

HOSTED BY



30 September - 2 October 2025 | ADNEC Centre Abu Dhabi, UAE

# **SPONSORSHIP** BROCHURE

DRIVING THE FUTURE OF TRANSPORT AND GLOBAL CONNECTIVITY











ORGANISED BY





Etihad Rail is cultivating a thriving transportation ecosystem for our region and the rest of the world that is rooted in collaboration, prosperity, and opportunity. Through the consistent support of His Highness Sheikh Mansour bin Zayed Al Nahyan, UAE Vice President, Deputy Prime Minister, and Minister of the Presidential Court, and the UAE's wise leadership, we aim to further solidify the position of our national project at an international level.

This support is further underscored by the establishment of Global Rail, which provides Etihad Rail with a platform that will enrich the regional transport and logistics sector, ensuring its growing demands are met, and thus further driving its development.

H.H. Sheikh Theyab bin Mohamed bin Zayed Al Nahyan

Chairman Etihad Rail

# Global rail Driving the Future of Transport and Global Connectivity

Building on the incredible success of its inaugural edition in 2024, Global Rail is set to exceed all expectations in 2025.

This premier event unites visionary transport leaders, industry pioneers, and financiers to drive sustainable, integrated mobility solutions. By advancing economic growth and enhancing global connectivity, Global Rail is at the forefront of transforming the transport and infrastructure ecosystem towards a multi-modal future.

# **Global Rail in Numbers**

10,000

International Attendees 200+

Exhibiting Companies 200+

oiting Visionary panies Speakers

+008

Conference Delegates 100+

Participating Countries **15+** 

Ministerial Delegations

14+

Exhibition Sectors

5

Expansive Halls

# **Visitor Profile**

Global Rail welcomes thousands of C-suite, senior executives, industry leaders and government officials from around the world, asserting the UAE's status as a premier hub for transportation and trade. This event attracts buyers and decision-makers from every corner of the globe and across the entire value chain, offering unparalleled networking opportunities.

# **Visitors by Seniority**

79%

attendees are senior decision-makers, offering direct access to key influencers and stakeholders driving business-critical decisions.



 $\Box\Box$ 

Spain is at the forefront and we want to be where there are opportunities, and of course that means here: in the United Arab Emirates. I want to applaud this country for its courageous commitment to railways and high speed.

# H.E. Óscar Puente Minister of Transport and Sustainable Mobility Spain

# **Conferences Overview**

The three-day conference will unite ministers, policymakers, transport operators, financiers, tech pioneers, and infrastructure leaders to advance intermodal integration, sustainable financing, and innovation. With 200+ speakers, including policymakers, engineers, and industry leaders, it will foster global dialogue and collaboration to shape connected communities, resilient supply chains, and transformative transport ecosystems across cities and borders.

# **Conferences In Numbers**

200+
Global Speakers

Impactful Sessions

Hours of Insights

# Strategic Conference



The Global Rail Strategic Conference will feature 200+ experts from rail, freight, logistics, and mobility, sharing updates on projects, innovations, and technologies driving transport integration and digitalization.

Through panels, fireside chats, and exclusive insights, policymakers and senior executives will address key challenges and opportunities, shaping a sustainable and resilient future for transport networks.

# Technical Conference



The Global Rail Technical Conference will unite top technical experts from the transport sector, highlighting innovations in engineering and technology that are transforming mobility. With in-depth presentations and discussions, it will showcase industry achievements, foster collaboration, and drive the development of smart, sustainable transport networks.

# Sponsorship Opportunities

As an industry leader in rail transport and infrastructure, your partnership with the Global Rail Transport Infrastructure Exhibition and Conference isn't just about brand visibility - it's about playing a vital role in shaping the future of global rail connectivity and sustainability.

# **Benefits of Sponsoring**



## Global Spotlight

Showcase your brand to a global audience of industry leaders, decision-makers, and key stakeholders.



## **Media Exposure**

Benefit from extensive media coverage, press releases, and social media promotion to increase brand awareness and reach.



