

THE 7TH EDITION OF



MIDDLE EAST  
CLEANING, HYGIENE & FACILITIES  
AWARDS

18 APRIL, DUBAI

Where Excellence Embraces Prestige!





# CELEBRATING EXCELLENCE IN THE CLEANING & SOFT FM INDUSTRIES!

Clean Middle East and Media Fusion are proud to present the 7th edition of the Middle East Cleaning, Hygiene, and Facilities (MECHF) Awards! For over six years, these awards have stood as a hallmark of excellence, recognizing the outstanding contributions of professionals and organizations in the commercial cleaning, hygiene, and soft FM industries across the region. These prestigious awards have brought well-deserved recognition to the vital, yet often overlooked, cleaning sector.

As we build on the success of previous editions, the 7th MECHF Awards promise to shine even brighter, continuing to celebrate those who drive innovation and raise the standards across the industry.

# An Unforgettable Night of Celebrating Achievements and Fueling Progress.



# OUR MISSION

To be a leader in the region recognising, honing and fostering innovations and innovators.

# WHAT DEFINES US!

The MECHF Awards is organized by Clean Middle East published by Media Fusion LLC.

Media Fusion is a dynamic media company based out of Dubai, UAE. Since its inception in 2008, this young organization has been successful in creating a niche for itself amongst the publication houses in the UAE.

Spearheaded by forward-thinking professionals, Media Fusion is a full-fledged media company with a diverse portfolio comprising a range of services including publications, exhibitions and conferences, and digital services. Clean Middle East magazine has 17 years of rich experience in the professional cleaning and hygiene industry.

# MECHF AWARD WINNERS 2024



# AWARD CATEGORIES



- ◆ TOP CLEANING COMPANY OF THE YEAR - UAE
- ◆ TOP CLEANING COMPANY OF THE YEAR - Regional
- ◆ INDUSTRY PERSONALITY OF THE YEAR
- ◆ SPECIALIZED CLEANING COMPANY OF THE YEAR.
- ◆ BEST USE OF SMART TECHNOLOGY BY SERVICE PROVIDERS
- ◆ WOMEN IN CLEANING
- ◆ BEST CLEANING & FM EMPLOYER OF THE YEAR
- ◆ THE BEST-MAINTAINED/HYGIENIC PUBLIC FACILITY
- ◆ THE BEST-MAINTAINED PUBLIC WASHROOM
- ◆ EXCELLENCE IN KITCHEN/FOOD SAFETY
- ◆ EXCELLENCE IN INFECTION CONTROL IN HEALTHCARE
- ◆ EXCELLENCE IN TRAINING
- ◆ COMMITMENT TO SUSTAINABILITY
- ◆ EXCELLENCE IN LAUNDRY SERVICES
- ◆ THE BEST HOTEL HOUSEKEEPER
- ◆ THE INNOVATIVE PRODUCT OF THE YEAR
- ◆ THE BEST CLIENT-CONTRACTOR PARTNERSHIP
- ◆ THE BEST SUPPLIER-END USER PARTNERSHIP

# AWARD SPONSORSHIP

## DIAMOND

AED 100,000

- Keynote Address – 3 mins
- Video Permit at awards – 3 mins
- Exclusive Interview with Clean Middle East Magazine
- 2 VIP Tables, [8 seats each]
- Award Presentation
- Sponsorship Announcement: emailer [On confirmation]
- Logo placement on tables in the networking area
- Logo presence on event photo wall
- Logo placement on the stage backdrop
- Logo on awards e-invitation
- Post event video exposure
- Logo on the awards website
- Logo in the MECHF advert in Clean Middle East Magazine
- Logo placement in all newsletters and marketing campaigns
- Sponsorship announcement-social media.

## GOLD

AED 75,000

- Video Permit at awards – 2 min
- 1 VIP Table(8 seats)
- Full page advert in Clean Middle East Magazine
- Sponsorship Announcement: emailer [On confirmation]
- Logo placement on tables in the networking area
- Logo placement on stage backdrop
- Logo placement on event photo wall
- Logo on awards e-invitation
- Post event video exposure
- Logo on the awards website
- Logo in the MECHF advert in Clean Middle East Magazine
- Logo placement in all newsletters and marketing campaigns
- Sponsorship announcement-social media.

## SILVER

AED 50,000

- Video Permit at awards – 1 min
- 1 VIP Table (8 Seats)
- Half page advert in Clean Middle East Magazine
- Logo placement on the stage backdrop
- Logo presence on event photo wall
- Logo on the awards website
- Logo in the MECHF advert in Clean Middle East Magazine
- Logo placement in all newsletters and marketing campaigns
- Sponsorship announcement-social media.

# CATEGORY

AED 30,000

- Award Presentation of the sponsored category
- 4 complimentary award invitation
- Company name and profile to be mentioned before announcing the award winner
- Display of logo on shortlisted nominees' slides while presenting the award
- Logo on the category page - under the sponsored category (on confirmation)
- Logo on the awards website
- Logo in the MECHF advert in Clean Middle East Magazine
- Logo placement in all newsletters and marketing campaigns
- Sponsorship announcement-social media.

# LANYARD

AED 35,000

- Branding on all lanyards (Exclusive)
- 4 complimentary award invitation
- Logo on the awards website
- Logo in the MECHF advert in Clean Middle East Magazine
- Logo placement in all newsletters and marketing campaigns
- Sponsorship announcement-social media

# DINNER

AED 30,000

- Logo on menu (Exclusive)
- Branding on all tablespots inside ballroom
- 4 complimentary award invitation
- Logo on the awards website
- Logo in the MECHF advert in Clean Middle East Magazine
- Logo placement in all newsletters and marketing campaigns
- Sponsorship announcement-social media.





# ENTERTAINMENT

AED 20,000

- Company mentioned before both entertainment breaks
- 4 complimentary invitations for the awards
- Logo on the awards website
- Logo in the MECHF advert in Clean Middle East Magazine
- Logo placement in all newsletters and marketing campaigns
- Sponsorship announcement-social media

# PHOTO BOOTH

AED 25,000

- Logo on the printed photos from the photo booth
- 4 complimentary invitations for the awards
- Logo on the awards website
- Logo in the MECHF advert in Clean Middle East Magazine
- Logo placement in all newsletters and marketing campaigns
- Sponsorship announcement-social media

# CUSTOM SPONSORSHIP

**Get in touch with us to get involved and have a custom sponsorship package made for you.**

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### WHO SHOULD ATTEND THE EVENT?

- End User Facilities like Hotels, Hospitals, Malls, Airports, Government Facilities, etc.
- FM Companies
- Cleaning Service Providers
- Cleaning, Hygiene, Janitorial and Software Manufacturers
- Distributors and Suppliers
- Laundry Service Providers

### WHY YOU SHOULD BOOK A SEAT?

- Witness the only event in the region to award and laud excellence in cleaning and hygiene
- Grab the opportunity to network with your industry counterparts
- Meet new potential clients in a more casual setting
- Boost your visibility in the industry by being seen at the biggest event in industry's only awards ceremony
- Understand the factors driving the innovations and standards in the industry

### TABLE BOOKING

**COST PER SEAT: AED 1,800/-**

**COST PER TABLE: AED 14,400/- (8 persons)**

## CONTACT US

### **For sponsorship queries**

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### **For nomination queries:**

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