



**HITEX.**

SAY HI TO  
TECHNOLOGY



**SPONSORSHIP  
PACKAGE**



# THINK DIGITAL.

27 - 30<sup>TH</sup> JUNE 2022 ERBIL INTERNATIONAL FAIR

## CONNECT

WITH LOCAL AND  
INTERNATIONAL ENTERPRISES

## COMMUNICATE

WITH INTERESTED CUSTOMERS  
AND CLIENTS

## CAPTIVATE

LEADING TECH COMPANIES

**SAY HI TO  
TECHNOLOGY**

[www.hitex.tech](http://www.hitex.tech)

# HITEX.2022

## ENCOURAGING TECHNOLOGICAL DEVELOPMENT IN THE MIDDLE EAST

HITEX2022 is the biggest technology exhibition in Iraq running for the third year that will be held within **27-30th June, 2022** in the **Erbil International Fairground**.

HITEX is the new way for businesses to grow, by showing their latest products, services and presenting the newest world-wide technological inventions. HITEX allows exhibitors to make business deals and partnerships locally and internationally, and the ability to apply to governmental tenders. During the HITEX days, exhibitors will be engaging with potential clients and will be able to create a direct link between the managers and customers.

## 27 - 30<sup>TH</sup> JUNE 2022 ERBIL INTERNATIONAL FAIR

4

DAYS

60K+

ATTENDEES

120+

LOCAL AND  
INTERNATIONAL  
ENTERPRISES



### Futuristic technology

Artificial intelligence  
Robotics  
Drone  
VR/AR



### User technology

Smarthouses/IoT  
Health/fitness/wearables  
Computer/Mobile Hardware & Software  
Digital Imaging/Video  
Gaming



### Network and security

Telecommunications  
Privacy and Cyber Security  
Infrastructure Network & Security



### Other tech categories

Information Technology Universities  
Media advertising

# HITEX.



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# HITEX.2021

HITEX 2021 was the biggest technology exhibition in Iraq and a powerful platform for business growth, which combined all the local and international technological companies in all sectors. Held on **16-19th June 2021**, 60K+ attendees showed up to participate and witness new technology being showcased. It helped create a better understanding of technology applications in real life by presenting the latest world wide technologies of the biggest brands in the world.

## ERBIL INTERNATIONAL FAIR

4

DAYS

64,995

ATTENDEES

20+

SPEAKERS

26

COUNTRIES

100+

EXHIBITORS

30+

PROJECTS

10+

EDUCATIONAL INSTITUTIONS

80%

of exhibitors confirmed their participation in HITEX2022.

70%

of exhibitors secured at least one business deal.

90%

of attendee confirmed their attendance in HITEX2022.

## Attendee insights

6/10

BUSINESS OWNER

8/10

IT RELATED

9/10

RATED THE EVENT AS EXCELLENT

9/10

CONFIRMED THEIR ATTENDANCE IN HITEX2021

8/10

RECOMMENDED HITEX TO THEIR COLLEAGUES

## Digital media insights

20M+

SOCIAL MEDIA REACH

250K

FACEBOOK EVENT REACH

7K

FACEBOOK EVENT RESPONSE

4M+

VIDEO VIEWS

## Traditional media insights

15+

LOCAL AND INTERNATIONAL CHANNELS

20+

RADIO CHANNELS

50+

OUTDOOR ADS



# WHY BE A SPONSOR?

**HITEX 2022 IS NOT JUST A FOUR-DAY SHOW. IT IS AN EVENT PACKED WITH OPPORTUNITIES TO:**

## RAISE AWARENESS OF YOUR BRAND

We bring hundreds of the country's top journalists and TV stations with the world's leading publications to HITEX 2022, for our sponsors to interact with and showcase their products to reach a wider audience within and outside of the event.

## GENERATE LEADS

With almost 100,000 attendees, including Government and Private Sector representatives, CEOs and Executives of the tech world joining us this June, HITEX 2022 is the perfect setting to forge partnerships, pitch to potential customers, and make your business appealing to a wider audience. During HITEX 2021, an estimated %70 of exhibitors secured at least one business deal during the event. The aim is much greater with HITEX 2022.

## OPPORTUNITY TO NETWORK IN THE RIGHT SETTING

Whether you want to hire tech's top talent, meet with policymakers influencing your segment of the industry or simply exchange ideas with your competitors and peers - we have an event, and space for you to do so.

## BE A THOUGHT LEADER

Perhaps you want to place your company front and center of an industry issue. Maybe you've got a new product to launch. We can set up panels during the conference for you to host.

You'll be right in the middle of the action, leading discussions with targeted demographics on the topics that matter most to you.

## Sponsorship Packages:

Type	Width (m)	Length (m)	SQM
Diamond	12	6	72
Platinum	9	6	54
Gold	6	6	36
Bronze	6	4	24
Standard	3	3	9



## Diamond - 90,000\$ Sponsorship Package

- Area Size: 72 SQM unequipped area for custom designed booth at the main area of fairground.
- Your company will be acknowledge as Diamond Sponsor of the event, and your logo will be displayed on the designed location of Diamond Sponsors on the following elements:
  - On HITEK official website.
  - On the back side of ID badge of Exhibitors.
  - On all printed invitation that will distributed to governmental sector, chambers of commerce, general consulates and VIP list.
  - On all invitation emails.
  - On the sponsor wall inside or outside the halll.
  - On all outdoor advertisement of the event such as billboard, LED screen that located at premium area in main cities.
  - On all TV advertising campaign of the exhibition
  - Formal recognition as Diamond Sponsor on Hitex social media channel (Facebook, Instagram and LinkedIn).

## Platinum - 55,000\$ Sponsorship Package

- Area Size: 54 SQMfor custom designed booth at the main area of fairground.
- Your company will be acknowledge as Platinum Sponsor of the event, and your logo will be displayed on the designed location of Platinum Sponsors on the following elements:
  - On HITEK official website.
  - On the back side of ID badge of Exhibitors.
  - On all printed invitation that will distributed to governmental sector, chambers of commerce, general consulates and VIP list.
  - On all invitation emails.
  - On the sponsor wall inside or outside the halll.
  - On all outdoor advertisement of the event such as billboard, LED screen that located at premium area in main cities.
  - On all TV advertising campaign of the exhibition
  - Formal recognition as Platinum Sponsor on Hitex social media channel (Facebook, Instagram and LinkedIn).



## Gold - 35,000\$ Sponsorship Package

- Area Size: 36 SQM for a custom-designed booth at the main area of the fairground.
- Your company will be acknowledge as Gold Sponsor of the event, and your logo will be displayed on the designed location of Gold Sponsor on the following elements:

- On HITEX official website.
- On the back side of ID badge of Exhibitors.
- On all printed invitation that will distributed to governmental sector, chambers of commerce, general consulates and VIP list.
- On all invitation emails.
- On the sponsor wall inside or outside the halll.
- Formal recognition as Gold Sponsor on Hitex social media channel (Facebook, Instagram and LinkedIn).

## Participation Packages

### Bronze - 7,200\$

- Area Size: 24 SQM for standard equipped booth at the main area of fairground.

### Standard - 2,500\$

- Area Size: 9 SQM for standard equipped booth at the main area of fairground.







# HITEX.



E. [info@hitex.tech](mailto:info@hitex.tech)  
[sales@hitex.tech](mailto:sales@hitex.tech)

P. +964 (0) 750 012 4000  
+964 (0) 750 012 5000

W. [www.hitex.tech](http://www.hitex.tech)

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