



INTERNATIONAL
**CRANES &
TRANSPORT**
MIDDLE EAST CONFERENCE

The fourth CATME conference and networking event for the Middle East's crane and specialized transport industry



**SPONSORSHIP
OPPORTUNITIES**

1 & 2 OCTOBER 2024

JAFZA ONE CONVENTION CENTRE, DUBAI

CREATED AND ORGANISED BY

INTERNATIONAL
CRANES
AND SPECIALIZED TRANSPORT

AMERICAN CRANES & TRANSPORT
ACT&T

khl

EXCLUSIVE EVENT PARTNER



SC&RA Specialized Carriers &
Rigging Association
OUR MEMBERS LIFT & MOVE THE WORLD

www.khl-catme.com

THE MIDDLE EAST – A DYNAMIC MARKET FOR LIFTING AND SPECIALIZED TRANSPORT SERVICES

The Middle East is an important region in the global economy and continues to provide excellent business opportunities for companies in the lifting and specialized transport industries.

Oil and gas remains a key sector of the regional economy, but construction and infrastructure investment is rising in many other areas, in particular as countries diversify beyond their traditional reliance on fossil fuels.

After successful events in 2016, 2018 and 2022 CATME returns to Dubai in 2024. The conference will bring together top-level executives from the lifting and specialized transport industry, both from Middle East and globally.

The event attracts owners, senior executives and managers from major stakeholders in rental and contracting, allowing you to discuss, share, learn and network with colleagues and both existing and potential new customers.



Jafza One
Convention
Centre, Dubai

PREVIOUS SPONSORS INCLUDED



TARGET AUDIENCE

THE EVENT WILL BE MARKETING INTERNATIONALLY AND THROUGHOUT THE MIDDLE EAST REGION USING:

- ✔ KHL's targeted circulation in the region covering crane and specialized transport companies and major contractors (including readers of *International Cranes and Specialized Transport* and *International Construction* magazines)
- ✔ The event is supported by industry associations who will promote it to their members
- ✔ Promotion through KHL's extensive media streams via print, digital and social media channels.

CATME WILL TARGET OWNERS AND USERS OF CRANES AND SPECIALIZED TRANSPORT EQUIPMENT, INCLUDING:

- ✔ Mobile crane rental companies
- ✔ Tower crane rental companies
- ✔ Heavy lift specialists
- ✔ Specialized transport companies
- ✔ Contractors who own and-or use cranes and specialist transport equipment
- ✔ Oil and gas companies
- ✔ EPC (engineering, procurement and construction) contractors.
- ✔ Private/Public Utilities



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Specialized Carriers & Rigging Association
OUR MEMBERS **LIFT & MOVE** THE WORLD



SUPPORTING ORGANISATIONS



CONFERENCE FOCUS

HIGHLIGHTING SAFE WORKING PRACTICES, FLEET MANAGEMENT AND TECHNOLOGICAL DEVELOPMENTS.

KEY TOPICS FOR DISCUSSION IN 2024

- ✔ Improving health and safety in lifting and transport operations
- ✔ Increasing the efficiency of your fleet and management practices
- ✔ Enhancing the productivity of equipment on site
- ✔ Highlighting best practice advice and case studies from around the world

A WIDE RANGE OF EQUIPMENT AND MARKETS WILL BE UNDER THE SPOT LIGHT, INCLUDING:

- ✔ Wheeled mobile and crawler cranes
- ✔ Tower cranes
- ✔ Specialized transport equipment, including SPMT
- ✔ Business sectors, including construction, energy, oil and gas and industry

For the latest details, visit www.khl-catme.com

TO SUBMIT A SPEAKER PROPOSAL, CONTACT:

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WHY SPONSOR?

Delegates included representatives from the **three largest crane owners in the world**, the **largest oil company in the world**, the **three largest specialized transport companies**, and **six of the largest oil and gas and EPC companies** in the Middle East.



