

# SPONSORSHIP GUIDE



المؤتمر والمعرض الدولي الرابع لعمليات الإطفاء  
4<sup>th</sup> INTERNATIONAL FIRE OPERATIONS  
CONFERENCE & EXHIBITION

November 3 - 7, 2024

**Four Seasons Hotel Riyadh**  
Kingdom Centre, Olaya Street  
Al Olaya, Riyadh 11321,  
Kingdom of Saudi Arabia



UNDER THE PATRONAGE OF

**H.R.H. PRINCE ABDULAZIZ BIN SAUD  
BIN NAIF BIN ABDULAZIZ AL SAUD**

MINISTER OF INTERIOR, KINGDOM OF SAUDI ARABIA



# THE SPONSORS

## OFFICIAL PATRON



## EXCLUSIVE HOST



## EXCLUSIVE STRATEGIC PARTNER



## INTERNATIONAL ASSOCIATION



## FOUNDING PARTNER




## INDUSTRIAL MEDICAL PARTNER

مركز جونز هوبكنز  
أرامكو الطبي  
Johns Hopkins  
Aramco Healthcare

## TECHNICAL PARTNERS





We aim to elevate the discourse on fire safety by delving deeper into essential topics such as fire prevention, safety protocols, efficient emergency response strategies, and crisis management techniques.



## ABOUT IFOC 2024

**T**he **4th International Fire Operations Conference (IFOC)** will take place in Four Seasons Hotel Riyadh, Kingdom of Saudi Arabia on November 2024. It emerges as a testament to our unwavering commitment to advancing the forefront of fire safety, emergency response, and crisis management. Building upon the resounding success of the previous three conferences, the need for a continuous dialogue on evolving challenges and cutting-edge solutions in these critical domains is more apparent than ever. The **IFOC** has established itself as a premier global platform where professionals, experts, and leaders convene to share insights, strategies, and best practices that shape the landscape of fire safety worldwide.

The successes of the preceding conferences, held in Bahrain and Riyadh, have laid a solid foundation for the **4th IFOC** to reach new heights. We aim to elevate the discourse on fire safety by delving deeper into essential topics such as fire prevention, safety protocols, efficient emergency response strategies, and crisis management techniques. The **4th IFOC** will be distinguished by a comprehensive exploration of emerging trends and technologies, offering attendees an unparalleled opportunity to stay at the forefront of the industry. By fostering an environment of collaboration and knowledge exchange, we anticipate that this conference will not only match the success of its predecessors but will set a new standard for excellence in addressing the dynamic challenges of fire operations on a global scale. Together, we are working towards a safer and more resilient future.

# IFOC 2024 OVERVIEW



**2000+**  
GLOBAL  
ATTENDEES



**1000+**  
DELEGATES



**150+**  
SPONSORS &  
EXHIBITORS



**25+**  
COUNTRIES



**100+**  
SPEAKERS



**300+**  
TECHNICAL  
PAPERS



**15+**  
MoUs





## WHY ATTEND IFOC?

**IFOC 2024** is a vital event for professionals in fire safety, emergency response, and crisis management. It acts as a knowledge hub, uniting thought leaders, practitioners, and innovators worldwide. Participants can access innovative insights, strategies, and best practices for tackling current challenges in fire operations. The conference offers diverse sessions, workshops, and forums covering topics from advanced firefighting techniques to the latest emergency response technologies. Attendees can also network and form cross-border partnerships, fostering a global community committed to improving fire safety practices. **IFOC 2024** ensures professionals are prepared for future challenges in fire safety and emergency response. Don't miss this opportunity to enhance skills and contribute to global safety.

## TARGETED SECTORS



Participating industries at **IFOC 2024** will be part of a collaborative and inclusive environment where they can contribute to shaping the future of fire operations and safety. They will have the opportunity to highlight their expertise, foster partnerships, and contribute to making the world a safer place.





