

Cityscape | Qatar

15-17 October 2024

Doha Exhibition & Convention Center

SALES & SPONSORSHIP BROCHURE

Redefining real estate excellence in Qatar & beyond

Organised by



CITYSCAPEQATAR.COM
INFO@CITYSCAPEQATAR.COM



INTRODUCTION

Cityscape Qatar is held under the patronage of His Excellency Sheikh Mohammed bin Abdulrahman bin Jassim Al Thani, Prime Minister and Minister of Foreign Affairs. The event welcomes more than 10,000 visitors and over 90 local, regional, and international developers.

Cityscape Qatar is the premier real estate and infrastructure event in the region. It serves as a central meeting place for thousands of high- net-worth GCC buyers and investors. The event drives economic growth, fosters collaboration between government authorities and key developers, and attracts international investments to fuel Qatar's development and progress.

CITYSCAPE QATAR IN NUMBERS

12th

Edition

40

Speakers

90+

Developers

10,000+

Attendees

200

VIPs & Hosted buyers

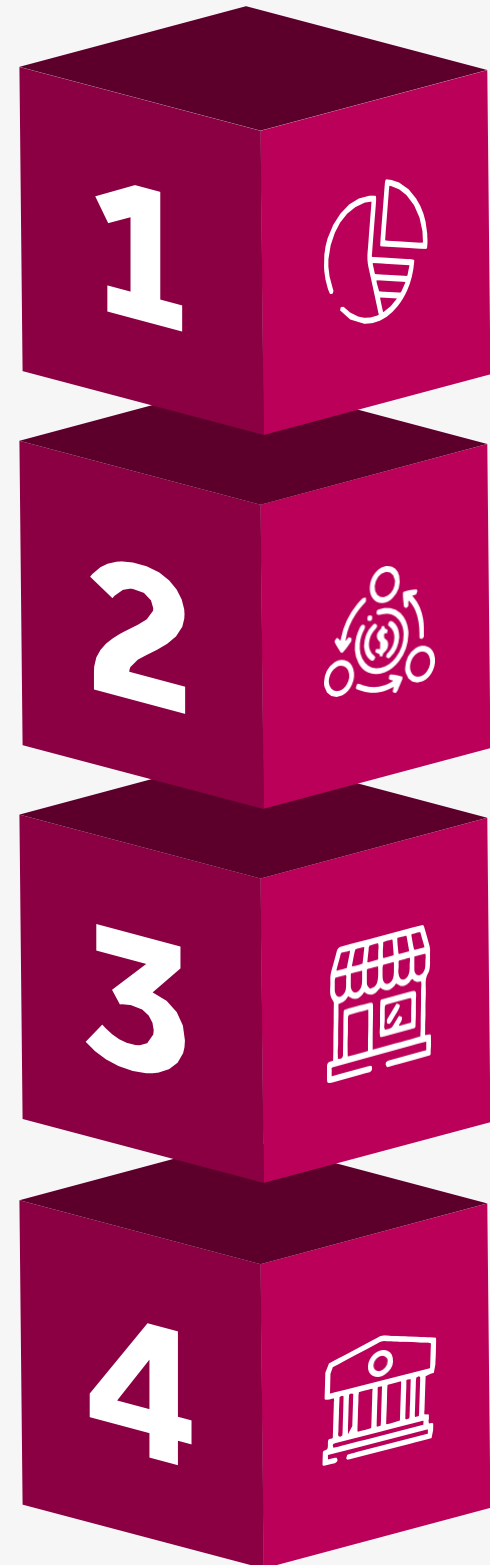
20+

Strategic Partnerships

500

Delegates

MARKET OVERVIEW



MARKET SIZE

Expected to reach a value of **US\$485.60 billion by 2024**, with the residential segment leading at **US\$264.60 billion**. (Statista)

TRANSACTIONS

Significant growth in transactions, with a **42%** weekly increase in value and a **30%** increase in the number of transactions recorded recently. (Economy Middle East)

LUXURY MARKET BOOM

The luxury residential market continues to experience significant growth, fuelled by demand from both **domestic and international buyers**.

GOVERNMENT INCENTIVES

Favourable government policies like **permanent residency for qualifying investors** and **ownership rights** for non-Qataris make Qatar an attractive investment destination. (Invest Qatar)



WHY BUILD YOUR BUSINESS IN QATAR?

