



**MIDDLE EAST
LIGHTING EXPO**



**TOMORROW'S
TECHNOLOGY**

5

**TH International Exhibition for LED Technology,
Modern Lighting Systems , Decorative Lighting
Solar Lighting and Electronic Components**

from

11

MAY 2023

to

13

**Cairo International
Conference Center
(CICC)**

www.lightingexpo-eg.com
www.ledmiddleeast-expo.com



WHY EGYPT?

- Egypt has the largest population in the Middle East. The Country provides an excellent platform of labor resources in the region.
- It is the sensible investment choice considering its relatively low-cost labor, favorable operating premise, and Potentially high consumption market Egypt presents a huge commercial opportunity across a broad range of sectors. egypt has now entered a new positive phase economic activities have revived, demand for all types of goods and services is growing fast.
- These factors combine to creat opportunities for trade and investments on an unprecedented scale and egypt is now recognized as one of the hottest investment sopt's in the world that is targeted by international investors as promising market with a potential growth yet to be seen.

Why Participate?

- Establish one to one connection with potential buyers and target audience. Increase your sales with minimum time and budget.
- Establish new business connections to strengthen your existing business contacts Promote your new products related to your receivers to increase brand awareness and value.
- Forefront in the market stands out a step increased competition varying in the market structure.
- Operating in the industry to strengthen your connections with companies and individuals.
- To follow the latest industrial developments of technologies, products and applications You must participate the 5th International Middle East Lighting Expo 2023 In Egypt.

Why is "Middle East Lighting Expo" Important?

- The International MIDDLE EAST LIGHTING EXPO has importance that increases every day since
- The products that recently receives the greatest attention worldwide and whose market grows at a rapid pace are LED, Solar Lighting and LED products,
- LED products and semi-finished are an indispensable part of any type of technology manufacture.
- An important change that may be considered a revolution in the field of lighting has occurred with LED lighting products.
- LED lighting products constitute one of the most significant parts of the energy saving operations conducted in response to the energy shortage that is on the rise in the world.
- The market grows extra ordinarily due to the requirement of use of LED lighting outdoors in EGYPT
- The interest in LED lighting products increases every day due to the variety of their use, several color and lighting alternatives, and their being healthful.





The Venue

- Middle East Lighting Expo will take place at the luxurious venue Cairo International Convention and Exhibition Center, the ground-breaking venue for trade related events, seminars, conferences and exhibitions.
- The venue is located 10 minutes away from the Cairo International Airport, and 15 minutes away from downtown and the touristic locations.
- The center is fully equipped with all the modern facilities including air-conditioning, seminar rooms, conference halls, restaurants, huge car parking, floor load up to 1000 gm/ m2,

Why Middle East Lighting EXPO ?

- Middle East Lighting Expo responds correctly to the industry's needs.
- Expectations and demands of visitors participating organizations are made.
- Participants have contributed to ideas thoughts and suggestions. Giving importance to participants all concerns for the exhibition.
- Providing direction also when it is not exhibition to establish trade links with business development Middle East Lighting Expo participants,
- Middle East Lighting Expo customers not only the participants, it is to see them as a partner. By visiting all the exhibitions in the World, developments are being followed up to date Products are brought together with buyers and users are determined by the needs and expectations in what direction are it done with proper planning.

Exhibition ID

COUNTRY	EGYPT
CITY	CAIRO
VENU	CICC
DATE	11 - 13 MAY 2023
FREQUENCY	ANNUAL
HOW MANY TIMES	5 th
EXHIBITS / MAIN SECTORS	LED, LIGHTING & INTERIOR ELECTRIC INSTALLATION, SOLAR LIGHTING AND ELECTRONIC COMPONENTS
TOTAL AREA OF EXHIBITION	10000 SQM (GROSS) 6000SQM (NET)

Exhibitors' Profile



LED Lighting & Applications

- Interior Lighting
- Office Lighting
- Residential LED Lighting
- Retail Lighting
- Stage Lighting
- Entertainment Venue Lighting
- Industrial Lighting
- Exterior Lighting
- Building Lighting
- Decorative Landscape
- Garden Lighting
- Street Lighting
- Tunnel Lighting
- Commercial Lighting
- Architectural Lighting
- Underwater & Fountain Lighting
- Floor Lighting
- Automotive Lighting