217
DELEGATES

93
COMPANIES

18
COUNTRIES

COMPANIES REGISTERED TO ATTEND IN 2022

- A and Z Technologies LLC • Abu Dhabi Municipality • Aertssen Machinery Services (UAE) • Al Amar Engineering & Contracting Co. LLC • Al Faris • Al Nasr Contracting • Al Tayer Tocks • ALE Heavy Lift • Almajdouie L
- Barkat Cranes & Equipments Pvt Ltd • Besix • Bridon Bekaert • Carl Stahl (Dubai) • Casar Drahtseilwerk Saar GmbH • Choudhry Trading & Contracting W.L.L. • CPC Rental Equipment Company • Edwards Moving & R
- GB Equipment Solutions • Gulf Test Safety Consultancies • Hareket MENA • Harilal Engoor • Hitachi Construction Machinery Middle East Corporation FZE • Hovago Cranes BV • Hydratight • Industrie Cometto S.P.A.
- Liebherr • Liftek • Mammoet • Manard • Manitowoc Crane Group • McLaren • Middle East Crane Equipment Trading • Mobility Equipment Rental LLC • Modulift UK Limited • Murlink • My-Crane • NFT Specialized
- Prospect Communication Services Ltd • PVE Cranes Middle East LLC • Python • Rainbow Star • Ray International L.L.C • Reliance Industries Limited • Rental Equipment Company - REC • Rezayat Sparrow Arabian Cra
- Technik-1 Lifting • Terex Cranes • The Crane Club • The Crosby Group • Thunder Cranes • UAE Contractors' Association • United Equipment Group • Westfälische Drahtindustrie GmbH - Python wire rope • Wireco V

Delegates at CATME have included representatives from major equipment buyers and users:

CRANE RENTAL AND TRANSPORT COMPANIES

- Top three crane-owning companies in the world;
- Three of the four largest crane companies in the Middle East
- The largest three specialized transport companies in the world
- The largest four specialized transport companies in the Middle East
- Two largest tower crane rental companies in the Middle East

- | | |
|-------------------------------------|--------------------------------------|
| • Aertseen Machinery | • Modern Emirates Heavy |
| • ALE | • Cranes |
| • Al-Faris Equipment Rentals | • NFT |
| • Al-Jaber | • NJE Transport |
| • Al Marwan Heavy Equipment | • PVE Cranes & Services |
| • BOBB Heavy Equipment Rental | • Rezayat Sparrow Arabian Crane Hire |
| • Denjo Emirates Shipping | • Roll-Lift |
| • Fagioli | • Sarens |
| • FTE-Heavylift | • Sarens Nass |
| • Hareket Heavy Lifting & Transport | • Stafford Cranes |
| • Hovago | • Streif Baulogistik |
| • Integrated Logistics Co | • TTS International |
| • Johnson Arabia | • United Gulf Equipment Rentals |
| • Kanoo Cranes | • United Equipment Group |
| • Mammoet | |

CONTRACTORS

- **Al Naboodah Construction Group** – major group employing more than 14,000 people
- **Arabian Construction Co** – massive Middle East contractor with annual revenues of US\$1.1 billion
- **Arabtec Construction LLC** – one of the region's largest contractors
- **ASGC Construction** – a major player in UAE's construction market
- **CCC** – largest engineering and construction company operating in the Middle East, and owner of a vast crane fleet. Revenues of US\$4.6 billion in 2016.
- **China State Construction** – world's largest contractor, with a big operation in the Middle East
- **Dubai Contracting Co (DCC)** – major Middle East contractor
- **Multiplex Global** – global contractor with operations in the Middle East
- **Salini Impregilo** – €6 billion global construction and infrastructure player
- **Samsung C&T Corp** – Global construction and engineering company
- **Six Construct** – Middle East subsidiary of Besix Group, with revenues exceeding US\$1 billion
- **VSL Middle East** – specialist contractor and part of the Bouygues Construction business

OIL & GAS/EPC CONTRACTORS

Delegates included seven of the world's largest oil companies and EPC (engineering, procurement and construction) contractors:

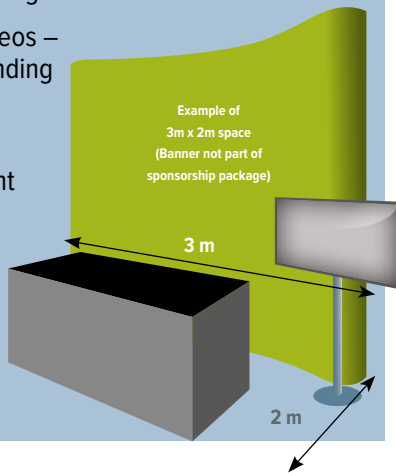
- **Abu Dhabi National Oil Company (ADNOC)** – one of the world's largest energy providers
- **CB&I** – global EPC contractor with extensive operations in Middle East. Revenues of almost US\$13 billion
- **IMCC (International Management & Construction Corp)** – Dubai-based group operating some of the region's largest fabrication and construction businesses
- **Lamprell Energy** – one of the largest oil and gas contractors and fabricators in the Middle East, with annual revenues of US\$700 million
- **McDermott International** – major global EPC contractor with annual sales of US\$2.6 billion. Signed major agreement with Aramco in 2017
- **NPCC** – top five EPC contractor in the Middle East and North Africa, with revenues of more than US\$1 billion
- **Saudi Aramco** – world's largest oil and gas company, with revenues of more than US\$450 billion

SPONSORSHIP LEVELS

All sponsors will receive publicity via many KHL magazines and digital media, before, during and after the event.

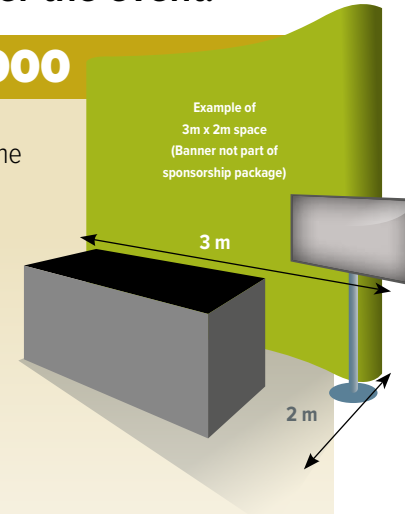
PLATINUM US\$25,000

- ✔ Conference brochure – double page spread advertisement
- ✔ Conference delegate tables – note pad & pen (client to provide)
- ✔ Table top display (3x2m) – prime position in networking sponsors room
- ✔ Plasma screen for your corporate video
- ✔ Conference stage branding – prominent logo
- ✔ Prominent logo branding during the event
- ✔ 15 conference tickets
- ✔ Headline banner on event website
- ✔ 50% discount on additional tickets for clients, distributors and colleagues
- ✔ Post conference videos – prominent logo branding during intro
- ✔ Post conference publicity – prominent logo



GOLD US\$22,000

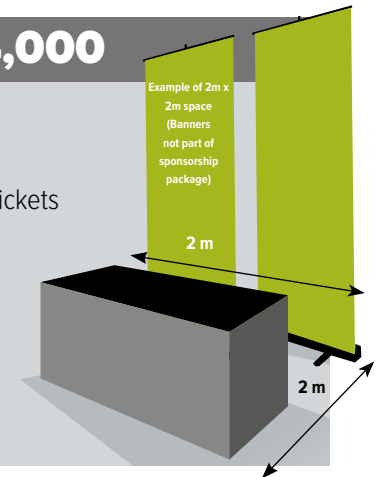
- ✔ Table top display in a premium position, in the networking area where lunch and coffee breaks are served
- ✔ Plasma screen for your table top display*
- ✔ Logo displayed throughout the conference
- ✔ Logo on the front cover of the programme
- ✔ Logo on banners at the event
- ✔ Full page advertisement in the programme
- ✔ Ten delegate tickets
- ✔ 40% discount on additional tickets
- ✔ Logo on the CATME website