OIL & GAS



MANUFACTURING



CHEMICALS



ACADEMIA & FIRMS



TRANSPORTATION



UTILITIES



PETROCHEMICALS



MINING



THEME PARKS & ENTERTAINMENT



INFRASTRUCTURE & CONSTRUCTIONS



# PLATINUM SPONSOR

## PROGRAM INVOLVEMENT AND KEY BENEFITS

- ☐ Exhibition Booth: 30 sqm
- ☐ Five (5) VIP Opening Invitations and Three (3) VIP Parking
- ☐ Seven (7) complimentary tickets for the conference with access to lunch and refreshments
- ☐ Gala Dinner: One (1) seat in the VIP dinner table and two (2) in standard dinner table
- ☐ Media interview as Platinum Sponsor with media partners
- ☐ Logo featured as Platinum Sponsor in IFOC website and mobile application with company description
- ☐ Logo featured as Platinum Sponsor in Steering Committee events, both physical and online
- ☐ Opportunity to participate in Panel Discussion of your choice along with top industry experts (optional)

## BRANDING AND MARKETING BENEFITS COMPANY LOGO AS PLATINUM SPONSOR IN:

- ☐ Conference stage screens and backdrop
- ☐ Presentation screens in between sessions
- ☐ Visitor registration page of IFOC 2024 website
- ☐ IFOC 2024 Event Onsite Wall
- ☐ VIP Invitations
- ☐ Advertisement and Acknowledgement in partner video materials, email blast, newsletters, marketing and social media campaigns
- ☐ One (1) dedicated marketing campaigns
- ☐ Half-page spread advertisement on IFOC 2024 event guide distributed to all delegates

### SPONSORSHIP COST

**200,000 USD + VAT**

# GOLD SPONSOR

## PROGRAM INVOLVEMENT AND KEY BENEFITS

- ☐ Exhibition Booth: 24 sqm
- ☐ Two (2) VIP Opening Invitations and Two (2) VIP Parking
- ☐ Five (5) complimentary tickets for the conference with access to lunch and refreshments
- ☐ Gala Dinner: Two(2) reserved seats
- ☐ Media interview as Gold Sponsor with media partners
- ☐ Logo featured as Gold Sponsor in IFOC website and mobile application
- ☐ Logo featured as Gold Sponsor in Steering Committee events, both physical and online

## BRANDING AND MARKETING BENEFITS COMPANY LOGO AS GOLD SPONSOR IN:

- ☐ Conference stage screens and backdrop
- ☐ Presentation screens in between sessions
- ☐ Visitor registration page of IFOC 2024 website
- ☐ IFOC 2024 Event Onsite Wall
- ☐ VIP Invitations
- ☐ Advertisement and Acknowledgement in partner video materials, email blast, newsletters, marketing and social media campaigns
- ☐ Half-page advertisement on the IFOC 2024 event guide distributed to all delegates

## SPONSORSHIP COST

**150,000 USD + VAT**

# SILVER SPONSOR

## PROGRAM INVOLVEMENT AND KEY BENEFITS

- ☐ Exhibition Booth: 18 sqm
- ☐ One (1) VIP Opening Invitation and One (1) VIP Parking
- ☐ Three (3) complimentary tickets for the conference with access to lunch and refreshments
- ☐ Logo featured as Silver Sponsor in IFOC website and mobile application
- ☐ Logo featured as Silver Sponsor in Steering Committee events, both physical and online

## BRANDING AND MARKETING BENEFITS COMPANY LOGO AS SILVER SPONSOR IN:

- ☐ Conference stage screens and backdrop
- ☐ Presentation screens in between sessions
- ☐ Visitor registration page of IFOC 2024 website
- ☐ IFOC 2024 Event Onsite Wall
- ☐ VIP Invitations
- ☐ Advertisement and Acknowledgement in partner video materials, email blast, newsletters, marketing and social media campaigns
- ☐ Quarter-page advertisement on the IFOC 2024 event guide distributed to all delegates

**SPONSORSHIP COST**  
**60,000 USD + VAT**

# BRONZE SPONSOR

## PROGRAM INVOLVEMENT AND KEY BENEFITS

- ☐ Exhibition booth: 15 sqm
- ☐ One (1) VIP Opening Invitation
- ☐ Two (2) complimentary tickers for the conference with access to lunch and refreshments
- ☐ Logo featured as Bronze Sponsor in IFOC website and mobile
- ☐ Logo featured as Bronze Sponsor in Steering Committee events, both physical and online

