



Iraq international exhibition for real estat, invesment and building supplies

AQAR FAIR 2024 BAGHDAD

Invest for
a stable future

6-9

ايار
May



علي ارض معرض بغداد الدولي
On Baghdad international fair ground





2022

2023

The first Iraq International
Real Estate and Investment Exhibition

Baghdad International Fair
28-31 / 3

The second Iraq International
Real Estate and Investment Exhibition

Baghdad International Fair
1-4 / 5

Why Baghdad?



Baghdad is one of the biggest cities in Iraq and the second largest city in the Arab world, a vibrant capital, it has a strategic location, young and ambitious workforce, in addition to economic reforms supportive of investment. Baghdad is one of the most important governorates in attracting investors, as it is a developed civilizational center, as well as for its population density of eight million people. Despite all that, this governorates needs investments to enter into it and in all sectors such as housing, trade, industry, agriculture, tourism and other sectors. Perhaps the real estate market is the most demanded, estimated at one million housing units in Baghdad, and is the only one that has not been affected by the economic crisis that the country has been witnessing since the beginning of 2022.

The main _____ specialties of the _____ exhibition

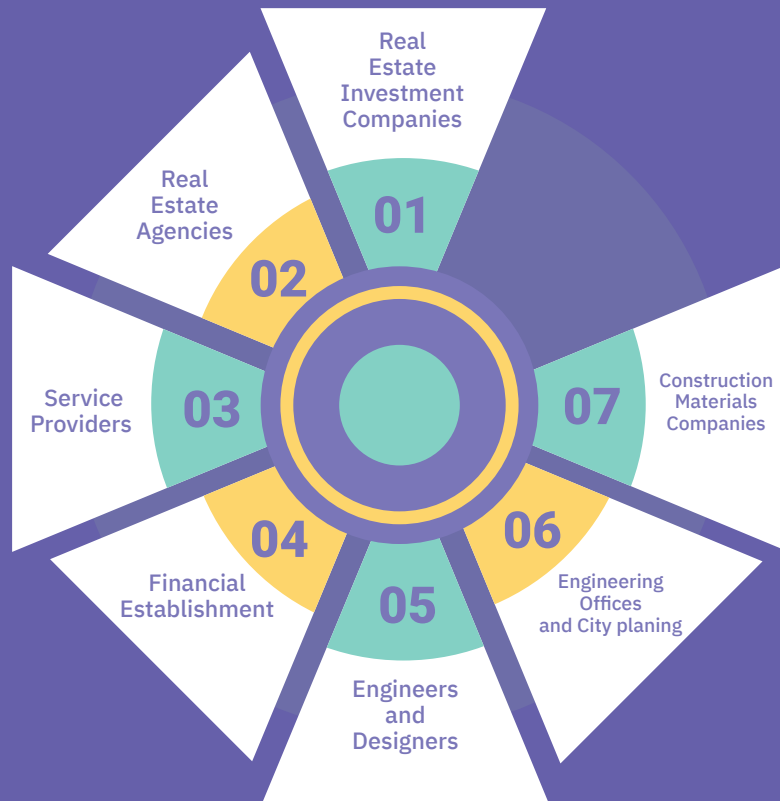
Real estate investment sector

- Companies, investment and real estate institutions
- Commercial and residential projects companies, buildings and towers
- Engineering companies
- Banks, banks and real estate financing institutions
- Real estate consultancy offices
- Lawyers and audit firms
- Investment companies, real estate offices and their agents
- Email marketing companies
- Investment Authorities / Free Zones
- Communications companies
- Insurance companies
- Real estate sale and rental applications
- Kitchens and Furbiture

