




#GenerationPalestine

Queen Elizabeth II Centre, Westminster, London

8th & 9th July



Exhibitor & Sponsorship Pack



Palestine Expo will be the biggest social, cultural and entertainment event on Palestine in Europe, providing a platform to further justice and peace in Palestine.

# FOA FRIENDS OF AL-AQSA PEACE IN PALESTINE

## About the Expo

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Friends of Al-Aqsa are celebrating 20 years of campaigning and lobbying, and in a year of immense significance for Palestine, are pleased to announce:

### Palestine Expo 2017: #GenerationPalestine

2017 represents:

**100 years of the Balfour Declaration**  
**50 years of Israel's occupation**  
**10 years of the siege on Gaza**

#### **One hundred years of the Balfour Declaration**

In 1917 James Balfour, British Foreign Secretary wrote a letter to Lord Rothschild. In this letter he promised a national home for the Jewish people, on the land owned by Palestinians.

This promise by the British to a land they did not own to a people that did not inhabit it, robbed the Palestinians of their possessions, creating 750,000 Palestinian refugees.

#### **Fifty Years of Occupation**

2017 represents 50 years of Israeli occupation of the West Bank, East Jerusalem and Gaza. In 1967, Israel tripled the area it occupied by illegally annexing East Jerusalem and the West Bank by military force. Further, Israel created 350,000 more Palestinian refugees.

#### **Ten Years of Siege on Gaza**

The Israeli blockade of Gaza, and attacks in 2008, 2012 and 2014 have compounded the suffering of the people in a beleaguered strip. People of Gaza are unable to travel freely and are restricted to import essential materials for schools, building houses, hospitals and daily needs. Over 96% of water in Gaza is now unfit for human consumption, and electricity shortages occur daily. Diseases and malnutrition are rife, and according to the UN, by 2020 Gaza may become uninhabitable.

It is the combination of these tragic episodes for the Palestinians that we are marking. This is the time to unite and be a part of the movement to end their suffering. Palestine Expo will be the major platform pushing to end the oppression of the Palestinian people.

We hope you will join us at this very important event and unite in bringing justice and peace in Palestine.

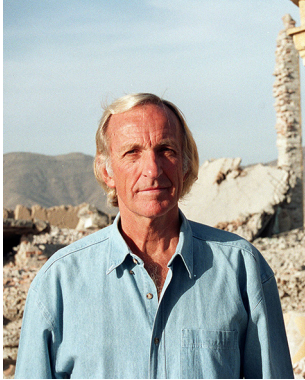
# What to expect:

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## International speakers

We are pleased to host a range of acclaimed speakers from the fields of social activism, academia and human rights. Influential speakers will inspire visitors to action with engaging panel discussions.

Speakers include:



### John Pilger

He has won an Emmy and a BAFTA for his documentaries, which have also won numerous US and European awards, such as the Royal Television Society's Best Documentary.

His articles appear worldwide in newspapers such as the Guardian, the Independent, the New York Times, the Los Angeles Times, the Mail & Guardian (South Africa), Aftonbladet (Sweden), Il Manifesto (Italy). He writes a regular column for the New Statesman, London. In 2001, he curated a major exhibition at the London Barbican, Reporting the World: John Pilger's Eyewitness Photographers, a tribute to the great black-and-white photographers he has worked alongside. In 2003, he was awarded the prestigious Sophie Prize for '30 years of exposing injustice and promoting human rights.' In 2009, he was awarded the Sydney Peace Prize.



### Farah Nabulsi

Farah is the daughter of Palestinians living in diaspora, who — unlike the millions that continue to remain stateless in refugee camps — were fortunate enough to make a home in 1970's Britain. As a Palestinian in diaspora, Farah always thought she understood the injustices suffered by her people. But seeing it first-hand during a visit to the Occupied Palestinian Territories changed her in a deep and overwhelming way. As a result of this journey she founded a media production company, Native Liberty, with the aim of having art help others 'see and feel what the Palestinians experience.' Farah will be screening her film live at Palestine Expo.



