



AMBASSADE
DE LA
REPUBLIQUE ARABE D'EGYPTE
LA MISSION COMMERCIALE &
ECONOMIQUE

Paris, le 13 Décembre 2023

Ref N°362/2023

Madame, Monsieur,

J'ai le plaisir de vous inviter à visiter le Salon de SPORTS EXPO, qui se tiendra du 7 au 9 Mars 2024 au Caire en Egypte au Egypt International Exhibition Center (EIEC) sous le haut patronage du Président de la République Arabe d'Egypte, Monsieur Abdel Fatah El Sissi.

Vous trouverez en Pièce Jointe, une brochure sur l'évènement ainsi qu'un formulaire.

Je vous invite à consulter également le site : www.sportsexpo.com.eg

Afin d'organiser au mieux le déroulement de cet évènement et de faciliter les démarches, les personnes intéressées sont priées de contacter tes entités suivantes :

- L'organisateur de l'évènement Deltaconex (www.deltaconex.com)
Email : info@deltaconex.com ; hamada@deltaconex.com tel. : +20 1017 099 366
- Mission Economique de l'Ambassade d'Egypte à Paris : paris@ecs.gov.eg

La Mission Commerciale reste à votre disposition pour plus de renseignements.

Dans l'attente de vous lire prochainement, je vous prie Chère Madame, Cher Monsieur d'agréer l'expression de ma très haute considération.

Cordialement,
Sayed FOUAD

Ministre plénipotentiaire
Chef de la Mission Commerciale & Economique

Dear Minister Trade Commissioner Sayed Fouad

Head of the Commercial Office in Paris

Delta Connex for Exhibitions and Conferences held the largest sports event in Egypt **Sports Expo** - under the auspices of the Ministry of Youth and Sports and in the presence of His Excellency the Prime Minister, Dr. Mostafa Madbouly, which was held from 22–25 February 2023 at the Egypt International Exhibition Center.

Under the patronage of His Excellency the President of Egypt / Abdel Fattah El-Sisi

The exhibition was held for the first time in Egypt and the Middle East on an area of 20 thousand square meters and represents an unprecedented breakthrough in the field of sports exhibitions, as the exhibition aims to identify the latest industries, products and sports institutions as a meeting center where decision-makers and entrepreneurs in the field of sports meet, as well as encouraging exports and concluding trade agreements and trade exchange and creating new investment opportunities by identifying the needs of the market.

The exhibition and conference met with great success in its first session and many commercial agreements were signed, as well as many panel discussion sessions were held in the presence of sports figures, and the attendees and exhibitors praised this important sporting event, and looked forward to holding more sports events that benefit the sports sector in Egypt. Many sports events were held on the sidelines of the exhibition, which aim to encourage the practice of sports for all ages, spread sports awareness and maximize its role in society.

2nd edition of Sports Expo will be held on **7-9 March 2024** under the patronage and presence of

His Excellency the President of Egypt / Abdel Fattah El-Sisi

And will be cover 4 halls with an area of 40,000 m2, please find attached the Past exhibition report and the new upcoming exhibition in March 2024

We are kindly ask you to provide assistance in the following areas:

1. Inviting French sport equipment, tools and apparel producer companies to participate and visit Sports Expo March 2024

Yours sincerely,

Eng. Hazem Hamada

Hazem Hamada
Chairman of the Board of Directors



Address : 19, Mostafa Refaat ST., 3rd floor
Sheraton,Cairo,Egypt.
P.O.Box : 8114 (Nasr City 11371)
Tel-Fax : +2022692761
Tel : +2022692762

Booking Form

Please fill/print and return this form along with the payment to Delta Conex
Address: 19 Mostafa Refaat Street, Masaken Sheraton, Cairo, Egypt
info@deltaconex.com | www.deltaconex.com | Tel: + 2010 17 099 366

EXHIBITOR INFORMATION

Exhibitor Name: Stand No.:
Address:
Country: City: Postal Code:
Contact Person: Title:
Mobile: Telephone: Fax:
Email:
Website:

TYPE OF BUSINESS

- | | | |
|--|--|---|
| <input type="checkbox"/> Sports Equipment & Supplies | <input type="checkbox"/> International Sports Brands Agencies | <input type="checkbox"/> Fishing Equipment & Supplies |
| <input type="checkbox"/> Sports Field Equipment & Supplies | <input type="checkbox"/> Medical & Physical Rehabilitation Centers | <input type="checkbox"/> Youth Centers \ Clubs |
| <input type="checkbox"/> Sportswear | <input type="checkbox"/> Camping Equipment & Supplies | <input type="checkbox"/> Sports Clubs & Academies |
| <input type="checkbox"/> Nutritional Supplements | <input type="checkbox"/> Water Sports Equipment & Supplies | <input type="checkbox"/> Others |
| <input type="checkbox"/> Fitness & Gym Centers | <input type="checkbox"/> Martial Arts Equipment & Supplies | |

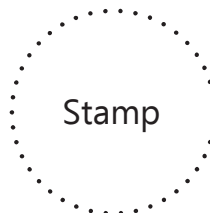
BOOTH PREFERENCES: (12 SQM MINIMUM SPACE)

Space Only	130 USD/SQM X	= USD
Space with Shellscheme	150 USD/SQM X	= USD
Space Only-Shopper	100 USD/SQM X	= USD
Space with Shellscheme- shopper	120 USD/SQM X	= USD

Payment Terms

- 25% upon signing the application
- 25% no later than 90 days prior to the exhibition
- Remaining 50% no later than 45 days prior to the exhibition
- This price doesn't include %14 VAT

Signature:



Stamp

Date:

Organized By



Sponsored By



Exhibition Guidelines

- The booked space shall be delivered to the exhibitor by the organizer according to the agreed floor plan without any damages, it shall be delivered after the end of the exhibition in the same condition and without any changes to avoid any fines.
- The maximum height of the decoration is 4 meters according to the exhibition rules.
- All space only exhibitors are required to submit full stand design drawings to the organizer as well as the building contractor's data three weeks before the exhibition to obtain approvals.
- The contractor must submit a guarantee cheque (50,000 Egyptian pounds) on the condition that it will be recovered after dismantling the decorations and handing over the space in the same condition in which it was received.
- Electricity consumption expenses are paid to the organizing company according to the announced prices three weeks before the exhibition.
- A decoration fee in the amount of (120 EGP / square meter) shall be paid to the organizer three weeks before the exhibition, the receipt will be presented before starting the decoration.
- Schell scheme standard booths are exempted from decoration fees or electricity consumption.
- Entry and exit gates for vehicles transporting decoration and goods are determined by the organizer two weeks before the exhibition.
- The Exhibitor badges and car passes are delivered one week before the exhibition, Any increases in the number of cars shall be paid the set fees by the exhibition center.
- The exhibitor is not allowed to take out goods before the end of the exhibition, goods can be entered during the exhibition days after obtaining the necessary permits from the organizer, goods entry will be one hour before or one hour after the entry of the visitors, goods are not allowed to enter while the visitors are present.
- The exhibitor is responsible for the stand decorations and all his goods against any loss or damage during the installation and dismantling of the exhibition.
- Exhibitors are requested to keep the noise levels of videos, multi-systems, and stereo-systems at an appropriate, the volume level should not interfere with normal conversations of neighboring stands.
- The exhibitor is not allowed to place obstacles in the passages that affect the movement and safety of visitors.

Exhibition Services

■ Suspension services

The drawings must be submitted to the organizer to obtain approvals and determine the price of the service according to the exhibition center regulations three weeks before the exhibition. The drawings should show the size, location, and weight of the banner to be hung.

■ Catering services

Catering services entry fees for any stand during the exhibition are collected according to the exhibition center list, which is estimated (5,000 EGP), to be paid during the preparation days.

■ Internet services

Internet services are available during the exhibition, they must be booked before the exhibition, according to the list and prices of the exhibition center.

■ Cleaning services

Daily cleaning service for space only stands is available by prior reservation with the organizer to determine the price of the service according to the area.