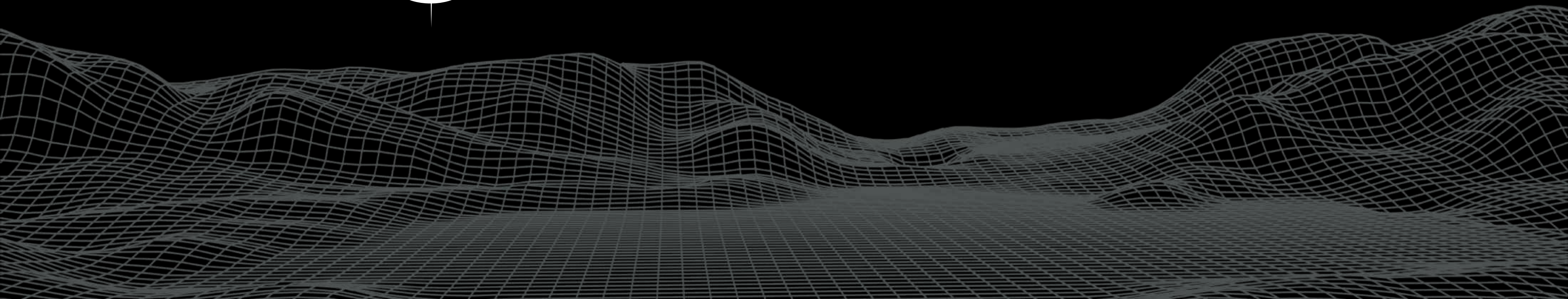


METACON

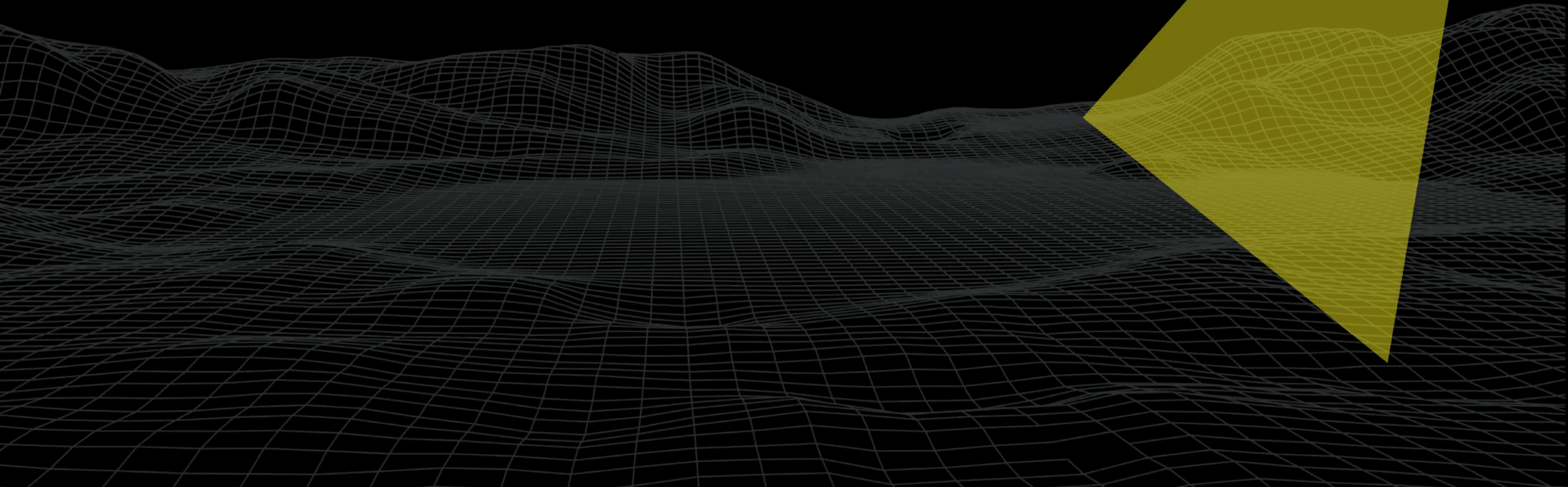
INTO THE METAVERSE



What is METACON?

Multi-format convention bridging together the industry and the community.
It's the first ever METaverse into reality event, dedicated to expanding the narrative on
Blockchain, NFTs, and everything in between.

12th – 13th March 2022
at Dubai World Trade Centre, The Arena



What is METACON?

The first ever METaverse into reality event, METACON, will be the launch of a series of small and large scale events, dedicated to expanding the narrative on Blockchain, NFTs, and everything in between.

Our goals are to:

Connect enthusiasts, creators, investors, thought leaders and buyers

Provide a platform for those in the industry – a collaborative space to network, build relationships and explore opportunities

Establish a global metaverse community

The pillars of METACON:

Blockchain Gaming

METACON will bring the leading blockchain gaming developers, as well as the latest and upcoming games that will create a revolution in play-to-earn, watch-to-earn, & stream-to-earn. Experience the new era of gaming.

eSports

Watch some of the most popular guilds compete against each other in the latest blockchain games tournaments. Meet your favorite players, take your photos with them and more.

Metaverse

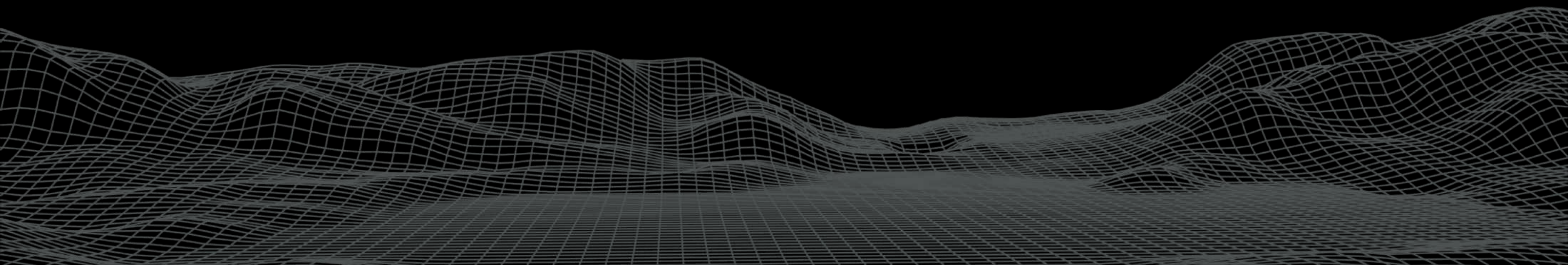
Web 3.0:

The future of the web is here. Learn all about Web 3.0 and what it could mean to your future. We're talking about land sale, job opportunities creation, and a lot more all happening in the metaverse.

NFTs:

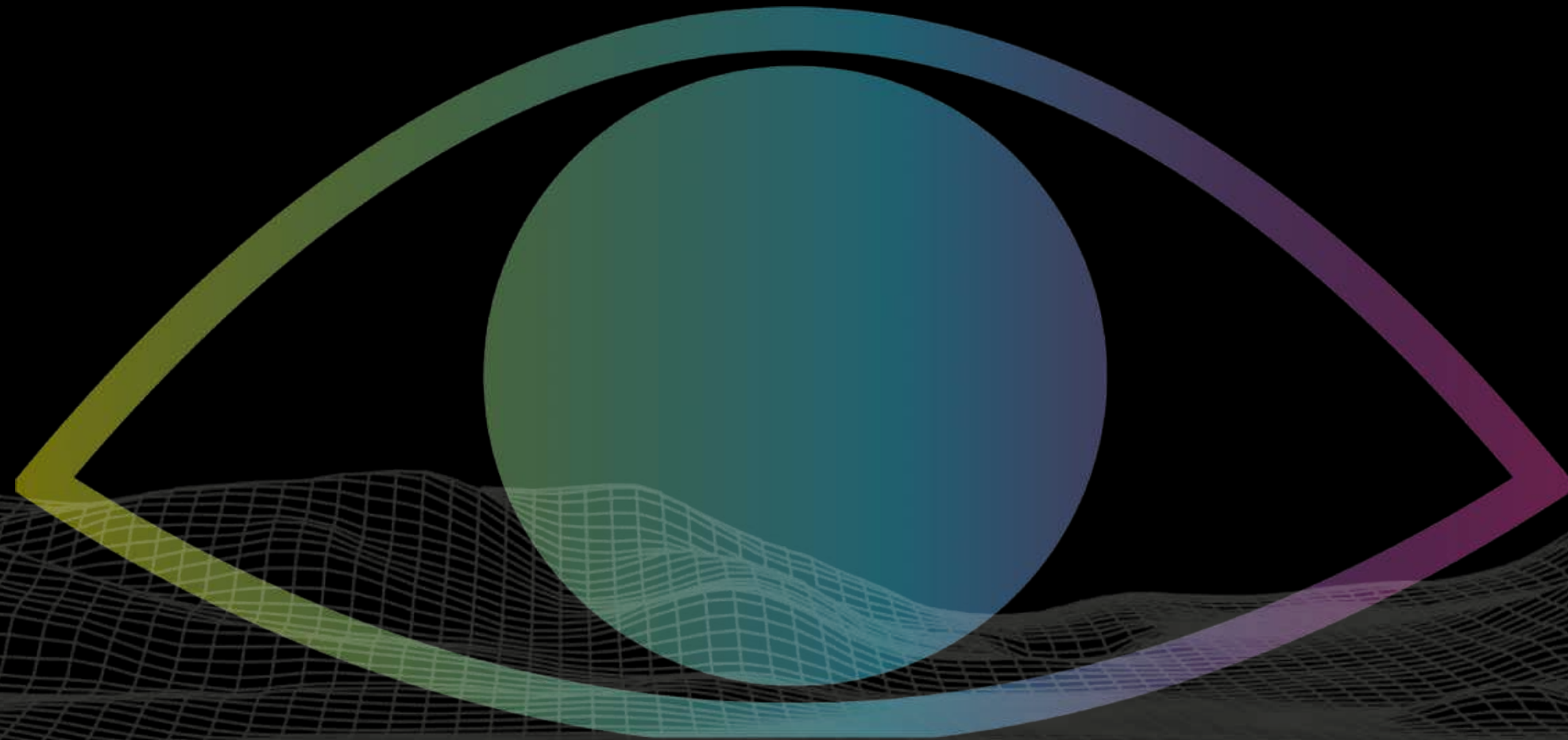
The investment of the 2020's? Maybe. Learn all about NFTs, their history, creation, buying, selling, and partaking in your first NFT Auction. Meet some of the most popular NFT artists and possibly be the next big one.

