceremony
- (OPTIONAL & to be provided by sponsor)
- Opportunity to provide sponsor branded giveaway at the custom cars competition area
- To install 6x branded floor stickers leading to competition area (designed by sponsor, printed by CSE)
- Logo on participants certificates

## OPTIONAL & to be provided by Sponsor:

- Opportunity to provide sponsor branded giveaway at the custom car's competition area.
- 2x hanging banner inside the exhibition hall (H x 2m W x 6m)  
(design by sponsor, print by CSE).
- To install 6x branded floor stickers leading to competition area  
(design by sponsor, print by CSE).

## Marketing opportunities:

- Social Media – Your logo will be on the FB page, Instagram, snapchat of the show.
- Pre Event: 4x posts on all official social media pages of event (FB, Instagram, snapchat) (contact provided by sponsor).
- Sponsors link and logo on the official CSE website.
- Press Releases - press releases prior to the event mentioning your presence with us
- Email newsletter mentioning our cooperation
- Quote from sponsor's senior management to be placed during pre-event press release.

**SPONSORSHIP INVESTMENT:**

**600,000 DHS**  
**164,000 USD**





# **BRANDED DRIFTING ARENA SPONSORSHIP PACKAGE: EXCLUSIVE (A)**

## **Branding options (Outdoor part):**

- Fences Banners x 2
- Branded Flags x 8  
(Branding materials to be provided by Sponsor)

## **Branding options (indoor part):**

- Exhibition bare space 120 sqm (location subject to availability)
- 2x hanging banner inside the exhibition hall (H x 2m W x 6m)  
(designed by sponsor,  
printed by CSE) at the section of the show as per your choice:  
(Car section, Custom Car section, Bikes section, RV section)
- Logo on T-Shirts for competitors
- Logo on stage backdrop/sidewall.
- Logo on screens during awards ceremony
- Sponsor logo on visitor information flyer
- Logo of sponsor during pre-event press conference to be placed on backdrop
- 3x roll ups at each exhibition hall (designed by sponsor, print by CSE)
- Space for up to 6 roll ups / flags at the custom cars competition area
- Sponsors name mentioned during awards ceremony

## **OPTIONAL & to be provided by Sponsor:**

- Opportunity to provide sponsor branded giveaway at the custom car's competition area.
- 1x hanging banner inside the exhibition hall (H x 2m W x 6m)  
(design by sponsor,  
print by CSE).
- To install 4x branded floor stickers leading to competition area (design by sponsor, print by CSE).

## **Marketing opportunities:**

- Social Media – Your logo will be permanently on the  
FB page , Instagram, snapchat of the show
- Pre Event: 2x posts on all official social media pages of event (FB, Instagram, snapchat)  
(contact provided by sponsor).
- Sponsors link and logo on the official CSE website.
- Press Releases - 1 press releases prior to the event mentioning your presence with us
- Email newsletter mentioning our cooperation
- Quote from sponsor's senior management to be placed during pre-event press release.

**SPONSORSHIP INVESTMENT:**

**370,000 DHS  
100,000 USD**



# BRANDED DYNO AREA SPONSORSHIP PACKAGE (A)

## Branding options (Outdoor part):

- Fences Banners x 4
- Branded Flags x 6
- Branded Tent / Gazebo (Branding materials to be provided by Sponsor)

## Branding options (indoor part):

- 72 sqm bare space stand (location subject to availability)
- Sponsors logo on the main award stage on the backdrop
- Sponsor logo on visitor information flyer
- 1x rollup banner at each exhibition hall (designed by sponsor, print by CSE)
- Sponsors name mentioned during awards ceremony

## OPTIONAL & to be provided by sponsor:

- Opportunity to provide sponsor branded giveaway at the dyno competition area.
- To Install 1x branded floor stickers leading to competition area (designed by sponsor, printed by CSE).

## Marketing opportunities:

- Social Media – Your logo will be on the FB page, Instagram, snapchat of the show
- 2x posts on all official social media pages of event (FB, Instagram, snapchat) (content provided by sponsor)
- Sponsors link and logo on the official CSE website.