# **Brand Enhancement**

Align your brand with a premier event dedicated to global transport and infrastructure amplifying your commitment to creating a safer world.



# **Thought Leadership**

Position your company as a thought leader by participating in panel discussions, workshops, and keynote sessions.

# Ready to make your mark in 2025?

Align your brand with industry pioneers and experience the benefits of global exposure, networking, and thought leadership.



BECOME A SPONSOR TODAY



# Sponsorship Packages

Our sponsorship packages integrate various communication channels, technology, and branding opportunities to support sponsors in achieving their business goals.

Global Rail offers tiered sponsorship packages that include thought leadership opportunities, networking with target audiences, and prominent branding to enhance a company's presence beyond the exhibition stand, both before, during, and after the event.

# **Table of Contents**

Partners P8-9

Leaders P 10-11

Conferences P 12-13

Event & Venue P 14-17

Partners

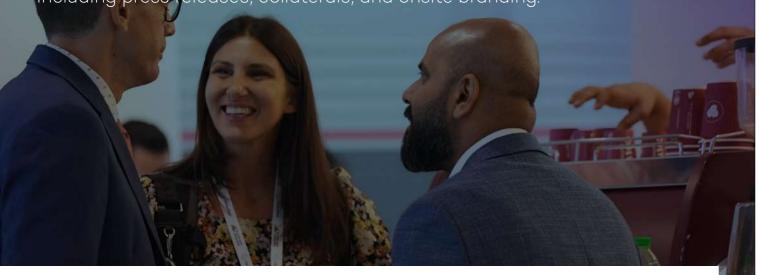
Leaders

Conferences

Event & Venue

# Partners

The Headline & Partners opportunities are strategically beneficial and align with the UAE's vision of becoming the epicenter for the global transport community. With bespoke deliverables, these packages offer unparalleled exposure and visibility to VIPs, Ministers, and Global CEOs attending the Opening Ceremony. Additionally, they provide comprehensive marketing benefits pre-event, onsite, and post-show, including press releases, collaterals, and onsite branding.



	HEADLINE	PARTNER
	\$200,000	\$150,000
Opening Ceremony Invitations		
Logo on the Opening Ceremony official boxes	×	×
Strategic branding Opening Ceremony	×	×
Partner introductory video to be played before the opening ceremony (video to be produced by Sponsor, max 1 min)	×	×
Logo on-screen prior to the Opening Ceremony as per title spo	onsorship X	X
VIP seating at the Opening Ceremony	5	5

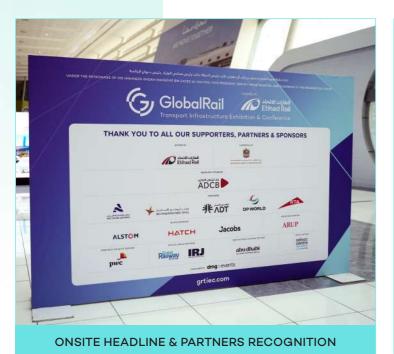
Event Collaterals		
Badges		
Logo to feature on the event badges (back) as per title sponsorship	X	×
Visitor ticket / Show preview		
Logo on the front cover of the Visitor Ticket / Show preview	X	X
Logo inside the preview in the sponsors and partners recognition page	×	×
Advertisement page in the show preview	x double page	× page
Digital Brochures		
Logo on the front cover of Event Brochure	×	×
Logo on the Conference Brochure	×	×
Logo on the Sponsorship Brochure	×	×

