

INTERNATIONAL EXHIBITION
of Modern Constructions and New Technologies.

SPONSORING FILE

BUILDING TOMORROW, TOGETHER TODAY

FEBRUARY 20TH TO 23TH, 2024
MARRIOTT HOTEL, CONSTANTINE

WHY SPONSOR THE INTERNATIONAL TRADE FAIR FOR MODERN CONSTRUCTION AND NEW TECHNOLOGIES BUILTEC ?

The International Trade Fair for Modern Construction and New Technologies BUILTEC, now in its 4th edition, offers numerous advantages for professionals in the sector. As an exceptional communication tool bridging the worlds of scientific research and innovation with the socio-economic sphere, this event plays a pivotal role in opening up golden opportunities for market players. It also contributes to strengthening and advancing the country's policies in the construction industry and its modernization.

By choosing to sponsor this event, you will have the opportunity to showcase your sensory expertise and position yourself as a leader in your field. Through increased visibility among professionals in the construction industry and its diverse facets, you enhance your brand image and credibility.

The fair is built on a solid foundation of industry experts, industrialists, and researchers, making it a privileged platform to showcase, exchange ideas, discover the latest technological advancements, and collaborate with strategic partners. By sponsoring the event, you join a community of key industry players and establish yourself as a preferred partner in the development of innovative solutions.

Furthermore, the fair emphasizes B2B meetings, offering unique networking and strategic partnership development opportunities. As a sponsor, you will have the chance to meet decision-makers, influential professionals, and potential prospects, expanding your professional network and exploring new business opportunities.

Lastly, the fair addresses the sector's major challenges, highlighting key themes such as innovations, emerging trends, and climate-related challenges affecting the industry. As a sponsor, you will be associated with these current topics and actively contribute to the evolution of the construction industry by meeting the expectations of professionals and facilitating their skill development.

Sponsoring the International Trade Fair for Modern Construction and New Technologies is therefore a unique opportunity to promote your company, increase your visibility, and establish strategic partnerships. Join us in this prestigious event and actively contribute to shaping the future of the construction industry and its future in Algeria.

TARGET AUDIENCE

The International Trade Fair for Modern Construction and New Technologies, BUILTEC, aims to attract a wide range of professionals and key players in the construction and new technologies industry. Among the individuals who will closely follow our project from start to finish, we target the following categories:

1. Contractors and Construction Companies:

Contractors and construction companies are seeking new construction methods, innovative materials, and strategic partnerships to improve their efficiency and competitiveness. er leur efficacité et leur compétitivité

2. Architects and Engineers:

Architects and engineers are essential actors in the design and realization of modern construction projects. They are looking for the latest trends, technologies, and innovative solutions presented at the event to incorporate into their designs.

3. Real Estate Investors & Developers:

Real estate investors are searching for investment opportunities in promising construction projects. They are attracted to the innovations and projects showcased at the fair and interested in the latest construction trends and sustainable building practices to enhance their real estate projects.

4. Investors in Construction:

Individuals and organizations looking for investment opportunities in construction projects, including both residential and commercial properties.

5. Renewable Energy Companies:

Given the focus on renewable energy, companies specializing in solar, wind, and other sustainable energy solutions should be targeted.

6. Policy Makers and Government Officials:

Policy makers and government officials are interested in technological advancements and sustainable practices in the construction sector, as they can influence public policies and regulations.

7. Technology and Material Suppliers: Technology and material suppliers aim to present their products and services to industry professionals. The fair provides them with a platform to establish business partnerships.

9. Non-Profit Organizations: NGOs and non-profit organizations interested in sustainability and social initiatives in the construction sector seek to establish partnerships for philanthropic projects.

11. Startups in Construction Tech: Entrepreneurs and startups with innovative technologies related to construction, smart buildings, or sustainability.

8. Students and Researchers: Students and researchers are attracted to the training, research, and learning opportunities offered by the event. They want to stay informed about the latest developments in the construction field.

10. Sustainability and Environmental Professionals: Sustainability and environmental experts turn to the fair to discover practices and technologies aimed at making the construction industry more environmentally friendly.