**SPONSORSHIP INVESTMENT: 160,000 DHS  
44,000 USD**



# BRANDED DYNO AREA SPONSORSHIP PACKAGE (B)

## Branding options (Outdoor part):

- Branded Flags x 4 (Branding materials to be provided by Sponsor)

## Branding options (indoor part):

- 36 sqm bare space stand (location subject to availability)
- Logo on stage backdrop/sidewall
- Sponsor logo on visitor information flyer
- 1x rollup banner at each exhibition hall (designed by sponsor, print by CSE)
- Sponsors name mentioned during awards ceremony

## Marketing opportunities:

- Social Media – Your logo will be on the FB page, Instagram, snapchat of the show
- 1x posts on all official social media pages of event (FB, Instagram, snapchat) (content provided by sponsor)
- Sponsors link and logo on the official CSE website.

**SPONSORSHIP INVESTMENT:** **80,000 DHS**  
**22,000 USD**



# CUSTOM CARS COMPETITION SPONSORSHIP PACKAGE: EXCLUSIVE

- Bare space 200 sqm (prime location subject to availability)
- 2x hanging banner inside the exhibition hall (H x 2m W x 6m) (designed by sponsor, printed by CSE) at the section of the show as per your choice: (Car section, Custom Car section, Bikes section, RV section)
- Logo on certificates.
- Logo on T-Shirts for competitors
- Logo on stage backdrop and screens during awards ceremony
- Sponsor logo on visitor information flyer
- 4x roll ups at each exhibition hall (designed by sponsor, print by CSE)
- Space for up to 6 roll ups / flags at the custom cars competition area
- Sponsors name mentioned during awards ceremony

## OPTIONAL & to be provided by sponsor:

- Opportunity to provide sponsor branded giveaway at the custom cars competition area
- To install 3x branded floor stickers leading to competition area (designed by sponsor, printed by CSE)

## Marketing opportunities:

- Social Media – Your logo will be on the FB page, Instagram, snapchat of the show
- 2x posts on all official social media pages of event ( FB, Instagram, snapchat) (content provided by sponsor)
- Sponsors link and logo on the official CSE website.
- Email newsletter mentioning our cooperation
- Quote from sponsor's senior management to be placed during pre-event press release.
- Press Releases - 1 press releases prior to the event mentioning your presence with us

**SPONSORSHIP INVESTMENT: 525,000 DHS  
143,000 USD**



# ENGINES BATTLE KING OF MECHANIC SPONSORSHIP

- Exhibition bare space 72 sqm (location subject to availability)
- Logo on stage backdrop/sidewall and screens during awards ceremony
- 1x roll up at each exhibition hall (designed by sponsor, print by CSE)
- Sponsor logo on visitor information flyer.
- Space for up to 2 roll ups / flags at the custom cars competition area

## Marketing opportunities:

- 1x post on all official social media pages of event (FB, Instagram, snapchat) (content provided by sponsor)
- Social Media – Your logo will be on the FB page, Instagram, snapchat of the show
- Sponsors link and logo on the official CSE website.

**SPONSORSHIP INVESTMENT:**

**200,000 DHS  
55,000 USD**



# **CUSTOM CARS / BIKES CATEGORY SPONSORSHIP PACKAGE**

- Exhibition bare space 16 / 36 / 72 sqm (location subject to availability)
- Logo on stage backdrop/sidewall
- Sponsor logo on visitor information flyer.
- 1x roll up at each exhibition hall (designed by sponsor, print by CSE)

## **Marketing opportunities:**

- 1x post on all official social media pages of event (FB, Instagram, snapchat) (content provided by sponsor)
- Social Media – Your logo will be on the FB page, Instagram, snapchat of the show
- Sponsors link and logo on the official CSE website.

## **SPONSORSHIP INVESTMENT:**

**40,000 DHS**

**11,000 USD**

**60,000 DHS**

**16,500 USD**

**105,000 DHS**

**29,000 USD**



# **CUSTOM BIKES COMPETITION**

## **SPONSORSHIP PACKAGE: EXCLUSIVE**

- Exhibition bare space 200 sqm. (location subject to availability)
- 3x hanging banner inside the exhibition hall (H x 2m W x 6m) (designed by sponsor, printed by CSE) at the section of the show as per your choice: (Car section, Custom Car section, Bikes section, RV section)
- Logo on certificates
- Logo on T-Shirts for competitors
- Logo on stage backdrop and screens during awards ceremony
- Sponsor logo on visitor information flyer
- 4x roll ups at each exhibition hall (designed by sponsor, print by CSE)
- Space for up to 6 roll ups / flags at the custom bikes competition area
- Sponsors name mentioned during awards ceremony