	HEADLINE	PARTNER
	\$200,000	\$150,000
Onsite Branding		
Logo to feature on the Venue Marble Walls as per title sponsors	hip X	×
2x1.5  m board placed at one of the main entrances of the event	×	X
Flags placed outdoor area	× 6 flags	× 2 flags
Logo to feature on the "Thank You" boards across the venue	×	×
Conferences		
Logo to feature on holding slides as per title sponsorship during the programme	x	×
Delegates passes access (including Lunch area)	15	10
Press Conference		
Sponsor to be invited to join the panel for the Press Conference	×	×
Sponsor's logo to feature on the press conference presentation	elidas —	
branding, and press kit	X	X
Marketing		
Press releases		
Sponsor to be mentioned in the official event press releases	×	V
distributed internationally and regionally		
Quote to be featured in at least one press release	×	×
Social Media		
Sponsor announcement on social media platforms	×	×
Logo on show/industry content marketing across the social media channels	×	×
Quote, video, and testimonials to be published on social media platforms (sponsor to provide content)	×	×
Email Campaigns		
Logo on footer of all emails	×	×
Website		
Dedicated feature on sponsors and partners webpage	×	×
Static logo on the homepage	×	X
Rotating logo on the homepage in the sponsorship carousel/ties	x	×
Post-Show Report		
Logo to feature on the post-show report digital brochure and po as per title designation	osts	
Onsite Promotion		
Interviews with C-suite representative during the event	×	×
Social media posts including interviews and sponsor's photo	X	×
Mobile Application		
Logo on the front page of the mobile app	X	×
Logo in the sponsors' section	×	

# Headline and Partners Branding Opportunities Highlights



OPENING CEREMONY AND STRATEGIC CONFERENCE LOGO EXPOSURE

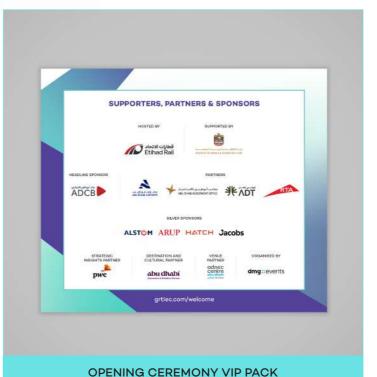




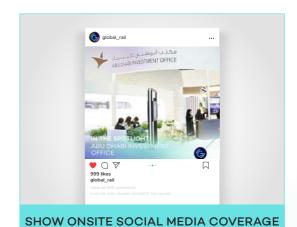


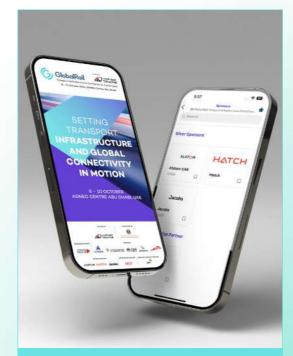
OUTDOOR FLAGS COLLATERAL













MOBILE APP

EXPOSURE THROUGH EDM'S DURING THE CAMPAIGN

# Leaders

The Leaders Sponsors' opportunities are crafted for visionary companies looking to establish themselves as global champions in specific sectors or align with key features at the show (such as the Executive Lounge, Finance Pavilion, Projects Pavilion, Innovation Hub). Each opportunity provides a tailored series of benefits, along with a comprehensive set of marketing benefits, through social media, digital collaterals, and onsite branding before, during, and after the event.

Executive Leader	\$200,000 exclusive
C-level speaking opportunity in the Conference programmes (to be vetted by the Executive Committee)	
Sponsorship of the Executive Lounge: an invitation-only networking space reserved exclusively for senior executives, government officials, and VIPs	
Sponsor logo to be featured across the Executive Lounge, located at a strategic position at the venue	
Sponsor logo on the invitation and communication to the VIPs' invitation to the Executive Lounge	
Sponsor to receive 10 passes to the Executive Lounge	
Sponsor to be allocated one meeting room inside the Executive Lounge (capacity of 6)	
Sponsor will be permitted to give away presents to the guests attending (to be agreed with organisers)	
Marketing Benefits applicable	

Financial & Investment Leader	
C-level speaking opportunity in the Conference programmes	
Sponsorship of the Finance Pavilion: an invitation-only networking space reserved exclusively for senior executives from key financial institutions, government officials, and VIPs, project owners	
Sponsor logo to be featured across the Finance Pavilion, located at a strategic position at the venue	
Sponsor to receive one fully branded pod inside the Finance Lounge	
Sponsor logo on the invitation and communication to the VIPs' invitation to the Finance Pavilion	
Sponsor to receive 5 passes to the Executive Lounge	
Sponsor will be permitted to give away presents to the guests attending (to be agreed with organisers)	
Marketing Benefits applicable	