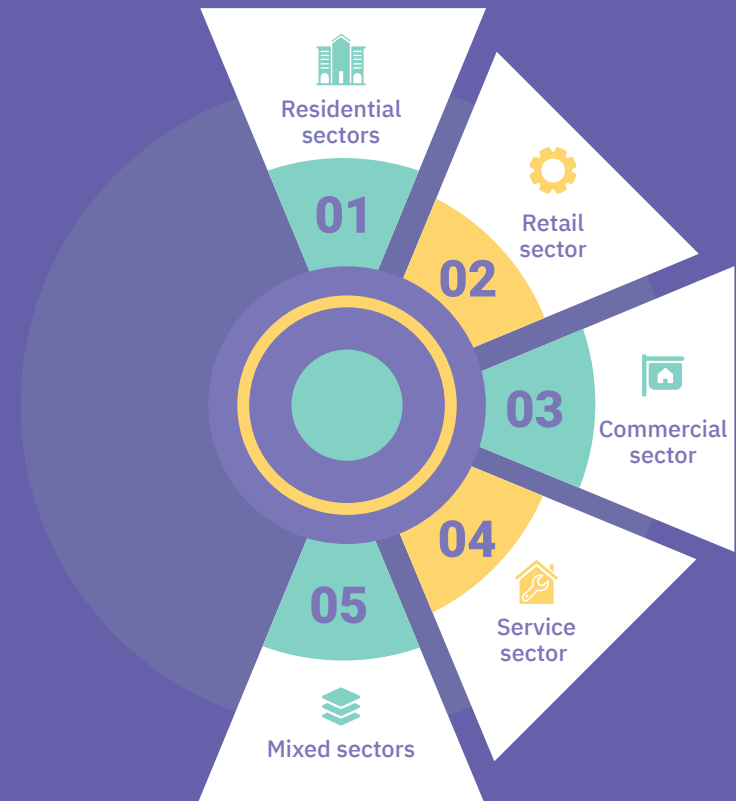
Construction sector

- Contracting companies
- Construction material companies (cement and bricks)
- Construction project tools and equipment companies
- Ceramic and sanitary materials companies
- Paint companies
- Central casting companies
- Interior design companies
- Engineering companies and offices for design and decoration services.
- Property development contracting companies
- Cleaning companies
- Environment and Water Technology
- Electric power and the solar system
- Furniture companies

Who participates in the EXHIBITION?



What are the participating sectors?











Participation Goals

1. To present the latest construction designs, services and technologies in front of a specialized segment and in the presence of investors and buyers from the general public.
2. Communicate with representatives of international companies, major investors, real estate agents, and advertising and marketing agencies.
3. Discovering areas of partnership and cooperation with local and international companies.
4. Enhance your presence in the only official exhibition specialized in the field of real estate in Iraq.
5. Opening new sales channels and appointing agents to expand the spread of brands.
6. Meeting with officials and decision-makers from the public and private sectors for the possibility of completing offers, concluding direct agreements and obtaining new investment sites.
7. Meet global investors and re-establish relationships.
8. Launching new developments to target the audience.
9. Be part of a large-scale international marketing campaign and gain valuable experience for your brand.

Participation Benefits

	Increase your brand awareness, generate new leaders	Communicate with clients face to face	
	Unparalleled networking opportunities	Sales growth and B2B buyer data activation	
	Meet buyers and investors	Discover the latest regional and global developments	



Attendees Participation Benefits

Senior officials in the Investment Authority and the National Investment Commission.

Senior officials in the Ministry of Housing and Construction, agents and consultants.

The Governor, the Municipality of Baghdad, agents and advisors.

Specialized committees mentioned in Parliament.

Governors, heads and members of investment commissions in all governorates.

Representatives in the Iraqi Parliament.

Embassies and members of the diplomatic corps in Iraq.

Federation of Chambers and Businessmen.

Government departments and agencies.

Associations and federations.

Government officials.

Managers of financial institutions.

Engineers and Designers.

Service Providers.

Real estate selling agents.

Lawyer's offices.

Agents and manufacturers in the construction sectors.

Financial Institutions.

Investment Brokers.

Investors and home buyers.

city planners.

Real estate development offices.

Home Buyers.