### **OPTIONAL & to be provided by sponsor:**

- Opportunity to provide sponsor branded giveaway at the custom bikes competition area
- To install 4x branded floor stickers leading to competition area (designed by sponsor, printed by CSE)

### **Marketing opportunities:**

- Social Media – Your logo will be on the FB page, Instagram, snapchat of the show
- 4x posts on all official social media pages of event ( FB, Instagram, snapchat) (content provided by sponsor)
- Sponsors link and logo on the official CSE website.
- Email newsletter mentioning our cooperation
- Quote from sponsor's senior management to be placed during pre-event press release.
- Press Releases - 1 press releases prior to the event mentioning your presence with us

**SPONSORSHIP INVESTMENT: 525,000 DHS**  
**143,000 USD**



**BIKER BUILD OFF (UNIVERSITY CATEGORY LEVEL B)**  
**COMPETITION SPONSORSHIP: EXCLUSIVE**

- Exhibition bare space 72 sqm. (location subject to availability)
- Logo on stage backdrop/side wall
- Sponsor logo on visitor information flyer
- 2x roll ups at the exhibition entrance hall (designed by sponsor, print by CSE)
- Space for up to 4 roll ups / flags at the custom Bikes competition area
- Sponsors name mentioned during awards ceremony  
**(OPTIONAL & to be provided by sponsor)**
- Opportunity to provide sponsor branded giveaway at the custom bikes competition area

**Marketing opportunities:**

- Social Media – Your logo will be on the FB page, Instagram, snapchat of the show
- 2x posts on all official social media pages of event (FB, Instagram, snapchat)  
(content provided by sponsor)
- Sponsors link and logo on the official CSE website.

**SPONSORSHIP INVESTMENT: 140,000 DHS**  
**38000 USD**





# **BIKER BUILD OFF [PRO LEVEL A] COMPETITION SPONSORSHIP: EXCLUSIVE**

- Exhibition bare space 72 sqm. (location subject to availability)
- Logo on stage backdrop/side wall
- Sponsor logo on visitor information flyer
- 2x roll ups at the exhibition entrance hall (designed by sponsor, print by CSE)
- Space for up to 4 roll ups / flags at the custom Bikes competition area
- Sponsors name mentioned during awards ceremony

## **(OPTIONAL & to be provided by sponsor)**

- Opportunity to provide sponsor branded giveaway at the custom bikes competition area

## **Marketing opportunities:**

- Social Media – Your logo will be on the FB page, Instagram, snapchat of the show
- 2x posts on all official social media pages of event (FB, Instagram, snapchat)  
(content provided by sponsor)
- Sponsors link and logo on the official CSE website.

**SPONSORSHIP INVESTMENT:**

**140,000 DHS  
38000 USD**



## KIDS GARAGE

### SPONSORSHIP: **EXCLUSIVE (A)**

- Exhibition bare space 72 sqm. (location subject to availability)
- Sponsor Logo on stage backdrop and screens during awards ceremony
- Sponsor logo on visitor information flyer
- Sponsor logo on Kids Garage Gate Arch
- 1x roll ups at the entrance of each exhibition hall (designed by sponsor, print by CSE)
- Space for up to 2 roll ups / flags at the Kids Garage Gate Entrance
- Sponsors name mentioned during awards ceremony

### **OPTIONAL & to be provided by sponsor:**

- Opportunity to provide sponsor branded giveaway at kids garage
- Opportunity to bring a branded mascot to interact with the visitors (permit needed)
- Opportunity to install three branded floor stickers leading to kids garage

### **Marketing opportunities:**

- Social Media – Your logo will be on the FB page, Instagram, snapchat of the show
- 4x posts on all official social media pages of event ( FB, Instagram, snapchat) (content provided by sponsor)
- Sponsors link and logo on the official CSE website.