LED Lighting Products

- LED Bulbs
- LED Ceiling Lights

- LED Tubes, Fluorescent
- LED Flat Panels
- LED Down Lights
- LED Spot Lights
- LED Track Lighting
- LED Lighting Fixtures
- LED Street Lights
- LED Bollard Lights
- Solar LED Lights
- LED Wall Washers
- LED Bars
- LED Strips
- LED Rope Lights
- LED Flood Lights
- LED Garden Lights
- LED Underwater Lights
- LED Underground Lamps

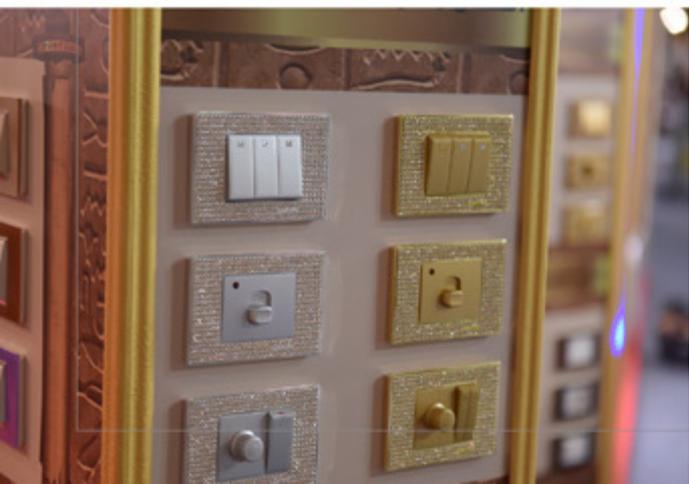
LED Decorative Lighting

- Chandeliers
- Appliques
- Floor and Table Lamps
- Stretch Ceiling Lighting

- New Year & Christmas Lights
- City Arch Lighting
- Artificial Sky & Window Panels
- LED Products
- LED Indicator Lamps
- LED Emergency Lights
- LED Traffic Lights
- LED Automotive Lamps
- LED Backlights
- LED Reading Lights
- LED Headlamps
- LED Flashlights
- LED Solar Lanterns
- LED Focus Lamps

LED Screen, Signage & Displays

- LED Video Walls
 - LED Screens
 - LED Signs & Displays
 - LED Moving Signs
 - Numeric & Alphanumeric Displays
- LED Driver & Power Supply
LEDs





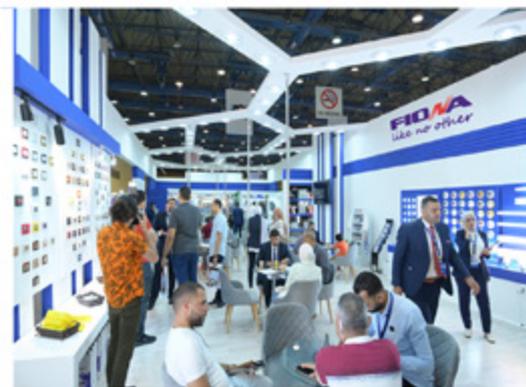
- AMOLEDs
- LED Manufacturing Equipment
- Machinery & Allied Products
- Mounting Machines
- MOCVD
- Soldering Machines
- Inspection/Measuring/Repair
- LED Components
- Accessories & Rawmaterials
- Circuit Boards
- MCPCBs
- LED Wafer/Chips
- Lenses/Optics
- LED Encapsulation Material
- LED Modules
- PCB Reflectors
- Diffusers
- LED Driver and Power Supply LEDs**
- High Power LEDs
- SMD LEDs
- COB LEDs
- DIP LEDs
- Liquid LEDs
- OLEDs

- Heat Sink/Thermal Management
- Wires & Cables
- Lighting Automation
- Lighting Control Systems
- Computers/Servers
- PLC
- PC Software
- Mobile Software
- DMX Controllers
- Control Panels, Screens
- Sensors, Detectors
- Timers
- Switches
- Dimmers
- Smart Receptacles
- Plug-In Modules
- Network Protocol Converters
- Access Points
- Routers
- Controllers
- Power Distribution Units
- Relay Panels
- Accessories