Transport Impact Leader

125,000

C-level speaking opportunity in the Conference programmes

Sponsorship of the Projects Pavilion: a networking lounge featuring the most ambitious projects from key countries and attended by C-suite executives, developers, senior executives, government officials, and VIPs

Sponsor logo to be featured across the Projects Pavilion lounge

Sponsor logo on the invitation and communications to all government officials, project owners (digital and print)

Sponsor to receive 5 passes to the Executive Lounge

Sponsor to be allocated one meeting room inside the Projects Pavilion

Sponsor will be permitted to give away presents to the guests attending (to be agreed with organisers)

Marketing Benefits applicable

Innovations Leader

¢125.000

C-level speaking opportunity in the Conference programmes

The Innovations Leader will be recognised across the event and the Innovations Hub, a dedicated area on the show floor presenting the latest technology from some of the most innovative companies in the transport industry. The Innovations Hub is highly popular and welcomes government officials, VIPs, and senior executives to experience innovations and interact with groundbreaking companies

Sponsor logo to be featured on the large signage board above the Innovations Hub

Sponsor to get a minimum of 1 pod area within the Innovations Hub

Marketing benefits applicable

## Focus Sectors Leaders Sponsor

\$ 65,000

Categories

Construction & Infrastructure Leader

Mobility Leader

Logistics and Supply Chain Leader

Transformation Leader

Sustainability Leader

Ports & Maritime Leader

## LEADERS SPONSORS WILL ALSO RECEIVE THE FOLLOWING:

### Marketing Benefits

Sponsor to receive recognition as per "  ${\sf SPONSOR}$  " category through the marketing

Sponsor announcement on social media platforms

Logo on show/ industry content makreting across the social media channels

Emails Campaigns	Logo on footer of all emails
Website	Dedicated feature on sponsors and partners webpage static logo on the homepage Rotating logo on the homepage in the sponsorship carousel/ tier
Post show report	Logo to feature on the post show report digital brochure and posts as per title designation
Onsite Promotion	Interviews with C-suite representative during the event Social media posts including interviews and sponsors' photo
Mobile Application	Logo on the front page of the mobile app  Logo in the sponsors' section

# Leaders

# **Branding Opportunities Highlights**



C- LEVEL SPEAKING OPPRTUNITY IN CONFERENCE PROGRAMME





**EXECUTIVE NETWORKING ACCESS** 



SPONSORSHIP OF PROJECTS PAVILION

# Conferences

The Conference-led Sponsorship opportunities provide an unparalleled platform for companies to establish themselves as thought leaders in the transport community. Featuring over 200 speakers and more than 60 sessions across Strategic and Technical conferences, these opportunities offer diverse packages to engage with thousands of delegates, including Ministerial delegations and Global CEO's. Sponsoring these conferences allows your brand to achieve significant visibility and influence, reaching a highly targeted audience and solidifying your leadership in the industry.



			_
		HEADLINE	ASSOCIATE
		\$60,000	\$30,000
Strategic Conference Sponsor			
Notepads to all conference attendees		×	
Table piece on all conference tables (wher	n cabaret style)	×	
Logo in the conference brochure		×	×
Conference delegates passes including a	ccess to lunch	10	3
Social media posts		X	X
Marketing benefits applicable			
Delegates Bags	EXCLUSIVE	\$45,000	
3,000 delegates bags distributed to delegwith sponsor logo on one side	gates		
Marketing benefits applicable			
Branded Water Bottles	EXCLUSIVE	\$25.000	

3,000 branded water bottles distributed to delegates (sponsorship to be confirmed 3 months before the show)