12. Financial Institutions: Banks and financial institutions looking to provide funding or financial solutions for construction projects.

13. IT and Tech Companies: Tech companies with products or services related to construction management, project planning, or IoT for smart buildings.





14. Media and Press: Journalists, bloggers, and media outlets covering the construction and technology industries.

16. International Delegations: Representatives from foreign governments, businesses, and organizations interested in networking and collaboration.

15. General Public: Depending on the specific focus and events within BUILTEC, there may be opportunities for the general public, particularly those interested in sustainable living and construction.

Through the diversity of targeted key players, BUILTEC plays an essential role in fostering collaboration, innovation, and development in the construction industry, while addressing the varied needs of all professionals involved in this ever-evolving sector.

By participating in this event, you will have the opportunity to interact directly with your target audience, establish contacts with potential partners, and strengthen your market position. Do not miss this unique opportunity to make an impact by associating yourself with our prestigious fair.

OBJECTIVES OF THE FAIR

BUILTEC in its fourth (4th) edition has the following objectives:

01

Promotion of the Industry BUILTEC plays a crucial role in promoting the construction industry in Algeria. By participating, you actively contribute to strengthening and modernizing our sector.

Presentation of Products and Services You will have the opportunity to showcase your cutting-edge products, equipment, and technologies to a knowledgeable audience, potentially boosting your sales and qualified leads.

02

03

Brand Reinforcement By participating in BUILTEC, you instantly enhance your brand's recognition and assert your leadership in the sector.

04

Access to New Markets Bultec has international reach, opening doors to new markets and opportunities.



05

Innovation and Technology

Bultec aspires to become the hub of innovation in construction. We will highlight the latest technologies and cutting-edge materials essential for the ever-evolving sector.

06

Eco-Friendly Construction Our fair actively promotes the use of renewable energies, energy efficiency, and environmentally friendly construction. We will also advocate for sustainable construction practices.

Involvement of All Stakeholders Bultec offers a platform where all stakeholders can contribute to transforming the sector. We will emphasize collaboration between the industry, universities, researchers, and startups

07

08

Support for Local Innovation We aim to encourage local innovation by showcasing local achievements and Algerian products in the construction sector.

09

Education and Training Builtec is committed to strengthening education in the construction sector. We will offer training sessions, workshops, and learning opportunities for students and professionals.

10

Awareness of Issues, Smart Cities, and Smart Homes Builtec 2024 addresses crucial issues by promoting Smart Cities and Smart Homes, while presenting innovative technologies that transform our cities into intelligent and sustainable spaces. We will demonstrate how modern architecture and new technologies can improve urban quality of life, reduce energy consumption, and foster smart connectivity.



11

Support for Renewable Energy Projects

Builtec encourages the transition to clean energy sources. We will highlight renewable energy projects in construction, showing how solar, wind, and hydropower can be efficiently and economically integrated into buildings and infrastructure.



12

Development of Local Skills

One of Builtec 2024's key objectives is to develop local skills in the construction sector. We will organize training workshops and seminars to enhance the technical and professional skills of local workers.

13

Networking and Business Opportunities

Builtec will create an environment conducive to networking and business opportunities. We will facilitate meetings between professionals, investors, and entrepreneurs, offering unique opportunities for collaboration and investment in the construction sector.

Monitoring Regulatory Changes We will keep you informed of regulatory developments affecting the industry.

14

SPONSORSHIP AND COMMUNICATION TOOLS

DIGITAL

HOME PAGE WEBSITE BANNER

PRICE : 360 000,00 DA/EXCLUDING TAXES

Visibility for 4 months from the date of the agreement signing.

- Reach our website visitors : builtec-dz.com
- Your rotating banner on the most visited page of the website!
- Audience: Unique visitors spending an average of on the site while preparing for their visit.
- Banner provided by you in FR and/or UK. Format: ... xpx, jpeg or png + redirection link.

SOCIAL MEDIA BANNER

PRICE : 150 000,00 DA/ EXCLUDING TAXES 5 SPONSORS

Visibility for 64 days Random rotation Deadline End of the event.