MAIN CONTENT



THE EVENT

- MetaStage
- MetaConnect
- MetaArena
- MetaSpaces
- Activations
- NFT Tickets
- Avatar Cosplay
- And more



METASTAGE

A-LIST SPEAKERS

We're bringing in the biggest thought leaders and innovators

INDUSTRY SPEAKERS

Will be part of panel discussions relating to topics in the NFT, Blockchain world

MUSIC/ENTERTAINMENT

Its not the metaverse without a little fun

UNIVERSITY START-UP COMPETITION

Giving future leaders a chance to learn and grow

NFT Auction

Exclusive high-level auction at METACON

METACONNECT

Partners & Exhibitors

Giving the spotlight to key projects and exhibitors for talks, panels, and demos

Workshops

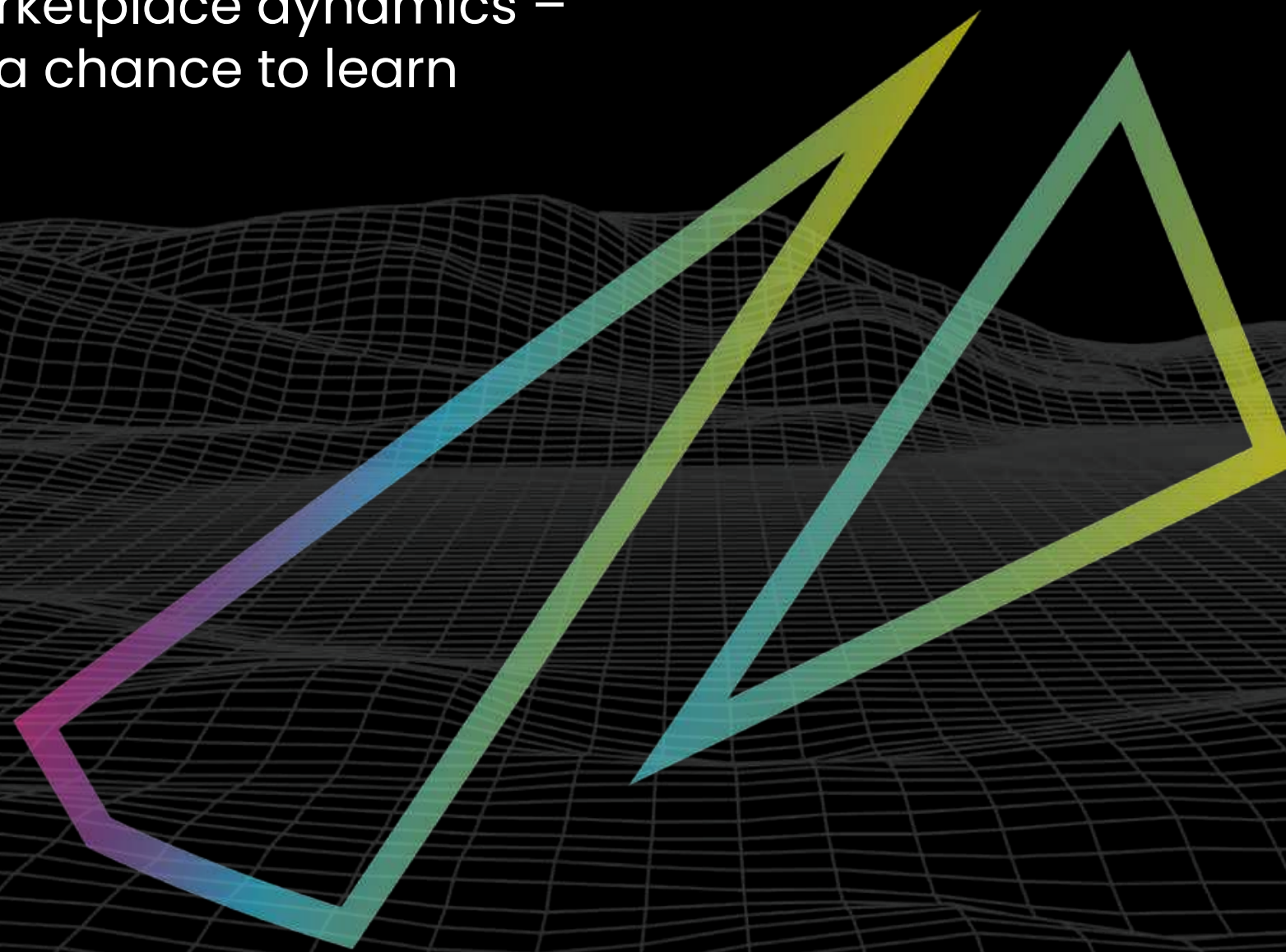
Partner led workshops on everything from minting NFTs to marketplace dynamics – give the consumer a chance to learn

METARENA

Blockchain Esports

A community led blockchain gaming tournament

Confirmed Titles: XXXXXXXX



METASPACE



META GAMING

The blockchain gaming revolution – a zone dedicated to leading blockchain gaming projects and groups

META BUSINESS

From real estate, Web 3.0 to crypto – the zone where the industry leaders and the consumers can create the future

NFT ALLEY

The alleyway of the future – local and international artists putting their NFT on digital display and connecting with consumers, enthusiasts and collectors

ACTIVATIONS

NFT GALLERY

Curated tunnel featuring key NFTs supported by the Dubai Media Office

METACAFE

The central hub and hangout at the METACON

FREE 2 PLAY GAMING

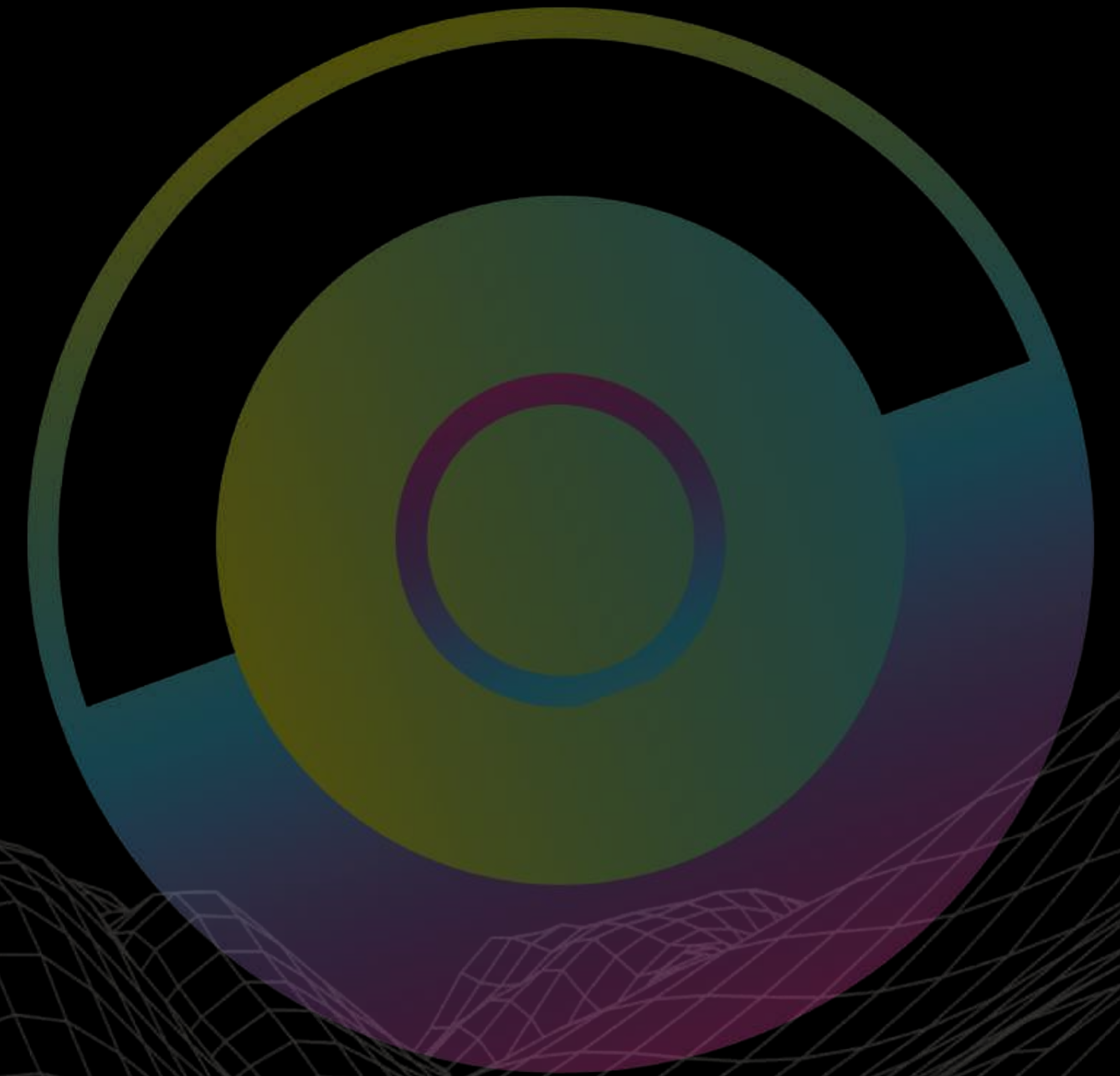
A lounge space with the past, present and future of gaming

STREAM PODS

A future phonebooth with a chance to virtually connect with industry heroes

MEET THE GUILDS

Connect and chat by stream with some of the biggest blockchain gaming guilds



TICKET NFTs

Exclusive METACON YEAR 1 NFTs
Dedicated NFT marketplace for minting

Available offerings:

Regular ticket

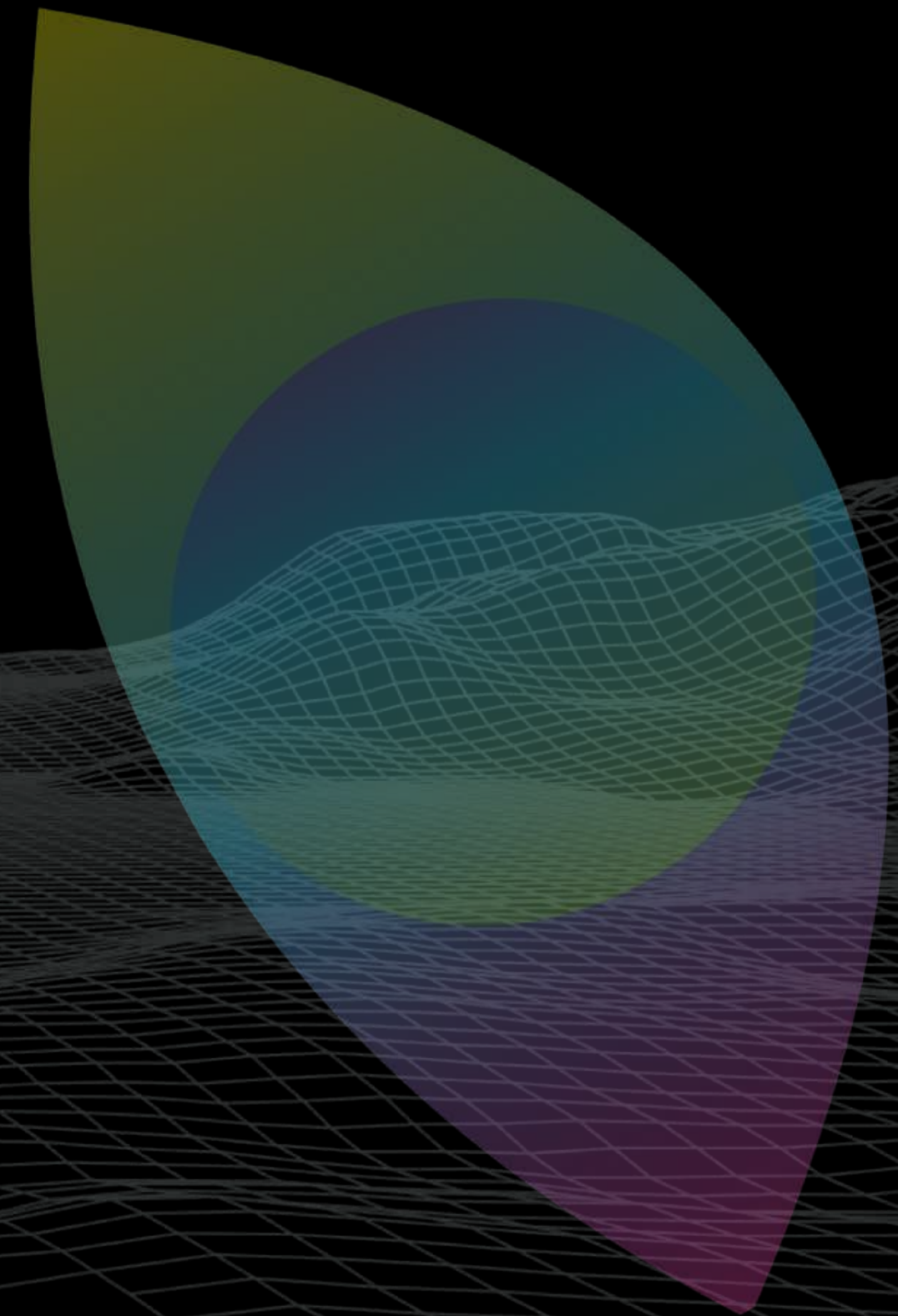
- Metacon One NFT

Long-term utility offerings
for Metacon founder NFTs
holders

Collectors ticket

- Metacon One NFT
- Metacon Collector's NFT
- Collections of NFT from the
METACON NFT ALLEY

Exclusive utility for
Metacon Collector NFT
holders



META AMUSEMENT

OFFICIAL AFTER PARTY

COME AS YOUR AVATAR COSPLAY (CREATE YOUR META COSTUME HERE)

META ROAMING PERFORMERS



METACON VISITORS

Creators:

From creating crypto currency, to NFTs creation, we bring all the creators under one roof

Enthusiasts:

Individuals who want to learn more about the industry

Investors:

Seeking investment opportunities in the multiverse through networking and collaborations

Blockchain Companies:

Looking to get in front of investors and strengthen their position in the market

Government Entities:

Establishing their footprint in Dubai's block chain eco-system

Students & Educational Institutes:

Learning about the latest technologies and opportunities will help nurture a generation of entrepreneurs ready to create a bright future. Providing students and faculties with opportunities to meet and converse with thought leaders and start ups.

WHY YOU SHOULD GET INVOLVED

100+ Blockchain platforms

Tap in to our database of participating blockchain platforms & entities

10,000+ Attendees

Estimated footfall over the weekend

5000+ Gamers

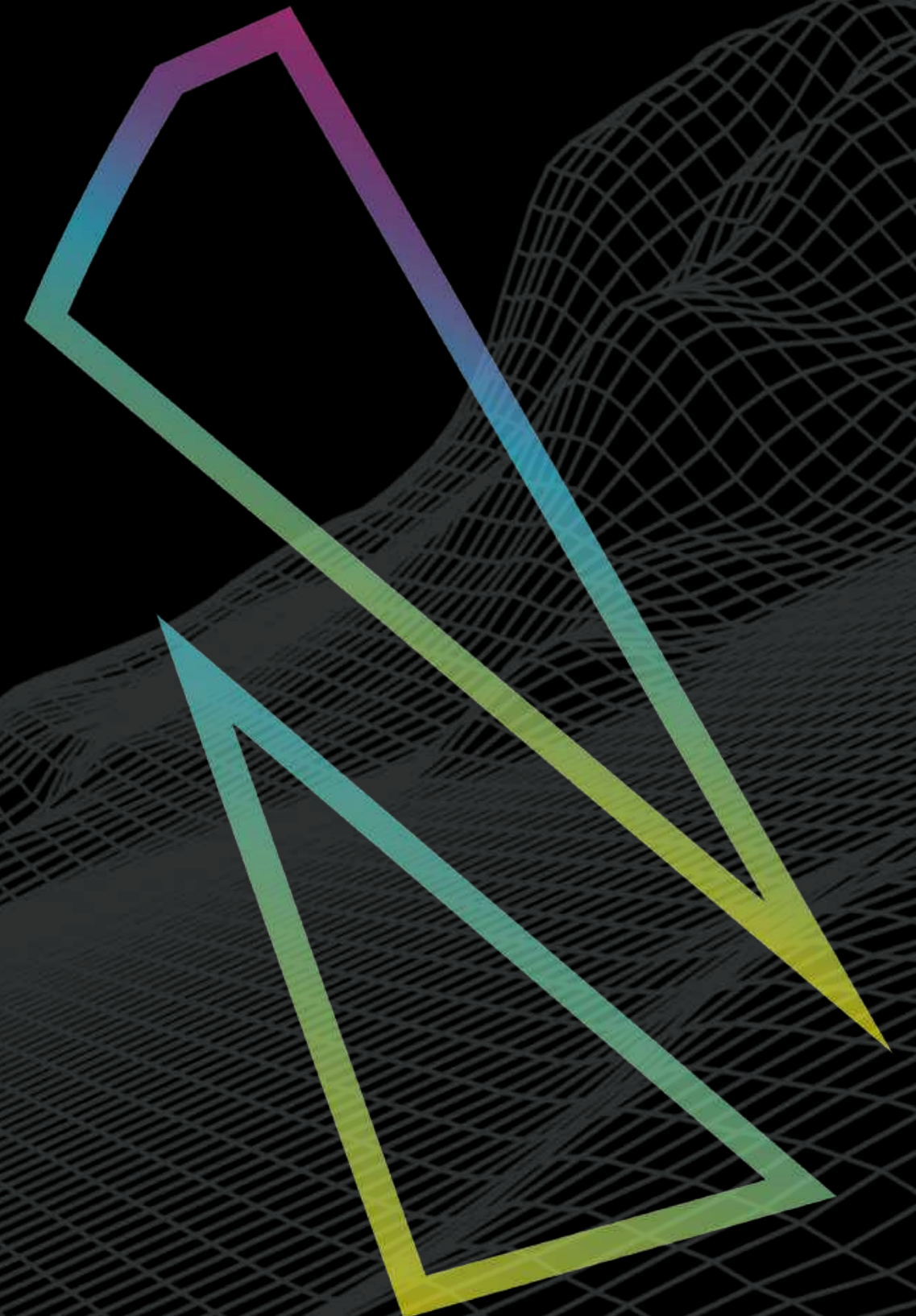
Under one roof experiencing the future of gaming with blockchain

500+ Creators

Leverage from a pool of industry-relevant creators, developers and artists

15+ Hours

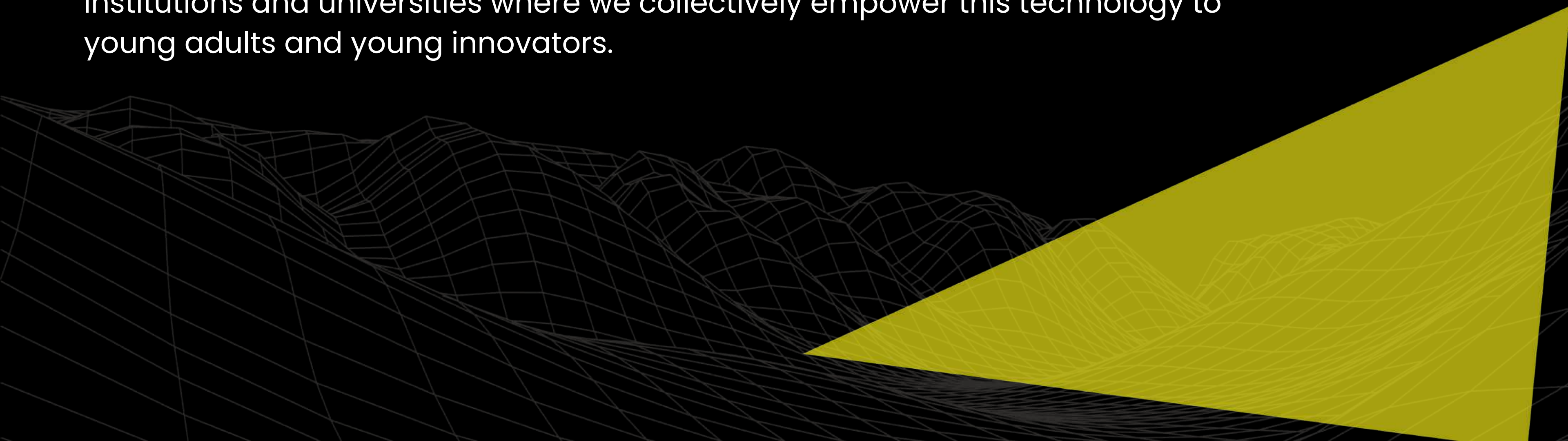
Estimated total hours of streamed show content across the 3 days



MEET YOUR AUDIENCE

METACON 2022 is targeting more than 15,000 creators, enthusiasts, blockchain gamers, investors and government entities across the UAE and the region, and more than 100 blockchain Global companies.

METACON will also feature one of the most unique and distinctive initiatives in the world of the 'metaverse', which is inviting high schools, educational institutions and universities where we collectively empower this technology to young adults and young innovators.