- Lighting & Electricity Substructure
- Materials & Equipment
- Cables
- Cable Ducts, Cable Laying
- Distribution Systems
- Installation Materials & Equipment
- Isolation Materials & Equipment
- Wall Boxes, Junction Box
- Electric Terminals
- Installation Tubes
- Safety Fuses, Circuit Breakers
- Interrupters
- Electricity Meters
- Wall Frames & Accessories
- Switches
- Receptacles
- Plugs
- Uninterruptible Power Supplies
- Power Factor Correction
- Components & Systems
- Electric Generators
- Lightning Protection
- Grounding Systems
- Power and Energy Meters

Visitors' Profile

- LED Companies, Distributors, Dealers
- Highways Companies
- Electric/ Electronic Companies
- Airport Ground Service Companies
- Industrial Automation Companies
- Transport Companies
- Automotive Sector
- Factories
- Signpost Manufacturer
- Banks
- White Goods Manufacturer
- Hospitals
- Electronic Goods Manufacturer
- Medical Electronic Manufacturer
- Architecturals, Engineers
- Tourism Industry
- Interior Architect, Decorators
- Amusement Parks
- Building Automotion Companies
- Aqua Parks
- Landscape Architect
- Discos, Night Clubs
- Furniture Companies
- Restaurants, Cafes, Pubs
- Interior, Exterior Decoration Companies
- Hotels
- Cooperatives, Contractors
- Museums, Theaters, Cinemas
- Building Sector
- Congress-Exhibition Centers
- Contractors
- Business Center
- Organization Companies
- Shopping Malls
- Sound, Light, Image Systems Companies
- Chain Stores
- Advertising Companies, Cast Agencies
- Jewelleries
- Security Companies
- Stadium, Sport Complex
- Firefighting Companies
- Educational Institutions, Universities
- Emergency, Rescue Companies
- Organized Industrial Zones
- Minicipalities
- Relevant Institutaion, Associations
- Governmental Offices



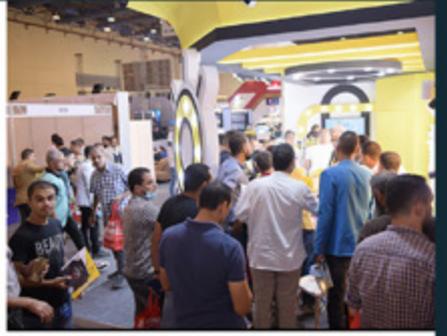
Exhibition photo album 2021



Exhibition photo album 2019



Exhibition photo album 2018



Exhibition photo album 2017



Exhibition Fact Sheet (2021)

Exhibitors rating for the organization of the event



Exhibitors rating for the success of the event in terms of business deals



Exhibitors intention to participate in the next edition



Show Report (2021)

Exhibition Area 5000m²
 Number of Exhibitors 75 Companies
 Number of Brands 150 Brand

Total Number of Visitors



Local Visitors 4500
 Arab & African Visitors 3000
 Foreign Visitors 1500

TURKEY - CHINA - INDIA - TAIWAN - KAS - YAMAN - JORDAN



9000
 Visitors in 3 Days 2021

Expectation Visitors for 2023
12500

Means of Promotion



Direct Mailing

- Mailing of 50000 to the visitors database in and outside Egypt
- Mailing of 35000 invitations to the exhibitors database via the exhibiting companies



Magazines Advertising

International lighting
Magazines and Directories



Online Advertising & Registration

- Online registration facility for visitors via the show official web-site, the Facebook official Page, LinkedIn, Twitter and YouTube Channel



Outdoor Advertising

Several Locations One Month Before
The Show at a Very Prime Location
on Several Places in Cairo.