- Reach our social media visitors (LinkedIn, FB, Instagram, Google Ads):
- Your banner visible on all social media platforms.
- Audience: Unique visitors spending an average of on the site while preparing for their visit.
- Banner provided by you in FR and/or UK

VIDEO ON EQUIPPED BOOTH SCREEN

PRICE : 500 000,00 DA EXCLUDING TAXES 5 SPONSORS

Please note that there will be no sound (Duration: 4 days of the event)

- Showcase your expertise, demonstrate your products, and engage the audience with a video presentation.
- Please provide your video in MP4 format on a USB drive.

NEWSROOM

PRIX : 2 000 000,00 DA EXCLUDING TAXES

2 videos for the sponsor, published on + Newsletter + Social Media.

- Come and take the microphone with the media journalists! This is your chance to make announcements and gain recognition within the tech ecosystem.
- Sponsor's logo visible on video call.
- Video interview of the sponsor on LiveTweet (or other, depending on the media) during the 4 days of the event on account.

VIDEO RECORDING OF CONFERENCES

**PRIX : 800 000,00 DA/HT
6 SPONSORS**

Get the recording of scientific conferences for :

- Use in your training sessions
- Animate your newsletters
- Publish it on your social media
- High-quality content for re-use
- A fixed camera at the back of the room will capture your presence if you are a Conference sponsor.

BANNER IN THE VISITORS' DEDICATED NEWSLETTER

PRIX : 500 000,00 DA EXCLUDING TAXES 5 SPONSORS

Expected number of visitors: 10,000 peoplepersonnes

- Introduce your latest offerings to pre-registered visitors and invite them to meet you at your booth.
- The banner: Insert your visual 600x74px with a redirection link.

LOGO & BRANDING

LANYARD NECK STRAPS

PRICE: 1,235,000.00 DZD/EXCLUDING TAXES

12,000 copies provided by the sponsor
Deadline: December 1, 2023
1 SPONSOR

- **BADGE:** Boost your visibility with the neck strap worn by everyone during the 4 days of the exhibition; it is mandatory for all participants. Dispensed self-service at the entrance of the exhibition. Co-branded by the sponsor and the organizer.

HONOR GUEST BADGE LANYARD

PRICE: 600,000.00 DZD/EXCLUDING TAXES

250 copies provided by the sponsor
Deadline: September 10, 2023
1 SPONSOR

- Stand out from your competitors and reach a high-quality audience.
- Co-branded by the sponsor and the orga-

T-SHIRTS + SHOPS + USB DRIVES

PRIX : 1 500 000,00 DA HT
1 SPONSOR

2,500 copies provided by the sponsor

- Advertisement on the event website with a link and logo to your site.
- Formal acknowledgment at the opening.
 - 2 entries for the gala dinner.
- Your logo on the goodies (t-shirt, USB drives, shops) provided by the sponsor.

OFFICIAL EVENT BAG

PRICE: 2,100,000.00 DZD/EXCLUDING TAXES

8,000 copies provided by the sponsor
1 SPONSOR

- Gain visibility on the official HID event bag throughout the 4 days of the exhibition.
- Bags co-branded by the sponsor and the organizer.
- Self-service distribution at the entrance of the event.

SPACES AND SERVICES

DISTRIBUTION OF FLYERS / PROMOTIONAL ITEMS AT THE ENTRANCE OF THE TRADE SHOW

PRICE: 1,000,000.00 DZD/EXCLUDING TAXES

Deadline: December 1, 2023
5 SPONSORS

Make your presence known during the event! Your flyer or promotional item distributed at the entrance of the trade show by one of the hostesses during the 4 days of the event. Materials to be provided by you and subject to approval by the organizer.

RIGHT TO DISTRIBUTION IN THE AISLES

PRICE: 950,000.00 DZD/EXCLUDING TAXES 10 ADVERTISERS

Deadline: December 1, 2023

Your flyer or promotional item distributed by your hostesses in the aisles during the 4 days of the trade show.

(Excluding the visitor reception area) Materials to be provided by you and subject to approval by the organizer.

Excludes aisles adjacent to the visitor reception area. The organizer will provide an identification bracelet to the advertiser.