**SPONSORSHIP INVESTMENT:**

**230,000 DHS**  
**63,000 USD**

## KIDS GARAGE

### SPONSORSHIP: **EXCLUSIVE (B)**

- Exhibition bare space 36 sqm. (location subject to availability)
- Sponsor Logo on stage backdrop ceremony
- Sponsor logo on Kids Garage Gate Arch
- Space for up to 2 roll ups / flags at the Kids Garage Gate Entrance
- Sponsors name mentioned during awards ceremony
- (OPTIONAL & to be provided by sponsor)
- Opportunity to provide sponsor branded giveaway at kids garage
- Opportunity to bring a branded mascot to interact with the visitors

### **Marketing opportunities:**

- Social Media – Your logo will be on the FB page, Instagram, snapchat of the show
- 2x posts on all official social media pages of event ( FB, Instagram, snapchat) (content provided by sponsor)
- Sponsors link and logo on the official CSE website.

**SPONSORSHIP INVESTMENT:**

**100,000 DHS**  
**28,000 USD**





Custom Show



# PLATINUM SPONSORSHIP:

## Pre-Event:

- Sponsors link and logo on the official website recognized as Platinum
- 12x posts on all official social media pages of the event (content provided by sponsor)
- 1x quote from sponsors senior management to be placed in 3 event press releases
- 1x senior management executive invited as head table speaker during pre-event press conference
- Sponsors logo in 6 e-newsletters (three every month)
- Sponsors logo on 3x color newspapers color ads (as per media plan)

## At the Event:

- Sponsors senior executive to be part of exhibition ribbon cutting VIP entourage.
- Exhibition bare space of 500 sqm for the sponsor to promote their products/services
- Logo on T-Shirts for competitors
- Logo on stage backdrop/side wall.
- Logo on screens during awards ceremony.
- Sponsor logo on visitor information flyer
- 10x hanging banner (H x 2m W x 6m) (designed by sponsor, printed by CSE) at the section of the show as per your choice:  
(Car section, Custom Car section, Bikes section, RV section)
- Logo of sponsor during pre-event press conference to be placed on backdrop
- Sponsors logo/corporate video to be displayed on multiple venue LED screens
- Sponsors logo on visitor's registration desks branding
- Sponsors logo on visitors' tickets
- 10x Sponsors flags at drift arena/outdoor activities area (multiple)
- To install 20x branded floor stickers around the exhibition  
(designed by sponsor, printed by CSE)
- Sponsors logo on exhibition/activities map
- Logo on participants certificates

## OPTIONAL & to be provided by sponsor:

- Opportunity to provide sponsor branded giveaway at the custom cars / bikes competition area

## Post Event:

- 1x quote from sponsors senior management to be placed in post event press release
- Sponsors independent e-newsletter sent to entire visitors database  
(content by sponsor)

## SPONSORSHIP INVESTMENT:

**1,500,000 DHS**  
**408,000 USD**



## **GOLD SPONSORSHIP:**

### **Pre-Event:**

- Sponsors link and logo on the official website recognized as Gold Sponsor
- 10x posts on all official social media pages of the event (content provided by sponsor)
- 1x quote from sponsors senior management to be placed in 2 event press releases
- 1x senior management executive invited as head table speaker during pre-event press con
- Sponsors logo in 3 e-newsletters (one every month)
- Sponsors logo on 2x color newspapers color ads (as per media plan)

### **At the Event:**

- Sponsors senior executive to be part of exhibition ribbon cutting VIP entourage
- Exhibition bare space of 300 sqm for the sponsor to promote their products/services
- Sponsors logo/corporate video to be displayed on multiple venue LED screens
- 8x hanging banner (H x 2m W x 6m) (designed by sponsor, printed by CSE) at the section of the show as per your choice:  
(Car section, Custom Car section, Bikes section, RV section)
- To install 15x branded floor stickers around the exhibition (designed by sponsor, printed by CSE)  
(Car section, Custom Car section, Bikes section, RV section)
- Logo on T-Shirts for competitors
- Logo on stage backdrop/side wall.
- Logo on screens during awards ceremony.
- Sponsor logo on visitor information flyer
- Logo of sponsor during pre-event press conference to be placed on backdrop
- Sponsors logo on visitor's registration desks branding
- Sponsors logo on visitors' tickets
- Sponsors logo on exhibition/activities map
- Logo on participants certificates

### **OPTIONAL & to be provided by sponsor:**

- Opportunity to provide sponsor branded giveaway at the custom cars / bikes competition area