Direct VIP Invitations

150000 Invitation



Radio Commercials

(50) Commercials' Spots On
Nogoum FM Radio Masr channels
prime times along 5 days
prior & during The Show



VISITORS PROMOTION CAMPAIGN



ITE is creating a modern marketing plan for the exhibition

Middle East Lighting Expo 2023 will be promoted to trade visitors throughout the region including: Egypt, Bahrain, Iraq, Jordan, Kuwait, Oman, Qatar, Saudi Arabia, turkey, United Arab Emirates, Algeria, libya, Tunisia, Taiwan, china, kenya, Ruanda, South Africa, Nigeria, through the following means:

Media Campaigns

A dedicated international and regional marketing campaign using the key industry publications, street signage, targeted visitor mail outs, newsletters, website and press-conferences will be launched to advertise the event.

Radio Advertising

Strategic spots at select local stations Will serve as an extra reminder for visitor audiences to get involved with **Middle East lighting Expo**

Social Media

From daily show updates to sponsored posts news via social media outlets will reach out to target Visitors across all essential channels, reminding them of all that is new.

Outdoor Promotion

We will also ensure that **Middle East lighting Expo** receives maximum exposure through outdoor campaigns including billboard displays in selected locations to ensure that visitors get every incentive to attend the event.

Online Presence

Middle East lighting Expo will be given added value through an online presence with promotions through the website, digital online communities, email shots and digital advertisements to ensure that audiences have every opportunity to attend the event

Press Releases

Ensuring that key journalists are kept fully informed with this year's content, features and attractions at **Middle East lighting Expo** and making the news through a locally held press conference and schedule of press releases so as to keep the event in the mind of audiences and increase the show's visibility and awareness through announcements and updates.

Invitations

Send more than 30000 invitation for the interested visitors in the field of the exhibitions (dealers – distributors and so on.....) Invitations to be delivered personally to businessmen, specialists and managers in charge to visit the exhibition Over 50000 invitations to be mailed through the post offices to target audience (hotels managers, hospitals malls factories governmental and others).

Booths Offers



- First of all, I would like to introduce our company ITE as an Egyptian specialist in the field of organizing international fairs.
- We have more than 9 years of experience in the Egyptian market As a promotional Egyptian specialized company in the field of organizing International fairs .
- ITE has the honor to offer you the official Sponsorship offer of our event "LED MIDDLE East Lighting EXPO 2023 "The 5th International Exhibition For LED Technology, Modern Lighting Systems and Electronic Components" which is one of the highest level exhibitions, largest number of participants and highest amount of transactions in Egypt.
- It will be held at CICC during the period from 11 –13 May 2023

Furniture Booth

Price per square meter

including the following:

**(2 chairs - 1 table - basket - lighting - Stand-
electrical socket - carpet)**



Booth (space only)

Price per square meter

including the following:

(Empty space - electrical source)



Main Sponsor

Including (free space)
(42 m²)

- 1- Putting the company's logo on all publications of the exhibition (brochure - tape Cards- exhibition bags for participants - outer cover of the exhibition magazine)
- 2- Printing 5000 (five thousand) luxury gift bags with the sponsor's own logo.
- 3- Opening of the exhibition with the guest of honor from the ministers and eminent personalities
- 4- Allocating a distinctive advertising space on the cover of the exhibition Catalogue (10,000 copies) luxurious (6 color pages + internal catalog ruler)-(6Design on sponsor).
- 5- Hosting the live broadcast of the exhibition.
- 6- Printing the logo and company name on the staircase ads to the exhibition hall.
A distinctive space in the exhibition (42 m²) - not equipped.
- 7- Placing the company's logo on all social media advertisements and the exhibition's website.
- 8- Placing the company's logo on all external advertisements and corridors of the exhibition halls.
- 9- Allocating an advertising space on the exhibition's website until the next session.
- 10- The opportunity to display a promotional video about the company and its products on the main exhibition screen for a period of time 30 seconds to 45 seconds.
- 11- Allocating an advertising space on the outer gate of the exhibition with an area of 2 * 6 m².
- 12- Allocating an advertising space on the main registration counter of the exhibition.
- 13- Allocating an advertising space with 4 special advertising banners in the name of the company hanging from the ceiling of the exhibition.
- 14-Conducting a television interview recorded and transmitted live on one of the satellite channels.
- 15- Participation in honoring the sponsors and participants and giving souvenirs (Exhibition shield).
- 16- Allocating an advertising space (8 light box) for the sponsor in the car parks.
- 17- Printing 10 banners (flags) in the name of the sponsor company and its logo.
- 18- Natural flower bouquets with chocolate and light snacks when opening the first day.
- 19- Putting the company's name and logo on the backdrop wall.
- 20- The sponsor was granted a number of (4) tickets on a Nile cruise to Luxor for a period of three days.
- 21- Honoring the shepherd by giving him very valuable souvenirs from Khan El Khalili.
- 22- A trip to the plateau (Saqqara) at the invitation of an oriental food in one of the luxurious restaurants

