

T H E

Training & Development

S H O W

ME 2016

The Middle East's largest HR,
Training, and Technology event

9 – 10 October 2016

The Dubai World Trade Centre, Dubai, UAE

FEATURING

- Work 2.0, for future-ready, technology enabled learning
- Innovation and strategies for work place learning

Get involved. Call **Luci Hammon** at
+971 4 440 2534 or email luci.hammon@terrapinn.com



3000
Exhibition
Visitors



400
Conference
Delegates



150
Speakers



80
Sponsors and
Exhibitors



1
Innovative Learning
and HR Event



OUR STORY

"WE HAVE PARTNERED WITH THE TRAINING & DEVELOPMENT SHOW FOR THE PAST FEW YEARS AND RECORDED SIGNIFICANT ROI ON EACH OCCASION. IT IS ONE OF THE BEST EVENTS IN THE YEAR FOR L&D PROFESSIONALS, NOT TO BE MISSED!"

BARRY MORONEY, MARKETING MANAGER, BIZ-GROUP

Innovation and technology are transforming the 21st Century workforce. As new ideas disrupt the learning landscape, it is more important than ever to prepare and stay relevant in the digital business era.

The 5th annual Training & Development Show Middle East conference and exhibition is here to address the biggest challenges and opportunities in the industry at a time when technology is changing the way we learn and engage forever.

Why the Training & Development Show Middle East?

Because your customers are continuously looking to engage employees, develop future leaders and transform their HR functions into genuine agents for business growth and cultural change.

With industry leading keynotes, strategic conference, practical seminars and interactive workshops, we have crated the ultimate platform for solution providers to:

- find new customers
- share new ideas
- form new strategic partnerships

This year, access over 3000 exhibition visitors, 400 conference attendees, 150 speakers and 80 sponsors and exhibitors to showcase your solutions, get access to leading organisations and grow region-wide awareness around your brand and capabilities.

Our sponsorship packages have been developed to help you meet your business objectives, whether that's branding, lead generation, thought leadership or direct sales.

If you want to meet, market and sell to senior executives in the Middle Eastern learning and HR industry then this is the perfect platform.

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Work 2.0

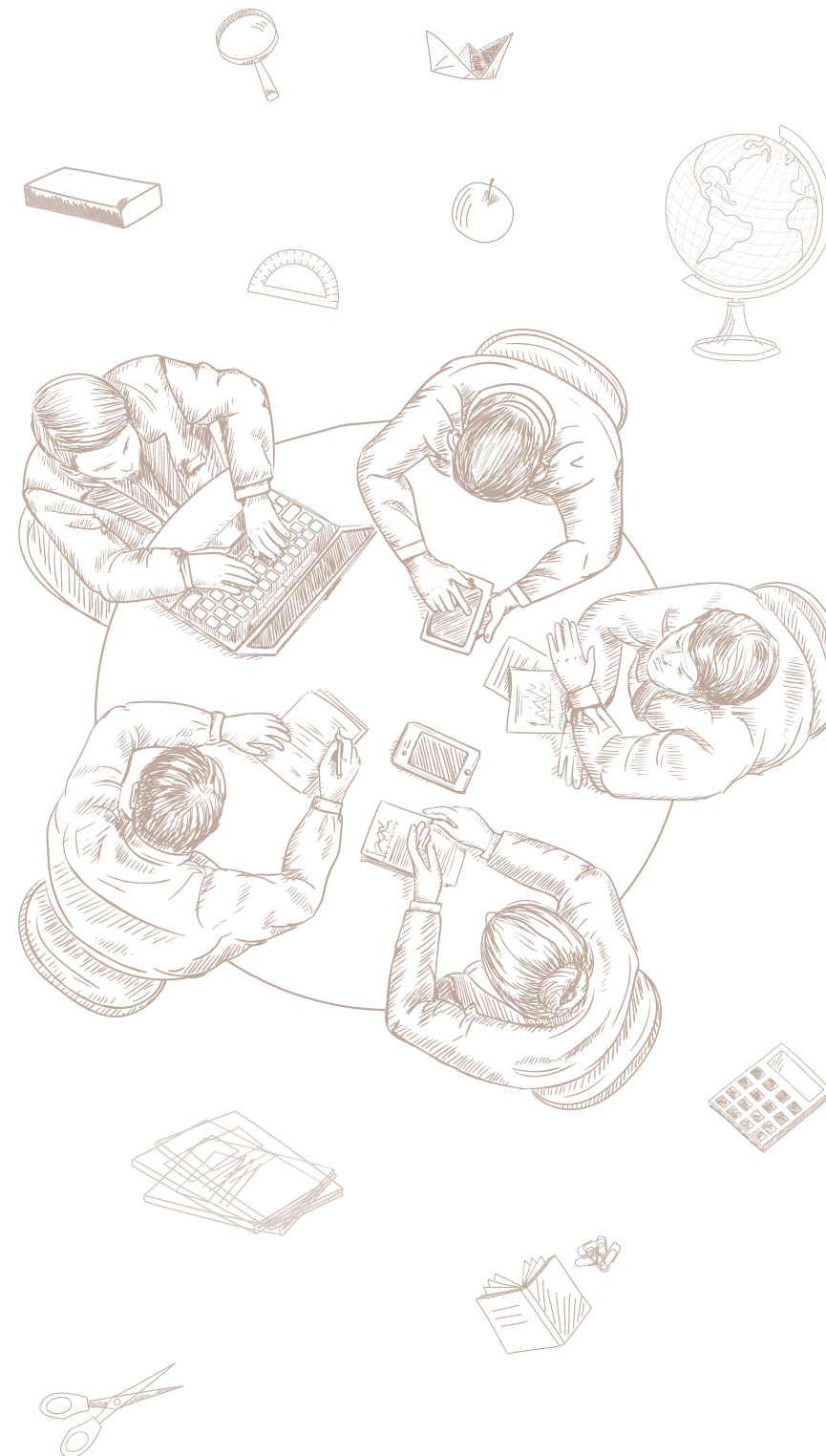
Future-ready, technology-enabled learning. This groundbreaking conference explores what it means for you, your teams and your business:

Workforce planning	flexibility, agility and mobility and how to plan for it
Technology 101	the latest trends and what you need to know. SaaS, Cloud, social, mobile, analytics, gamification, big data, algorithmic workplace management... and how they'll change the way we work and learn forever
Change your space!	how an office should function in a mobile, social world
Health = Wealth	the latest on health, wellbeing and its effect on productivity and bottom lines

We host the leading lights of Middle East businesses from banking, hospitality, telecom, retail, pharma, manufacturing, FMCG, automotive, oil & gas and more.

C-suite executives on the front lines of the coolest companies are here to explore technology's role in enabling business process and organisational success, and attracting and retaining great people.

If you have solutions that can help businesses stay relevant in the digital business era, then you need to get involved.



Who Sponsors?

Providers of:

- HR management systems
- Talent management services and software
- Elearning and blended learning
- Workforce mobility solutions
- Recruitment services
- Employee loyalty and engagement schemes
- Gamification and business simulation tools
- Presentation and videoconferencing solutions
- Health assessment tools and equipment
- Corporate mindfulness programmes

Who Attends?

- CEO/COO/MD/President
- Chief Commercial Officer (CCO)
- Commercial Director
- Chief People Officer
- VP/Director of Technology
- Director of HR
- Director of Talent
- Director Employee Benefits/Rewards
- Director Customer Success
- Director of Global Compensation & Benefits
- Director of Recruitment Solutions
- Director, Global Employer Brand & Communications

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WHO ATTENDS?

"WE THOROUGHLY ENJOYED THE SHOW AND ALSO EXPECT THE SHOW TO PROVIDE US THE RIGHT KIND OF RETURNS AS WELL. TRULY APPRECIATE THE SUPPORT EXTENDED FROM YOUR END."