*Please confirm you require a plasma screen. e-mail: gary.brinklow@khl.com

SILVER US\$14,000

- ✔ Table-top display in prominent position in the networking area
- ✔ Logo displayed in rotation in the networking areas
- ✔ Logo on banners at the event
- ✔ Half page advertisement in the programme
- ✔ Logo within the programme
- ✔ Six delegate tickets
- ✔ 30% discount on additional tickets
- ✔ Logo on the CATME website



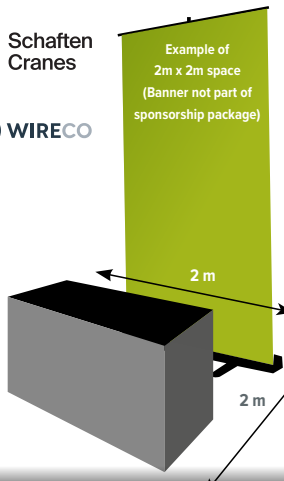
Sponsor benefits

- ➔ Promote your company, brand, products and services to a key group of equipment buyers
- ➔ Demonstrate your commitment to industry education and professionalism
- ➔ Increase brand loyalty by supporting a beneficial industry event
- ➔ Network face to face with key existing and potential customers

BRONZE

- ✔ Table top display
- ✔ Company logo in the programme
- ✔ Company logo on banners at the event
- ✔ Two delegate tickets
- ✔ 30% discount on additional tickets.

US\$6,500



DRINKS RECEPTION US\$10,500

EXCLUSIVE SPONSORSHIP OF THE WELCOME DRINKS RECEPTION. TO BE HELD THE DAY BEFORE THE CONFERENCE

- ✔ Banners in the drinks reception area
- ✔ Branded table napkins
- ✔ Branding on cocktail tables
- ✔ Table-top display in prominent position in the networking area
- ✔ 30% discount on additional tickets
- ✔ Half page advertisement in the programme
- ✔ Five delegate tickets

FAREWELL DRINKS US\$10,500

EXCLUSIVE SPONSORSHIP OF THE FAREWELL DRINKS RECEPTION. TO BE HELD STRAIGHT AFTER THE CONFERENCE

- ✔ Banners in the drinks reception area
- ✔ Branded table napkins
- ✔ Branding on cocktail tables
- ✔ Table-top display in prominent position in the networking area
- ✔ 30% discount on additional tickets
- ✔ Half page advertisement in the programme
- ✔ Five delegate tickets

CUSTOM OPTIONS LIMITED TO ONE SPONSOR

REGISTRATION BREAKFAST

- ✔ Banners in the breakfast area
- ✔ Branding on high tables
- ✔ Four delegate tickets
- ✔ Logo in the programme
- ✔ 30% discount on tickets

US\$7,500

NETWORKING LUNCH

- ✔ Banners in the lunch area
- ✔ Branding on tables
- ✔ Four delegate tickets
- ✔ Logo in the programme
- ✔ 30% discount on tickets

US\$7,500

MORNING BREAKS

- ✔ Banners in the breaks area
- ✔ Branding on tables
- ✔ Four delegate tickets
- ✔ Logo in the programme
- ✔ 30% discount on tickets

US\$6,500

AFTERNOON BREAKS

- ✔ Banners in the breaks area
- ✔ Branding on tables
- ✔ Four delegate tickets
- ✔ Logo in the programme
- ✔ 30% discount on tickets

US\$6,500

CONFERENCE WATER

- ✔ Your logo on coasters to be placed on conference tables
- ✔ Banners in conference room
- ✔ Two delegate tickets
- ✔ Logo in the programme
- ✔ 30% discount on tickets

US\$5,500

To add a table-top display to any of the above custom options please contact your sales agent for more details

→ Use the event to support a sales promotion campaign or another initiative

→ Demonstrate industry leadership and positive involvement in the industry

→ Benefit from associated publicity, before, during and after the event

→ Gain exposure from the event website and marketing campaigns.

www.khl.com/catme



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