SPONSORSHIP OF THE START-UP ZONE

PRICE: 1,500,000.00 DZD/EXCLUDING TAXES (1 SPONSOR)

Deadline: December 1, 2023

Position yourself as the sponsor of innovation! Your brand on the signage of the space. Your brand associated with the space in all communication materials of the trade show (catalog, floor plans, etc.). Distribution of goodies/documents (provided by the sponsor) in the space. Sponsor's association with the award ceremony for the best startup of the year.

SPONSORING DU RESTAURANT DU SALON

EXCLUSIVE SPONSOR - BY QUOTE

Deadline: December 1, 2023

Affichez-vous dans l'un des endroits les plus fréquentés par les visiteurs et renforcez votre visibilité grâce au covering du restaurant du salon à vos couleurs.

SPACES AND SERVICES

SPONSORING PARTICIPATION CERTIFICATE AWARD CEREMONY

PRICE: 2,800,000.00 DZD/EXCLUDING TAXES 1 SPONSOR

Deadline: December 1, 2023

Be visible during the certification award ceremony that recognizes architects and new graduates in the sector who have participated in training.

Logo on all communication documents (official catalog, floor plan, emails sent to potential candidates and registrants, website

- sponsors page and awards page, in the participation submission platform).

5 minutes of speaking time at the beginning of the ceremony and logo on presentation materials and the photocall.

EXCLUSIVE PACKAGES CONFERENCE SPEAKER FOLDER — EXCLUSIVE

PRICE: 800,000.00 DZD/EXCLUDING TAXES 1 SPONSOR

**Number of speakers: 16+Moderator
Deadline: December 1, 2023**

Coverage of the conference speaker folder:

- Folders distributed to all speakers
 - Exclusive branding with the sponsor's logo
 - Provided by the sponsor •
- Size: A4 format

SPONSORING GALA DINNER AMONG PEERS

PRICE: 2,500,000.00 DZD/EXCLUDING TAXES 1 OFFICIAL SPONSOR

Deadline: December 1, 2023

Distinguish yourself from competitors and target a qualitative audience!

Your brand associated with the dinner in all communication materials of the trade show.

A dedicated space within the Networking area welcoming VIP guests.

Possibility to distribute a goodie/document to guests (provided by the sponsor).

Target audience: Honour Guests 20 guests, Honour Guests + 5 company employees.

CONFERENCES SPONSORING

PRICE: 2,000,000.00 DZD/EXCLUDING TAXES 6 SPONSORS

Deadline: December 1, 2023

- Display of the sponsor's logo on the HID website and conference invitations.
- To ensure optimal visibility, distribution of promotional materials during in-person conferences (this implies the mandatory presence of sponsor representatives on-site, a maximum of two salespeople).
- Presence of the sponsor's visual identity on-site (e.g., banner).
- Distribution of contact information for conference registrants.
- A conference during the conferences (a 30-minute maximum speaking slot for the sponsor to promote a product, discuss new developments - the content must be in line with the conference theme).

SPACES AND SERVICES

SPONSORSHIP OF SOCIAL PROGRAM EVENTS

CONTACT US

City tours, entertainment, activities... To be the preferred partner of one of the social program events at the trade show. Display of the sponsor's logo on tickets and in the program.
Highlighting of your communication materials.

WORKSHOPS SPONSOR

PRICE: 1,000,000.00 DZD/EXCLUDING TAXES 1 SPONSOR

Deadline: December 1, 2023

- Presence of the sponsor's visual identity on-site (e.g., banner).
- Sponsor's banner next to the entrance of the workshop.
- Distribution of flyers to workshop attendees.

SPONSORSHIP OF B TO B MEETINGS

CONTACT US

3 days of «B to B» meetings will be organized to facilitate privileged exchanges between industry professionals, transfer centers, and academics. These meetings will revolve around various themes and will be scheduled in advance. Sponsor this event with your branding during our «B to B» meeting.