### Miko Peled

Miko Peled is a writer and activist born and raised in Jerusalem. Driven by a personal family tragedy to explore Palestine, its people and their narrative he has written a book about his journey called "The General's Son, Journey of an Israeli in Palestine."

The book covers the work in which Peled's family has been involved since his grandparents immigrated to Palestine in the early 20th century, describing their work and their life in detail. Peled's maternal grandfather was a signer on the Israeli Declaration of Independence; his father was a General in the Israeli army; in the 1970's his father pioneered the Israeli Palestinian dialogue and eventually met with Yasser Arafat.



### Shadia Mansour

Known as the 'First Lady of Arabic hip-hop', Shadia was born in London to Palestinian parents from Haifa and Nazareth. With classical Arabic music influences around her, she began performing at a young age. Some of her performances included appearances at protests and rallies, meaning her involvement as an activist started early. She began rapping in 2003, and her lyrics have been critical of the occupation as well as of Israel's attacks during the Gaza war.



### **Ben White**

Ben White is an analyst, journalist, and author. His articles have been published by the likes of Al Jazeera, The Guardian's Comment is free, The Independent online, Middle East Monitor, Middle East Eye, Newsweek Middle East, and others. He has appeared as a guest expert on Al Jazeera English, TRT World, and the Islam Channel, as well as LBC, BBC World Service, and ABC (Australia). Ben is the author of three books: 'Israeli Apartheid: A Beginner's Guide', 'Palestinians in Israel: Segregation, Discrimination and Democracy', and 'The 2014 Gaza War: 21 Questions & Answers'.



### **Mariam Barghouti**

Mariam is a Palestinian – American writer based in Ramallah. Her writing has been published in a number of international publications including: the International Business Times, the New York Times, Al-Jazeera and others. Maryam has faced a number of challenges living under occupation and has documented these injustices that she and all Palestinians face daily.



### **Emad Burnat**

Born in 1972 in Palestine, Emad gained acclaim for his documentary film making about his life in the West Bank village of Bil'in. Most notably he was nominated for the Academy Award for Best Documentary Feature, making him the first ever Palestinian to be nominated for the award for his film '5 Broken Cameras.' Palestine Expo are pleased to announce that we will be screening and discussing his film at the event.



### **Ilan Pappé**

Professor Ilan Pappé is the Director of the European Center for Palestine Studies at the University of Exeter.

He has written 20 books on Palestine. His most famous being, 'The Ethnic Cleansing of Palestine' published in 2007. His most recent books are 'Israel and South Africa: the Many faces of Apartheid' and 'The Idea of Israel'. His forthcoming books are 'The Ten Myths of Israel' and 'The Biggest Prison on Earth: the history of the Israeli occupation'.



### **Malia Bouattia**

Malia is the outgoing President of the NUS (National Union of Students) and was the first Muslim woman of colour to represent the student movement. In her year in the role she consistently stood firm on her position on Palestinian rights, most notably giving an emotional exit speech recently in which she chanted "Free Palestine!" She will be spending her last days as President campaigning for the general election.



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### **Interactive zone**

This zone uses cutting-edge digital technology - bringing learning to life. The sensory room will take you back to 1948, marking the start of your journey through this exciting floor. Walking around the rest of the floor you will enter a virtual reality experience exploring Palestinian history. Art installations and informal talks make the interactive zone an unforgettable experience.

### **Knowledge Village**

The perfect space to unleash your inner child, and your actual children! Learn the traditional dabka dance and enjoy the children's cinema. Come and listen to dramatic storytelling of the Prophets of Palestine. Why not have a picture taken at the photo booth with a backdrop of Palestine as well as a selection of props and Palestinian outfits. Visit a virtual Al-Aqsa and learn all about the history of Al-Aqsa. Be creative in the arts and crafts area - make your very own badges and t-shirts, and even get your face painted. Take home your own piece of Palestine Expo to treasure.