### **Post Event:**

- 1x quote from sponsors senior management to be placed in post event press release
- Sponsors independent e-newsletter sent to entire visitors database (content by sponsor)

### **SPONSORSHIP INVESTMENT:**

**1,100,000 DHS**

**300,000 USD**



# SILVER SPONSORSHIP:

## Pre-Event:

- Sponsors link and logo on the official website recognized as Silver Sponsor
- 8x posts on all official social media pages of the event (content provided by sponsor)
- 1x quote from sponsors senior management to be placed in 1 event press release
- Sponsors logo in 1 e-newsletter

## At the Event:

- Sponsors senior executive to be part of exhibition ribbon cutting VIP entourage
- Exhibition bare space of 240 sqm for the sponsor to promote their products/services
- Sponsors logo/corporate video to be displayed on multiple venue LED screens
- 6x hanging banner inside the exhibition hall (H x 2m W x 6m) (designed by sponsor, printed by CSE) (Car section, Custom Car section, Bikes section, RV section)
- To install 10x branded floor stickers around the exhibition (designed by sponsor, printed by CSE) (Car section, Custom Car section, Bikes section, RV section)
- Logo on T-Shirts for competitors
- Logo on stage backdrop/side wall.
- Logo on screens during awards ceremony.
- Sponsor logo on visitor information flyer
- Logo of sponsor during pre-event press conference to be placed on backdrop
- Sponsors logo on visitor's registration desks branding
- Sponsors logo on visitors' tickets
- Sponsors logo on exhibition/activities map
- Logo on participants certificates

## OPTIONAL & To Be Provided by Sponsor:

- Opportunity to provide sponsor branded giveaway at the custom cars / bikes competition area

## Post Event:

- 1x quote from sponsors senior management to be placed in post event press release
- Sponsors independent e-newsletter sent to entire visitors database (content by sponsor)

**SPONSORSHIP INVESTMENT:**

**950,000 DHS**  
**255,000 USD**



## **BRONZE SPONSORSHIP:**

### **Pre-Event:**

- Sponsors link and logo on the official website recognized as Bronze Sponsor
- 6x posts on all official social media pages of the event (content provided by sponsor)
- 1x quote from sponsors senior management to be placed in 1 event press release
- Sponsors logo in 1 e-newsletters

### **At the Event:**

- Sponsors senior executive to be part of exhibition ribbon cutting VIP entourage
- Exhibition bare space of 180 sqm for the sponsor to promote their products/services
- Sponsors logo/corporate video to be displayed on multiple venue LED screens
- To install 10x branded floor stickers around the exhibition (designed by sponsor, printed by CSE)
- 4x hanging banner inside the exhibition hall (H x 2m W x 6m) (designed by sponsor, printed by CSE) at the section of the show as per your choice: (Car section, Custom Car section, Bikes section, RV section)
- Logo on T-Shirts for competitors
- Logo on stage backdrop/side wall.
- Logo on screens during awards ceremony.
- Sponsor logo on visitor information flyer
- Logo of sponsor during pre-event press conference to be placed on backdrop
- Sponsors logo on visitor's registration desks branding
- Sponsors logo on visitors' tickets
- Sponsors logo on exhibition/activities map

### **OPTIONAL & to be provided by sponsor:**

- Opportunity to provide sponsor branded giveaway at the custom cars / bikes competition area

### **Post Event:**

- 1x quote from Sponsor's senior management to be placed in post event press release.
- Sponsor's independent e-newsletter sent to entire visitors' database (content by sponsor).

### **SPONSORSHIP INVESTMENT:**

**690,000 DHS**  
**188,000 USD**





CUSTOM SHOW  
EMIRATES

# CUSTOM SHOW

EMIRATES

25-26-27 MARCH 2022





# SPONSOR GUIDE



Hanging Banner



REGISTRATION DESKS



Registration Desks

Flag

SPONSOR'S LOGO SPONSOR'S LOGO SPONSOR'S LOGO SPONSOR'S LOGO SPONSOR'S LOGO

SPONSOR'S LOGO SPONSOR'S LOGO SPONSOR'S LOGO SPONSOR'S LOGO SPONSOR'S LOGO



**IF SPONSOR WILL DECIDE TO HAVE SAME  
PACKAGE NEXT YEAR WILL  
GET 20% DISCOUNT.**

**25-27  
MARCH  
2022**



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