The current size of the residential real estate market in Qatar is **USD 4.28 billion** and is anticipated to grow at a CAGR of over **6.24%** from **2024** to **2029**.



MARKET SIZE AND PROJECTIONS

The commercial real estate market in Qatar is estimated at **USD 16.80 billion in 2024** and is expected to reach **USD 24.19 billion by 2029**, with a CAGR of **7.56%** during the forecast period.



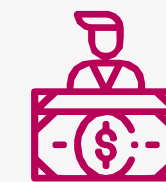
HIGH RENTAL YIELDS AND CAPITAL APPRECIATION

With the current market conditions, the yield rates for residential units are in the range of **6.5% - 7.5%**, depending on the sub-market.



STABILITY IN INVESTMENT ENVIRONMENT

Qatar's political stability and a diversified, robust economy create a secure and enticing environment for investments. The nation boasts a high credit quality, stable GDP growth that outperforms the region and ranks 4th globally in terms of GDP per capita.



INVESTOR-FRIENDLY POLICIES

Qatar's government has enacted investor-friendly policies to streamline the real estate investment process for foreigners. Notable initiatives include the establishment of the Real Estate Regulatory Authority and the introduction of laws allowing non-Qatari to own and utilise real estate.

HOW CAN YOU BENEFIT?



ACCESSING TARGETED INVESTORS

Cityscape Qatar connects you with investors from the GCC region, providing a prime opportunity to showcase your projects and services to those actively seeking real estate investment.



GCC MARKETING NETWORKS

Cityscape Qatar utilises extensive GCC marketing networks to ensure maximum exposure to potential investors and decision-makers, enhancing visibility and increasing opportunities for investment and business.



GOVERNMENT ALLIANCES AND SUPPORT

Cityscape Qatar benefits from existing government alliances, facilitating collaboration and support from relevant authorities.



DIVERSE AUDIENCE REACH

Co-located with Index and Big 5, Cityscape Qatar provides access to various audiences, including investors, architects, designers, contractors, and suppliers, expanding collaboration opportunities.



NETWORKING OPPORTUNITIES

The event serves as a hub for networking with investors, developers, government officials, and industry experts, allowing you to forge connections, explore partnerships, and stay updated on industry trends.



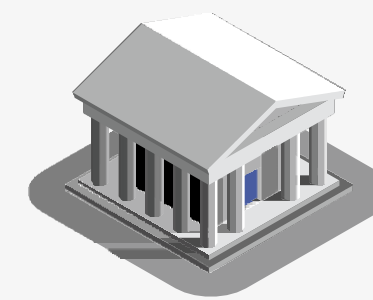
PLATFORM FOR INNOVATION AND THOUGHT LEADERSHIP

Cityscape Qatar Talks offers a platform to showcase innovative projects, products, and services, positioning participants as industry leaders and thought influencers.

Cityscape Qatar is uniquely positioned to cater to the entire real estate sector in the GCC. It brings together active investors from hard-to-reach regions in one convenient location through:



A 22-year legacy of organizing top-tier real estate events in the MENA region.



Established government alliances already in place.



Extensive marketing networks within the GCC.



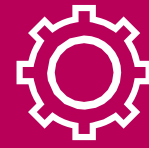
Property Developers



Investors



Architects



Engineers



Contractors



Multilateral Banks



Government bodies



Real Estate Agents



Urban Planners



Construction Material Suppliers



Interior Designers



Sustainability



Property Managers



Technology Providers (PropTech)



Marketing and Sales Professionals



Legal Advisors



Project Managers



Consultants



Media



Venture Capitalists



Asset Managers



Funding Agencies



Demolition and Site Clearance



Property Valuers



Risk Management Specialists



Facilities Management Professionals



Insurance Providers

ENGAGE WITH LOCAL AND GLOBAL STAKEHOLDERS COMMITTED TO IDENTIFYING INVESTMENT OPPORTUNITIES AND ACCESSING **UNPARALLELED BUSINESS PROSPECTS.**

The background features a complex geometric design with overlapping shapes in various shades of pink and purple. The shapes include rectangles, triangles, and trapezoids, creating a layered, architectural effect. The colors range from a vibrant magenta to a deep, dark purple.

