e-CONNECTIONS
THAT MATTER!

2020 BICSI Europe, Middle East and Africa Conference & Exhibition
Dubai World Trade Centre
Sheikh Maktoum Hall | Dubai, UAE
13-15 April 2020

bicsi.org/emea2020
BENEFITS OF EXHIBITING

• Reach a global audience of decision-makers from every sector of the ICT/ELV 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/ELV associations.
• Invest in your brand by taking part in 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’s reach.

ATTENDEE DEMOGRAPHICS

Professions:
• Architects, Consultants, Engineers
• Audiovisual (AV) Professionals
• Authorities Having Jurisdiction (AHJs)
• BICSI Credential Holders
• Broadband Service Providers
• Cabling Installers and Technicians
• Construction Managers (CMs)
• Consultants
• 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
• ICT Design Consultants
• ICT Project Managers

Sectors:
• 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 Buildings
• Internet of Things (IoT)
• Outside Plant
• Project Management
• Smart Cities
• Structured Cabling
• Systems Integration
• Voice and Data
• Wireless
WELCOME TO THE BICSI EMEA REGION!

The merging of our UK & Ireland, Mainland Europe and Middle East & Africa Districts to form the Europe, Middle East and Africa (EMEA) Region represents the growth of BICSI on all global fronts. With increased attendance at our global events, adoption of our global best practices and standards and establishment of new BICSI authorized training providers in all parts of the world, we are looking forward to continued growth in 2020.

WHAT’S NEW IN 2020?

1. **New Platinum Sponsorship** – 36m² space to get your message out to qualified ICT professionals.

2. **Exhibit Hall Only Passes** – Invite your guests to visit the Exhibit Hall from 14:30-19:00 on Tuesday and all day on Wednesday.
Sponsorship Packages

**DIAMOND SPONSOR:** AED 75,600 (Exclusive)
- Guaranteed speaking slot (presentation must comply with BICSI guidelines)
- Assigned stand area of 54 m²
- (6) Sponsor conference registrations for company representatives
- (6) VIP conference registrations for your invited guests
- (25) Exhibit Hall Only passes for your invited guests
- (2) Registrations for pre-conference workshops
- (1) Full-page cover II, III or IV advertisement in the conference show guide
- Participation in Opening Ribbon-Cutting Ceremony

**PLATINUM SPONSOR:** AED 57,600 (Exclusive)  
NEW!
- Assigned stand area of 36 m²
- (4) Sponsor conference registrations for company representatives
- (4) VIP conference registrations for your invited guests
- (20) Exhibit Hall Only passes for your invited guests
- (1) Full-page advertisement in the conference show guide

**GOLD SPONSOR:** AED 32,400
- Assigned stand area of 18 m²
- (3) Sponsor conference registrations for company representatives
- (3) VIP conference registrations for your invited guests
- (15) Exhibit Hall Only passes for your invited guests
- (1) Half-page advertisement in the conference show guide

**SILVER SPONSOR:** AED 18,000
- Assigned stand area of 9 m²
- (2) Sponsor conference registrations for company representatives
- (2) VIP conference registrations for your invited guests
- (10) Exhibit Hall Only passes for your invited guest

**TECHNOLOGY SHOWCASE SPONSOR:** AED 12,000 (showcase only)
- Assigned skirted tabletop area in Technology Showcase area of the Exhibit Hall
- (2) Sponsor conference registrations for company representatives
- (1) VIP conference registrations for your invited guests

Sponsorship Add-On Opportunities*

**Technology Showcase:** AED 5,500 (limited availability)
- Showcase your new products, services, or projects in a separate designated area in the Exhibit Hall.
- Includes a skirted table for product display and your company logo on the backdrop.
- (2) Sponsor conference registrations for your company representatives.

**BICSI Theatre:** AED 2,500 (limited availability)
- A 15-minute presentation slot at the BICSI Theatre in the Exhibit Hall, where you can introduce and/or demonstrate a product or service or give an overview of your company.