VINOD VISWANATHAN, DGM & HEAD OF LEARNING SERVICES MIDDLE EAST, MANIPAL EXECUTIVE EDUCATION

70% buyers come to evaluate and purchase:

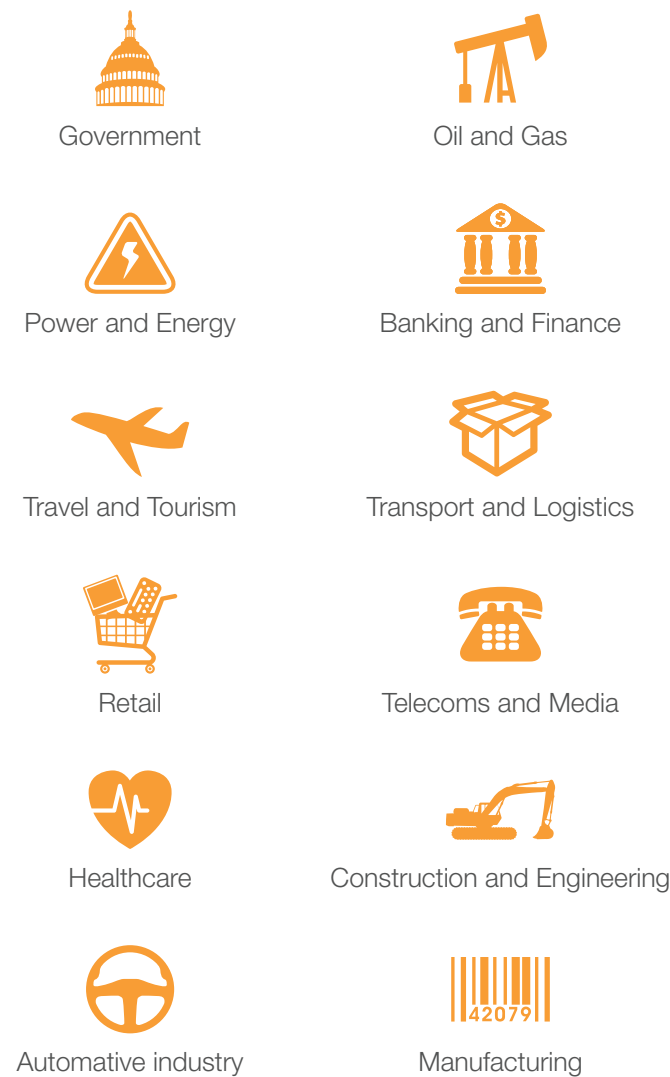
- 20% Board/Executive management
- 30% Senior Management
- 30% Middle Management
- 20% Non-management

The Stats:

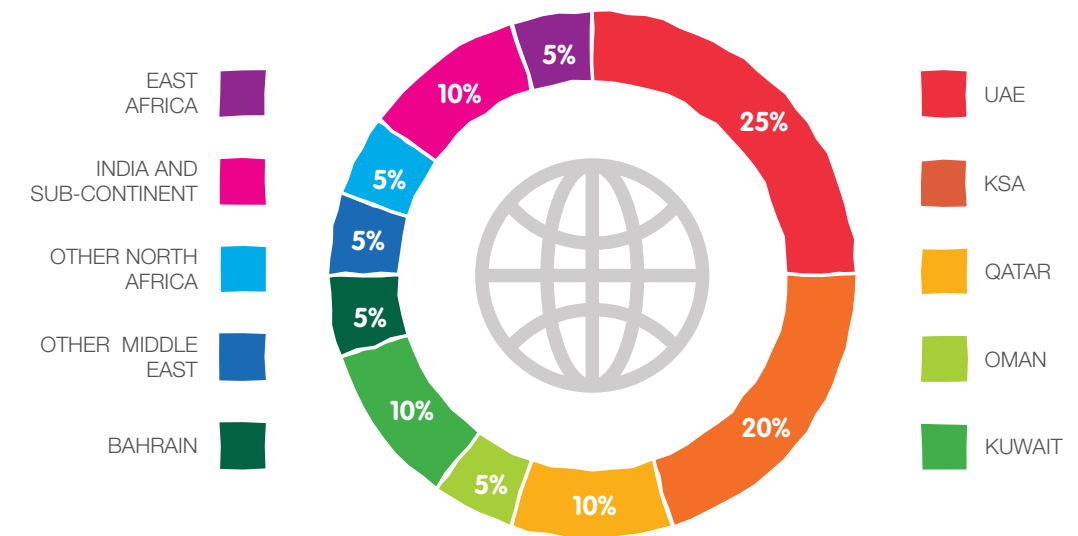
- 3000 attendees
- 400 conference attendees
- 150 speakers
- 80 sponsors and exhibitors

These job titles

- Chief Learning Office
- Chief HR Officer
- Chief Information Officer
- Chief Technology Officer
- Heads of:
 - Human resources
 - Learning and development
 - Talent management
 - Training
 - Performance improvement
 - Organisational development
 - Recruitment
 - E-learning
 - IT



Our year round marketing campaign is designed to deliver buyers from these key countries.



