

# FROM AI TO ZETTABYTES: A **CONNECTED** FUTURE!

## 2019 BICSI Middle East & Africa District Conference & Exhibition

Dubai World Trade Centre  
Sheikh Maktoum Hall | Dubai, UAE  
16-18 April 2019

[bicsi.org/mea2019](http://bicsi.org/mea2019)



**EXHIBITOR PROSPECTUS**

**Bicsi**<sup>®</sup>  
MIDDLE EAST  
& AFRICA

# INFLUENCING THE FUTURE OF ICT

**BICSI advances the global information and communications technology (ICT) industry by connecting ICT professionals with the solutions that inspire revolutionary advancements. Join in molding this vision by exhibiting with BICSI in Dubai!**

## BENEFITS OF EXHIBITING AT THE BICSI MEA CONFERENCE >

- ∴ Reach decision-makers from every sector of the ICT community, from high-level executives and owners to installers and technicians in the field.
- ∴ Elevate the value of your brand by aligning with one of the most highly regarded global ICT associations.
- ∴ Invest in your brand by taking part in unique exhibitor opportunities meant to highlight your new product or service to give your company added exposure.
- ∴ Influence customers from different parts of the world to extend your company reach.

## ATTENDEE DEMOGRAPHICS >

- ∴ Architects, Consultants, Engineers
- ∴ Audiovisual (AV) Professionals
- ∴ Authorities Having Jurisdiction (AHJs)
- ∴ BICSI Credential Holders
- ∴ Broadband Service Providers
- ∴ Cabling Installers and Technicians
- ∴ Construction Managers (CMs)
- ∴ Data Centre Designers and Engineers
- ∴ Electronic Safety and Security (ESS) Professionals
- ∴ Emergency Responders
- ∴ End Users
- ∴ Extra Low-Voltage (ELV) Professionals
- ∴ Facility Owners and Managers
- ∴ General and ICT Contractors
- ∴ Global Audience\*
- ∴ ICT Design Consultants
- ∴ ICT Project Managers
- ∴ Outside Plant (OSP) Engineers
- ∴ Quality Control Professionals
- ∴ Regulatory Agencies
- ∴ Sales Professionals and Engineers
- ∴ Service Providers
- ∴ Wireless Professionals

\*2018 BICSI MEA Dubai Conference delegate participation from 30-plus countries.

## Information & Communications Technology (ICT) >

- ∴ Audiovisual (AV)
- ∴ Building Information Modeling (BIM)
- ∴ Cabling Network Design
- ∴ Data Centres
- ∴ Digital Infrastructure
- ∴ Distributed Antenna Systems (DAS)
- ∴ Electronic Safety and Security (ESS)
- ∴ Facilities Management/  
Energy Management Systems
- ∴ Intelligent Building
- ∴ Internet of Things (IoT)
- ∴ Outside Plant
- ∴ Project Management
- ∴ Structured Cabling
- ∴ Systems Integration
- ∴ Voice and Data
- ∴ Wireless

## DUBAI WORLD TRADE CENTRE >

Sheikh Maktoum Hall | Direct Line: +971 4 332 1000 | Email: [info@dwtc.com](mailto:info@dwtc.com)