### **Food Court**

Take a break, refresh and refuel. Taste some delicious, freshly-made traditional Palestinian food whilst admiring the majestic view of Westminster Abbey and the Houses of Parliament. halal food available all day. Master the art of Palestinian cooking with a live kitchen! The kitchen has been purpose built for our food court and

exclusive to our food court, Palestine Expo is delighted to announce: author of Palestine on a Plate presented by Joudie Kalla.

Guests will earn how to prepare authentic Palestinian dishes from an expert!

### **Live Entertainment**

After exploring Palestine Expo on Saturday, come and enjoy an evening of comedy with Aamer Rahman, music by Palestinian children's group Fatafeat and spoken word performances.

### **Academic Workshops**

Discussions and workshops by a number of key groups in the field.

**SATURDAY** – Artists for Palestine

- Dave Randall – Faithless guitarist and producer comes to Palestine Expo to discuss his book 'Sound System: The Political Power of Music'

- Jews for Boycotting Israeli Goods and Free Speech on Israel discuss anti-Semitism in the movement.

- Importance of Masjid Al-Aqsa.

**SUNDAY** - Workshops will be run by a group of academics from leading UK universities. The workshops allow visitors to take part in discussions and workshops on Muslim and Jewish experience in Europe an academic perspective. More details to follow soon!



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### **Student Hub**

The hub will be split into 2 sections. The first section will host lively panel discussions and workshops, equipping students with the tools to be effective advocates for the movement.

The second section demonstrates how to use creativity and the arts as a form of campaigning – showcasing spoken word performers, musicians and artists. Speakers and performers include: Leanne Mohammed, Muslim Belal, and Khaled Siddiq.

More detailed info on the Student hub to follow soon!

### **Gallery**

Internationally acclaimed photojournalist Hamde Abu Rahma is travelling direct from Palestine to exhibit his work. His pieces, which portray daily life in Palestine, will be featured.

Award winning photographer, Rich Wiles will exhibit his world-famous collection of images taken by the children of Gaza.

Both artists will deliver scheduled interactive talks.

### **Shopping Quarter**

70 stalls with a wide variety of items, including: fashion, health and beauty, arts, entertainment and more.

Visitors will be able to take advantage of the discounts exclusive to Palestine Expo.



# Visitor Demographic

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Palestine Expo will be the biggest social, cultural and entertainment event in Europe. This will be a family-centred event, with an emphasis on the young #GenerationPalestine.

Generation Palestine is a new group of people that are making efforts to educate themselves and are pro human rights, justice and equality.

The age range of #GenerationPalestine varies from 18-30 and according to YouGov surveys are 2 times more likely to support Palestine than their European and American counterparts. [1]

The number of young people studying Palestine and Middle East studies has also increased by 30% since 2001, showing a definite rise in interest from this generation.

Overall the UK has the largest growing number of Palestine supporters in Europe, and this number is sharply on the rise [2].

Palestine symbolises modern human rights abuses, from human rights to occupation.

Be part of the #GenerationPalestine - Be there!

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<sup>1</sup> [http://cdn.yougov.com/cumulus\\_uploads/document/4i48mv14ew/YG-Archive-140113-Israel-Palestine.pdf](http://cdn.yougov.com/cumulus_uploads/document/4i48mv14ew/YG-Archive-140113-Israel-Palestine.pdf)

<sup>2</sup> <https://yougov.co.uk/news/2014/08/05/sympathy-palestinians-more-common-britain-france-a/>





## Invitation to Exhibit

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We are now inviting business from all sectors including:  
Art & Design, Children's, Crafts, Travel, Fashion, Media, Health & Beauty and more.

Palestine Expo is the perfect opportunity to showcase your brand to an audience of 10,000 on the day. It is also an opportunity for access to a wider national and international reach of potential customers and partners, before and after the event.