Who Attends:

Abu Dhabi Commercial Bank Abu Dhabi Health Authority Abu Dhabi National Hotels Compass Middle East. L.L.C. Abu Dhabi National Oil Company (ADNOC) Academie Accor Accor ADCB Aeroflot Russian Airlines AFKAR Co. Ahli United Bank Ajmal Perfumes Ajman Government Executive Council Al Futtaim Al Futtaim Watches & Jewellery Al Rajhi Bank Al Rostamani Al Suwaidi Group Al Tamimi & Company Al Tayer Group Al Zayani Investments American Express Americana Americana APM Terminals Arabtec Holdings Aramex Armani Astrazeneca FZ LLC Aujan Industries Co Avis Rent a Car Bahrain Petroleum (BAPCO) BANAGAS Banque Saudi Fransi Bechtel BMI Bank BNP Paribas Bahrain BPO+ Bridgestone MEA British Airways Chevron Chowking Orient UAE City Seasons Hotels Clarion Shipping Services Llc Commercial Bank of Qatar Commercial International Bank (CIB) DAMAC Hotels Management LLC Danat Hotels & Resort Descon Engineering Limited DP World Dragon Oil Ltd du EFG Hermes ELM Emaar Group Of Companies Emaar Hospitality Group Emirates Emirates Airlines Emirates Investment Authority Emirates LNG Emirates NBD Emirates Securities & Commodities Authority Emrill LLC Etisalat Eva Pharma Federal Authority for Govt Human Resources Federal Authority For Nuclear Regulation Federal Electricity and Water Authority FGB flydubai Fujairah Municipality Godiva Chocolatier Grand Millinnium Gulf Cryo Gulf International Gulf Pharmaceutical Industries H.M.H. Hotel Group Habtoor Leighton Group LLC HealthCare International Hilton Worldwide Imdad Industries Qatar International Petroleum Investment Company (IPIIC) Jashanmal National Company Johnson & Johnson Middle East Kanoo Group Kempinski Kerzner International Khalifa Fund Kingdom Holding Knowledge and Human Development Authority (KHDA) Kuwait Finance House Kuwait Investments Authority Kuwait Petroleum Labib Medical center Landmark International Leighton Offshore M.H. Alshaya Co. Magrabi Hospitals Malakut Mashreq Masraf al Rayan Millennium & Copthorne Hotels Ministry of Education, Dubai Mobily Mubadala Mubadala Petroleum Nass Group National Bank of Kuwait (NBK) National Commercial Bank National Hospital & Medical Center National Oil & Gas Authority National Saudi Shipping Co. NBAD NDC Nepal Telecom Nobles Investment LLC Noor Investment Group Noor Islamic Bank NPCC (National Petroleum) NSEAD Ooredoo Paris Gallery Petrofac Qatar Electric & Water Qatar National Bank (QNB) Qatar Petroleum RAK Ceramics RAK Free Trade Zone RAK Medical & Health Sciences University RAKBANK Ramada Hotels Rassoul Aazam Hospital Riyadh Bank Rolls Royce Rotana Hotels SABIC Sadara Chemical Company Saipem Samba Financial Group Sanofi Saudi Aramco Saudi British Bank Saudi Electricity Co. Saudi Hollandi Bank Saudi Industrial Investment Group Saudi International Petrochemical Company Saudi Telecom Saudin Airlines Savola Group Shalina Healthcare DMCC Sharjah Cooperative Society Sharjah Islamic Bank Sharjah Museums Department Sofitel the Palm, Dubai Suhail Bahwan Automobiles The Akram Rajab Foundation Time Hotels Trans Gulf Electromechanical LLC Transguard Group LLC Trinity Holdings UAE General Civil Aviation Authority Virgin Megatronics Middle East Worley Parsons Wrigley Middle East Yas Viceroy Hotels Yateem Group Zaeem Trading LLC Dubai Zahran Holding Group Zain

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THE CONFERENCE

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VINOD VISWANATHAN, DGM & HEAD – LEARNING SERVICES(MIDDLE EAST),
MANIPAL EXECUTIVE EDUCATION

Educate customers, influence purchasing decisions and demonstrate thought leadership.