EXHIBITION
SPACE AND
**SPONSORSHIP
OPPORTUNITIES**

STAND OPTIONS



SHELL SCHEME PLAN

USD 595 per sqm

A fully fitted square profile built to height of 3.0m.

Minimum size of 9 sqm.

Stand includes:

- Rear & Side Walls
- Fascia vinyl cut of exhibitor name
- Exhibition grade carpet
- 2 spotlights
- 1 table and 2 chairs
- 1 power socket



SPACE ONLY

USD 550 per sqm

You are required to hire your own stand contractor and build your booth from scratch.

Minimum size of 18 sqm.

SPONSORSHIP PACKAGES

SPONSOR BENEFITS

Speaking slot at Cityscape Talks



MARKETING AND BRANDING

Inclusion in all event related press releases



Inclusion in email marketing campaign



Logo on the footer of the website



Sponsors banner on the homepage of the website for 2 weeks



Logo and profile on the sponsors page



Logo on the VVIP Invitation distributed by all Government officials



Logo on sponsors' onsite signage throughout the venue



Promotion on social media

3 posts

2 posts

1 post

Pre / onsite interview



Inclusion in radio campaign



Hanging banner at the exhibition



Logo on outdoor advertising campaign



Banner on the show daily newsletter



50,000USD

40,000USD

25,000USD

VENUE **BRANDING**

We offer a wide variety of branding options throughout the venue. This reach-all opportunity will allow your brand to get prominent position to entry to the event.

Our venue branding opportunities range from lamp posts, entrance façade, to LED screens and hanging banners.

VENUE BRANDING



LAMP POST FLAGS (SOUTH)

USD 830/item (7 units)

Material
Fixture: Lite Tracker
Media: Fabric Poly Satin (Double Sided)

Dimension (WxH)
90cm x 300cm

Quantity
18 Units* (Double Sided)



BOLLARDS (SOUTH, WEST & NORTH)

USD 700/item

Material
Banner Flex

Dimension (WxH)
91cm x 76cm

Quantity
South: 319 Units
West: 82 Units
North: 192 Units



ENTRANCE FACADE (SOUTH)

USD 10,000/item

Material
PSV Sticker with
matte lamination

Quantity
5 Gates - 2 Zones Per Gate/
Single Sided*

Dimension (WxH)
Zone A/1 (2 units):
845cm x 122cm (each)
20cm mid gap

Zone A/2 (2 units):
332cm x 416cm each

Zone B/1 (4 units):
88cm x 218cm each

Zone B/2 (4 units):
155cm x 239cm each

Zone B/3 (4 units):
127cm x 236cm each



ENTRANCE GLASS FOYER

USD 10,000/item

Material
PSV Sticker with
matte lamination

Quantity
5 Gates - 2 Zones
Per Gate/Single Sided*

Dimension (WxH)
Zone A (2 units):
307cm x 256cm each

Zone B/1 (4 units):
159cm x 238cm each

Zone B/2 (4 units):
127cm x 236cm each

VENUE BRANDING



PILLARS (WEST)

USD 5,000/item

Material
Fixture: MDF Ply-Frame
Media: Banner Flex

Dimension (WxH)
350cm (87.5cm each face) x 216cm

Quantity
4 Pillars / 4 Faces Per Pillar



ENTRANCE FAÇADE (WEST/VIP DROP-OFF)

USD 10,000/item *subject to availability

Material
PSV Sticker with
matte lamination

Quantity
1 Gate - 2 Zones/Single
Sided*

Dimension (WxH)
Zone A/1: 1,172 x 122cm

Zone A/2 (2 units):

Left 297cm x 412cm Right:
230cm (top) / 294cm
(bottom) x 412cm

Zone B/1 (4 Units):
106cm x 218cm each

Zone B/2 (2 Units):
155cm x 239cm each

Zone B/3 (2 Units):
127cm x 236cm each



ENTRANCE GLASS FOYER

(WEST/VIP DROP-OFF)

USD 10,000/item *subject to availability

Material
PSV Sticker with
matte lamination

Quantity
1 Gate - 2 Zones/Single
Sided*

Dimension (WxH)
Zone A (2 units):
297cm x 257cm each

Zone B/1 (2 units):
160cm x 239cm each

Zone B/2 (2 units):
127cm x 236cm each



VERTICAL BACKLIT (CONCOURSE)

