



EXHIBITION & BRANDING PACKAGES

16 - 18 NOVEMBER 2023
WORLD TRADE CENTER, MANILA

#PartnerInThePhilippines

15
YEARS



AHK

Deutsch-Philippinische
Industrie- und Handelskammer
German-Philippine Chamber
of Commerce and Industry

OF GERMAN EXCELLENCE WITH A FILIPINO HEART



Mabuhay Germany 2023 Unleashing the Potential of Tomorrow

Welcome to Mabuhay Germany, a premier event that showcases the best of Filipino and German businesses, culture, and innovation. This biennial event is designed to provide a unique platform for entrepreneurs, investors, and professionals from both countries to explore new opportunities, build meaningful connections, and promote their brands to a wider audience.

At Mabuhay Germany, we offer a range of exhibition and branding packages that are tailored to meet the specific needs of businesses and organizations. Our packages are designed to help you maximize your exposure and reach your target audience in a cost-effective way. Whether you are a small startup or a large multinational corporation, we have the right package for you.

Our team of experienced professionals is committed to providing you with the best possible service and support. We work closely with you to understand your goals and objectives, and help you create a customized package that meets your needs and budget. From booth design and construction to marketing and promotion, we are with you every step of the way.

So, if you are looking to expand your business, connect with new partners, or simply showcase your brand to a wider audience, Mabuhay Germany is the perfect platform for you. We invite you to explore our exhibition and branding packages and join us for an unforgettable event that celebrates the best of Filipino and German culture and innovation.



Dear Exhibitors and Sponsors,

Mabuhay!

We are thrilled to invite you to be a part of Mabuhay Germany 2023, an exciting initiative that celebrates the deep ties between the Philippines and Germany. As part of this event, we are proud to announce that a portion of the exhibitor's fees and sponsorship will be donated to a chosen charity, making a significant impact in the lives of those in need.

This is an excellent opportunity to showcase your brand and products to a diverse and engaged audience while also supporting a worthy cause. By participating in Mabuhay Germany 2023, you will not only gain exposure to a broad network of potential customers, but you will also make a tangible difference in the lives of people who need it the most.

We look forward to working with you and making this event a tremendous success. Join us in celebrating the rich cultural heritage of the Philippines and Germany while making a positive impact on the world.

Thank you for considering our invitation, and we hope to hear from you soon!

Sincerely yours,

Stefan Schmitz
President
GPCCI

Christopher Zimmer
Executive Director
GPCCI



HIGH-IMPACT BRANDING SPONSORSHIPS

Meeting Pods (10 nos.)

COST: Php 150,000 + VAT

- Branding of the pod with your company logo (graphics and printing are not included)
- Pod measurement = 9 sqm
- Mention and inclusion of your company in all marketing collaterals of the Mabuhay Germany 2023.
- Priority booking of 1-hr use for sponsoring company
- Includes table, chairs, 3-gang (300w) power socket, light, and WIFI.

Charging Station (2 nos.)

COST: Php 200,000 + VAT (per 18sqm station)

- Branding of the Charging Station with your company logo. (graphics and printing are not included)
- Mention and inclusion of your company in all marketing collaterals of the Mabuhay Germany 2023.
- Includes power sockets for charging.

Work Stations

COST: Php 250,000 + VAT (per 18sqm station)

- Branding of the Work Station with your company logo. (graphics and printing are not included)
- Mention and inclusion of your company in all marketing collaterals of the Mabuhay Germany 2023.
- Includes power sockets for laptops, tablets, and furniture.



HIGH-IMPACT BRANDING SPONSORSHIPS

LED WALL TV (15 nos.)

COST: Php 100,000 + VAT

- A good way to engage participants is to play your company AVP in various LED Video Wall that can be found in multiple locations of the event.
- 1 min loop

Visitors Lounge (2 nos.)

COST: Php 350,000 + VAT (27 sqm per lounge)

- Branding of the entire Visitors Lounge with your company logo.
- Create experience for the visitors with some fun activities or games.

EXHIBITION FLOOR

Activation Area

COST: Php 16,000 per sqm + VAT / Php 18,400 per sqm + VAT (Premium)

Use this space to create an experience through series of activities that will showcase your unique products and services

- Minimum size = 9sqm
- Raw space only
- Client's contractors must coordinate with the official event contractor before build up.
- Mention and inclusion of your company in all marketing collaterals of the Mabuhay Germany 2023.



EXHIBITION FLOOR

Exhibition Space

COST: Php 15,000 per sqm + VAT / Php 17,250 per sqm + VAT (Premium)

- Minimum size = 9sqm
- Raw space only
- Client's contractors must coordinate with the official event contractor before build up.
- Mention and inclusion of your company in all marketing collaterals of the Mabuhay Germany 2023.

Standard Shell Scheme

COST: Php 16,000 per sqm + VAT / Php 18,400 per sqm + VAT (Premium)

- Comes complete with basic booth structures comprising Space, Carpet, System Walls, Fascia Board, Basic Lighting and Furniture
- Minimum size = 9sqm
- Only accredited booth contractor by the organizer will be used.
- Mention and inclusion of your company in all marketing collaterals of the Mabuhay Germany 2023.