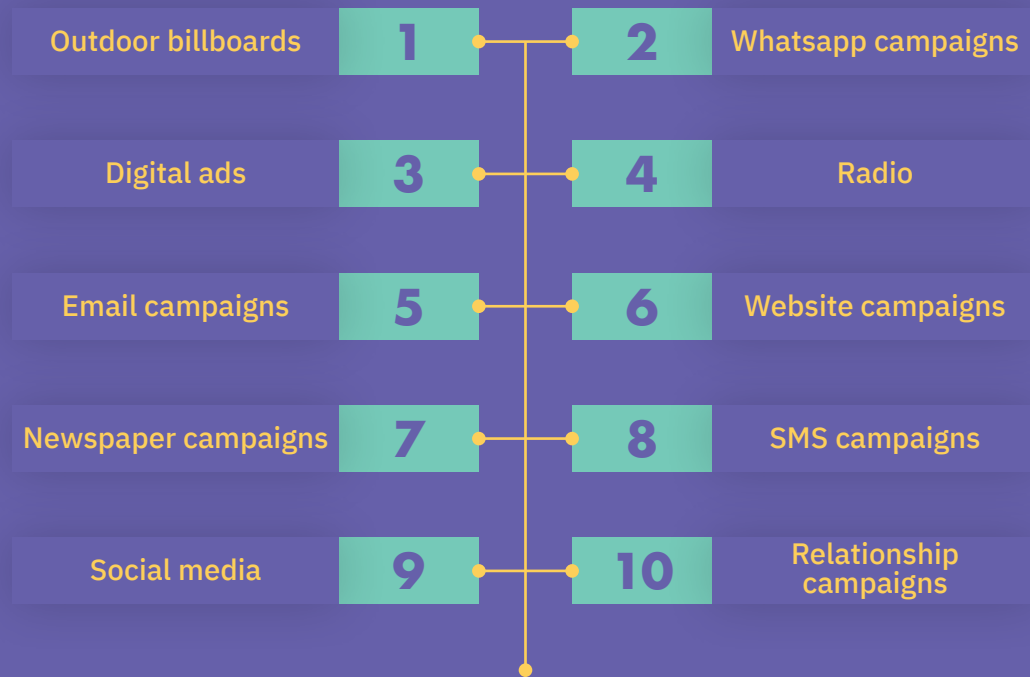
Investors.

1. Learn about trends and developments in the real estate market, regionally and globally.
2. Watching the launch of a specific real estate project and investment opportunities in it.
3. Meeting with real estate consultants and developers.
4. Buying or reselling real estate or taking advantage of the opportunities offered by housing projects.
5. Get to know the current market trends.
6. Compare properties and projects in one place.
7. Source of investment opportunities.



How to reach our exhibition visitors?

Our marketing team has developed a -360degree approach and covers a variety of digital and virtual channels to market the Iraq International Real Estate and Investment Fair in Baghdad.



Complete marketing campaigns to reach sellers and investors:

Outside:

- Bulletin board at major locations across Baghdad
- Radio ads on official stations
- Place-based media ads to target a specific target audience for the visitor
- Placing the advertisement at the headquarters of the government agencies sponsoring and supporting the event

Digital:

- Third Party Marketing Campaigns
- Target someone's email campaigns with relevant USPs
- Paid advertising (Google and social media) for local and international investors
- Customized social media campaign
- Track potential visitors on Facebook, Twitter and LinkedIn and Instagram

Digital:

- SMS / WhatsApp campaigns
- Media Partnerships
- Promotional materials for exhibitors
- speaker promotional materials
- Influencer Marketing
- Geo marketing (competitor events and main sites)
- Creative advertising based on people in a strategic location

Who are we?



Business Glory for International Conferences and Exhibitions is an Iraqi company officially registered under Iraqi law, specialized in organizing and setup international conferences and exhibitions. It works to develop and modernize the infrastructure of Iraq through its contribution to attracting international companies to participate in the exhibitions that it holds inside or outside Iraq for the purpose of facilitating the process of concluding direct agreements and with complete transparency.

Our main goal is to hold exhibitions and conferences:

- Transfer and attract modern technology to Iraq.
- Getting acquainted with the most economically developed countries through the participation of their companies in exhibitions and their participation in finding greater opportunities towards modernization and at the lowest costs, the Iraqi industries.
- Allowing the Iraqi market to diversify into solid international brands and companies, thus contributing to finding partners and creating new job opportunities.
- Communication between investors and responsible authorities throughout Iraq to discuss investment opportunities and accelerate growth towards developing all aspects of the economic and social life of our country Iraq.

Services provided by the organizer

After the successive successes of our company, which it achieved on all the specialized exhibitions that it held, and after obtaining official approvals from the Ministry of Commerce / the General Company for Iraqi Trade Fairs and Services, and obtaining approvals for support and sponsorship from the The Ministry of Construction, Housing and Public Municipalities, the National Investment Commission and Baghdad Governorate, and their desire to see the work and implementation levels of the investing companies And our company will be interested in providing services to all participants and support the acquisition and through the exhibition of rewarding contracts.

Decoration:

Thanks to our resources and the expertise of our professional team in the design and construction of exhibition stands, and through the integrated and modern workshop that will equip the participating pavilions with all the requirements for success, we are able to add to the space on which we implement your exhibition stand the professional dimension and the quality of your work. Our media and advertising experts can design, build and install a wide range of signage solutions and branding materials, and our on-site team works to provide you with basic, commercial, commercial, commercial, and commercial installation services. Building a display suite that supports your business, including:

Execution of the ready-made pavilions:

Execution MDF wood partitions, a board with the name of the company, 3 spotlights per 15 m, 1 table, 2 chairs, exhibitions, electricity 220 volts to 2 kW, wastebasket, inclusion in the guide, cleaning the pavilion throughout the show show period.