**VIP Satchel:** AED 7,500 (4 available)
- Company logo on the VIP satchel/bags
- VIP satchel insert

**Conference Lanyard:** AED 10,000 (Exclusive)
- Company logo on the lanyards
- VIP 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

**VIP Satchel Insert:** AED 1,500
- Place your company-provided invitation/press release/flyer in each VIP satchel

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

** For Lunch and Coffee Break Sponsors: Food and beverages will be arranged by BICSI.
VIP NETWORKING RECEPTION:
AED 52,400 (Exclusive)

- VIP opening networking reception in Exhibit Hall.
- Includes Gold Sponsorship package plus:
  - (1) Additional sponsor conference registration for company representatives
  - (1) Additional VIP conference registrations for your invited guests
  - (25) VIP Networking Reception passes for your invited guests
  - Participation in Opening Ribbon-Cutting Ceremony

PLUS: Diamond, Platinum, Gold, Silver and VIP Networking Reception Sponsors Receive:

- Corporate logo listed in the BICSI EMEA Conference show guide.
- Corporate website linked from the 2020 BICSI EMEA Conference website.
- Corporate logo on all appropriate pre- and post-conference materials.
- Logo on signage throughout the conference.
- 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).
- 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 (does not apply to Technology Showcase Only Sponsors).

Custom sponsorship packages are also available. Contact emea2020@bicsi.org to put together a specialized package to suit your company’s needs.

Additional conference registrations are available to all sponsors at the following discounted rates (inclusive of VAT).

- 1-4 additional: **AED 1,100 each**
- 5+ additional: **AED 800 each**

Email emea2020@bicsi.org to purchase or to inquire about purchasing additional Exhibit Hall Only or VIP Networking Reception passes.

Booth Sharing
Multiple exhibitors may share a booth for an additional fee. Contact emea2020@bicsi.org for details.

PLEASE NOTE...
All prices listed are not inclusive of 5% VAT unless otherwise noted and must be added to your payment.
Increase Your Conference Exposure with a Four-Color Advertisement in the 2020 BICSI EMEA Conference & Exhibition Programme

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**

<table>
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<th>TYPE OF AD</th>
<th>Width x Height (mm)</th>
<th>Full Bleeds (mm)</th>
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<tbody>
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<td>3.175</td>
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</table>

Submit ad materials by 20 February 2020 to: emea2020@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: emea2020@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/ELV 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/ELV 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/ELV 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
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 | Email: dubai@fairmont.com | Web: fairmont.com/dubai

Reserve your room at the Fairmont Dubai Hotel, located across from the Dubai World Trade Centre. BICSI is offering a discounted rate of AED 450++ (single) or AED 525++ (double). Rate includes international buffet breakfast and Wi-Fi. To receive this reduced rate, visit bicsi.org/emea2020hotel

We’re pleased to inform you that Emirates Airline has proudly been selected as the partner airline for the 2020 BICSI EMEA Conference & Exhibition. Emirates has excellent connections to all of the six continents via Dubai with more than 161 current destinations worldwide – and we are expanding our route network all the time.

Use your Promotion Code to get special fares on Emirates.

Promotion Code: EVE6EM5
Travel Validity: 08 – 20 April 2020

Book your travel today at www.emirates.com and enter the above Promotion Code when you book.

Terms and conditions
• Outbound and inbound travel must be within the validity period
• Destinations: Offer valid ONLY from and to gateway cities in which Emirates operates direct flights (including interline flights to gateway cities).
• Discount applicable: 10% off on the prevailing lowest online fare on Business Class and on Economy Class return fares (excluding Special Fares). First Class no discount is applicable.
• Offer valid ONLY for return travel to Emirates gateway cities to Dubai and not from Dubai.
• Offer extends to companions travelling with attendees.
• The offer may not be used in conjunction with any other promotion, discount or special offer.
• Regular charges apply for any modification and changes as per the fare rule and conditions.
• The Promotion Code should be displayed on a secured website which is accessed by the delegates.
**Attendees From:**

**Companies:**
- 3S
- 46 Tech
- Abu Dhabi Judicial Department
- Afghanistan International Bank
- AJAD Data Centre Solutions
- Ajman Chamber of Commerce
- Al Ahli Holding Group
- AI-Futtaim Technologies
- Architecture and Engineering 7 (AE7)
- ARP Acoustics & ELV
- AT TOKYO Corporation
- Aurecon
- Civilco
- Clarke Samadhin Associate
- DAR
- Deerns Consulting Engineers
- DP World
- Dubai Airports
- Dubai Chamber of Commerce & Industry
- Dubai Electricity and Water Authority (DEWA)
- Dubai Islamic Bank
- Dubai Silicon Oasis Authority
- Dubai TV
- Electroacustica General Iberica, S.A.
- Emirates Integrated Telecommunications Company
- Emirates Transport
- e-Sharp Computer Training
- Etisalat Academy
- Evolution Cabling
- Hill International
- IBM
- KEO International Consultants
- King Abdullah University of Science and Technology
- Kuwait Oil Company
- Meinhardt
- Nesma Telecom and Technology
- o3-telecom
- One & Only Royal Mirage Hotel
- PMK International LLC
- RAMBOLL Middle East
- Saudi Aramco
- Saudi TV
- Smartworld
- Tamdeed Projects
- The Royal Atlantis
- Türk Telekom
- US Army Corp of Engineers
- WSP
- ZADCO
- Zayed University

