
RE-IMAGINING REALITIES.



DIGITAL MARKETING AT GITEX TECH WEEK

The Digital Marketing spend to top **US\$2.81 billion** in MENA by 2016

Digital Marketing spend is the #1 investment priority for the 7,000+ senior marketing executives that attended GITEX

42% of CMOs attended GITEX 2015 with live RFPs, of which 82% successfully sourced a vendor

| Why GITEX Tech Week?

More than just an event...GITEX Tech Week is set to redefine technology for business



22,000 CXO's from 144 COUNTRIES



US\$ 65,000,000 the total PROCUREMENT BUDGET at GITEX 2015



89% OF 2015 SPONSORS agreed the benefits outweighed the cost



120,000 sqm of dedicated floor space



OVER USD19 MILLION advertising value is generated from GITEX PR campaign



80% of the WORLD'S LEADING BRANDS

| The GITEX Digital Marketing Opportunities

- **Digital Marketing Zone** - Be amongst the most disruptive and innovative solution providers globally
- **GITEX Conference and Tech Talks** - Be part of the region's first CMO conference and breakfast briefing sessions. Contribute to marketing leadership sessions and successful case studies from global brands
- **Network** - Schedule one-to-one meetings with 150+ government participating bodies
- **Connexions Match-Making Portal** - 22,821 meetings scheduled through the online platform

| GITEX Digital Marketing Means Business

- Only 15% of Middle East businesses have an online presence. As companies develop strategies to stay competitive and booming, more companies are launching a dedicated marketing campaign to further strengthen their online position.
- 86% of regional marketing executives to increase digital marketing spend in 2016.

US\$64 million worth of RFPs were closed at GITEX Tech Week 2015

| Who will you meet?

146,000 local and international visitors from



Government



Transport & Logistics



Retail



Oil & gas



Tourism



FMCG



Education



Manufacturing



Healthcare



Hospitality

Mobile ad spending in the Middle East will increase by 543% per year through 2017

| Who Exhibits?

- ▶ Top companies providing solutions targeting
- ▶ Social media marketing
- ▶ Web marketing
- ▶ Mobile marketing
- ▶ Video marketing
- ▶ Content & marketing
- ▶ E-commerce & payment gateway
- ▶ Email marketing developers
- ▶ SEM & SEO consultation
- ▶ Big Data & Analytics
- ▶ Content & Experience marketing
- ▶ Ad-serving

▶ Showcase your Digital Marketing solutions with packages beginning from USD 2,500

The regional decision makers want to meet you.
Make sure you secure your place today.
GET INVOLVED NOW!

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