MEET YOUR INDUSTRY

Blockchain gaming

NFTs

Gaming developers

eSports brands

Blockchain developers

Cryptocurrency exchange businesses

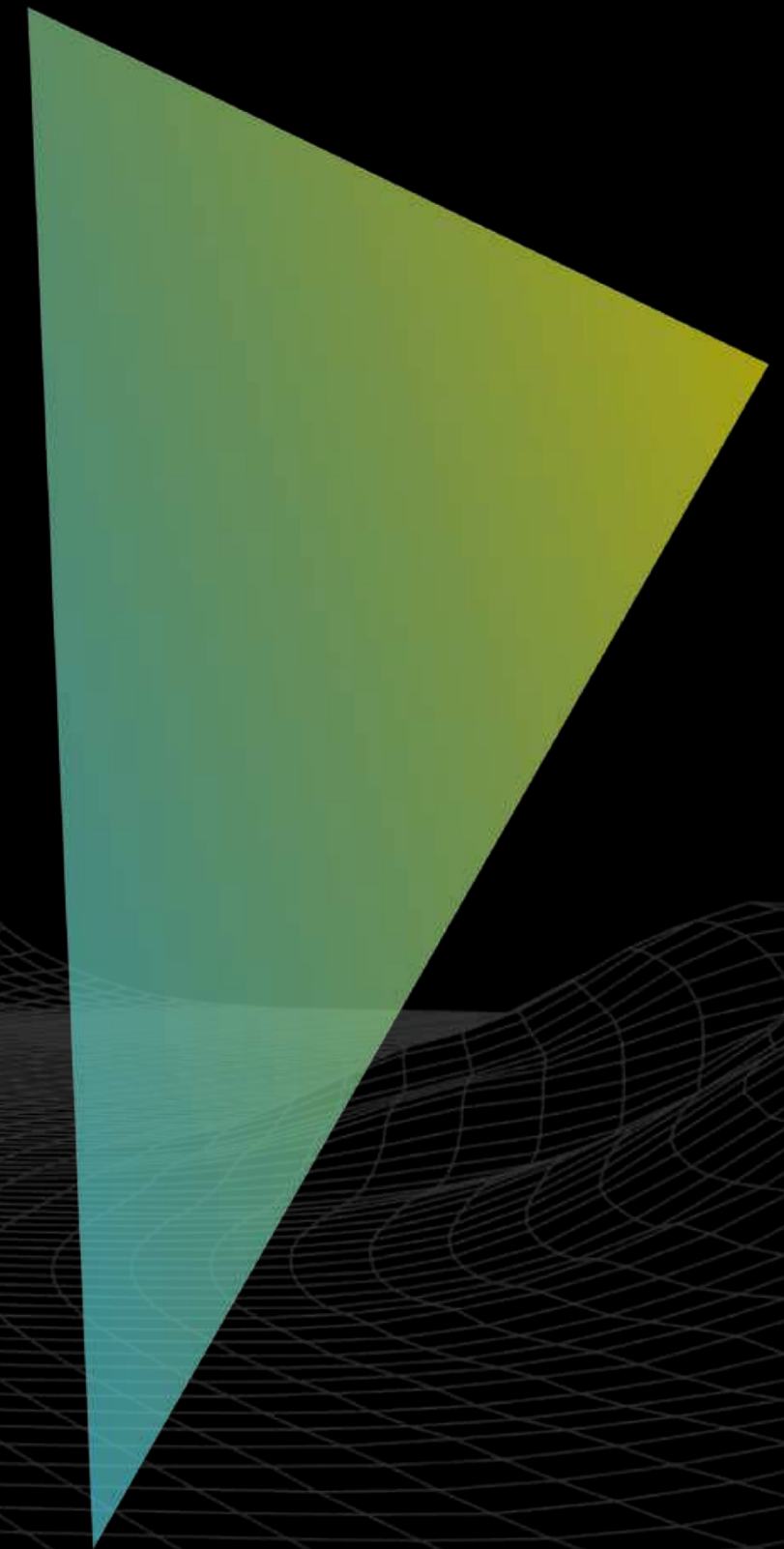
Government entities

Automotive brands

Sports brands

FMCG brands

Retail brands



DUBAI'S BLOCKCHAIN MONTH

Dubai is experiencing a blockchain boom with major events happening all across the city. Combine your experience to Dubai with two key industry conferences and get the most out of your experience.

We can facilitate and support travel and accommodation arrangements for all Metacon partners and exhibitors. Our partner hotel [Grand Millennium Business Bay](#) and partner travel agency are offering [discounts](#) for all Metacon partners and exhibitors.

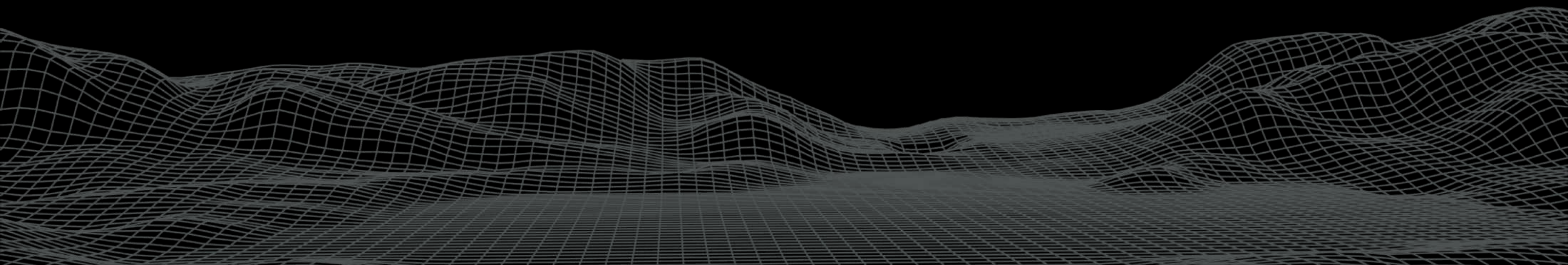
The Meta Week
March 7-8-9-10



Crypto Expo Dubai
March 16-17

PARTNER

OPPORTUNITIES



SPONSORSHIP TIERS

Title

Title naming rights | Lead sponsor | Full collateral package

Associate

Secondary naming right | Full collateral package

Platinum

Primary position on sponsor's logo strip | Full collateral package

Gold

Gold position on sponsor's logo strip | Full collateral package

Silver

Silver position on sponsor's logo strip | Collateral Package

Bronze

Title naming rights | Lead sponsor | Collateral Package

Zone


Zone specific naming rights | Collateral Package

Activity

Activity specific naming right | Collateral Package

Title Sponsor – 1,000,000USD

Deliverables:

- 10x10 Exhibition space with standard booth
 - Logo Integration
 - 30 Second TVC on Main, Second, and Esport Stage
 - # of Spots on DWTC digital screens TBC
 - “Presented by” XXXX
 - Logo on Advertising Materials
 - Mention in launch release
 - Social Media sponsorship announcement
 - Logo and link on Metacon website
 - Social mentions
 - Category exclusive
 - 50x Comp weekend tickets
 - 75x Comp 1 day passes
 - Event collateral distribution at exit and activation space
 - Main stage speaker
 - Second stage demo slot
 - All Metacon Lockup Primary Branding at entrance, exit and stage with digital screens wherever main visual is distributed
 - Included in PR
 - Sponsored Ticket giveaway
 - Logo on wristband
 - Logo on staff t-shirt
- 

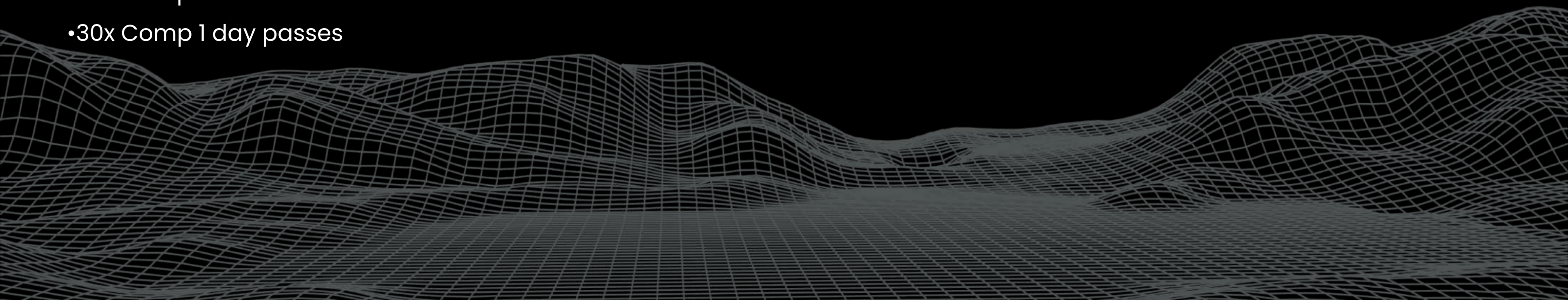
Associate Sponsor – 450,000USD

Deliverables:

- 5x5 Exhibition space with standard booth
- 30 Second TVC on Main, Second, and Esport Stage
- # of Spots on DWTC digital screens TBC
- “In association with” XXXX
- Logo on Advertising Materials
- Mention in launch release
- Social Media sponsorship announcement
- Logo and link on Metacon website
- Social mentions
- Category exclusive
- 35x Comp weekend tickets
- 50x Comp 1 day passes
- Event collateral distribution at exit and activation space
- Main stage speaker
- Second stage demo slot
- All Metacon Lockup Primary Branding at entrance, exit and stage with digital screens wherever main visual is distributed
- Included in PR
- Sponsored Ticket giveaway
- Logo on staff t-shirt

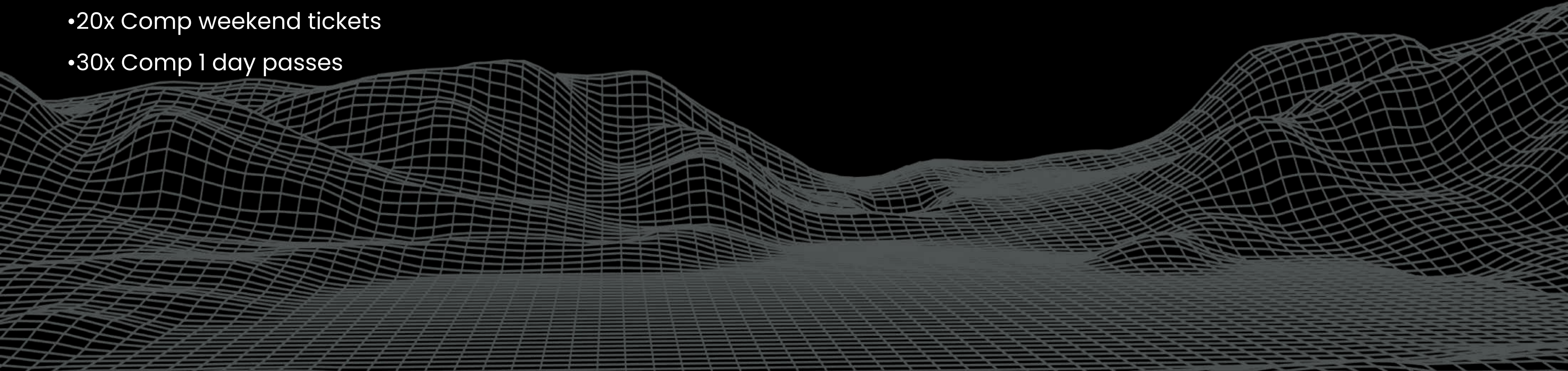
Platinum Sponsor – 350,000USD

Deliverables:

- 5x5 Exhibition space with standard booth
 - 30 Second TVC on Main, Second, and Esport Stage
 - # of Spots on DWTC digital screens TBC
 - Social Media sponsorship announcement
 - Logo and link on Metacon website
 - Social mentions
 - Category exclusive
 - 20x Comp weekend tickets
 - 30x Comp 1 day passes
 - Event collateral distribution at exit and activation space
 - Main stage speaker
 - Second stage demo slot
 - All Metacon Lockup Primary Branding at entrance, exit and stage with digital screens wherever main visual is distributed
 - Sponsored Ticket giveaway
- 