We will be inviting some of the world's most innovative thinkers and the region's most cutting edge learning and HR leaders to deliver a series of visionary presentations designed to excite, inspire and engage.

Limited sponsorship opportunities are available upon request to get your brand in front of our most important VIP's and buyers.

CONFERENCES

Training & Development learning and skills

- Change management and culture
- Harnessing the science of learning
- Developing talent to drive business results
- Engagement and motivation
- Fostering learning, creativity and innovation
- Coaching and mentoring
- Knowledge management
- Performance improvement
- Managing learning programs

Work 2.0

technology for workplace learning;
anytime and anywhere

- Innovation in learning design
- Social learning
- Mobile learning
- eLearning
- Leveraging data for insight
- Gamification and simulations
- Engagement and motivation
- Evaluating the learning impact
- Integrated talent management

If you have an innovative solution that can help the Middle East's largest businesses and government institutions then you need to call us today.

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THE EXHIBITION

"A VIBRANT, WELL ATTENDED AND EXTREMELY WELL MANAGED
EVENT – HIGHLY RECOMMENDED".

TIM TAYLOR, CONTENT MANAGEMENT & BRAND AMBASSADOR,
TTM ASSOCIATES

Your customers are continuously on the lookout for the best training and technology solutions. This is your opportunity to get your brand in front of them.

Launch and demo products and solutions, meet buyers and close deals.

Your customers are coming to The Training & Development Show Middle East to:

- Evaluate new learning technology
- Understand how mobile, social and eLearning platforms can revolutionise their workplace
- Negotiate and buy the solutions they need to overhaul their learning and HR departments
- Learn about new training techniques
- Apply new learning models to their businesses
- Engage with HR consultants

The exhibition is packed with networking and learning opportunities that keep your customers and prospects absorbed and entertained for 2 full days.

The seminars

The exhibition's Seminar Theatres give you a platform to educate the market on how your solutions are already helping customers around the world to overcome their challenges.

Demonstrate your unique capabilities, build credibility and educate your customers on why you should be their go-to provider.

The Learning Skills Theatre

- Learning and development strategy and solutions
- Design thinking
- Experiential learning
- Leadership & succession planning
- Coaching & mentoring
- Team building

The Learning Technology Theatre

- Making sense of data
- Mobility, cloud and business intelligence
- Technology innovation: mobile, social and online
- Impact of gamification and simulations
- Sales performance management
- Employee engagement platforms

If you need to spend 2 days with over 3000 HR and learning leaders and practitioners from across the Middle East and wider region then you need to call us today.



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NETWORKING

Relationships matter and at the end of the day the success of the event will be determined by the number of quality contacts you make.

Over the course of two days we can connect you with buyers, shorten your sales cycles and put your team in front of the region's leading learning and HR decision makers.

Here's how we ensure you meet the right people to develop your business:



Guaranteed meetings

Would it help your business if you could guarantee introductions to your key prospects? Our dedicated networking manager will do exactly that. We remove all of the risk out of securing those vital business opportunities. We guarantee it.



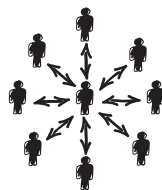
VIP Program

Our networking team works year round to build important relationships with learning and HR leaders. This is how we will pack out the event with so many great buyers. We go out and build the audience for you.



The networking app

You will have access to our event networking app 4 weeks before the show to view pre-registered attendees, set up meetings, and ensure your sales team have connected with your prospects before you get to the show for the ultimate preparation.



Speed networking

Meet over 60 buyers in 15 minutes. A fast and furious session, you will have 3 minutes in front of every prospect in the room. Establish valuable relationships with learning and HR leaders that will transform your business.

The Training & Development Show Middle East:

THE
Training & Development
SHOW ME 2016

- Connects you with leading players in the industry
- Gives you over 8 hours of networking time in 2 days
- Dedicated access to Networking Managers

"THE TRAINING & DEVELOPMENT SHOW WAS DEFINITELY WORTHWHILE, AS WE GOT EXPOSED TO OTHER BUSINESSES (B2B) AND TO PROSPECT CLIENTS WHO WERE IN NEED FOR OUR TRAINING SOLUTIONS"

KAMAL NAAMAN, FOUNDER & MANAGING DIRECTOR,
CORNER-STONE TRAINING SOLUTIONS



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WHY SPONSOR AND EXHIBIT?

