



MLE Connect proudly supported by



MLE Connect

THE UK'S PREMIER EVENT FOR THE
GLOBAL MUSLIM LIFESTYLE ECONOMY

Friday 12th October 2018

9.00am-4.30pm

The Marquee, British Muslim
Heritage Centre (BMHC), Manchester

WHAT IS MLE CONNECT?

“MLE CONNECT IS A GOOD OPPORTUNITY TO NETWORK WITH PEOPLE IN THE INDUSTRY AND TO LEARN HOW TO BETTER BRAND THEIR BUSINESS TO CONSUMERS”

TABISH HASAN, MUSLIM AD NETWORK, USA

“A GREAT EVENT, FANTASTIC, SO MANY ORGANISATIONS CAN MEET TO GAIN IDEAS FROM EACH OTHER, HELP SMALL BUSINESSES, AND DEVELOP MARKETING IDEAS. AN EXCELLENT EVENT!”

SHAHEEN IBRAHIM, NUHR HOME

MLE Connect is the UK's first dedicated B2B hub for the thriving Muslim Lifestyle sector for UK and international business professionals. Our unique event brings together successful and inspirational figures from across the world of business and Muslim lifestyle. They deliver thought leadership seminars and panel discussions on business and sector insights. Delegates attending have unparalleled networking opportunities and leave with high calibre contact lists. We empower delegates with valuable knowledge of the global Muslim lifestyle sectors and provide them and their brands with a competitive advantage.

THE GLOBAL MUSLIM LIFESTYLE SECTOR

With the continued and rapid growth of the international Muslim consumer markets, brands like Wal-Mart ASDA, H&M and Ritz Carlton are already seeing continued expansion across the world.

What do they have in common?

They are all targeting the Muslim consumer, which is the fastest growing consumer sector in the world. According to figures from Dinar Standard, the Muslim halal market is growing rapidly. By 2019, expenditure on food and lifestyle is forecast to reach \$2.6 trillion from \$1.8 trillion in 2014.

MLE Connect will cover:

ENTREPRENEURSHIP | NETWORKING | INTERNATIONAL TRADE | BRANDING | THE MUSLIM ECONOMY

WHO SHOULD ATTEND:

- Business owners
- Head of Sales
- Marketing Directors
- Commercial Directors
- Entrepreneurs
- Senior Executives
- Buyers
- Distributors
- Wholesalers
- Media professionals
- Sellers

BY ATTENDING YOU WILL:

- Understand and identify market sectors for growth opportunities
- Gain an advantage ahead of your competition
- Attend seminars from thought leaders in the Muslim market
- Connect and network with key players in your sector
- Participate in panel discussions
- Receive a list of all delegates, keen to do business with you
- Leave with new ideas, inspiration, business strategies, and commercial contacts





A SNAPSHOT OF THE GROWING MUSLIM CONSUMER SECTOR

Muslim populations globally to have spent a total of \$185 billion on 'recreation and culture' in 2013. Representing 5.2% of the global expenditure.

State of the Global Islamic Economy

Global Muslim spending on travel (outbound) increased to 7.7% reaching \$140 billion in 2013.

State of the Global Islamic Economy

Muslim tourists are a key customer segment for the United Kingdom's travel industry, accounting for an estimated \$3.3 billion of spend in 2014.

Salaam Gateway

The estimated global Muslim spending on Pharmaceuticals in 2013 was \$72 billion, which is 6.6% of global expenditure.

State of the Global Islamic Economy

Islamic commercial banking assets are projected to grow to \$4,178 by 2019

State of the Global Islamic Economy

The Muslim halal market is growing rapidly - by 2019 expenditure on food and lifestyle is forecast to reach \$2.6 trillion.

State of the Global Islamic Economy

TOP 5 THINGS YOU WILL TAKE AWAY FROM MLE CONNECT



BE INSPIRED:

Listen to inspirational speakers and leaders who will share business tips and advice to take you to the next level of growth and development



BUILD YOUR CONTACTS:

Network with market leaders and business owners to share ideas, build relationships discuss collaborations and partnerships



GLOBAL REACH:

A national and international event bringing together key players and decision makers from around the world



CONNECT:

Meet with Senior decision makers, buyers, suppliers, manufacturers, distributors from UK/EU and abroad and promote your product or service



KNOWLEDGE SHARE:

Attend seminars to learn how global brands achieve market entry and grow their businesses, track future trends and opportunities for investment and collaboration





DON'T MISS THE CHANCE TO CONNECT WITH HIGH CALIBRE PROFESSIONALS, BUYERS, SELLERS, CEOs, COMMERCIAL DIRECTORS AND DECISION MAKERS.