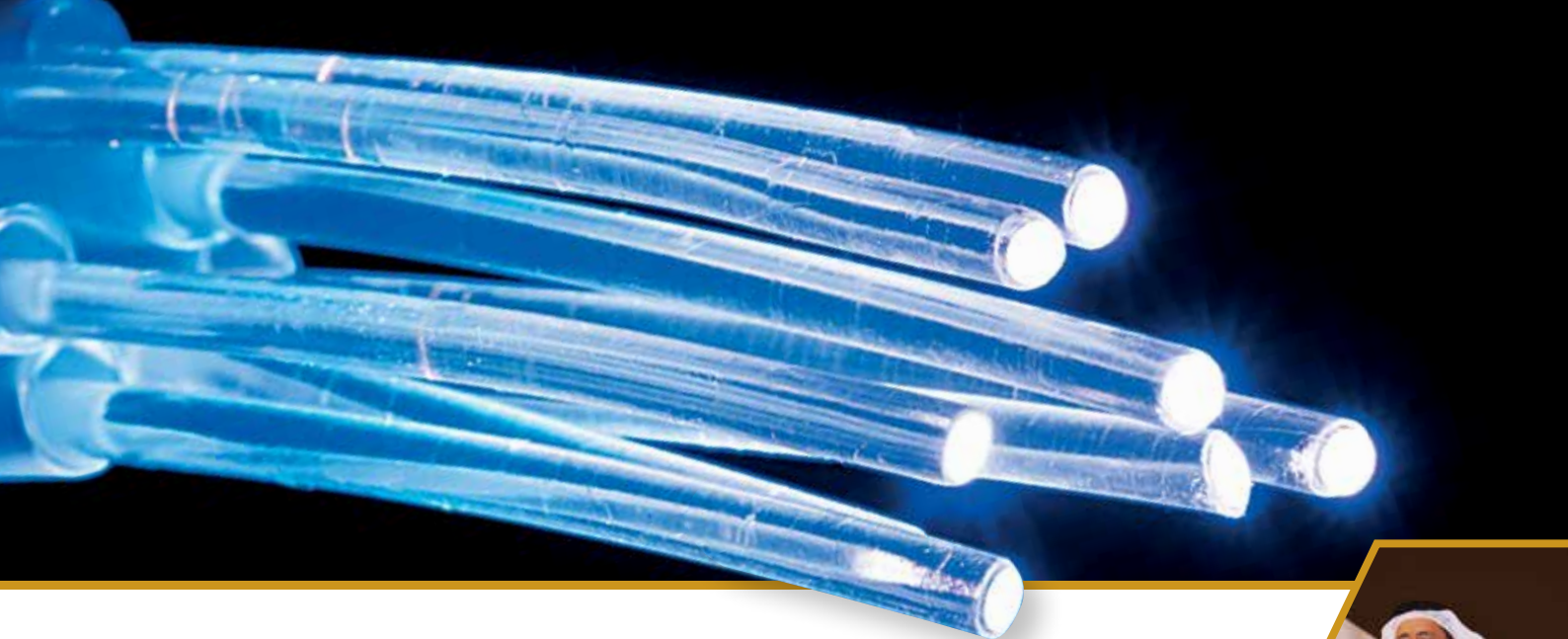
The conference takes place at the renowned Dubai World Trade Centre (DWTC), the region's largest events venue. With more than 30 years' experience and over 1 million square feet of multi-purpose space, the DWTC boasts premium technical capabilities and world-class hospitality. Featured on the 100 dirham bank note, the building hosts more than 500 affairs annually, including some of the world's most high-profile events.

### Special Room Rate at the Fairmont Dubai Hotel

Sheikh Zayed Road | P.O. Box 97555 | Dubai, UAE | Web: [fairmont.com/dubai](http://fairmont.com/dubai) | Email: [dubai@fairmont.com](mailto:dubai@fairmont.com)

Reserve your room at the Fairmont Dubai Hotel, located across from the Dubai World Trade Centre. BICSI is offering a discounted rate of AED 550++ (single) or AED 625++ (double). Rate includes international buffet breakfast and Wi-Fi. To receive this reduced rate, visit [bicsi.org/mea2019hotel](http://bicsi.org/mea2019hotel).





## WHAT'S NEW IN 2019 >

- 1. Expanded Exhibit Hall Hours**  
Meet with more delegates in the Exhibit Hall, now open Tuesday evening, Wednesday and Thursday.
- 2. Larger Stand Sizes**  
Expanded stand sizes give you more space to interact with potential customers.  
**Diamond:** from 24 m<sup>2</sup> to 54 m<sup>2</sup> | **Gold:** from 12 m<sup>2</sup> to 18 m<sup>2</sup> | **Silver:** from 6 m<sup>2</sup> to 9 m<sup>2</sup>
- 3. BICSI Theater**  
Take center stage with a 15-minute presentation at the BICSI Theater on the show floor. Introduce your company or demonstrate a product or service.
- 4. New Product Pavilion**  
Draw increased attention to your newest innovation in this separate area of the Exhibit Hall. Attendees vote for "Best in Show."



