

Digital Edition

  
**CABSAT.**  
virtual

9 - 10 November 2020

the journey  
of content

# CABSAT.VIRTUAL 2020

## ENABLING. ENGAGING. EASY-TO-USE



Content  
Creation



Production  
& Broadcast



Satelite &  
Distibution

Supporting Partners



Supporting Associations



Digital Edition



9 - 10 November 2020

CABSAT.virtual will mark the first all-digital event for the broadcast, satellite & content industry in the Middle East and Africa. Based on the feedback from our local and international community, we followed your lead to develop a virtual platform to ensure that you do not miss the opportunity to meet, collaborate and network with existing and potential clients as well as your peers.

We are aware that often virtual events and platforms can be overwhelming. In order to create an easy to use interface and not to complicate your virtual experience, we decided to develop a platform that focusses on 3 key features:

**1. Product Listing 2. Meetings 3. Conference**

CABSAT.Virtual enables you to present your products, generate new leads and deepen relationships with qualified trade buyers from the MENA region. We will offer you a focused 2 day live conference with an exclusive selection of blockbuster sessions. The meeting feature with an AI powered match-making function and your product demos will be available for 30 days and we will keep promoting your products and invite the CABSAT buyer database to the platform to engage with you.



“

*Business networking is now more important than ever and it is crucial to continue to animate and provide the CABSAT community with a comprehensive networking tool . We' are happy CABSAT is enabling this with a virtual event in 2020 whilst physical events are unable to take place. We look forward to engaging with our clients and new prospects virtually this year and to meet them personally at CABSAT's next live edition"*

”

– Eutelsat

“

*In light of the on-going situation, we fully support the decision to postpone CABSAT until next year. We will look forward to seeing what opportunities the virtual event this year will bring and to attending in person next year.*

”

– VIZRT

“

*The decision of the event postponement comes at right moment; we will be involved with the CABSAT virtual this year and live in-person event next year.*

”

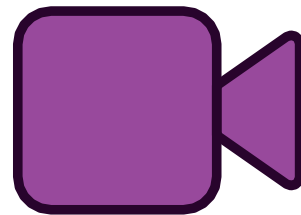
– GVF



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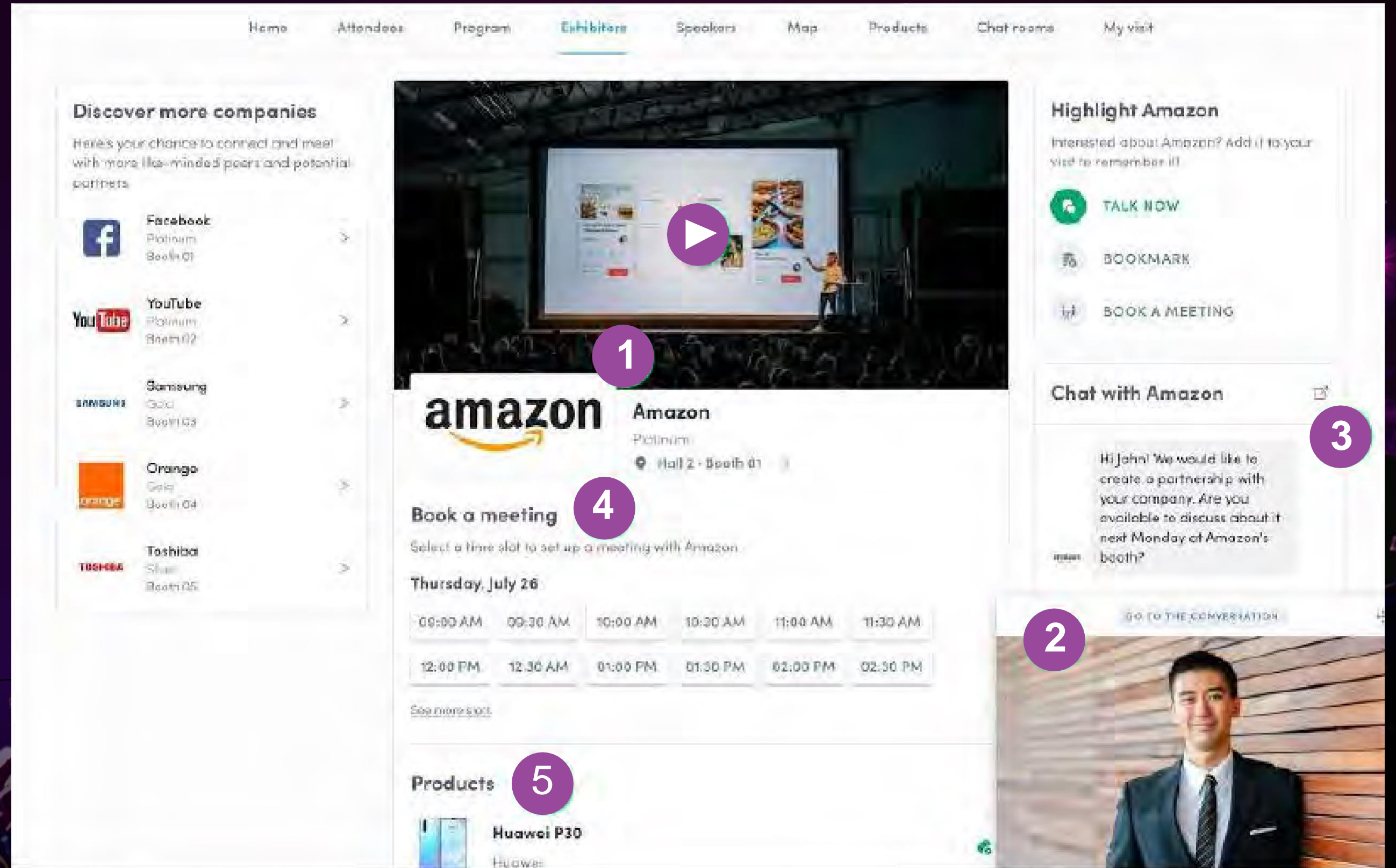
  
