

Cityscape | Qatar

13-15 October 2024

Doha Exhibition & Convention Center

SALES & SPONSORSHIP BROCHURE

Redefining real estate excellence in Qatar & beyond

Organised by



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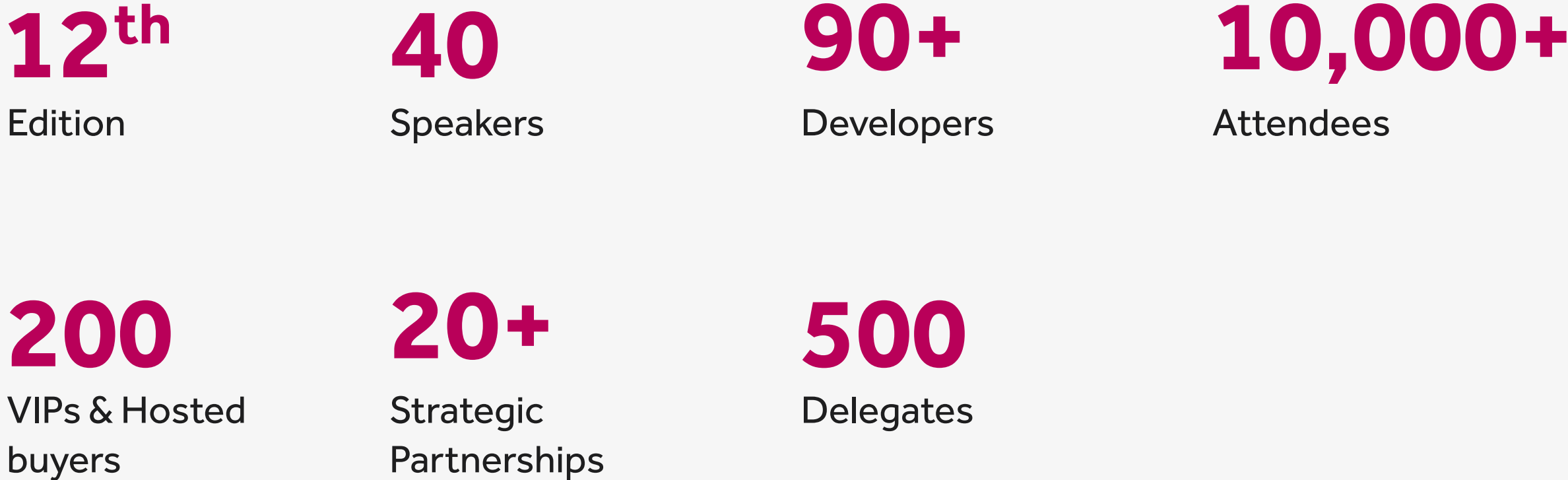


INTRODUCTION

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



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)



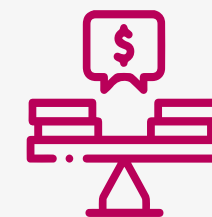
WHY BUILD YOUR BUSINESS IN QATAR?

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.



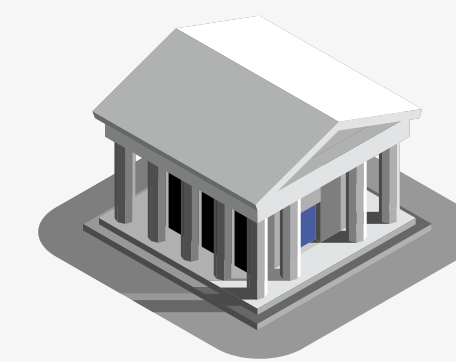
PLATFORM FOR INNOVATION AND THOUGHT LEADERSHIP

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.



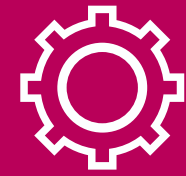
Property
Developers



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 triangles, rectangles, and trapezoids, creating a layered, architectural effect. The colors range from light, soft pinks to deep, rich purples.