**Countries:**
- Afghanistan
- Bahrain
- Belgium
- Brazil
- Canada
- China
- Colombia
- Czech Republic
- Egypt
- France
- Germany
- Hong Kong
- India
- Iraq
- Ireland
- Italy
- Japan
- Kuwait
- Lebanon
- Liechtenstein
- Netherlands
- Nigeria
- Oman
- Philippines
- Qatar
- Russian Federation
- Saudi Arabia
- Senegal
- Singapore
- South Africa
- Spain
- Syrian Arab Republic
- Turkey
- United Arab Emirates
- United Kingdom
- United States

*This is a partial list based on previous attendee information.*
TERMS AND CONDITIONS
WE AGREE UNCONDITIONALLY TO THE FOLLOWING TERMS:

1. Payment Terms: If signing up before 12 December 2019, a 50% non-refundable deposit is required. Remaining balances are due by 9 January 2020. If signing up after 12 December 2019, a 100% payment is due.

2. Stand assignments and promotion in marketing campaigns and on website will be made only after full payment or purchase order is received and on a first-come, first-served basis.

3. Cancellations: Cancellation or downsizing of exhibit space and/or sponsorship must be received in writing by BICSI 90 days prior to the first day of the exhibition. Cancellation after that time will forfeit 100% of the fee.

4. We understand, agree to and will abide by the terms and conditions outlined in the 2020 BICSI EMEA Conference & Exhibition Rules and Regulations, BICSI’s Antitrust Statement, and all rules and regulations put forth by the Dubai World Trade Centre and the Dubai Association Centre.

5. The relationship between BICSI and the sponsoring organisations/corporations of an event or an event-related item does not represent exclusive agreements between BICSI and the specific organisations/corporations, nor does it suggest that BICSI endorses the programmes, products or services of the organisations/corporations. Sponsor agrees that this sponsorship contract cannot be cancelled at any time.

6. Right to Refuse Sponsor: BICSI shall reserve the right to reject a potential sponsor on such factors as questionable business practices, those having a mission conflict with BICSI, those who desire to assume control of an event through sponsorship or for other reasons at BICSI’s discretion.

7. Material Production: BICSI will be responsible for the production of materials (unless otherwise specified) and will invoice the sponsoring organisation/corporation directly. Quantities may change depending on attendance figures.

8. Additional VIP Registrations: Any VIP registrations purchased at the discounted sponsor rate are non-refundable after 26 March 2020.

9. Logo Sharing: If more than one logo is being used under a single sponsorship this shall be subject to an additional AED 2,000 fee.

I, the undersigned, as authorised agent of the below-named company, agree to adhere to the specified terms and conditions of this contract/application and to the full 2020 BICSI EMEA Conference & Exhibition Rules and Regulations and Exhibitor Contract. I understand I am responsible for ensuring that all other company representatives do the same. I acknowledge that BICSI reserves the right to accept or reject this application.

For additional information on exhibiting/sponsoring opportunities at the 2020 BICSI Europe, Middle East and Africa Conference & Exhibition, please contact: emea2020@bicsi.org or +971 4 516 3018.

Company  Authorised Signature  Title  Date

SPONSORSHIP PACKAGES

☐ DIAMOND: AED 75,600  ☐ PLATINUM: AED 57,600  ☐ GOLD: AED 32,400  ☐ SILVER: AED 18,000  ☐ TECH SHOWCASE: AED 12,000  ☐ VIP NETWORKING RECEPTION: AED 52,400

Add-on Opportunities

☐ Technology Showcase  AED 5,500  ☐ BICSI Theatre  AED 2,500  ☐ VIP Satchel  AED 7,500  ☐ Conference Lanyard  AED 10,000  ☐ Lunch  AED 7,500  ☐ Coffee Breaks  AED 3,500  ☐ VIP Satchel Insert  AED 1,500

☐ Additional VIP Registrations  1-4 (AED 1,100 each); 5+ (AED 800 each) (inclusive of VAT)  AED 1,100/800  QTY____  AED____

Program Ads

☐ Full-Page Cover II, III, or IV  AED 3,500  QTY____  ☐ Full-Page  AED 2,800  QTY____  ☐ Half-Page Horizontal  AED 1,600  QTY____  ☐ Half-Page Vertical  AED 1,600  QTY____  ☐ Full-Page  AED 2,800  QTY____  ☐ Half-Page Horizontal  AED 1,600  QTY____  ☐ Half-Page Vertical  AED 1,600  QTY____

PLEASE NOTE... All prices listed are not inclusive of 5% VAT unless otherwise noted and must be added to your payment.