EXHIBITION FLOOR

Food Kiosks (9sqm space with wall-backing)

COST: Php 66,000 + VAT (inclusive of Php 6,000 WTC levy)

- Get the chance to promote your best dishes through the food kiosks.
- Trade visitors, guests, and the general public will get to taste the food that you can sell during our 3-day event
- Raw space only (vendor to provide their own prep tables etc.)
- Shared eating area with water dispenser, tables and chairs, and rubbish bins
- No open fire cooking and heavy cooking are allowed, only induction is allowed.
- Client's contractors must coordinate with the official event contractor before build up.

Coffee/Beverage Stand (9sqm space with wall-backing)

COST: Php 66,000 + VAT (inclusive of Php 6,000 WTC levy)

- Raw space only (vendor to provide their own prep tables etc.)
- No open fire cooking and heavy cooking are allowed, only induction is allowed.
- Client's contractors must coordinate with the official event contractor before build up.



EDUCATION AND PROGRAMS

Meetings, Luncheon Meetings, Forums and Product Presentations

COST: Php 50,000 + VAT (block of 2hrs)

- Book a meeting room with basic AV, Projector and projector screen in one of the meeting rooms available.
- minimum no. of 2hrs per booking (includes ingress/egress)
- with standby AV tech during the meetings
- F&B arrangement is not included.
- Mention and inclusion of your company, topics etc. in all marketing collaterals of the Mabuhay Germany 2023.

F&B SPONSORSHIPS

15th Anniversary Cocktails and Partners' Night

COST: Php 100,000 + VAT

- Get the chance to sponsor the 15th Anniversary Cocktails and Partners' Night during the 2nd night of Mabuhay Germany 2023
- Inviting all the sponsors, exhibitors, guests, and VIPs
- 4hrs of open-bar and heavy cocktails from 6:30pm - 10.30pm Inclusion
- of the event on the program guide
- Branding as a 15th Anniversary Cocktails and Partners' Night Sponsor
- Complimentary of 4 tickets to attend the event



CONFORME

We herewith confirm our agreement with GPCCI on the chosen Mabuhay Germany for 2023:
(Please tick appropriate box)

High Impact Branding

Meeting Pods	Pod number: ____	Quantity: ____
Charging Station Bars	Bar number: ____	Quantity: ____
Working Stations	Station no. : ____	Quantity: ____
LED Video Wall		
Visitors' Lounge	Lounge no.: ____	Quantity: ____

Exhibition Floor

Activation Area (AA1-AA6)		Booth number: ____	Area: ____ sqm
Exhibition Space	Regular	Booth number: ____	Area: ____ sqm
	Premium	Booth number: ____	Area: ____ sqm
Standard Shell Scheme	Regular	Booth number: ____	Area: ____ sqm
	Premium	Booth number: ____	Area: ____ sqm
Food Kiosk		Kiosk number: ____	Area: ____ sqm
Coffee Stand (COS 1 - COS 2)		Stand number: ____	

Education and Programs (room capacity according to room setup on next page)

Meeting	No. of pax: ____	Set-Up: ____	Room: ____	Catering (Y/N) : ____
Product Presentation	No. of pax: ____	Set-Up: ____	Room: ____	Catering (Y/N) : ____
Luncheon Meetings	No. of pax: ____	Set-Up: ____	Room: ____	Catering (Y/N) : ____
Forum/Seminar/Training	No. of pax: ____	Set-Up: ____	Room: ____	Catering (Y/N) : ____

F&B Sponsorships

15th GPCCI Anniversary Cocktails and Partners' Night

Company Name: _____

Contact Person: _____

Contact no./Email: _____

Signature: _____

* Please note: All Packages are subject to 12% VAT.



TERMS AND CONDITIONS

Conditions:

- This Sponsorship Package rates are valid for the said event on 16-18 November 2023.
- Confirmation of the sponsorship package can be made until 31st October 2023.

Payment guidelines:

- Please send your signed conforme to aileen.arao@gpcci.org.
- For your convenience, you may deposit your payment at any BDO Branch.

Account Name: German-Philippine Chamber of Commerce and Industry, Inc.

Account Number: 00683-000-6480

Swift Code: BNORPHMM

Branch: Trident-Sen. Gil Puyat Branch

G/F Trident Tower, 312 Sen. Gil Puyat Avenue, Makati City 1200, PH

Sponsorship Provisions:

Both contracting parties mutually commit to each other to meet the agreed time schedule, as well as to ensure the continuity and validity of the Agreement. Both parties shall inform each other about impending delays in written form and in time.

If during the project, additional work requirements or changes in the agreed scope of the project, the schedule or the project conditions, which require more time, ensues - then the involved parties must have a mutual agreement and/or coordination regarding any revisions. Changes must be specified and the resulting extra effort with corresponding additional remuneration must be regulated in written form. Supplemental agreements may be applied upon agreement and confirmation with GPCCI. Subsequent supplemental agreements require the written form. Likewise, any changes and additions must be recorded in a written form. If the requirement about the written form should be cancelled, this must be made also in a written form (double requirement of the written form). The Agreement between GPCCI and the sponsor is valid upon written confirmation of the proposal through signing of a sponsor's indicated representative.

Unless otherwise stipulated, GPCCI reserves the ownership and use rights to documents pertaining to the event specified, which have been left to the client in relation to the contract. These documents are not available for transfer to third parties, unless GPCCI grants the sponsor, an expressed agreement in writing.

Sponsorship cancellation policy:

Cancellation notices must be submitted in writing. Cancellations made after 30th September 2023 will be subject to 50% of regular rate as administrative fee. Cancellation made after 20th October 2023 will be subject to 100% of regular rate as administrative fee.




CONTACT US

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