Marketing benefits applicable

	HEADLINE	ASSOCIATE
	\$50,000	\$20,000
Technical Conference Sponsor		
Notepads to all conference attendees	X	
Table piece on all conference tables (when cabaret style)	X	
Logo in the conference brochure	X	×
Conference delegates passes including access to lunch	8	3
Social media posts	×	×
Water bottle branding		

Marketing benefits applicable

Round Table Sponsor	\$25,000 per round table		
Logo to feature on related branding for round tables			
1x executive meeting room for 2 hours inclusive of setup for the round table sponsored			
Branding inside the meeting room (boards inside and on-screen)			
Catering for up to 10 persons (coffee break) included			

Marketing benefits applicable

	Delegate Coffee Break Sponsor	\$30,000 exclusive	\$15,000 per day (non-exclusiv
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Logo placed in delegates break area

Logo placed on directional signage to delegates break area

Centerpiece with sponsors' logo on tables + all marketing benefits applicable

Delegates Lunch Sponsor	\$50,000 3 DAYS (EXCLUSIVE)	\$35,000 non-exclusive
Centerpiece with logo on delegates tables		
Logo of sponsor to feature on communication to delegates prior to the event		
Logo to be placed strategically on Arches (inside/ out) by the delegates lunch area		

Logo of sponsor on directional signage to the lunch area

10 delegates passes and lunch access

Marketing benefits applicable

Speakers Lounge	\$40.000	

Sponsor logo to be featured across the Speakers Lounge located at a strategic position at the venue

Sponsor logo on the invitation and communication to all the event's speakers (Speakers Kit)

Table pieces with sponsor's logo on the tables located at the lounge (only for the exclusive sponsor)

Sponsor to receive 3 passes to the Speakers Lounge

Sponsor will be permitted to give away presents to the guests attending (to be agreed with organisers)

Marketing benefits applicable (only for the exclusive sponsor)

## ALL SPONSORS WILL ALSO RECEIVE THE FOLLOWING:

## Marketing Benefits

Sponsor to receive recognition as per "sponsor" category through the marketing

Sponsor announcement on social media platforms

Logo on show/industry content marketing across the social media channels

## Emails Campaigns

Logo on footer of all emails

### Websit

Dedicated feature on sponsors and partners webpage

Static logo on the homepage

Rotating logo on the homepage in the sponsorship carousel/tier

### Post-Show Report

Logo to feature on the post-show report digital brochure and posts as per title designation

# Conferences

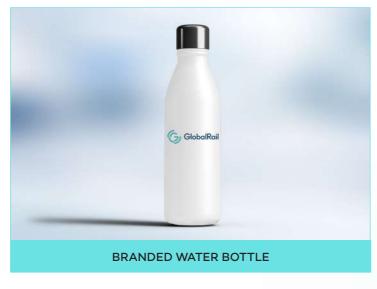
# **Branding Opportunities Highlights**













TECHNICAL CONFERENCE



DELEGATE LUNCH



**ROUND TABLE SPONSOR** 

# **Event Branding**

Gain visibility with exclusive sponsorship of high-traffic event areas, including the Opening Ceremony, VIP seating, event badges, visitor tickets, digital brochures, and marketing campaigns. Sponsors will also benefit from premium branding in the event's digital platforms and onsite promotions.



	Online & Onsite	Onsite	Online
	\$60,000	\$30,000	\$15,000
Visitors Registration			
Logo to feature on the registration desks located in the concourse	X	×	
Logo to feature on the registration page (website)	×		×
Logo to feature on specific emails/posts inviting registration	×	×	X
Logo on t-shirts of the "Here to Help" staff by the registration area	×	X	