TOTAL AED + 5% VAT:
# Contact Information

*Please type or print clearly.*

<table>
<thead>
<tr>
<th>Exhibitor/Full Company Name (as you would like it to appear)</th>
<th>Order date</th>
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<tbody>
<tr>
<td>Address</td>
<td>City</td>
</tr>
<tr>
<td>Zip/Postal code</td>
<td>Country</td>
</tr>
<tr>
<td>Company phone number</td>
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**Primary Contact:** First/ Last Name (will receive all conference mailings)  
Title

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<tr>
<th>Work number</th>
<th>Mobile number</th>
<th>Email</th>
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**Secondary Contact:** First/ Last Name (different from primary contact)  
Title

<table>
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<tr>
<th>Work number</th>
<th>Mobile number</th>
<th>Email</th>
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## Payment: Wire Transfer or Credit Card*

**Company Name:** THE BUILDING INDUSTRY CONSULTING SERVICE INTERNATIONAL, BICSI  
**Bank Name:** Emirates Islamic Bank  
**AED IBAN #:** AE170340003508195989101  
**SWIFT CODE #:** MEBLAEAD

**Total to be paid (add all items + 5% VAT):** TOTAL AED

VISA, MasterCard, Discover: If paying by credit card, please mail or fax your payment information (see below).  
*Please note: For credit card payments, an international transaction fee may be added.*

<table>
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<th>Cardholder name (as it appears on the credit card)</th>
<th>Cardholder signature</th>
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<tr>
<th>Credit card number</th>
<th>Expiration date</th>
<th>Card billing zip code (if applicable)</th>
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EXHIBIT HALL FLOOR PLAN

CONFERENCE SCHEDULE

Technical Sessions

13 April – Pre-Conference
- 08:45-17:00 – Pre-Conference Masterclasses
- 17:30-20:00 – Exhibit Hall Ribbon-Cutting Ceremony and VIP Networking Reception

14 April – Conference Day 1
- 07:30-19:00 – Exhibit Hall Open
- 09:00-17:45 – Technical Sessions
  - 10:30-11:00 – Coffee Break
  - 12:30-14:00 – Lunch
  - 15:30-16:00 – Coffee Break
  - 17:45-19:00 – Evening Exhibits

15 April – Conference Day 2
- 10:30-17:45 – Exhibit Hall Open
- 08:30-17:45 – Technical Sessions
  - 10:30-11:30 – Coffee Break
  - 12:30-14:00 – Lunch
  - 15:30-16:00 – Coffee Break

Additional Exhibit Hall Hours on Tuesday!
Start the conference with a special ribbon-cutting ceremony at 17:30, followed by an VIP networking reception in the Exhibit Hall.

ABOUT BICSI

BICSI is a global association that supports the information and communications technology (ICT) / extra low-voltage (ELV) industry. BICSI members and credential holders are the individuals who design, install, manage and maintain ICT/ELV projects. BICSI serves more than 26,000 ICT/ELV professionals through training, publications, credentials and conferences. Headquartered in Tampa, Florida, USA, BICSI membership spans nearly 100 countries.
GLOBAL EVENTS

2020 EVENTS:
EMEA Technical Seminar  
27 January • Doha, Qatar
EMEA Technical Seminar  
29 January • Muscat, Oman
EMEA Technical Seminar  
20 February • Manama, Bahrain
BICSI Day Costa Rica  
5 March • San José, Costa Rica
EMEA Conference & Exhibition  
13-15 April • Dubai, UAE
Southeast Asia Conference & Exhibition  
23-24 April • Singapore
CALA Colombia Congress & Exhibition  
13-14 May • Bogotá, Colombia

Global BICSI Events

BICSI 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, VIP or even an Exhibit Hall visitor—send us an email at global@bicsi.org.

Visit us at: bicsi.org/conferences