USD 5,000/item

Material
PSV Sticker with matte lamination

Dimension (WxH)
70cm x 70cm Per Face

Quantity
5 Locations (Double Sided)

VENUE BRANDING



HANGING BANNERS (CONCOURSE)

USD 3,000/item (up to 7)

Material
Banner Flex (Double Sided)

Dimension (WxH)
300cm x 600cm

Quantity
15 (Double sided)



PARKING EXIT WALL (BASEMENT 1)

USD 20,000

Material
Fabric Poly Satin

Dimension (WxH)
2,000cm x 200cm

Quantity
1 Location



CITYSCAPE
TALKS
**SPONSORSHIP
PACKAGE**

CITYSCAPE TALKS SPONSORSHIP PACKAGE

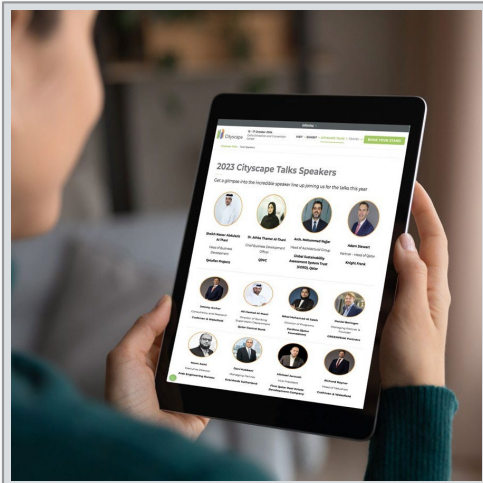
10,000 USD



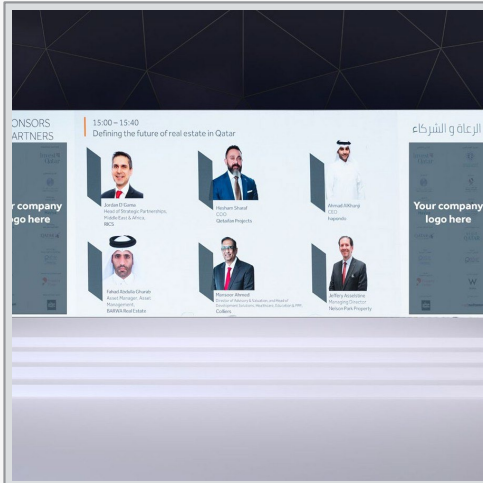
THOUGHT LEADERSHIP

Speaking slot as a presentation or a role in a panel discussion session (subject to approval from the content team)

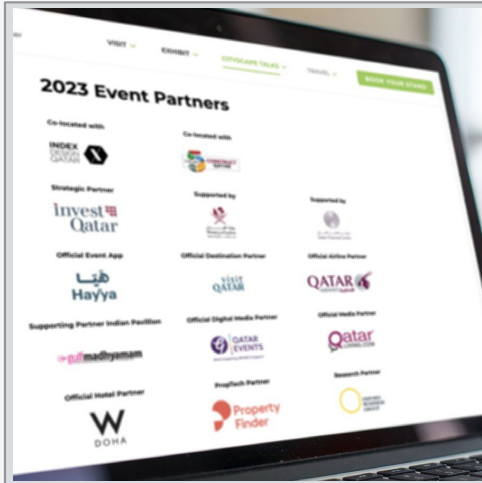
MARKETING AND BRANDING



Be part of a dedicated digital campaign with the speaker's name, photo and company on the website and agenda