## BRANDING AND MARKETING BENEFITS COMPANY LOGO AS BRONZE SPONSOR IN:

- ☐ Conference stage screens and backdrop
- ☐ Presentation screens in between sessions
- ☐ Visitor registration page of IFOC 2024 website
- ☐ IFOC 2024 Event Onsite Wall
- ☐ VIP Invitations
- ☐ Advertisement and Acknowledgement in partner video materials, email blast, newsletters, marketing and social media campaigns
- ☐ Quarter-page advertisement on the IFOC 2024 event guide distributed to all delegates

SPONSORSHIP COST  
**35,000 USD + VAT**

# EXHIBITOR

## ACKNOWLEDGEMENT AS EXHIBITOR:

- ☐ Corporate logo recognized as Exhibitor in:
  - Event Guide
  - Event Website
  - IFOC 2024 Event Onsite Wall
- ☐ Exhibition space of 9 sqm for event duration:
  - Three (3) complimentary passes for company representatives in the exhibition booth with access to lunch and refreshments
- ☐ Inclusion:
  - Octonorm Booth
  - One Table • Company logo / name on booth facia
- ☐ One (1) complimentary pass to attend the conference

SPONSORSHIP COST  
**10,000 USD + VAT**

# IFOC 2024 SPONSORSHIP CATEGORIES

BENEFITS	Platinum	Gold	Silver	Bronze	Exhibitor
	\$200,000 +VAT	\$150,000 +VAT	\$60,000 +VAT	\$35,000 +VAT	\$10,000 +VAT
Acknowledgement as Sponsor	✓	✓	✓	✓	-
Exhibition Booth Size	5x6	4x6	3x6	3x5	3x3
Logo in Website	✓	✓	✓	✓	✓
Logo in Mobile Application	✓	✓	Mention	Mention	-
Logo in conference stage and backdrop	✓	✓	Mention	Mention	-
Logo in presentation screen in between sessions	✓	✓	-	-	-
Logo in IFOC Media Wall of appropriate size	✓	✓	Mention	Mention	-
Logo in Steering Committee events, both physical and online	✓	✓	Acknowledgement	Acknowledgement	-
Logo in newsletters and email blast	✓	✓	Acknowledgement	-	-
Logo highlights for Social Media Campaigns	Upon Signing	Upon Signing	Upon Signing	-	-
Logo in invitations	-	-	-	-	-
Logo in Marketing Campaign and Press Release	-	-	-	-	-
Logo in Media/Video Materials	-	-	-	-	-
Pre-conference video feature	✓	✓	-	-	-
Promotional Items for distribution through delegate kit	-	-	-	-	-
Exclusive Interview and Feature with Media Partners	-	-	-	-	-
VIP Opening Invitations	5	2	1	1	-
VIP Parking	3	2	1	-	-
VIP Gala Dinner Pass	1	-	-	-	-
Gala Dinner Pass (additional passes purchased separately)	2	2	-	-	-
Advertisement in IFOC 2024 Event Guide	1/2 page	1/2 page	1/4 page	1/4 page	-
Full event data report	-	-	-	-	-