### New Product Pavilion



### BICSI Theater



## Sponsorship Packages >



### DIAMOND SPONSOR: AED 75,000 (Exclusive)

- ∴ Guaranteed speaking slot (presentation must comply with BICSI guidelines)
- ∴ Assigned stand area of 54 m<sup>2</sup>
- ∴ (6) Conference registrations for company representatives
- ∴ (10) Delegate registrations for your invited guests
- ∴ (2) Registrations for pre-conference workshops
- ∴ (1) Full-page advertisement in the conference show guide



### GOLD SPONSOR: AED 32,500

- ∴ Assigned stand area of 18 m<sup>2</sup>
- ∴ (3) Conference registrations for company representatives
- ∴ (4) Delegate registrations for your invited guests
- ∴ (1) Half-page advertisement in the conference show guide



### SILVER SPONSOR: AED 17,500

- ∴ Assigned stand area of 9 m<sup>2</sup>
- ∴ (2) Conference registrations for company representatives
- ∴ (2) Delegate registrations for your invited guests

## Sponsorship Add-On Opportunities >

#### **NEW! New Product Pavilion: AED 5,000 (10 available)**

- ∴ Showcase your new products or services in a separate designated area in the Exhibit Hall. Delegates will have the opportunity to vote your product "Best in Show." Includes a skirted table for product display and your company logo on the backdrop.

#### **NEW! BICSI Theater: AED 2,500 (limited availability)**

- ∴ A 15-minute presentation slot at the BICSI Theater in the Exhibit Hall, where you can introduce and/or demonstrate a product or service or give an overview of your company.

#### **Delegate Satchel: AED 10,000 (4 available)**

- ∴ Company logo on the delegate satchel/bags
- ∴ Satchel insert

#### **Conference Lanyard: AED 10,000 (exclusive)**

- ∴ Company logo on the lanyards
- ∴ Satchel insert

#### **Lunch:\*\* AED 7,500 (5 available)**

- ∴ Signage placed at food stations in the Exhibit Hall

#### **Coffee Breaks:\*\* AED 3,500 (5 available)**

- ∴ Signage placed at coffee stations in the Exhibit Hall

#### **Delegate Satchel Insert: AED 1,500**

- ∴ Place your company-provided invitation/press release/flyer in each delegate satchel.

\* You must purchase a sponsorship package to purchase an add-on opportunity.

\*\* For Lunch and Coffee Break Sponsors: food and beverages will be arranged by BICSI.



**NEW!**



## OPENING NETWORKING RECEPTION:

**AED 50,000 (Exclusive)**

- ⌘ Opening networking reception in Exhibit Hall
- ⌘ Includes Gold Sponsorship package plus:
  - ⌘ (1) Additional conference registration for company representatives
  - ⌘ (4) Additional delegate registrations for your invited guests
- ⌘ Participation in Grand Opening Ribbon-Cutting Ceremony

## PLUS: Diamond, Gold, Silver and Opening Networking Reception Sponsorship Packages Receive:

- ⌘ Corporate logo listed in the BICSI MEA Conference show guide
- ⌘ Corporate website linked from the 2019 BICSI MEA Conference website
- ⌘ Corporate logo on all appropriate pre- and post-conference materials
- ⌘ Logo on signage throughout the conference
- ⌘ Stand area: size is based on sponsorship level. Full-service stands include back and side walls, company name, electric connection, two chairs, three spotlights, one table and a wastebasket.
- ⌘ Acknowledgement in the slide loop projected at each Plenary Session  
*(prior to the start of the session, during session breaks and at the close of the session)*



## Custom sponsorship packages are also available.

Email [bicsimea2019@bicsi.org](mailto:bicsimea2019@bicsi.org) to put together your own unique package.



## Additional delegate registrations are available to all sponsors at the following discounted rate.

- ⌘ 1-4 additional: AED 1,000 each
- ⌘ 5+ additional: AED 750 each

Email [bicsimea2019@bicsi.org](mailto:bicsimea2019@bicsi.org) to purchase.

## PLEASE NOTE...

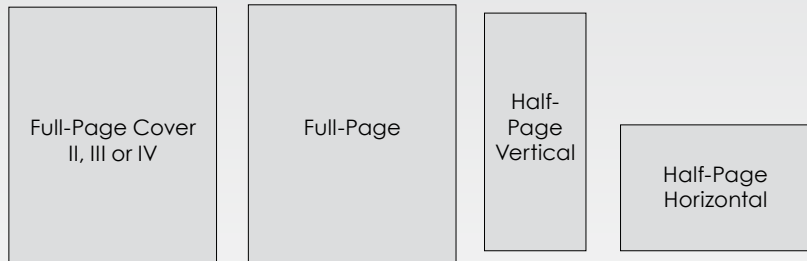
All prices listed are not inclusive of 5% VAT and must be added to your payment.