## Why Exhibit

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- First Palestine Expo on this scale.
- Connect with 10,000 visitors from across the UK and abroad.
- Exhibit your product/service at one of London's premier venues.
- Showcase your latest products and services on a global stage – the UK, Palestine, and beyond.
- The right target audience for your brand/product: 'Generation Palestine'.
- All the major brands and key players present in one venue.
- Your brand seen by over 70 other companies.
- Generate thousands of new business leads.
- Network with leaders in related industries.
- Avail of Palestine Expo's general marketing campaign.



## Investment

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The price listed here is for both days of the event Saturday 8th July and Sunday 9th July 2017. We are proud to represent such great value at one of London's premier event venues in peak season.

**3 x 2 Stand for £995, Early Bird offer £795 ends 28th May 2017.**

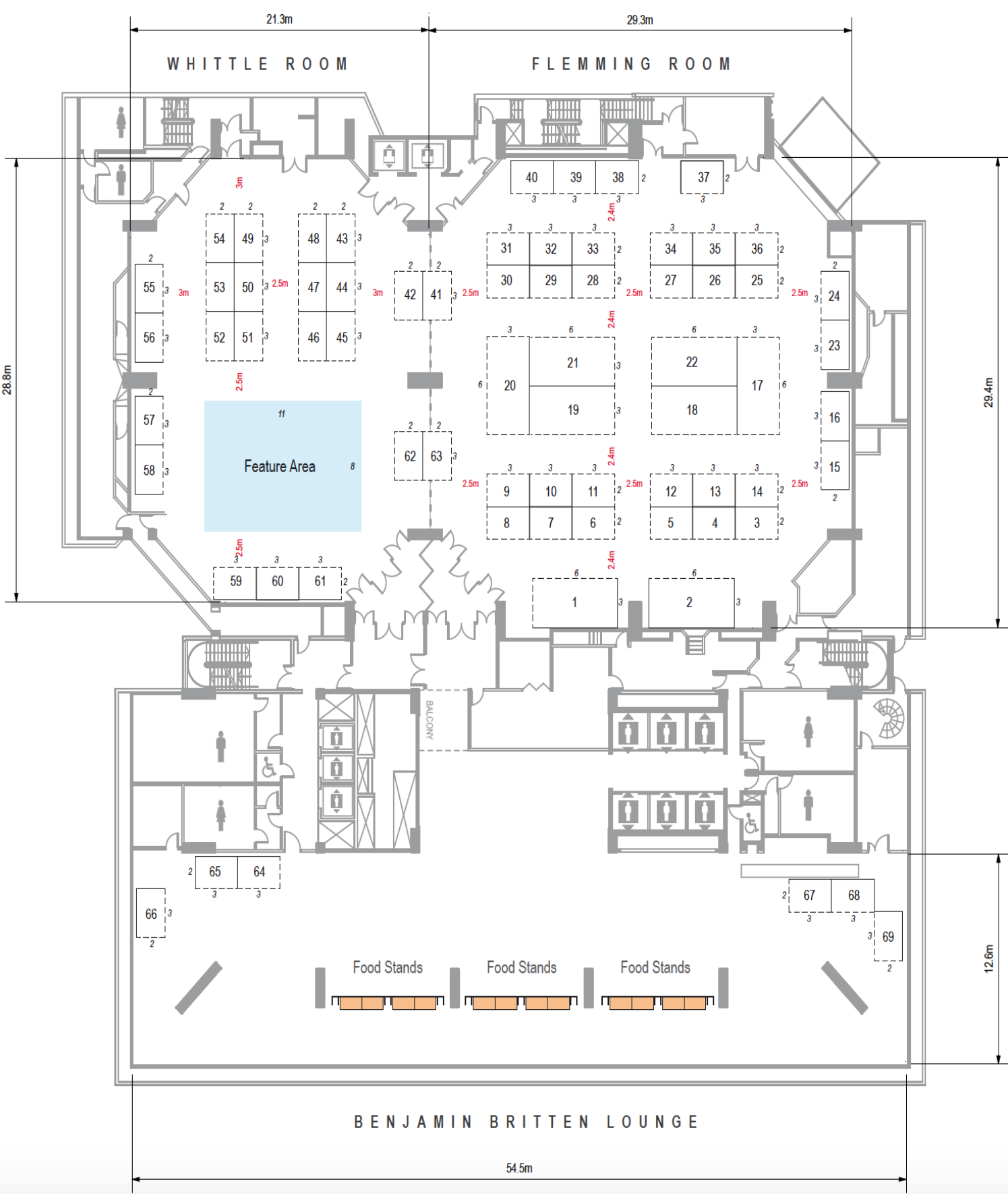
**6 x 3 Stand for £1,995, Early Bird offer £1,595 ends 28th May 2017.**