**CABSAT**.  
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# LIST YOUR PRODUCTS GET IN FRONT OF YOUR BUYERS



**PRODUCT  
SHOWCASE**

- Upload Product video/s
- Upload Prospect Presentation
- Upload Catalogues with link to your company website
- Schedule video calls with prospects
- Engage with customers using live chat tools (audio, text, video chat options)
- Access attendee list & schedule meetings



The screenshot shows the 'Exhibitors' page of the CABSAT virtual exhibition. It features a navigation bar at the top with links for Home, Attendees, Program, Exhibitors, Speakers, Map, Products, Chat rooms, and My visit. On the left, there is a 'Discover more companies' section listing various exhibitors like Facebook, YouTube, Samsung, Orange, and Toshiba. The main content area displays the Amazon exhibitor profile, which includes a video player (1), a 'Book a meeting' section with a calendar (4), and a 'Products' section (5). On the right, there are sections for 'Highlight Amazon' with 'TALK NOW', 'BOOKMARK', and 'BOOK A MEETING' buttons, and a 'Chat with Amazon' section (3) showing a chat window with a video call option (2).



Your video and materials (product, messaging etc.)



Highlight your products



Your potential clients can pre book meetings with you



Instant video call with your leads



Live chat with your potential clients



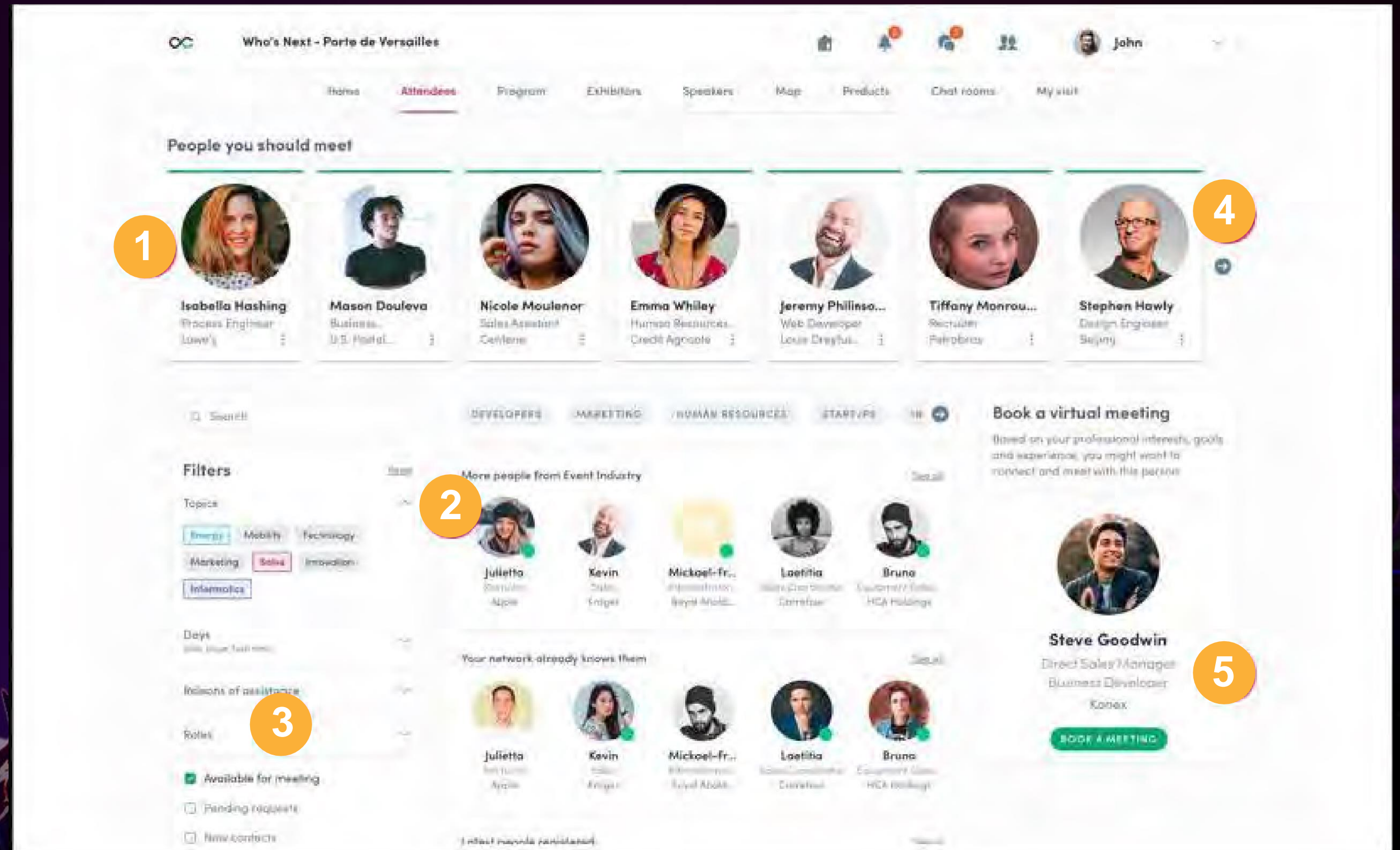
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# 1:1 VIRTUAL MEETING INTENT DRIVEN NETWORKING



- AI Facilitated Matchmaking
- You can filter the attendee list for the best matches
- See the available time slots to schedule meetings
- One Month Subscription to the virtual platform for continuous networking
- You can see the buyers who registered and send connection requests.