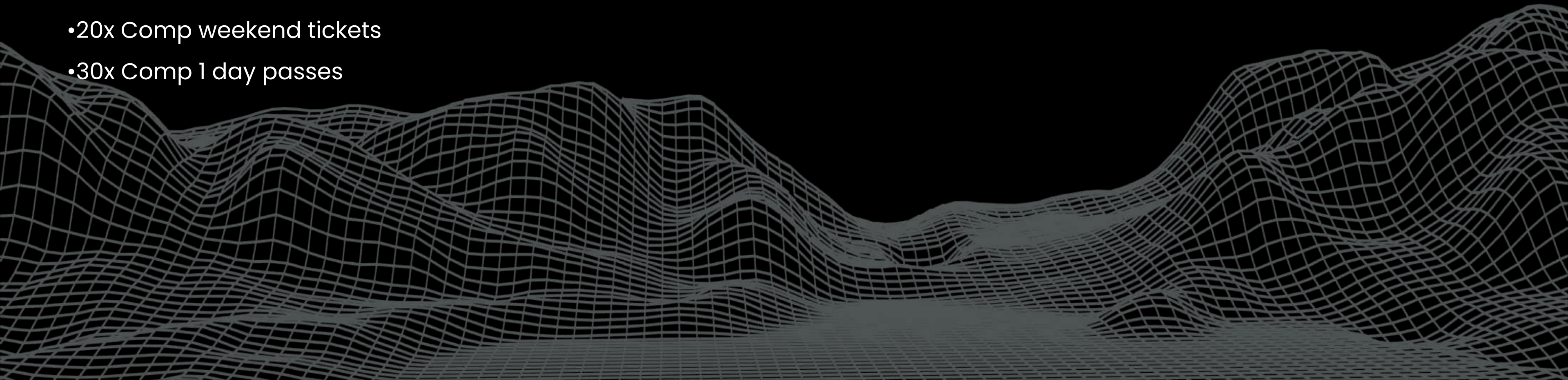
Gold Sponsor – 200,000USD

Deliverables:

- 3x3 Exhibition space with standard booth
 - 30 Second TVC on Main, Second, and Esport Stage
 - # of Spots on DWTC digital screens TBC
 - Social Media sponsorship announcement
 - Logo and link on Metacon website
 - Social mentions
 - 20x Comp weekend tickets
 - 30x Comp 1 day passes
 - Event collateral distribution at booth
 - Main stage speaker
 - Second stage demo slot
 - All Metacon Lockup Primary Branding at entrance, exit and stage with digital screens wherever main visual is distributed
 - Sponsored Ticket giveaway
- 

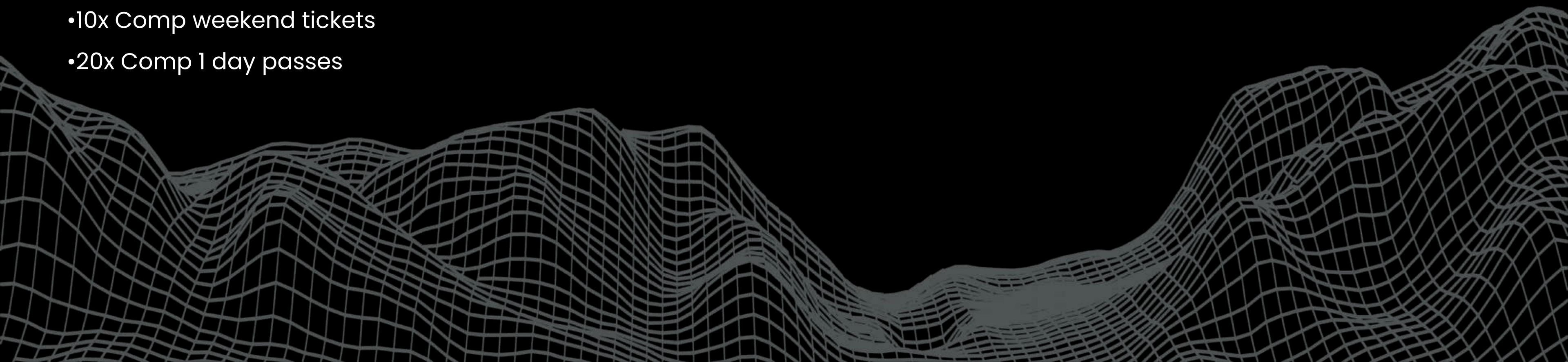
Silver Sponsor – 100,000USD

Deliverables:

- 3x3 Exhibition space with standard booth
 - 30 Second TVC on Main, Second, and Esport Stage
 - # of Spots on DWTC digital screens TBC
 - Social Media sponsorship announcement
 - Logo and link on Metacon website
 - Social mentions
 - 20x Comp weekend tickets
 - 30x Comp 1 day passes
 - Event collateral distribution at booth
 - Second stage demo slot
 - All Metacon Lockup Primary Branding at entrance, exit and stage with digital screens wherever main visual is distributed
 - Sponsored Ticket giveaway
- 

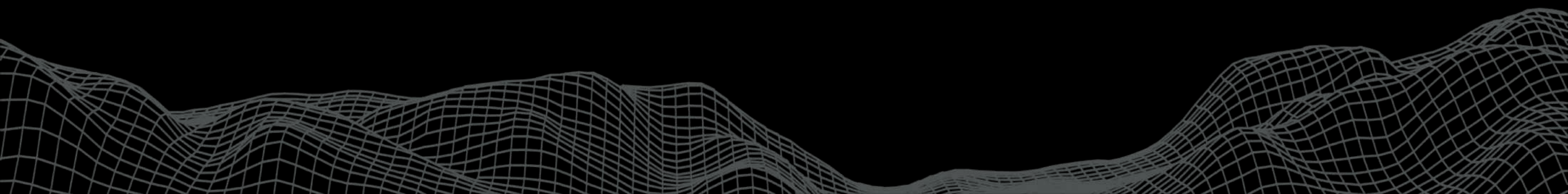
Bronze Sponsor – 50,000USD

Deliverables:

- 3x3 Exhibition space with NFT Alley Premium booth
 - 15 Second TVC on Main, Second, and Esport Stage
 - # of Spots on DWTC digital screens TBC
 - Social Media sponsorship announcement
 - Logo and link on Metacon website
 - Social mentions
 - 10x Comp weekend tickets
 - 20x Comp 1 day passes
 - Event collateral distribution at booth
 - Second stage demo slot
 - All Metacon Lockup Primary Branding at entrance, exit and stage with digital screens wherever main visual is distributed
 - Sponsored Ticket giveaway
- 

NFT Gallery – 30,000USD

Deliverables:

- 3x3 Exhibition space with standard booth
 - Logo integration and naming rights for the zone only
 - 30 Second TVC on Main, Second, and Esport Stage
 - # of Spots on DWTC digital screens TBC
 - Social Media sponsorship announcement
 - Logo and link on Metacon website
 - Social mentions
 - Category exclusive
 - 20x Comp weekend tickets
 - 30x Comp 1 day passes
 - Event collateral distribution at zone
 - Second stage demo slot
 - Logo on where zone is mentioned, zone exterior/exterior
 - Included in PR when zone is mentioned
 - Sponsored Ticket giveaway
- 

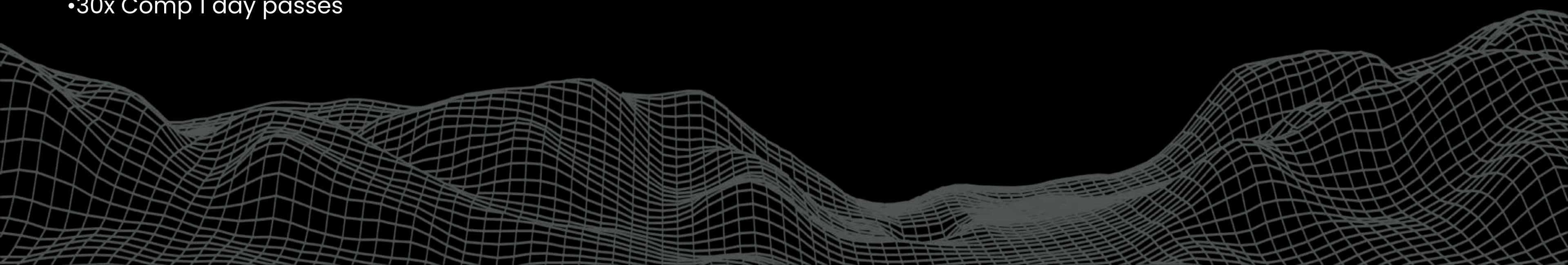
Meta Gaming – 40,000USD

Deliverables:

- 3x3 Exhibition space with standard booth
- Logo integration and naming rights for the zone only
- 30 Second TVC on Main, Second, and Esport Stage
- # of Spots on DWTC digital screens TBC
- Social Media sponsorship announcement
- Logo and link on Metacon website
- Social mentions
- Category exclusive
- 20x Comp weekend tickets
- 30x Comp 1 day passes
- Event collateral distribution at zone
- Second stage demo slot
- Logo on where zone is mentioned, zone exterior/exterior
- Included in PR when zone is mentioned
- Sponsored Ticket giveaway

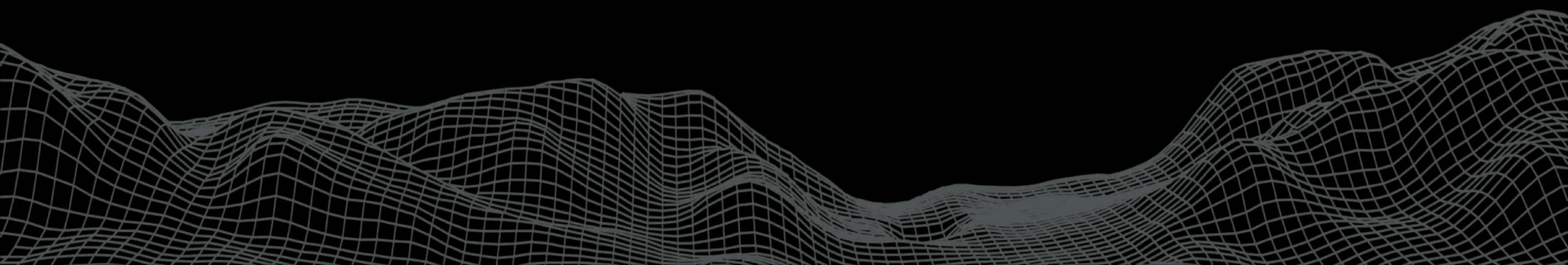
NFT Alley – 40,000USD

Deliverables:

- 3x3 Exhibition space with standard booth
 - Logo integration and naming rights for the zone only
 - 30 Second TVC on Main, Second, and Esport Stage
 - # of Spots on DWTC digital screens TBC
 - Social Media sponsorship announcement
 - Logo and link on Metacon website
 - Social mentions
 - 20x Comp weekend tickets
 - 30x Comp 1 day passes
 - Event collateral distribution at zone
 - Second stage demo slot
 - Logo on where zone is mentioned, zone exterior/exterior
 - Included in PR when zone is mentioned
 - Sponsored Ticket giveaway
- 

Meta Café- 60,000USD

Deliverables:

- 3x3 Exhibition space with standard booth
 - Logo integration and naming rights for the zone only
 - 30 Second TVC on Main, Second, and Esport Stage
 - # of Spots on DWTC digital screens TBC
 - Social Media sponsorship announcement
 - Logo and link on Metacon website
 - Social mentions
 - 20x Comp weekend tickets
 - 30x Comp 1 day passes
 - Event collateral distribution at zone
 - Second stage demo slot
 - Logo on where zone is mentioned, zone exterior/exterior
 - Included in PR when zone is mentioned
 - Sponsored Ticket giveaway
- 