# SPONSORSHIP OPTIONS

Type	Cost	Description
Mobile App Sponsorship	USD 100,000	<ol style="list-style-type: none"><li>1. Exclusive Branding for IFOC 2024 Mobile Application</li><li>2. Special Mobile App corner to promote organization with company links</li><li>3. Award during media covered opening ceremonies</li><li>4. 3x3 sqm exhibition booth</li><li>5. 1-VIP Parking Pass</li><li>6. Priority seating at opening ceremonies</li><li>7. Ten (10) complimentary delegate pass</li></ol>
Registration/Reception Sponsorship	USD 30,000	<ol style="list-style-type: none"><li>1. Exclusive Branding for IFOC 2024 Registration Area</li><li>2. Award during media covered opening ceremonies</li><li>3. 1-VIP Parking Pass</li><li>4. Priority seating at opening ceremonies</li><li>5. Three (3) complimentary delegate pass</li></ol>
Gala Dinner Sponsor	USD 80,000	<ol style="list-style-type: none"><li>1. Exclusive Branding for IFOC 2024 Gala Dinner Location</li><li>2. 5-minute Welcome Address to guests.</li><li>3. Award during media covered opening ceremonies</li><li>4. 3x3 sqm exhibition booth</li><li>5. 2-VIP Parking Pass</li><li>6. Priority seating at opening ceremonies</li><li>7. Eight (8) complimentary delegate pass</li></ol>
Conference kit bag	USD 30,000	<ol style="list-style-type: none"><li>1. Exclusive Branding for IFOC 2024 Conference tote bag</li><li>2. With option to include marketing materials inside the tote bag</li><li>3. Award during media covered opening ceremonies</li><li>4. 3x3 sqm exhibition booth</li><li>5. 1-VIP Parking Pass</li><li>6. Priority seating at opening ceremonies</li><li>7. Three (3) complimentary delegate pass</li></ol>
Badge Sponsorship	USD 30,000	<ol style="list-style-type: none"><li>1. Exclusive Branding for IFOC 2024 ID badge for all visitor categories</li><li>2. Award during media covered opening ceremonies</li><li>3. 3x3 sqm exhibition booth</li><li>4. 1-VIP Parking Pass</li><li>5. Priority seating at opening Cermonies</li><li>6. Three (3) complimentary delegate pass</li></ol>
VIP Lounge Sponsor	USD 50,000	<ol style="list-style-type: none"><li>1. Exclusive Branding for IFOC 2024 VIP Lounge Area</li><li>2. Allowed to display company marketing graphics in the VIP area</li><li>3. Award during media covered opening ceremonies</li><li>4. 3x3 sqm exhibition booth</li><li>5. 1-VIP Parking Pass</li><li>6. Priority seating at opening ceremonies</li><li>7. Five (5) complimentary delegate pass</li></ol>
Lunch Sponsor (per day)	USD 80,000	<ol style="list-style-type: none"><li>1. Exclusive Branding for IFOC 2024 Exhibitors, Delegate, and Sponsors Luncheon</li><li>2. Allowed to display company marketing graphics in the lunch area</li><li>3. Award during media covered opening ceremonies</li><li>4. 3x3 sqm exhibition booth</li><li>5. 1-VIP Parking Pass</li><li>6. Priority seating at opening ceremonies</li><li>7. Eight (8) complimentary delegate pass</li></ol>
Coffee Break Sponsor (One space per break available)	USD 25,000	<ol style="list-style-type: none"><li>1. Exclusive Branding for IFOC 2024 Exhibitors, Delegate, and Sponsors at the agreed coffee break schedule</li><li>2. Allowed to display company marketing graphics in the coffee area</li><li>3. Award during media covered opening ceremonies</li><li>5. 1-VIP Parking Pass</li><li>6. Priority seating at opening ceremonies</li><li>7. Three (3) complimentary delegate pass</li></ol>