## Increase Your Conference Exposure with a Four-Color Ad in the 2019 BICSI MEA Conference & Exhibition Show Guide >

### Ad Sizes >

- ∴ Full-Page Cover II, III or IV: **AED 3,500**
- ∴ Full-Page: **AED 2,800**
- ∴ Half-Page Horizontal: **AED 1,600**
- ∴ Half-Page Vertical: **AED 1,600**



TYPE OF AD	Width x Height (mm)	Full Bleeds (mm)
Full-Page Cover II, III or IV	147.32 x 210.82 / (live space) 115.57 x 185.42	3.175
Full-Page	147.32 x 210.82 / (live space) 115.57 x 185.42	3.175
Half-Page Horizontal	115.57 x 92.71	0
Half-Page Vertical	57.785 x 185.42	0

Submit ad materials by 5 February 2019 to: [bicsimea2019@bicsi.org](mailto:bicsimea2019@bicsi.org)

- ∴ Ad files must be provided as high-resolution (300 dpi), 4-color CMYK, PDF or JPEG.

Email logos upon confirmation of sponsorship to: [bicsimea2019@bicsi.org](mailto:bicsimea2019@bicsi.org)

- ∴ Logo files must be provided as a vector or a PNG (300 dpi) with a transparent background.

## WHAT PEOPLE ARE SAYING >

“ The collaboration with BICSI is part of our commitment to support the ICT community and promote innovation within all aspects of enterprise network solutions. Tamdeed Projects stands as a leader in the UAE for outdoor fibre network solutions and is the key player and integrator for indoor structured networks and in-building solutions. The BICSI conference reinforces our continued focus on promoting best practices, professionalism and customer satisfaction in providing ICT solutions to operators, governments and businesses. ”

- Tareq Salman, General Manager, Tamdeed Projects

“ Fluke Networks has been presenting at and participating in the annual BICSI MEA Conference since 2005. The BICSI MEA Conference is our main vehicle to share the latest technologies in testing with the ICT community—a perfect event to learn about the challenges others are facing, and a cost-efficient way to meet up with partners, customers, installers and consultants! ”

- Werner Heeren, Regional Sales Director, META, Fluke Networks

“ Awareness of BICSI and its training and credentialing programmes in the Middle East has grown massively over the past five years, creating a solid infrastructure of ICT professionals striving to be recognised as BICSI trained and credentialed. This recognition by the consultant base is driving specifications to demand BICSI-trained personnel. ”

- Asef Baddar, RCDD, DCD, Technology Director, Leviton Middle East FZE



## UPCOMING BICSI GLOBAL CONFERENCES

2018 India District Bangalore  
Conference & Exhibition  
Bangalore, India – 28 September

2018 BICSI Mainland Europe Greece Day  
Athens, Greece – 5 October

2018 South Pacific Australia  
Conference & Exhibition  
Brisbane, Queensland, Australia – 9-10 October

2018 Middle East & Africa  
District ACE Summit and Pre-Summit Masterclass  
Dubai, UAE – 16 October

2018 Mainland Europe District  
2nd BICSI France Day  
Paris, France – 23 October

2018 CALA District Puerto Rico  
Conference & Exhibition  
San Juan, Puerto Rico – 1 November

2018 Mainland Europe District  
Conference & Exhibition  
Milan, Italy – 8 November

2018 Japan District  
Conference & Exhibition  
Tokyo, Japan – 22 November

2018 Southeast Asia District  
Conference & Exhibition  
Singapore – 27-28 November

2019 Winter Conference & Exhibition  
Orlando, Florida, USA – 20-24 January

2019 ICT Canada – Presented by BICSI  
Toronto, Ontario, Canada – 8-11 April

2019 Middle East & Africa District  
Conference & Exhibition  
Dubai, UAE – 16-18 April

2019 Fall Conference & Exhibition  
Las Vegas, Nevada, USA – 29 September - 3 October

### Global Region Events

Global Region Events take place worldwide and offer a unique local perspective of technology updates and ICT industry trends.

If you or your company would like to participate in an upcoming global conference—as a speaker, exhibitor, delegate or even an Exhibit Hall visitor—send us an email at [global@bicsi.org](mailto:global@bicsi.org).

Visit us at: [bicsi.org/conferences](http://bicsi.org/conferences)

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