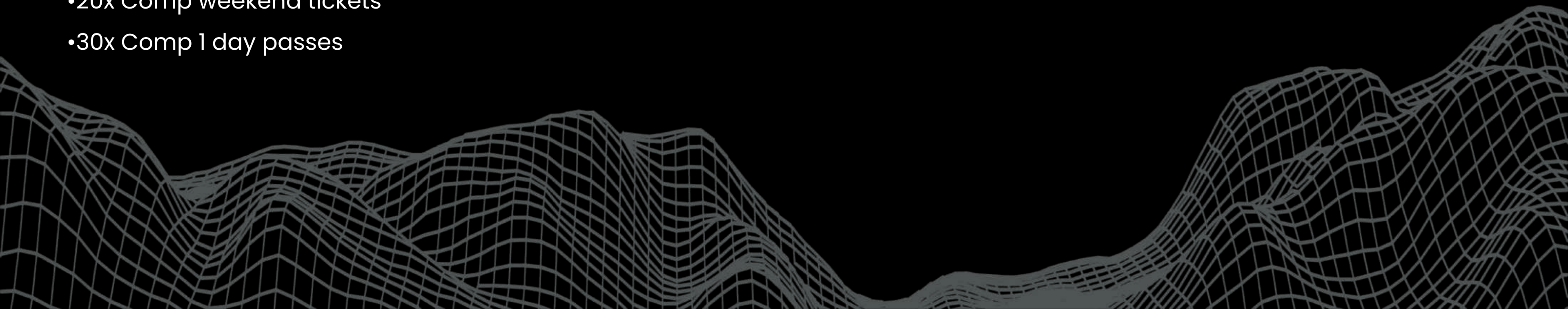
Meet the Guilds – 30,000USD

Deliverables:

- 3x3 Exhibition space with standard booth
- Logo integration and naming rights for the zone only
- 30 Second TVC on Main, Second, and Esport Stage
- # of Spots on DWTC digital screens TBC
- Social Media sponsorship announcement
- Logo and link on Metacon website
- Social mentions
- 20x Comp weekend tickets
- 30x Comp 1 day passes
- Event collateral distribution at zone
- Second stage demo slot
- Logo on where zone is mentioned, zone exterior/exterior
Included in PR when zone is mentioned

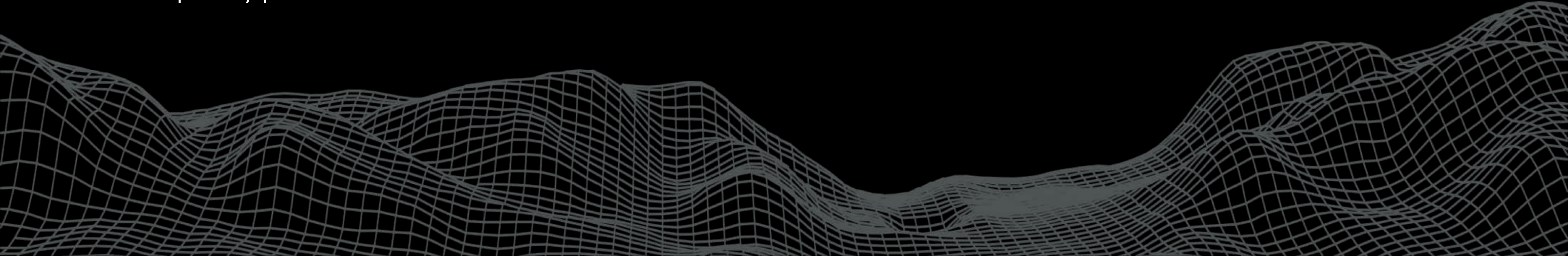
Meta Business – 40,000USD

Deliverables:

- 3x3 Exhibition space with standard booth
 - Logo integration and naming rights for the zone only
 - 30 Second TVC on Main, Second, and Esport Stage
 - # of Spots on DWTC digital screens TBC
 - Social Media sponsorship announcement
 - Logo and link on Metacon website
 - Social mentions
 - 20x Comp weekend tickets
 - 30x Comp 1 day passes
 - Event collateral distribution at zone
 - Second stage demo slot
 - Logo on where zone is mentioned, zone exterior/exterior
 - Included in PR when zone is mentioned
 - Sponsored Ticket giveaway
- 

“MetaArena” Esports Stage – 50,000USD

Deliverables:

- 3x3 Exhibition space with standard booth
 - Logo integration and naming rights for the zone only
 - 30 Second TVC on Main, Second, and Esport Stage
 - # of Spots on DWTC digital screens TBC
 - Social Media sponsorship announcement
 - Logo and link on Metacon website
 - Social mentions
 - 20x Comp weekend tickets
 - 30x Comp 1 day passes
 - Event collateral distribution at zone
 - Second stage demo slot
 - Logo on where zone is mentioned, zone exterior/exterior
 - Included in PR when zone is mentioned
- 

"MetaStage" Main Stage – 50,000USD

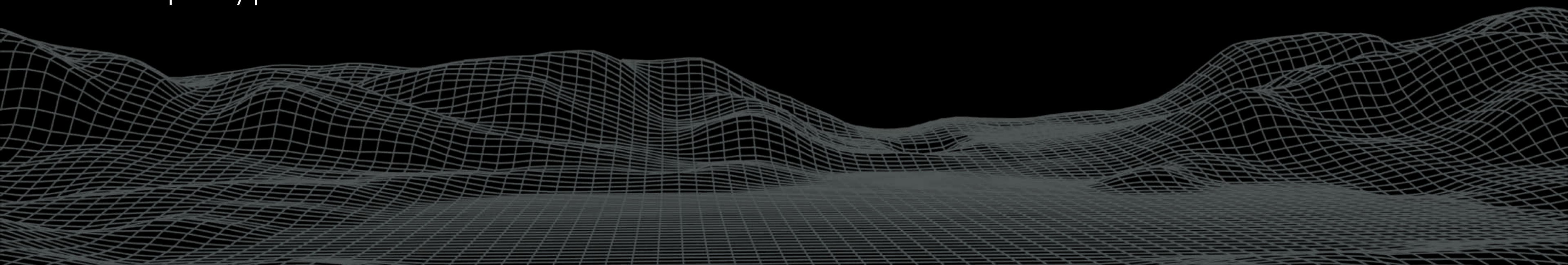
Deliverables:

- 3x3 Exhibition space with standard booth
- Logo integration and naming rights for the zone only
- 30 Second TVC on Main, Second, and Esport Stage
- # of Spots on DWTC digital screens TBC
- Social Media sponsorship announcement
- Logo and link on Metacon website
- Social mentions
- 20x Comp weekend tickets
- 30x Comp 1 day passes
- Event collateral distribution at zone
- Second stage demo slot
- Logo on where zone is mentioned, zone exterior/exterior
- Included in PR when zone is mentioned

'MetaConnect" Second Stage - 40,000USD

Deliverables:

- 3x3 Exhibition space with standard booth
- Logo integration and naming rights for the zone only
- 30 Second TVC on Main, Second, and Esport Stage
- # of Spots on DWTC digital screens TBC
- Social Media sponsorship announcement
- Logo and link on Metacon website
- Social mentions
- 20x Comp weekend tickets
- 30x Comp 1 day passes
- Event collateral distribution at zone
- Second stage demo slot
- Logo on where zone is mentioned, zone exterior/exterior
- Included in PR when zone is mentioned



Free Play – 30,000 USD

Deliverables

- 3x3 Exhibition space with standard booth
- Logo integration and naming rights for the zone only
- 30 Second TVC on Main, Second, and Esport Stage
- # of Spots on DWTC digital screens TBC
- Social Media sponsorship announcement
- Logo and link on Metacon website
- Social mentions
- 20x Comp weekend tickets
- 30x Comp 1 day passes
- Event collateral distribution at zone
- Second stage demo slot
- Logo on where zone is mentioned, zone exterior/exterior
- Included in PR when zone is mentioned

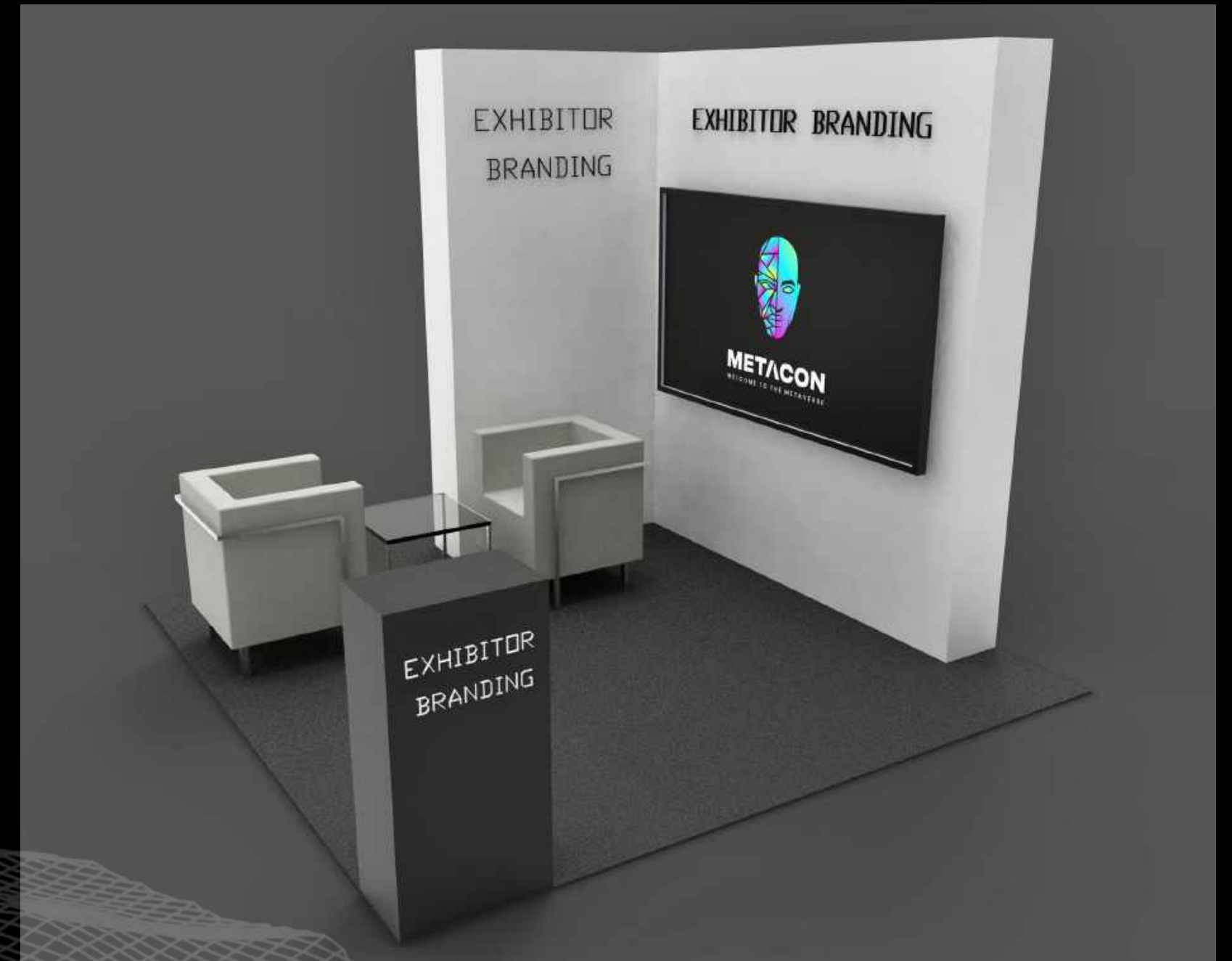
Standard Booth – 3x3 – 20,000 USD

Booth Specifications

- Fully built 3x3m standard booth
- L-shaped backdrop with 50" mounted screen
- Control laptop and table
- Lounge seating
- Counter & Barstools