# Exhibitor Benefits

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- Your logo on Palestine Expo website
- Brief bio of each exhibitor on website
- PALEXPO logo for use on your website
- Branding on social media and mailouts/e-shots
- Exclusive access to the venue the day before with designated time slot to drop off your exhibition products and props
- Food vouchers for exhibitors
- 2 free entries to Saturday evening's entertainment
- 1 x 6 ft Table
- 2 x Chairs



# Floor Plan

Floor plan showing exhibitor area



# Inviting Sponsors

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This will be the biggest social, cultural and entertainment event on Palestine in Europe.

Supported by UNITE - Britain and Ireland's biggest union with 1.42 million members.

## ***First event of its kind***

- To date there has been no other Palestine Expo on this scale.
- Meet 10,000 visitors.

## ***Marketing and promotion***

- Showcase your latest products and services.
- The right target audience for your brand/product: 'Generation Palestine'.

## ***Industry recognition***

- All the major brands and key players present in one venue.
- Your brand seen by over 70 other companies.

## ***Business Opportunities***

- Generate thousands of new business leads.
- Forge partnerships and joint ventures.

**Support us to help Palestine.**



## Sponsorship Opportunities

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### **GOLD - £20,000**

- One 6 x 3 Stall – in a prime location.
- 1 x maximum A4 leaflet (provided by sponsor) in gift bag.
- 20 x free passes for sponsor's staff and associates.
- 15 x free tickets for Saturday evening entertainment.
- Sponsor's logo on mailout.
- Sponsor's logo in venue (on main canopy/banner).
- Full page advert in the event programme guide.
- Company/sponsor's bio on event website.
- Thank you/mention in keynote/welcome speech.
- 90-minute seminar for 30 people.
- Social Media promotion.

### **SILVER - £10,000**

- One 3 x 2 stall.
- 1 x maximum A4 leaflet (provided by sponsor) in gift bag.
- 15 x free passes for sponsor's staff and associates.
- 10 x free tickets for Saturday evening entertainment.
- Sponsor's logo on mailout.
- Sponsor's logo in venue (on main canopy/banner).
- Half page advert in the event programme.
- Company/sponsor's bio on event website.
- Acknowledgement at opening ceremony.
- Thanks and logo on back of event programme.

### **BRONZE - £5,000**

- One 3 x 2 Stall.
- 1 x maximum A4 leaflet (provided by sponsor) in gift bag.
- 10 x free passes for sponsor's staff and associates.
- Sponsors logo on mailout.
- Sponsor's bio on website
- Logo on event website



# Contact

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We look forward to working with you and developing strong and lasting ties.

Please get in touch if you have any further queries:

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INTERNATIONAL SPEAKERS • LIVE ENTERTAINMENT  
KNOWLEDGE VILLAGE • SHOPPING QUARTER  
INTERACTIVE ZONE • FOOD COURT  
STUDENT HUB • GALLERY



# BIGGEST PALESTINE EVENT IN EUROPE

8<sup>TH</sup> – 9<sup>TH</sup> JULY 2017  
2 DAYS 5 FLOORS



Tickets at: [www.palestineexpo.com](http://www.palestineexpo.com)



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