RATES

£60.00 (ex vat)
per delegate

YOU WILL RECEIVE

- Refreshments and 3-course lunch from MyLahore
- Access to all the Seminars and Panel discussions
- A full attendee list
- Excellent networking opportunities
- Access to leading experts in their field
- Valuable knowledge of the global Muslim lifestyle sectors

**NOTE: MLE2018 exhibitors receive 15% off listed price!
Bookings of 3 or more delegates receive 10% discount.**

SEMINARS
AND
NETWORKING

UP TO 150
BUSINESS
PROFESSIONALS

EXPERT
PANEL
SESSIONS

EXHIBITOR
OPPORTUNITIES

EXHIBITOR AND SPONSORSHIP OPPORTUNITIES AVAILABLE!

- Promote your brand to decision makers at this highly anticipated event
- Boost your commercial awareness and gain an advantage over competitors
- Grow your brand awareness by using our sponsorship opportunities that are guaranteed to bring you higher visibility in front of an international audience
- Showcase your brand in front of a diverse business audience

SPACES ARE LIMITED SO CONTACT US NOW TO RESERVE YOUR PLACE!

MLE Connect 2018

The Marquee, British Muslim Heritage Centre (BMHC), 100-106 College Rd, Manchester. M16 8BP
Contact us now for further information: T: (+44) 1772 336 639 | events@muslimlifestyleexpo.co.uk

 @MLEXPO  /muslimlifestyleexpo  @MLEXPO

Thank you to our partners



MLE CONNECT - SPONSORSHIP AND EXHIBITOR RATES

SPONSORSHIP DETAILS	PLATINUM	GOLD	PANEL SPONSOR	EXHIBITOR
Headline sponsor naming rights	YES	NO	NO	NO
Your company logo, detailed information and links included on our website	YES	Yes, bottom of page	Name only	NO
Logo & Company information on display at venue	YES	YES	NO	NO
Exhibition stand	YES (3x2 stand)	YES	£100 (bolt on)	£500
List of all Attendees/Speakers with contact details	YES	YES	YES	YES
Option to provide a Member for Panel Sessions	YES	YES	YES	£500 (bolt on)
Option for one seminar session	YES	£500 (bolt on)	£1,000	£1,000 (bolt on)
Mention as sponsor during Panel/Seminar Introductions ("brought to you by...")	YES	NO	YES	NO
Included in our pre event email sent out to all pre-registered attendees	YES	YES	£250	£250
Listed as Sponsor with logo in all pre-event marketing & promotional material	Logo on official brochure 4 posts on MLE social media (twitter, FB, insta) Logo on eNewsletter Headline logo on MLE Website Two mention on two PR (name only) Name on ticketing page (name only)	Logo on official brochure Logo on eNewsletter One mention on one PR (name only)	2 banners placed near stage for promotion	-
Complementary tickets for guests (Incl. 10% discount for additional delegate tickets)	5	3	25% off	25% off
Optional article in e-Newsletters pre-event	Yes - One a month	Yes - any 2 newsletters	£300	£300
Sponsor name and logo displayed on stage for Panel Sessions	YES (Large)	YES	YES (Large)	NO
Logo included on delegate badges	YES	NO	NO	NO
A5 ad for Sponsor in our Official Delegate Program (sponsor to provide content)	Yes - A5	NO	NO	NO
Complimentary item in Delegate Pack (Sponsor to provide items) (TBC)*	YES - 2 items	YES - 1 item	£200	£200
Mention in the Thank You email distributed to all attendees post event	Yes - Large, Top	Yes - Bottom, Small	Name only	Name only
	£7,500 ex vat	£4,000 ex vat	£1,500 ex vat	£500 ex vat

* Subject to change and availability

Correct at time of going to press. 8th September 2018