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	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR
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 as a sponsor	✓	✓	✓
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 adverts	✓		
Hanging banner at the exhibition	✓		
Logo on outdoor adverts	✓	✓	
Banner on the show daily newsletter	✓	✓	
	50,000 USD	40,000 USD	25,000 USD

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)



ENTRANCE FAÇADE (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



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

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)

(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 QATAR TALKS SPONSORSHIP PACKAGE

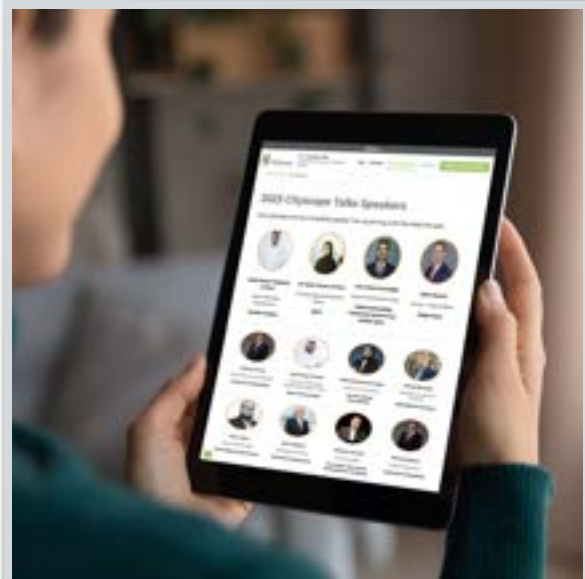
10,000 USD



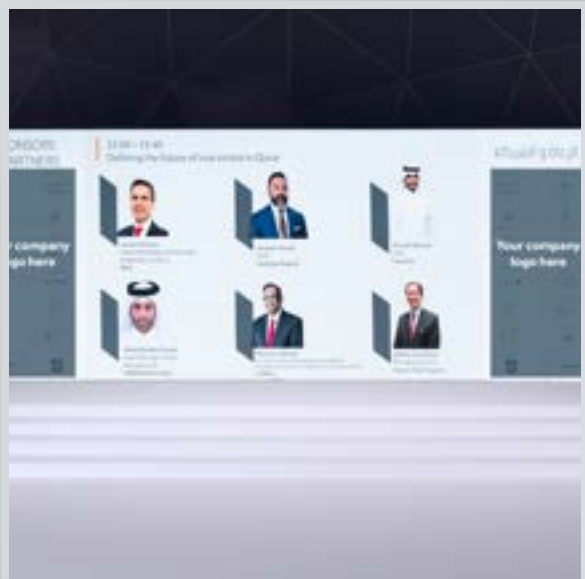
THOUGHT LEADERSHIP

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

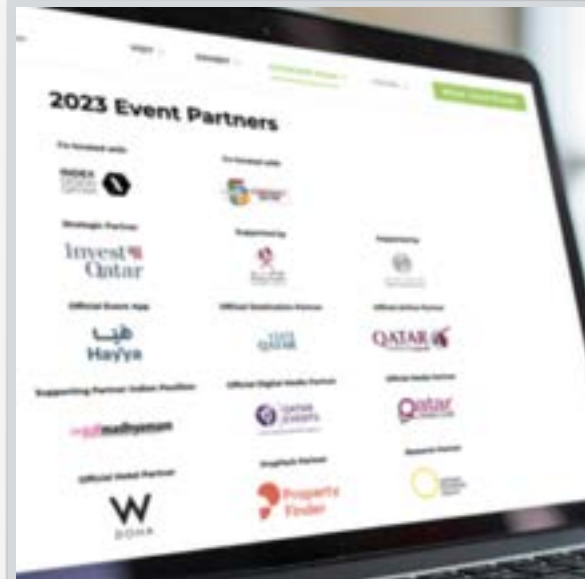
MARKETING AND BRANDING



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 Talks page and talks page of the website