Implementation of private suites:

Our company has a decoration workshop for the implementation of special decorations (VIP) working with high quality and foreign nationality work team according to the file of the decoration.

Sponsorship opportunities

Promote your brand in the right place and time and give your brand the attention it deserves from the visiting public. The organization will work according to three levels to achieve the maximum benefit of sponsorship.

Before the show:

Sponsors will be listed with a clear perspective on the exhibition's website, with your participation in newsletters and innovative marketing campaigns.

During the exhibition:

The opportunities to display the brand on the exhibition grounds enhance the strength of its influence and create opportunities for strong dealings with the investor sector in a comprehensive manner.

After the show:

The vision continues as a constant reminder to this respected audience and your presence prominently in the official exhibition catalog. The sponsorship platform offers you the possibility to showcase your brand to influential decision makers, government organizations and the buying public willing to invest through offering packages that can be tailored to suit your business objectives.



Sponsor Table

	10 min	10 min	5 min
Thanks at the opening ceremony.			
Promoting your company's brand at the entrance.	A space on the right side of the entrance hall	A space on the right side of the entrance hall	A space on the right side of the entrance hall
Invitation card for the official opening ceremony.	100	50	25
Company name and logo on banners, invitation cards, exhibitor's directory.	/	/	/
Table flags in the sponsoring company's booth.	6	4	2
Roll up for the sponsoring company placed in the exhibition halls.	7	5	2
Roll up placed in the ministry as a sponsor of the ministry exhibition.	7	5	2
free space in the official exhibition guide. (Information is provided by the sponsor and prior to the exhibition deadline)	A4	A4	A4
Promotional page in the official exhibition guide and magazine. (Information is provided by the sponsor and prior to the exhibition deadline)	10 pages	8 pages	4 pages
A seat is dedicated to senior officials of your sponsoring company at the opening ceremony of the exhibition in the first row.	3	2	1
A badge and ribbon dedicated to your company.	/	/	/
Placing a funded advertisement on social media for the sponsoring company's participation in the exhibition.	One month	Two weeks	10 days
Announcement of the sponsoring company on the official website of the exhibition. (Information is provided by the sponsor and prior to the exhibition deadline)	Two months	One month	Two weeks
VIP invitations for lunch.	6	4	2
Special hospitality for the sponsors.	Coffee corner	Coffee corner	Snacks
Service workers.	Permanent	Temporary	Temporary
Billboards for the sponsor at the gates of Baghdad International Fair.	4	3	2
Advertising box in the corridors of all Baghdad International Fair.	20	15	10
Flags at the entrance to the exhibition hall.	6	4	2
Sponsor's logo in the screens of the opening ceremony.	/	/	/
Sponsor's logo at the entrance hall.	Right side	Left side	Left side
Special shields for sponsors distributed at the closing ceremony.	/	/	/
Media coverage for sponsors (interviews, professional videos, photos).	/	/	/
Display shields.	2	1	1
Special location at the exhibition.	/	/	/
Subsidized prices for the implementation of the Sponsor's decorations.	/	/	/

Platinum

Gold

Silver

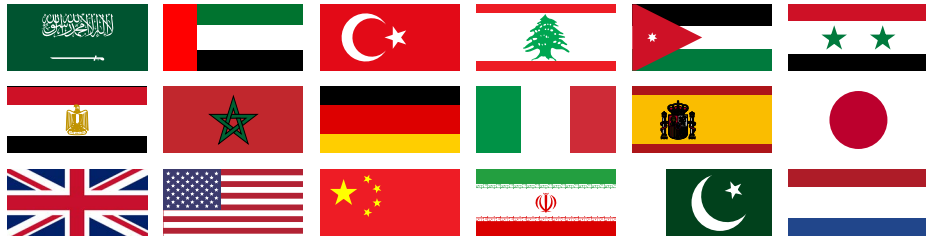
Facts from the second EXHIBITION:

Exhibitors in the second EXHIBITION:

20 Exhibitors **135**

23 Space **6,230 sqm**

In Numbers Visitors **24,702**



Platinum Sponsor



See you! at the Exhibition

6-9

ايار
May



على ارض معرض بغداد الدولي
On Baghdad international fair ground

BOOK YOUR SPACE! - احجز جناحك - info@aqarfair-iq.com - www.aqarfair-iq.com

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