Additional Benefits

- MetaConnect Stage slot (15min – based on availability)
- Collateral/Giveaway distribution from booth
- Social Media mentions
- 10x Complimentary Tickets



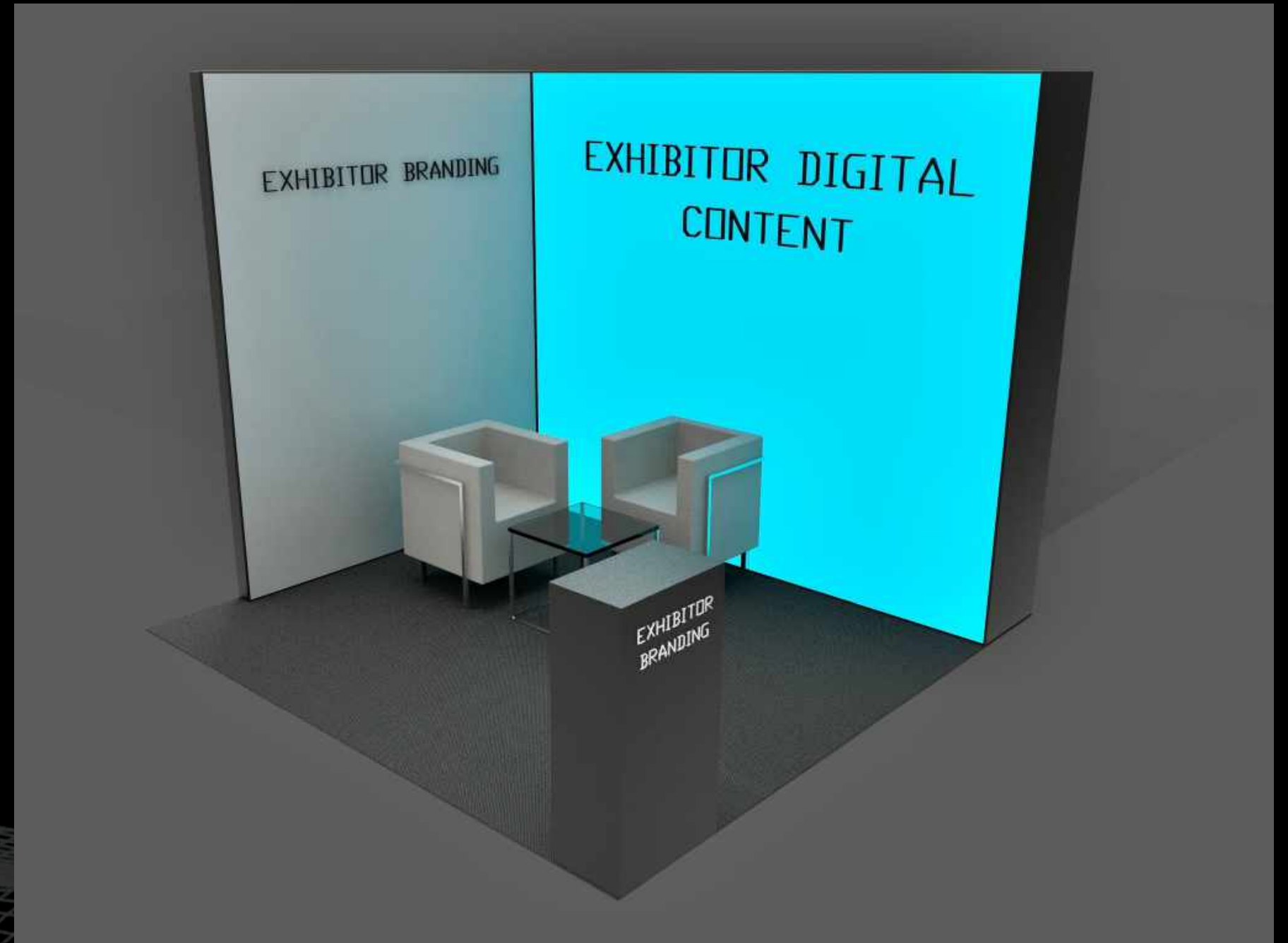
Premium Booth – 3x3 – 40,000 USD

Booth Specifications

- Fully built 3x3m premium booth
- L-shaped backdrop with full 3x2m LED Display (2.6mm)
- Control laptop and table
- Lounge seating
- Counter & Barstools

Additional Benefits

- MetaConnect Stage slot (15min – based on availability)
- Collateral/Giveaway distribution from booth
- Social Media mentions
- 15x Complimentary Tickets



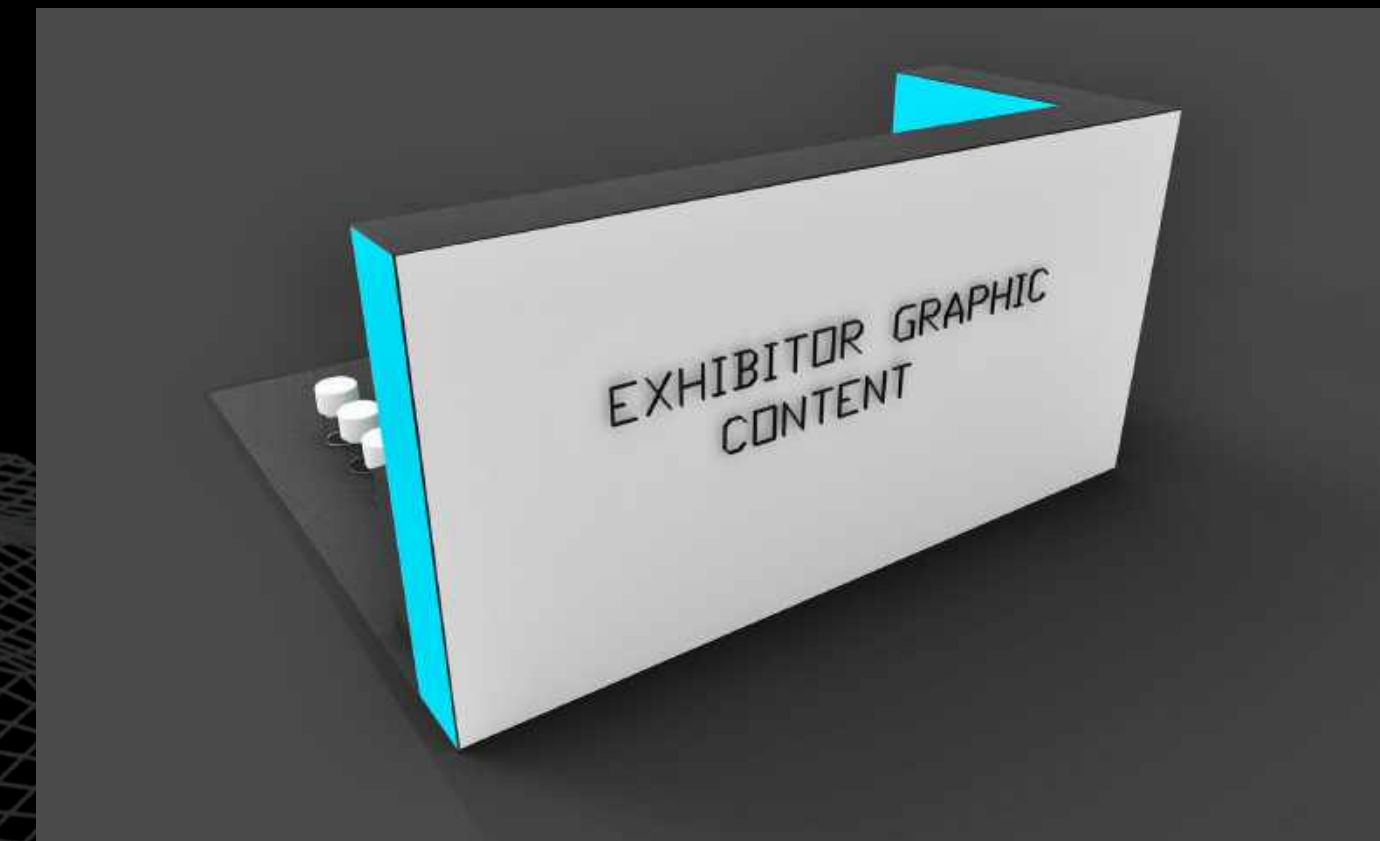
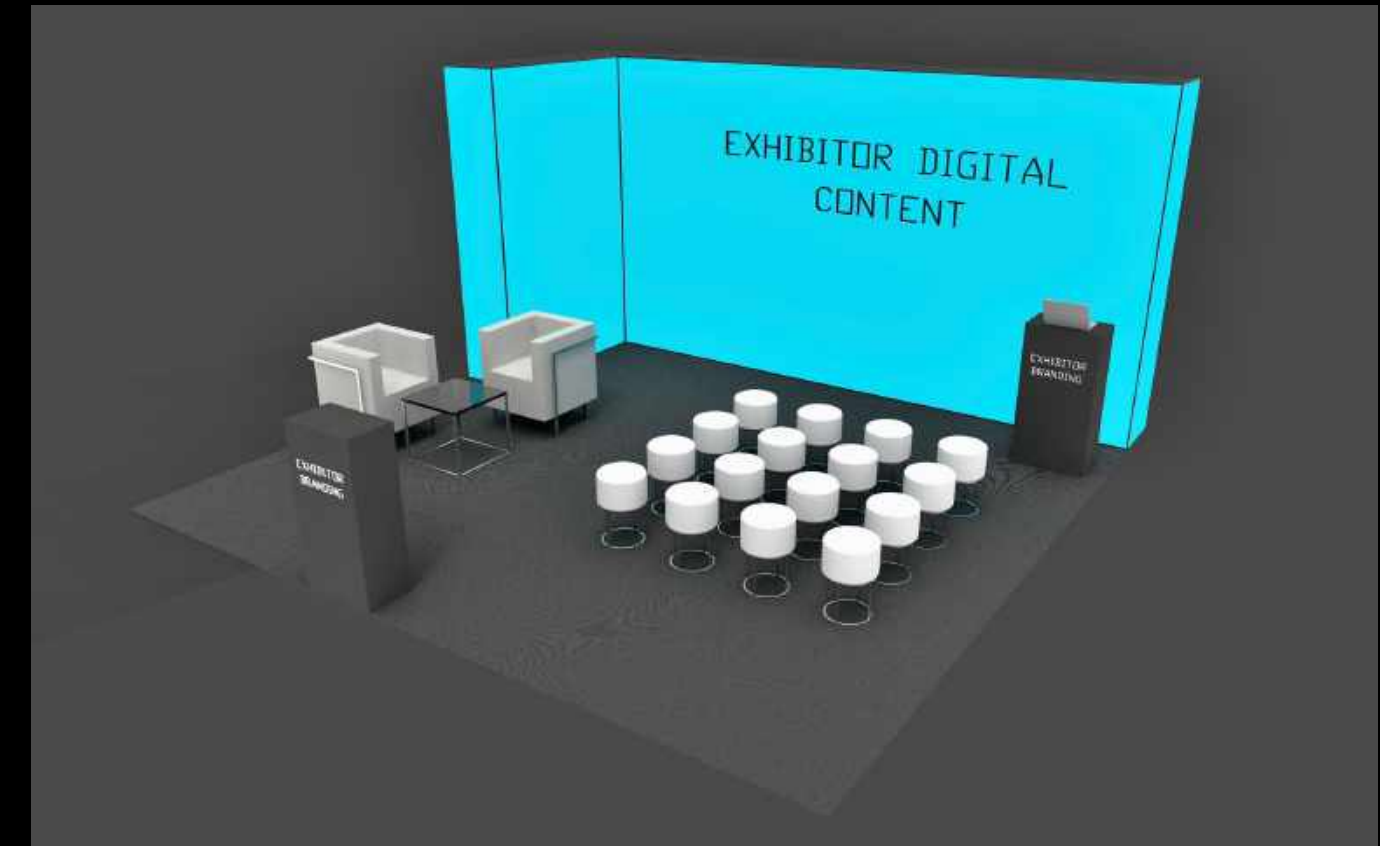
Premium Booth – 5x5 – 60,000 USD

