



**RAM**  
PRODUCTION AB

# Stockholm Arabic Book Fair

Fourth annual 25-26-27 October 2024

In cooperation with



جمعية الناشرين العرب في السويد  
SVENSK-ARABISK FÖRLÄGGARE  
FÖRENINGEN



**RAM Production AB**

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Under the slogan "A Book in Adversity Opens Up the Horizon," we are delighted to invite you to participate in the Fourth Stockholm Arabic Book Fair, organized by RAM Production AB in collaboration with the Arab Publishers Association in Sweden.

The fair will be held from **October 25th to 27th, 2024**, featuring over **200 publishing houses** and showcasing up to **20,000 titles**. Attendees will also enjoy a vibrant cultural program with appearances by prominent public and cultural figures.

**Venue:**

Ursvik Entré, Rissneleden 110,  
17457 Sundbyberg, Stockholm

Ample parking is available on-site, and the venue is easily accessible via several public transportation options, ensuring a convenient visit.



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In previous years, the book fair has attracted over 10,000 visitors per event, enjoying widespread success. Your participation in this unique cultural event in Stockholm is essential, as it helps enrich both the cultural and social life of the Arab community.

For more information and to register, please contact us at:

[bookfair@rampro.se](mailto:bookfair@rampro.se)

[contact@rampro.se](mailto:contact@rampro.se)

## Sponsorship Proposal

As a valued sponsor, your brand will receive significant visibility throughout our book fair and its promotional efforts. We are pleased to offer the following benefits:

### 1. Advertising Campaign Videos:

- Your logo and name will be prominently featured in all advertising campaign videos for the book fair.
- This includes four promotional videos to be published across RAM's Facebook, Instagram, and TikTok channels.
- These videos will be run as sponsored ads by RAM and will continue until the conclusion of the book fair.

### 2. Social Media Promotion:

- Your logo will be included in all sponsored posts and advertisements related to the book fair across our social media platforms (Facebook and Instagram).

### 3. On-site Visibility:

- Your logo will be displayed on banners and posters located throughout the book fair venue.
- Additionally, three banners exclusively dedicated to your brand will be prominently placed inside the venue.

#### 4. Promotional Video:

- A promotional video provided by your company will be published on RAM's Facebook, Instagram, and TikTok channels.

#### 5. Opening Ceremony:

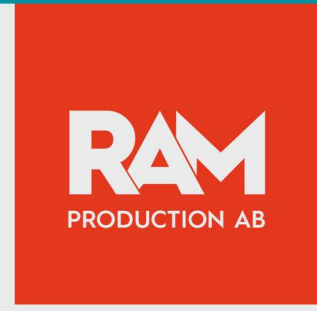
- Your video will be featured on the main stage screen prior to the opening ceremony, which will host distinguished guests including Arab embassies, associations, authors, and Swedish institutions.
- A public acknowledgment of your sponsorship will be made during the ceremony.

#### 6. Gift Packages:

- Your logo will be printed on the gift packages distributed to attendees following the opening ceremony.
- You will also have the option to provide your own branded gift bags for distribution.

#### 7. Event Sponsorship:

- You will have the opportunity to sponsor the stand-up comedy show held during the book fair. Your promotional video will be shown before the show, and your logo will be featured on all event-specific marketing materials.
- Three complimentary tickets to the stand-up comedy show will be provided to your team.

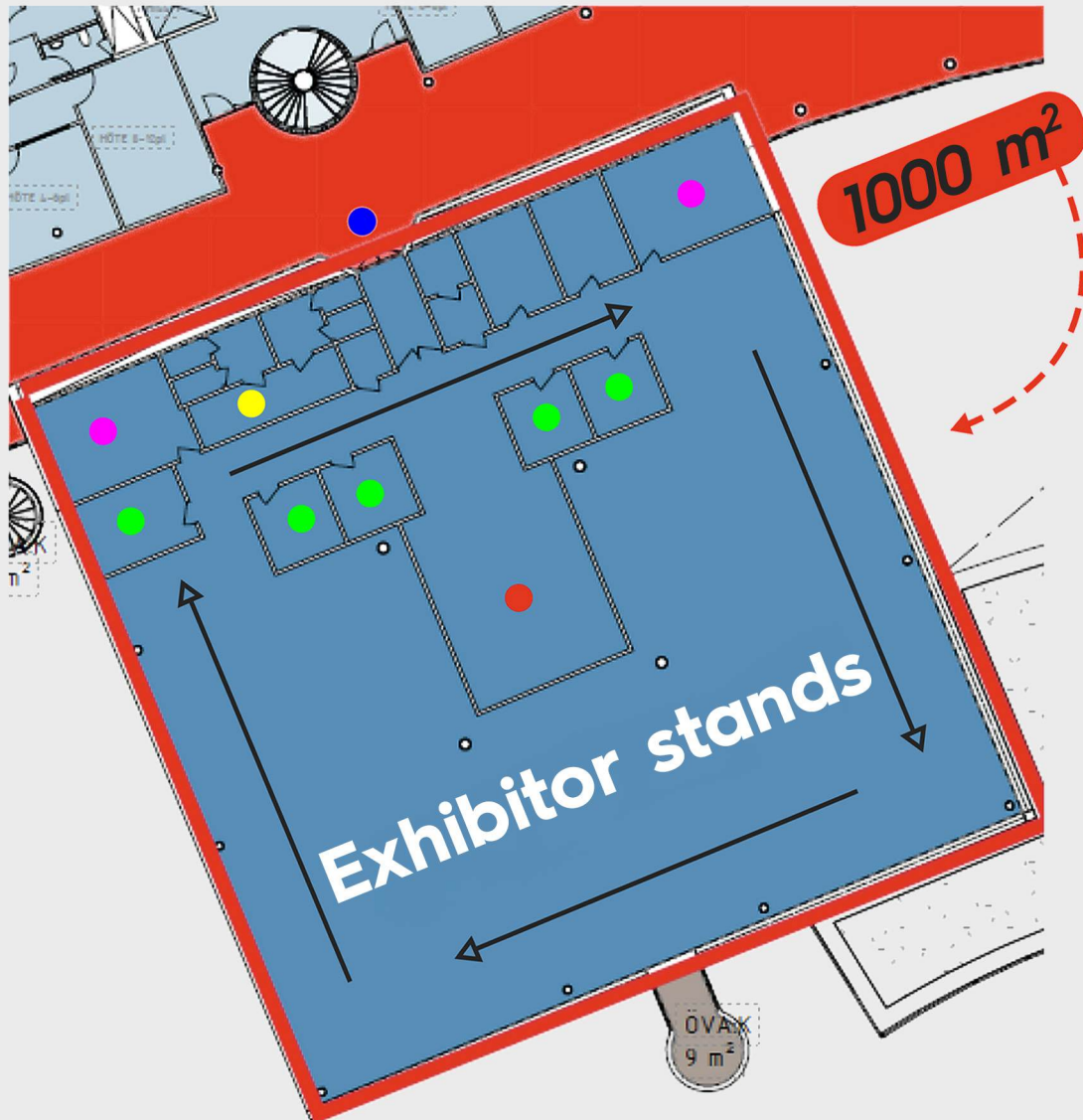


## **8. Exhibition Space:**

- A dedicated desk will be provided to you within the book fair to showcase your products or services to attendees.

We look forward to partnering with you to make this book fair a success and to highlight your brand to a diverse and engaged audience.

## Book Fair Hall Layout



- Meeting Room
- Cultural Events Corner
- Café
- WC
- Main Entry/Exit