Diamond Sponsor

Including (free space)
(36 m²)

- 1- Putting the company's logo on all publications of the exhibition (brochure - tape Cards- exhibition bags for participants - outer cover of the exhibition magazine)
- 2- Printing 3000 (three thousands) luxury gift bags with the sponsor's own logo.
- 3- Opening of the exhibition with the guest of honor from the ministers and eminent personalities
- 4- Allocating a distinctive advertising space on the cover of the exhibition catalogue (10,000 copies) luxurious (6 color page).
- 5- Hosting the live broadcast of the exhibition.
- 6- Printing the logo and company name on the staircase ads to the exhibition hall.
A distinctive space in the exhibition (36 m²) - not equipped.
- 7- Placing the company's logo on all social media advertisements and the exhibition's website.
- 8- Placing the company's logo on all external advertisements and corridors of the exhibition halls.
- 9- Allocating an advertising space on the exhibition's website for a period of (9 months)
- 10- The opportunity to display a promotional video about the company and its products on the main exhibition screen for a period of time 30 seconds to 45 seconds.
- 11- Allocating an advertising space on the outer gate of the exhibition with an area of 2 * 4 m².
- 12- Allocating an advertising space on the main registration counter of the exhibition.
- 13- Allocating an advertising space with 5 special advertising banners in the name of the company hanging from the ceiling of the exhibition.
- 14- Conducting a television interview recorded and transmitted live on one of the satellite channels.
- 15- Participation in honoring the sponsors and participants and giving souvenir.
- 16- Allocating an advertising space (5 light box) for the sponsor in the car parks.
- 17- Printing 8 banners (flags) in the name of the sponsor company and its logo.
- 18- Natural flower bouquets with chocolate and light snacks when opening the first day.
- 19- Putting the company's name and logo on the backdrop wall.
- 20- The sponsor was granted a number of (3) tickets on a Nile cruise to Luxor for a period of three days.
- 21- Honoring the shepherd by giving him very valuable souvenirs from Khan El Khalili.
- 22- A trip to the plat eau (Saqqara) at the invitation of an oriental food in one of the luxurious restaurants
- 23- Grant the sponsor a luxurious shield from the organizer