SPONSORING PACKS

PLATINUM SPONSORSHIP

5,000,000.00 DZD/EXCLUDING TAXES

1 available opportunity 10% discount if sponsorship is signed before December 1, 2023 Specific benefits of platinum sponsorship include:

- A 12m2 Platinum Booth with electrical connection, lighting, a table, and two chairs. Sponsors may use their own institutional booth. In this case, the proposed booth design must be sent to the organizers in advance for approval. If the sponsor's booth is larger in size, additional space must be purchased at an additional cost.
- Booth location in the prime area of the exhibition zone.
- A free 30-minute conference slot.
- A 15% discount on each additional delegate registration.
- Sponsor's logo printed on the front cover of the conference program, on all important signage panels, including the registration desk, plenary hall, program boards, and sponsor recognition boards, along with an outdoor flag.
- Sponsor's logo displayed on program slides at the beginning and end of the exhibition.
- Sponsor's logo displayed on the HID website with a link to the company's website.
- A full-page color advertisement in the exhibition program.
- Verbal recognition of Platinum HID Sponsor support by the CEO of Media SMART during the opening and closing ceremonies.
- Opportunity to sponsor a technical session by providing a banner displayed during the session.
- Promotional material in every delegate bag, provided by the sponsor.
- Access to the list of conference participants.

SPONSORING PACKS

GOLD SPONSORSHIP

4,000,000.00 DZD/EXCLUDING TAXES

– 2 available opportunities 10% discount if sponsorship is signed before December 1, 2023 Specific benefits of gold sponsorship include:

- An 8m2 Gold Booth with electrical connection, lighting, a table, and two chairs. Sponsors may use their own institutional booth. In this case, the proposed booth design must be sent to the organizers in advance for approval. If the sponsor's booth is larger in size, additional space must be purchased at an additional cost.
- Booth location positioned in a prime area of the exhibition zone.
- A free 30-minute conference slot.
- A 10% discount on each additional delegate registration.
- Sponsor's logo printed on the front cover of the conference program and on all important signage panels, including the registration desk, plenary hall, program boards, and sponsor recognition boards.
- Sponsor's logo displayed on program slides at the beginning and end of all conference sessions.
- Sponsor's logo displayed on the HID website with a link to the company's website.
- A half-page color advertisement in the conference program.
- Verbal recognition of Gold HID Sponsor support by the conference chairperson during the opening and closing ceremonies.
- Opportunity to sponsor a technical session by providing a banner displayed during the session.
- Promotional material in every delegate bag.
- Access to the list of conference participants.

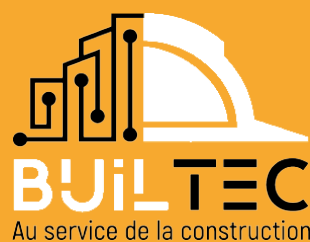
SPONSORING PACKS

SILVER SPONSORSHIP

3 000 000,00 DA HT - 3 OPPORTUNITÉS DISPONIBLES

- 3 available opportunities 10% discount if sponsorship is signed before December 1, 2023 Specific benefits of silver sponsorship include:

- A 6m2 Silver Booth with electrical connection, lighting, a table, and two chairs. Sponsors may use their own institutional booth. In this case, the proposed booth design must be sent to the organizers in advance for approval. If the sponsor's booth is larger in size, additional space must be purchased at an additional cost.
- Booth location positioned in a prime area of the exhibition zone.
- A free 30-minute conference slot.
- A 10% discount on each additional delegate registration.
- Sponsor's logo printed on the front cover of the conference program and on all important signage panels, including the registration desk, plenary hall, program boards, and sponsor recognition boards.
- Sponsor's logo displayed on program slides at the beginning and end of all salon sessions.
- Sponsor's logo displayed on the HID website with a link to the company's website.
- A half-page monochrome advertisement in the conference program.
- Verbal recognition of Silver Sponsor support by the conference chairperson during the opening and closing ceremonies.
- Promotional material in every delegate bag.
- Access to the list of conference participants.



INTERNATIONAL EXHIBITION
of Modern Constructions and New Technologies



0552 21 30 47 0541 23 54 35
0792 52 71 09 0550 25 05 61



BUILTEC



WWW.BUILTEC-DZ.COM