Showcasing your logo at Cityscape Talks area on the show floor



Logo + 100 word profile on the Cityscape Talks page of the website



ADDITIONAL SPONSORSHIP OPPORTUNITIES



DIGITAL BADGE SPONSOR

- 20,000 USD*

*Exclusive to 1 sponsor **



COFFEE BREAK SPONSOR

- 1x day – 7,000 USD
- 3x day - 20,000 USD



A 10-SECOND AD ON THE CONFERENCE SCREEN

- 5,000 USD



DELEGATE LUNCH SPONSOR

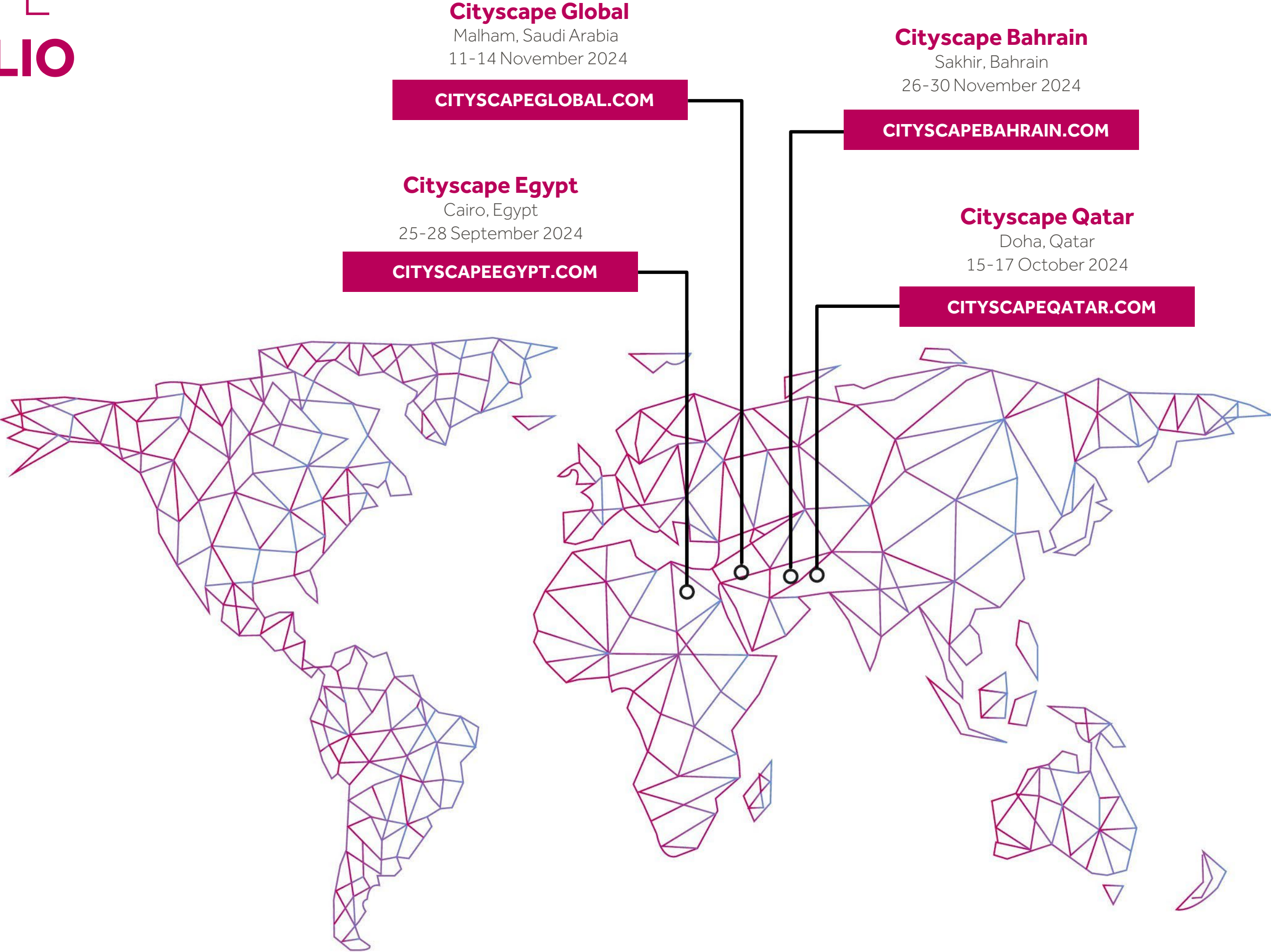
- 20,000 USD per day
- 22,500 USD for 3x days



SUSTAINABLE GIFT SPONSOR

- 15,000 USD

CITYSCAPE PORTFOLIO




READY TO GET INVOLVED IN CITYSCAPE QATAR 2024?

Cityscape Qatar offers unparalleled exposure to a vast audience of potential high net worth buyers investors, and decision makers providing an opportunity to close deals during the event.

GET IN TOUCH WITH US.
FOR INQUIRIES OR MORE INFORMATION:

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