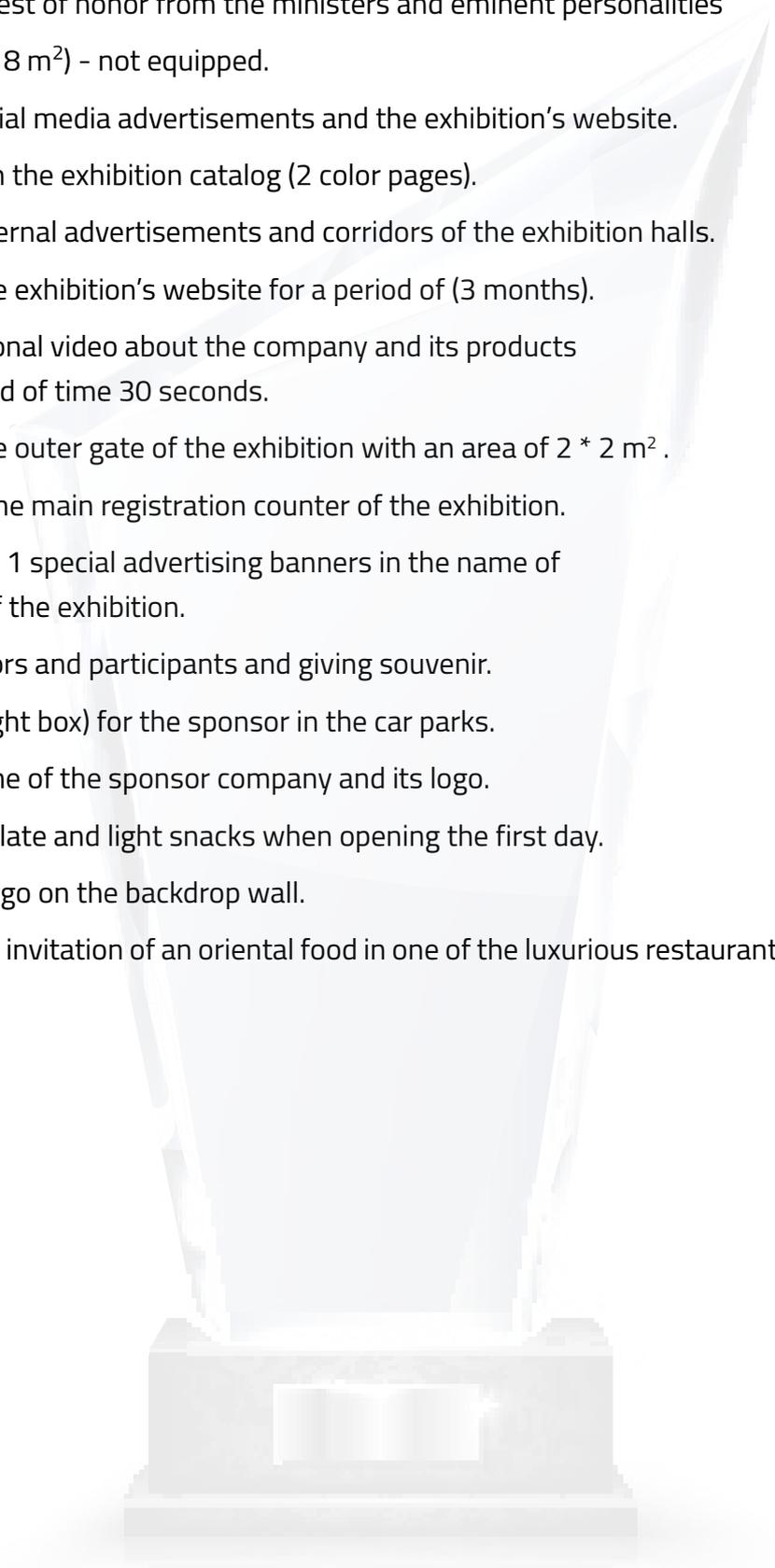
Platinum Sponsor

Including (free space)
(24 m²)

- 1- Putting the company's logo on all publications of the exhibition (brochure - tape Cards- exhibition bags for participants - outer cover of the exhibition magazine)
- 2- Printing 1000 (one thousand) luxury gift bags with the sponsor's own logo.
- 3- Opening of the exhibition with the guest of honor from the ministers and eminent personalities
- 4-Allocating a distinctive advertising space within the exhibition catalog (4 color pages) (10,000 copies) luxury (page design by sponsor)
- 5- Hosting the live broadcast of the exhibition.
- 6- Printing the logo and company name on the staircase ads to the exhibition hall.
- 7- A distinctive space in the exhibition (24 m2) - not equipped.
- 8- Placing the company's logo on all social media advertisements and the exhibition's website.
- 9- Placing the company's logo on all external advertisements and corridors of the exhibition halls.
- 10- Allocating an advertising space on the exhibition's website for a period of (6 months)
- 11- The opportunity to display a promotional video about the company and its products on the main exhibition screen for a period of time 30 seconds to 45 seconds.
- 12- Allocating an advertising space on the outer gate of the exhibition with an area of 2 * 2 m² .
- 13- Allocating an advertising space on the main registration counter of the exhibition.
- 14- Allocating an advertising space with 3 special advertising banners in the name of the company hanging from the ceiling of the exhibition.
- 15-Conducting a television interview recorded and transmitted live on one of the satellite channels.
- 16- Participation in honoring the sponsors and participants and giving souvenir.
- 17- Allocating an advertising space (3 light box) for the sponsor in the car parks.
- 18- Printing 5 banners (flags) in the name of the sponsor company and its logo.
- 19- Natural flower bouquets with chocolate and light snacks when opening the first day.
- 20- Putting the company's name and logo on the backdrop wall.
- 21- The sponsor was granted a number of (3) tickets on a Nile cruise to Luxor for a period of three days.
- 22- Honoring the shepherd by giving him very valuable souvenirs from Khan El Khalili.
- 23- A trip to the plateau (Saqqara) at the invitation of an oriental food in one of the luxurious restaurants .