Marketing benefits enclosed below

Visitors Tote Bags and Distribution Area	\$45,000 exclusive
Logo on one side of the visitors' bags (sustainable material) - 10,000 units with production included (sponsorship must be confirmed 3 months before the show)	×
Logo placed in the distribution point at the show	×
Marketing benefits enclosed below	×
Lanyards	\$50,000 exclusive
Logo double-sided on the lanyards (production included but sponsorship must be confirmed 3 months prior to the show)	×
Logo on the distribution boxes where lanyards and pockets are held	×
Marketing benefits enclosed below	×
Information Desks	\$25,000 inclusive of 3 desks
Logo featuring on the 3x Information desks located across the venue	×
Logo on the polo/t-shirt worn by the ushers at the information desks (8)	×
Marketing benefits enclosed below	×
Mobile App	\$50,000 exclusive
Prominent logo exposure on the app screen	×
Logo within the app	×
Pop-up advert with Sponsor logo	×
Logo sponsor on each advert/branding referencing the Mobile to all attendees pre-show and at the event	app ×
Marketing benefits enclosed below	×
ALL SPONSORS WILL ALSO RECEIVE THE FOLLOW	/ING:
Marketing Benefits	
Sponsor to receive recognition as per "SPONSOR" category through the marketing	
Sponsor announcement on social media platforms	
Logo on show/industry content marketing across the social marketing	edia channels

Logo on show/industry content marketing across the social media channels

## Emails Campaigns

Logo on footer of all emails

Dedicated feature on sponsors and partners webpage

Static logo on the homepage

Rotating logo on the homepage in the sponsorship carousel/tier

## Post show report

Logo to feature on the post-show report digital brochure and posts as per title designation

20 | Global Rail 2025 Sponsorship Brochure Global Rail 2025 Sponsorship Brochure | 21

# **Event**

# **Branding Opportunities Highlights**



VISITOR REGISTRATION/INFORMATION DESK/HELP DESK







# **Position your brand**

# Among leaders shaping the future of global transport

At Global Rail 2024, participants experienced an exceptional platform for networking, innovation, and business growth. Here's what industry leaders and key stakeholders had to say:

Global Rail has done an excellent job in bringing the industry together. The enthusiasm, the collaboration, and how Etihad Rail is driving the agenda forward are truly remarkable. With such strong participation this year, I'm confident that next year's event will be even better, stronger, and attract even greater engagement.

## **TC Chew**

Director, Global Rail Business Leader Arup

# $\Box$

Global Rail was a highly successful show for us as exhibitors. The level of engagement and the presence of key decision-makers exceeded our expectations, especially for the first year of the event. Being selected for the Innovation Award was a fantastic addition and truly enhanced the experience.

## **Warren Barry**

COO

Infinitive Group

# AA

Global Rail 2024 provided an excellent platform to showcase our products, connect with potential partners, and explore new markets. The high quality of visitors and the opportunity to strengthen business relationships made the experience highly rewarding. We look forward to participating again and hope to see even more representation from transport authorities and rail operators in future editions

## **Chocol Koh**

Senior Executive (Marcomm) Bulox Corporation

# Ready to make your mark in 2025?

Align your brand with industry pioneers and experience the benefits of global exposure, networking, and thought leadership.



# Venue Branding

The Venue Branding opportunities provide impactful exposure in high-traffic areas, ensuring your company achieves maximum visibility. By strategically placing your brand in prominent locations, you can effectively capture the attention of attendees and enhance your company's presence throughout the event.



## You Are HERE Boards

\$ 7500- EXCLUSIVE

Logo to feature in the top corner of 4 x double-sided boards located throughout the venue  $\,$ 

## Carpet Tiles

\$12000 FOR ATILES

Located in key locations across the venue and exhibition

## Concourse Ceiling Banners

15.000 PER 3 BANNERS

Including production

Concourse	Hanaina	Banner
Concourse	i iui iui iu	Duillici

5.000 PER BANNER

30.000 for 7 (EXCLUSIVE)