1 AI recommended people to meet

2 See Who registered

3 Advanced filters

4 Chat with clients & peers

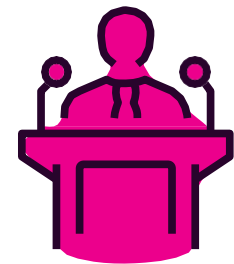
5 Book virtual meeting



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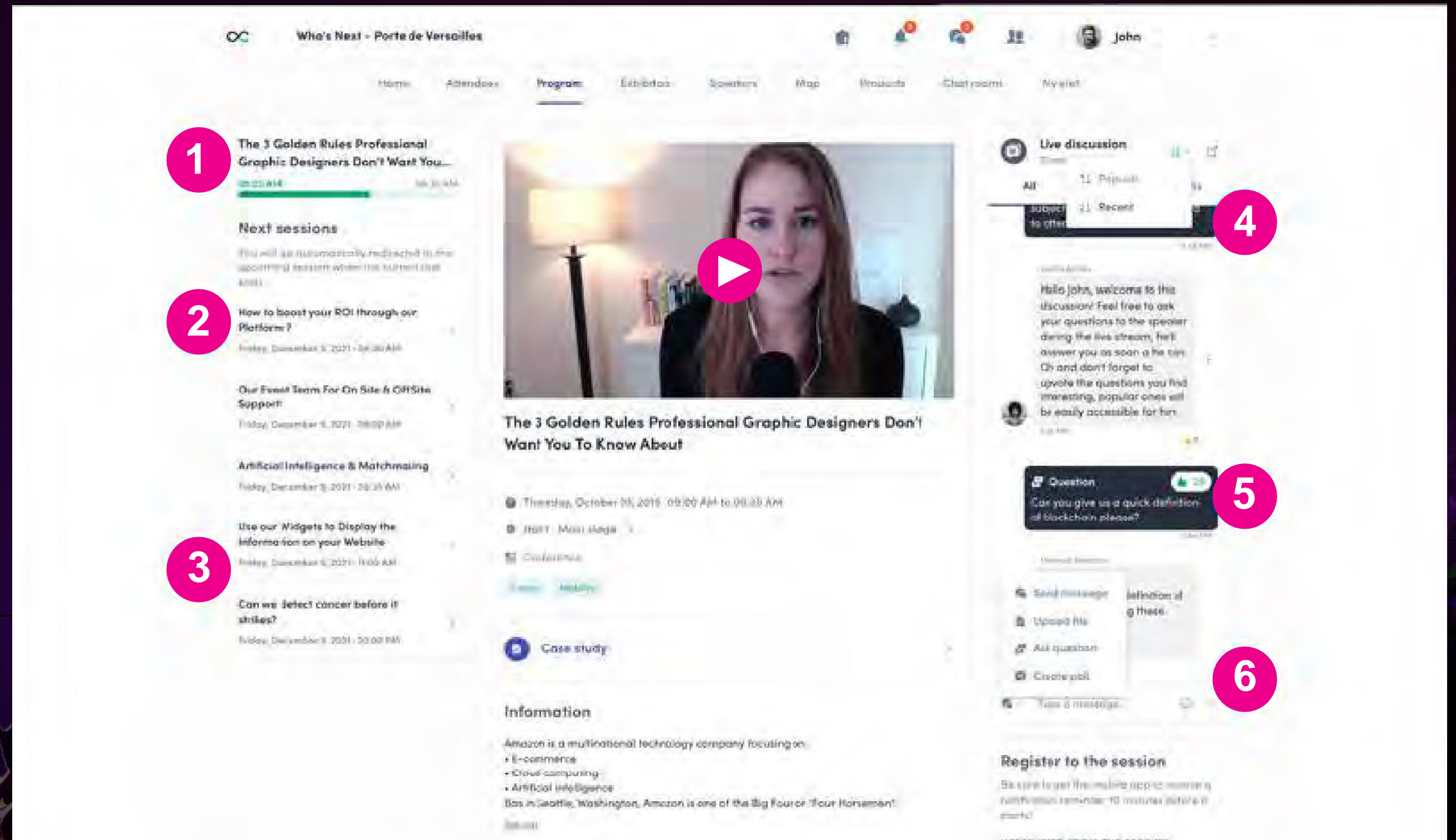


# CONFERENCE



CONFERENCE

- Easy to navigate agenda
- View live or on-demand conference sessions
- Create your own schedule and receive push reminders
- Q&A Sessions with Speakers
- Get matched with conference attendees sharing similar interests for 1-on-1 meetings
- Secure a personalized list of people to meet at the conference



Session countdown



Auto-play next live session



Quick access to next sessions



Live discussion



Upvote questions



Audience interaction

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# YOUR VISIBILITY MATTERS !

## VIRTUAL MODE, REAL IMPACT

CABSAT.virtual unifies the entire ecosystem on an interactive, boundary-shifting digital platform to connect with the industry's most influential buyers, sellers and thought-leaders across two days.

GLOBAL BRAND EXPOSURE IS ASSURED WITH OUR DIGITAL CAMPAIGN COVERING:



**Email Marketing** campaign to 100K+ professionals across the region



**Social Campaign:** LinkedIn, Facebook, Instagram and Twitter



**50+ Partnerships** with Trade and News media to promote the event



**SMS** to 50K+ professionals across the region



**Digital campaign:** Search, Display & Video campaign promoting the event across Google and its affiliate network driving registrations and attendance



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# CONTACT THE TEAM

## SALES ENQUIRIES

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# See You Virtually on 9 – 10 November 2020 and Live - In - Person on 24 to 26 May 2021



Content  
Creation



Production  
& Broadcast

Satelite &  
Distibution