You should sponsor The Training & Development Show Middle East because:

- You see the opportunity in the region and the growth in the market
- Your sales force is in need of high quality, decision making leads
- You need to educate your market about the possibilities created by your product or service
- You want to motivate senior business executives to grow their investment in your solution

The Training & Development Show Middle East will help you:

- Meet and partner with Middle Eastern learning and HR leaders from government and enterprise
- Profile your brand and stay ahead of the competition
- Create new leads and shorten your sales cycles
- Win new business and stay visible to your customers
- Gain face-to-face contact with your biggest prospects
- Build understanding and change market perception around your solutions
- Discover the emerging needs of your target market and match your offering to get the best positioning

Who sponsors and exhibits

- E-learning strategy, technology and implementation
- Human resource management software providers
- Business gamification companies and simulation developers
- Content authoring, design and publishing providers
- Training companies
- HR consultancies
- Presentation equipment, technology and learning aid providers
- Virtual classroom technology providers
- Business schools
- Executive coaching and mentoring providers
- Venues and training spaces

PAST SPONSORS AND EXHIBITORS

GOVERNMENT PARTNER



الهيئة الاتحادية للموارد البشرية الحكومية
Federal Authority For Government Human Resources



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BUILD VISIBILITY THROUGH A YEAR-ROUND INTEGRATED MARKETING PLAN

Our marketing campaign kicks off twelve months out and is a fully integrated digital campaign using a variety of channels.

Website

Our website is fully responsive and is updated regularly. It features a dedicated page for sponsors and exhibitors with a link through to your website. It's a great way to generate visibility, awareness and inbound enquiries.

Email marketing

We run a sophisticated lead generation and lead nurture campaign to our comprehensive global database.

Digital advertising

Working with a leading advertising agency adverts will be placed on Google, the display networks, LinkedIn and Facebook. Re-marketing will be used extensively.

Inbound marketing

Ebooks will be produced for download and lead generation. Sponsors are invited to contribute whitepapers and content articles to demonstrate thought leadership and educate the market on your key areas of expertise.

Press and 3rd party campaign

We will be partnering with leading press and media. Digital advertising, email blasts and page adverts in leading HR publications will be placed in the run up to the event.

Direct sales

Our dedicated direct sales team ensure that no lead is left unconverted.

As a sponsor at **The Training & Development Show Middle East**, you can leverage our marketing campaign:

- Your logo will be prominent on all marketing materials
- You can benefit from our inbound marketing machine and generate leads from the moment you sign

SPONSORSHIP PACKAGES

Package/benefits	Title	Platinum	Gold	Silver	Hospitality	Exhibitor
Content and thought leadership benefits						
Chair plenary session	1					
Keynote presentation main plenary 20 minutes	1	1				
Conference stream speaking slot 20 minutes	1	1	Yes			
Panel speaking slot	1			Yes		
Host roundtable	Yes	Yes	Yes	Yes		
Solo content email shot	Yes	Yes	Yes	Yes		
Invitation to contribute to event e-book	Yes	Yes	Yes			
Networking and business development benefits						
VIP passes for your executives	10	6	4	2	2	1
VIP passes for your clients	10	6	4	2	2	
Pre-arranged onsite meetings	20	10	6	3		
Private meeting room	Yes	Yes			Yes	
Use of the networking app	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Limited to targeting visitors
Branding and profiling benefits						
Website listing profile and logo	Yes	Yes	Yes	Yes	Yes	Yes
Sponsorship of event app	Yes					
Logo on event promotion	Title Partner Position	Platinum Position	Gold Position	Silver Position	Hospitality Position	Exhibitor
Sponsorship of event lanyards	Yes					
Welcome address at hospitality function 5 min					Yes	
Inclusion in a monthly community e-newsletter	Yes	Yes	Yes			
Exhibition space SQM	36	24	18	12	12	Minimum 9
Investment required USD	\$80,000	\$50,000	\$30,000	\$20,000	\$15,000	\$545/sqm

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See you there!

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Work 2.0

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