Booth Specifications

- Fully built 5x5m premium booth
- L-shaped LED backdrop with full 8x2m angled LED Display (2.6mm)
- Control laptop and table
- Lounge seating
- Counter & Barstools

Additional Benefits

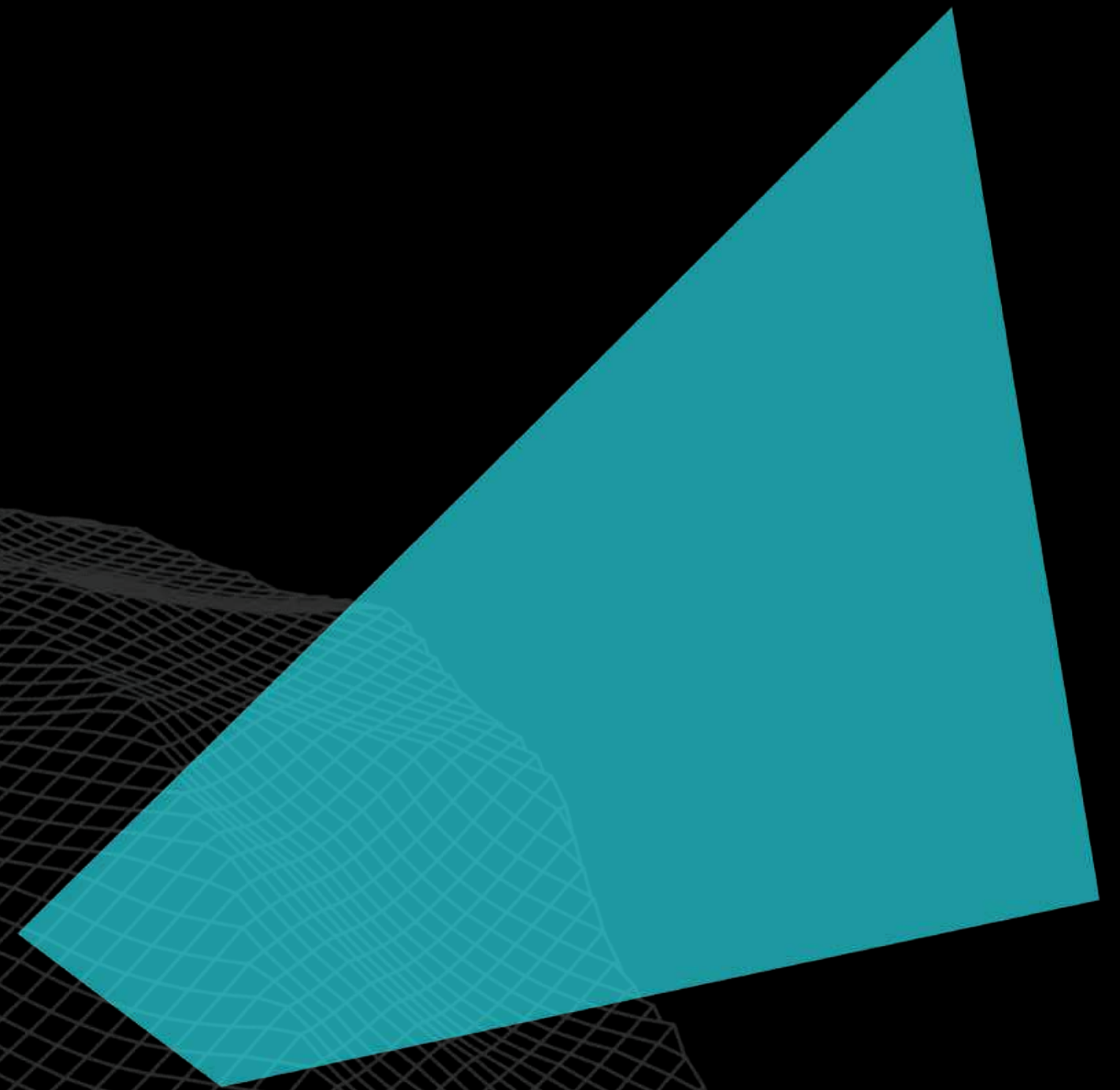
- MetaConnect Stage slot (2x 15min)
- Collateral/Giveaway distribution from booth
- Social Media mentions
- 20x Complimentary Tickets



Bespoke booth designs

METACON welcomes all unique concept designs

Get in touch with us to discuss specially curated designs for your brands in 5x5 or 10x10 spaces



NFT ALLEY STANDARD STALL – 1,000 USD

Booth Specifications

- Fully built 2.5m wide backdrop with logo placement
- Table and Chair
- Digital Screen totem

Additional Benefits

- MetaConnect Stage slot (15min – based on availability)
- Social Media mentions
- 10x Complimentary Tickets



NFT ALLEY PREMIUM STALL – 10,000 USD

Booth Specifications

Fully built 3m wide backdrop with logo placement
Table and Chair
2x Digital Screen totem
Mounted TV Display

Additional Benefits

MetaConnect Stage slot (15min – based on availability)
Social Media mentions
10x Complimentary Tickets



METACON Marketing Strategy

METACON will be supported with a fully integrated marketing & communications campaign to spread the word, engage directly with attendees, and develop and promote Dubai's position as a hotspot in the ever evolving world of blockchain technologies, NFTs and cryptocurrencies!



RADIO



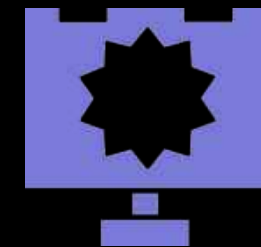
DIGITAL



SOCIAL



TV



ATL



PRINT

Our multi-channel marketing strategy valued at **USD 2,000,000+**

THE FOUNDERS



Kyle Chasse

Kyle Chasse, a cryptocurrency industry veteran and technology entrepreneur, has founded, advised and invested in numerous early stage blockchain projects.

Now he spends much of his time looking for disruptive projects to invest in while simultaneously building out a vast network that includes the most forward thinking blockchain thought leaders from around the world

Abdelrahman Mohamed

With over 12 years experience in the esports Industry, and a strong network of local and international relationships. Abdelrahman has been one of the pioneers of esports in the UAE.

Now with the launch of blockchain games, there is a new opportunity to bring esports into blockchain and help build the Metaverse.

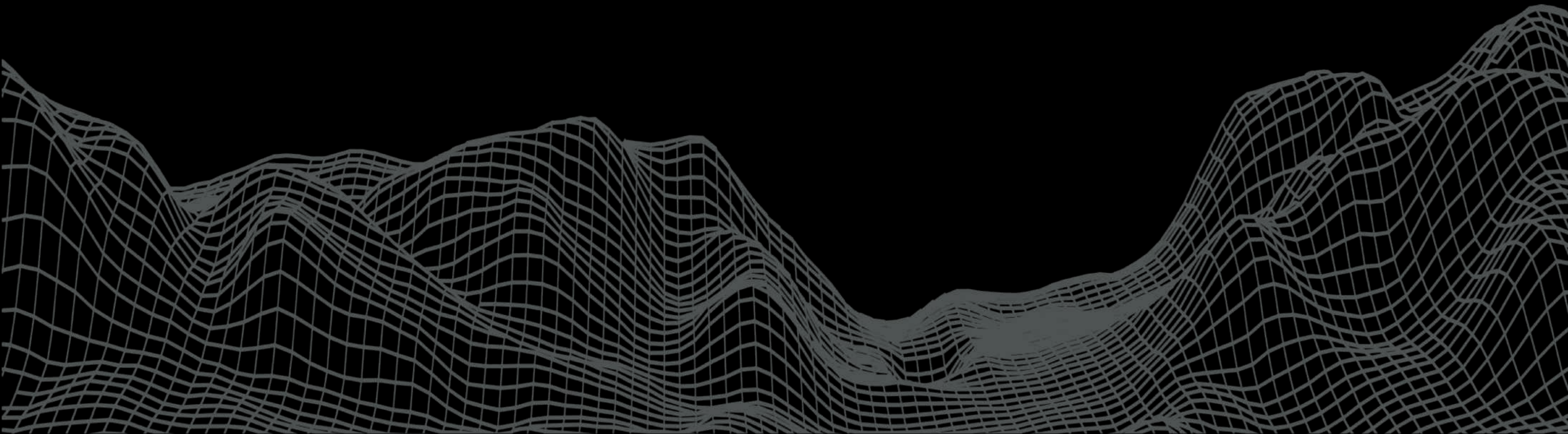
He currently sits on the advisory board for the Emirates Esports Federation.



OUR TEAM

OnChain Events Management team collectively have twenty years of event experience across Europe and the Middle East.

Since co-founding and managing the Middle East Film and Comic Con from 2012 to 2017, the team went on to organise and play a vital role in developing some of the region's biggest events including EXPO 2020 Dubai, ANIME, Games, MiddleBeast, Mother of the Nation Festival, MOTB and more.



Get in Touch!

Abdelrehman Mohamed

Co-Founder – OnChain Event

Mobile/WhatsApp: +971554400545

Telegram: chocodxb

abdelrahman@onchain-events.com

