



THE PARAGON PARADES

LEBANON'S INDUSTRIAL PARADE

VISUAL ADVERTISING

Lebanon's Industrial Parade 2025



A Business Forum

Presenting Local Industrialists to the International Community

Inspired by Lebanon's resilient, innovative sectors

Following its resounding success in 2022, **Season 2.0** of the **Paragon Parades** will be, once again, in the magnificent **Middle East Training & Conference Center** in Beirut, due for **August 7, 2025**. Over 20 speakers, panelists, and presenters will address an audience of some 250 believers in Lebanese industry will gather in this showcase of support to explore potentials for innovative and export-ready industrialists. International missions, foreign embassy representatives and their economic attaches, joint Lebanese-International Chamber of Commerce & Industry representatives and the media shall attended a parade of forward-looking industrialists who, in spite of Lebanon's persistent challenges, still manage to expand their product varieties and establish good ground and tangible potential for international expansion. This event is hereby themed: **"Innovation in Industry"**.



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The Business Forum

Featuring Lebanese industrialists whose remarkable resilience brought them out of extreme challenge all the way to export-readiness, alongside innovative products and investment-ready businesses, **Lebanon's Industrial Parade [LIP 2025]** brings much opportunity and hope to the spotlight at the magnificent Dome of the **Middle East Training & Conference Center in Beirut this August 7 2025**. The parade will be in front of a distinguished audience of 300 business and economic personalities grouping:

- Lebanese expatriate,
- Foreign businessmen
- Economic mission representatives,
- International organizations
- Key funding parties
- Media representatives
- Thousands of live-streaming observers.

In sequence, 20 industrialists and supporting service firms will parade on the mega screen of the Conference Dome, exhibiting their export-readiness in graphical, informative audio-visual presentations.



100+
Expatriate
Businessmen

45+
Economic &
Diplomatic Reps

10+
Key Financing
Parties

80+
Public & Private
Sector
Dignitaries

30+
Media
Representatives

1000s
through Live-
Streaming



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LEBANON'S INDUSTRIAL PARADE

PARTICIPATE

Attendants, Presenters and Advertisers

Book Your Plans!

Bookings are in association with

Loubnany.com

REGISTER

Secure your event spot, lunch and tour
at the Middle East Center now.

Spaces are limited

Book Your Seat

PRESENT

Secure your spot on stage and present
to an audience of 300 international
businessmen.

Only 20 presentation spots available.

Secure Your Spot

ADVERTISE

Open to members of Loubnany.com
and Key Sponsors.

**Advertise across the MEA Training &
Conference Center**

Book Advertising Plan



Vertical LED Screens

Clearly visible to all guests around the entrance lobby & hallways leading to the Conference Dome
Videos loop around the clock.

Vertical LED Screens

3
Vertical
screens

The Mega Monitor

1 Mega Screen facing the entrance of the Conference Dome, size: 4.86 m x 2 m, will be playing the video reels of subscribed Loubnany members, strategic partners and key sponsors throughout the day's events.

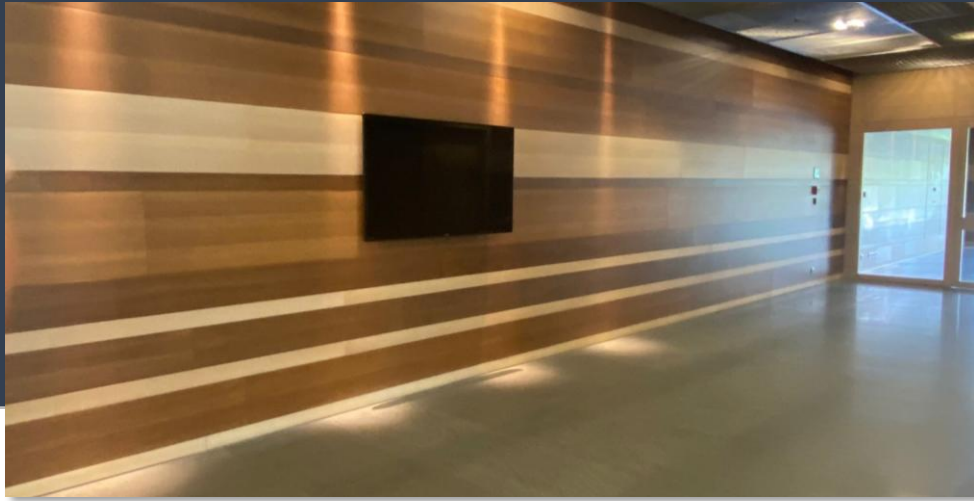


Video Reel Duration:

- Up to 3 minutes for Platinum & Gold Sponsors
- Up to 1 minute for Loubnany Members and Silver Sponsors

[Only 4 slots available]
[50 slots available]

Digital Monitors



3 WALL-MOUNTED SCREENS

In the hallways leading to the Conference Dome.
One of these is at the VIP Lounge.



2 WALL-MOUNTED SCREENS

In the buffet lobby leading to the Lunch Hall

Video Reel Duration:

- Up to 3 minutes for Platinum & Gold Sponsors
- Up to 1 minute for Loubnany Members and Silver Sponsors

[Only 4 slots available]
[50 slots available]

Total of
5 Monitors

Drop-Down Screens



5 LARGE DROP-DOWN SCREENS AT LUNCH HALL

4 screens of size 3.15 x 2.10 meters and 1 screen size 4.87 x 3.1 meters will feature video reels continuously during the 1.5-hour lunch break at the **Mohamad Al Hout Hall**



1 DROP-DOWN SCREEN AT THE BUSINESS LOUNGE

3.15 x 2.10 meters screen will feature video reels around-the-clock at the **Phoenix Hall**

Large Drop-Down Screen in Lunch Hall is dedicated to Platinum Sponsor

Video Reel Duration:

- Up to 3 minutes for Platinum & Gold Sponsors
- Up to 1 minute for Loubnany Members and Silver Sponsors

[Only 3 slots available]

[50 slots available]

Total of
6 Screens

Scrolling Digital Screen

Feature of company name around the **scrolling digital screen** of the Conference Dome throughout the event.



Dedicated only to Strategic Partners & Sponsors



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LEBANON'S INDUSTRIAL PARADE

LED on Entrances

Greeting Crowd at Main Lobby & Dome Hallways

\$500

All-Day Video Loop

- ✓ Clear his ability to all guests entering premises.
- ✓ Videos loop around the clock.

[Book Your Banner](#)

ONLY 3 BANNERS
AVAILABLE

MEMBERS

Mega Monitor

Playing Around the Clock Across All Screens

\$350

All-Day Visibility - Dynamic

- ✓ Mega Digital Screen in Dome Hallway

[Book Your Time Slot](#)

ONLY 50 TIME-SLOTS
AVAILABLE

Digital Monitors

Playing Around the Clock Across All Screens

\$500

All-Day Visibility - Dynamic

- ✓ 3 Monitors in Dome Hallway
- ✓ 2 Monitors in Lunch Lobby
- ✓ 4 Mega Screens in Lunch Hall

[Book Your Time Slot](#)

ONLY 50 TIME-SLOTS
AVAILABLE

Dedicated Desk

Share the Business Lounge with Parade Presenters

\$250

Open For All-Day Business Matching

- ✓ Dedicated Business Matching Lounge Desks alongside the Parading Presenters

[Book Your Desk](#)

ONLY 15 DESKS
AVAILABLE



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Please book through info@loubany.com before July 22, 2025