Golden Sponsor

Including (free space)
(18 m²)

- 1- Putting the company's logo inside the exhibition catalog .
 - 2- Opening of the exhibition with the guest of honor from the ministers and eminent personalities
 - 3- A distinctive space in the exhibition (18 m²) - not equipped.
 - 4- Placing the company's logo on all social media advertisements and the exhibition's website.
 - 5- Allocating an advertising space within the exhibition catalog (2 color pages).
 - 6- Placing the company's logo on all external advertisements and corridors of the exhibition halls.
 - 7- Allocating an advertising space on the exhibition's website for a period of (3 months).
 - 8- The opportunity to display a promotional video about the company and its products on the main exhibition screen for a period of time 30 seconds.
 - 9- Allocating an advertising space on the outer gate of the exhibition with an area of 2 * 2 m² .
 - 10- Allocating an advertising space on the main registration counter of the exhibition.
 - 11- Allocating an advertising space with 1 special advertising banners in the name of the company hanging from the ceiling of the exhibition.
 - 12- Participation in honoring the sponsors and participants and giving souvenir.
 - 13- Allocating an advertising space (1 light box) for the sponsor in the car parks.
 - 14- Printing 3 banners (flags) in the name of the sponsor company and its logo.
 - 15- Natural flower bouquets with chocolate and light snacks when opening the first day.
 - 16- Putting the company's name and logo on the backdrop wall.
 - 17- A trip to the plateau (Saqqara) at the invitation of an oriental food in one of the luxurious restaurants .
- 

Silver Sponsor

Including (free space)
(12 m²)

- 1- Putting the company's logo inside the exhibition catalog .
- 2- A distinctive space in the exhibition (12 m²) equipped by the organizer.
- 3- Placing the company's logo on all social media advertisements and the exhibition's website.
- 4- Allocating advertising space within the exhibition catalogue (10,000 copies) luxury
In addition to (colored advertising page)
- 5- Putting the company's logo on some corridors of the exhibition halls.
- 6- Allocating an advertising space on the exhibition's website for the duration of the exhibition.
- 7- An opportunity to display a promotional video about the company and its products on the exhibition screen.
- 8- Allocating an advertising space on the outer gate of the exhibition with an area of 2 * 2 m² .
- 9- Allocating an advertising space with 1 special advertising banners in the name of
the company hanging from the ceiling of the exhibition.
- 10- Allocating an advertising space (1 light box) for the sponsor in the car parks.
- 11- Printing 1 banners (flags) in the name of the sponsor company and its logo.
- 12- Natural flower bouquets with chocolate and light snacks when opening the first day.
- 13- Putting the company's name and logo on the backdrop wall.
- 14- A trip to the plateau (Saqqara) at the invitation of an oriental food in one of the luxurious restaurants .
- 15- Granting the sponsor a special shield from the organizer.





MIDDLE EAST LIGHTING EXPO

Organized by



Supported by



Platinum Sponsor



Golden Sponsor



Main Sponsor



Powered by



International Agents



UK agent



KSA agent



Turkish agent



Chinese agent



Indian agent



Zahraa Nasr City NO: 3003A
first floor flat No 1 Cairo , Egypt

TEL (+2) 24 105 414
Mob (+2) 0100 164 5408
(+2) 0101 452 6699

E-mail: info@ite-eg.com
Website: www.ite-eg.com
lightingexpo-eg.com
ledmiddleeast-expo.com