ADDITIONAL SPONSORSHIP OPPORTUNITIES



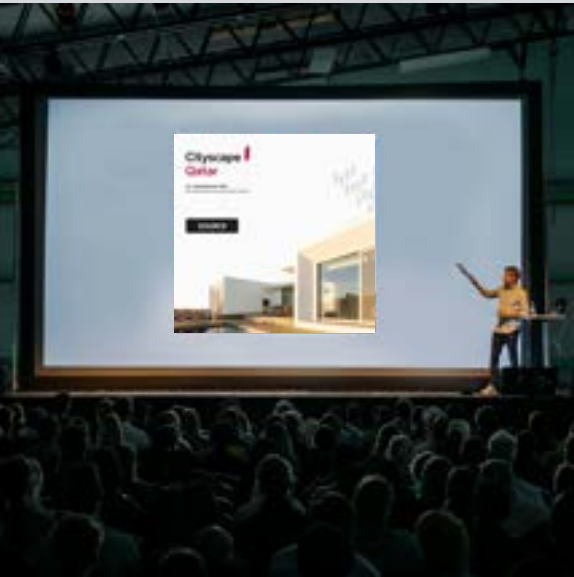
DIGITAL BADGE SPONSOR

- 20,000 USD*
- Exclusive to 1 sponsor *



COFFEE BREAK SPONSOR

- 1x day - 7000 USD
- 3x day - 20,000 USD



A 10-SECOND AD ON THE CONFERENCE SCREEN

- 5,000 USD



DELEGATE LUNCH SPONSOR

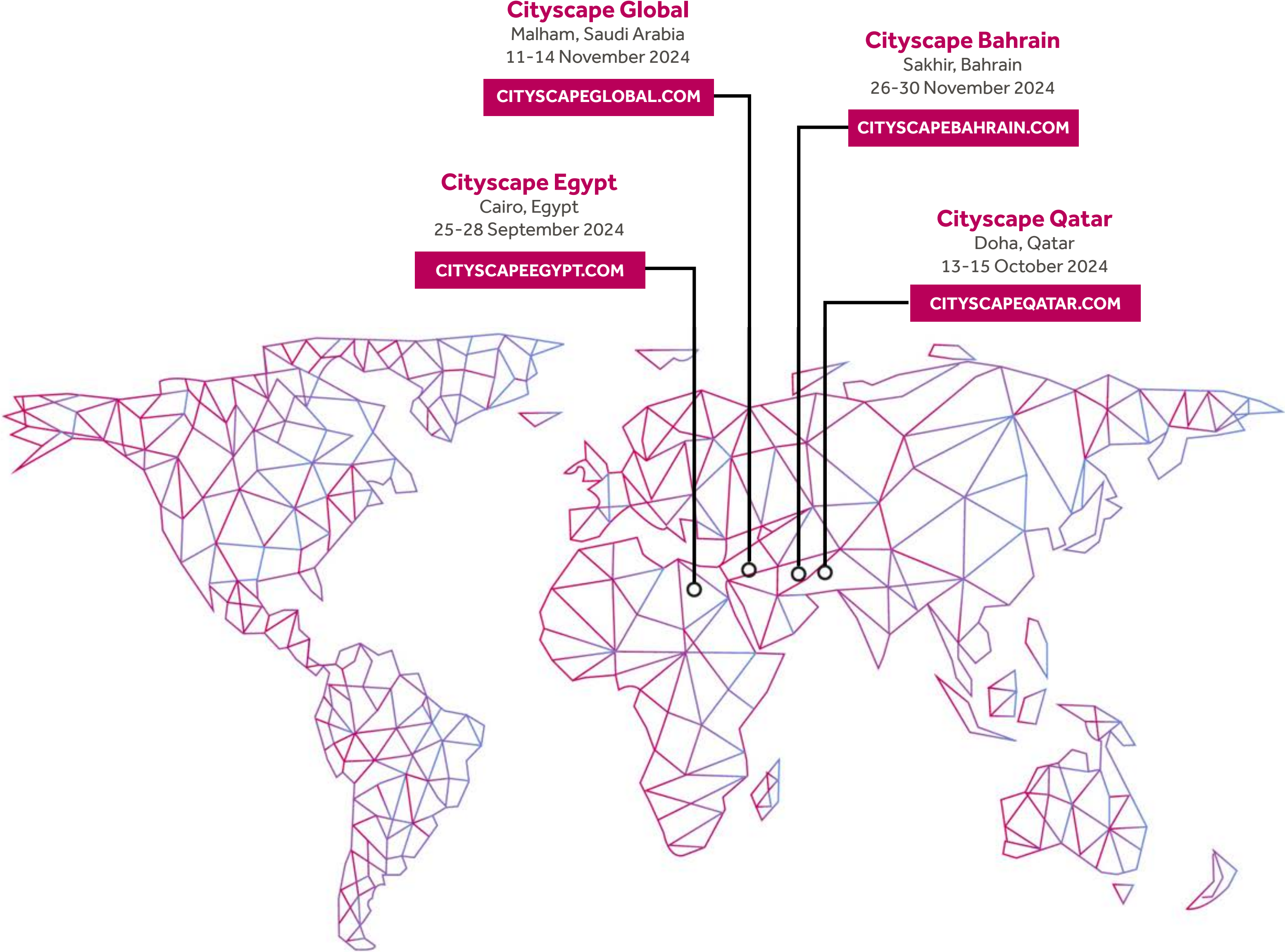
- 20,000 USD per day
- 22,500 USD for 3x days



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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