Number available: 7

Entrance door

\$ 20.000

Single door capsule branding

×

\$ 35,000

Double door capsule branding

×

Digital advertising throughout the venue and digital screens

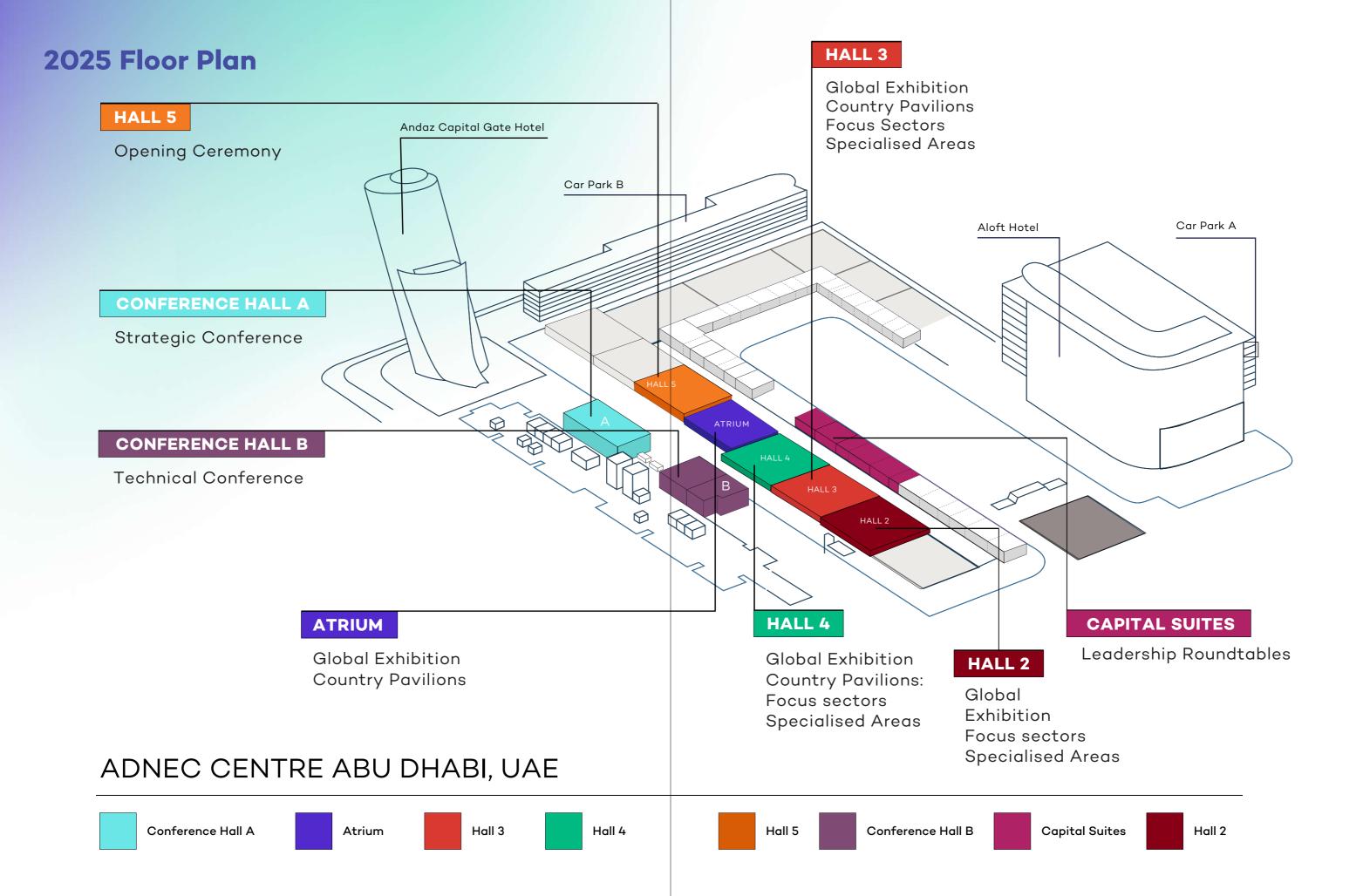


DOUBLE DOOR CAPSULE





CARPET TILES



قطارات الاتحاد Etihad Rail

HOSTED BY

Transport Infrastructure Exhibition & Conference 30 September - 2 October 2025 | ADNEC Centre Abu Dhabi, UAE

# Make Your Impact at Global Rail 2025

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Tantawy Axis

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