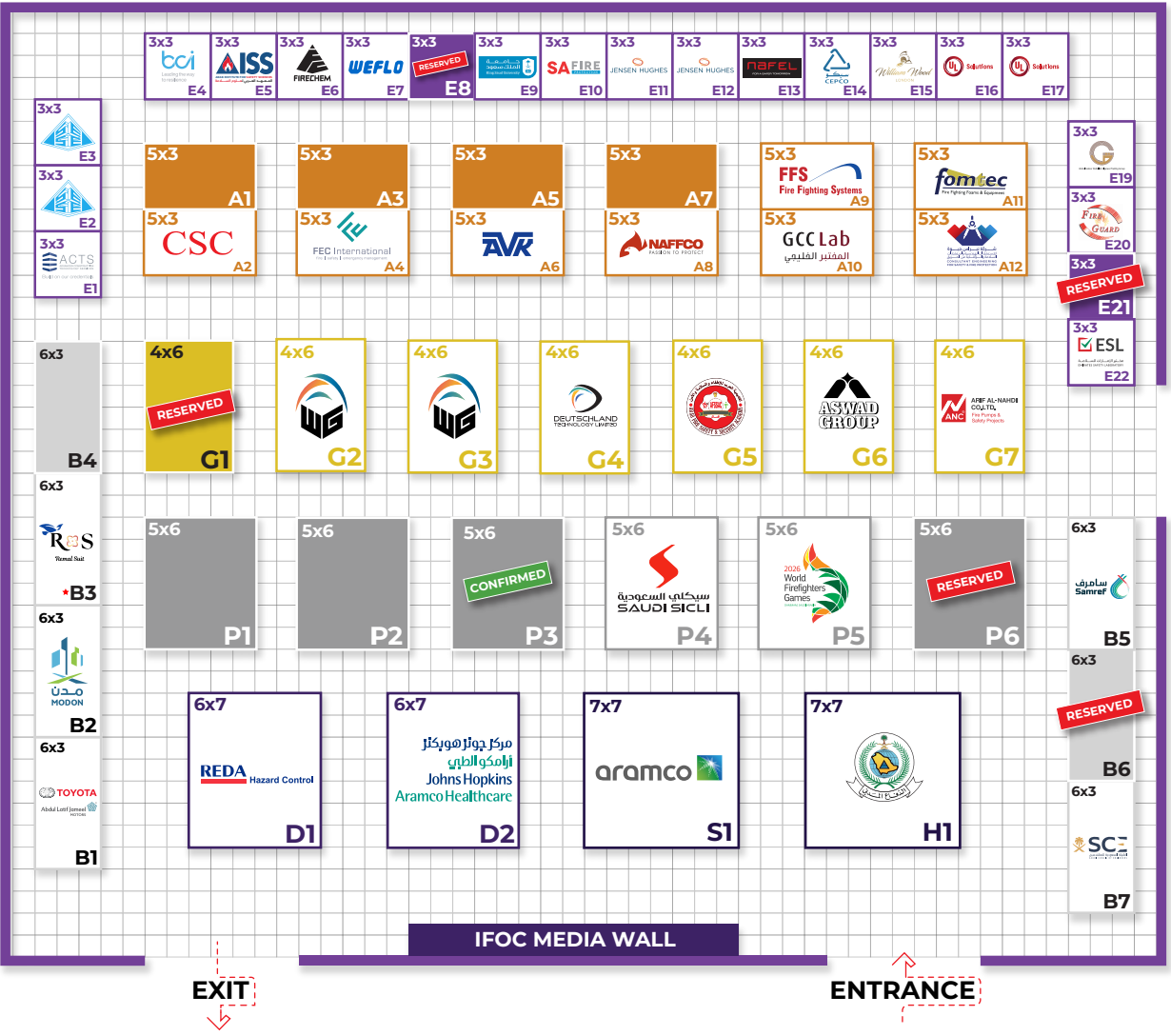
# IFOC 2024 EXHIBITION FLOOR PLAN

BOOK YOUR  
SPACE NOW!

## Exhibition Overview

- 3x3 21 Exhibitor
- 5x3 12 Bronze
- 6x3 7 Silver
- 4x6 7 Gold
- 5x6 6 Platinum
- 6x7 2 Sold
- 7x7 2 Sold

Total: 57 Booths



IFOC 2024 Exhibition will showcase businesses and organizations from all facets of the industry; bringing in value in innovation, technology, and knowledge developments for all delegates, partners, and stakeholders.



Contact IFOC 2024 Exhibition  
Email: [sales@ifoc.sa](mailto:sales@ifoc.sa)



**RIYADH | 2024**

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**4<sup>th</sup> INTERNATIONAL FIRE OPERATIONS**  
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<https://ifoc.sa>

# IFOC

## RIYADH | 2024

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4<sup>th</sup> INTERNATIONAL FIRE OPERATIONS  
CONFERENCE & EXHIBITION

ORGANIZED BY:

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