



| 06 - 10 OCT 2019
DUBAI WORLD TRADE CENTRE

Synergising the mind & technology economy

MARKETING POWER PACK



#GITEX2019



06-09
OCT 2019
DUBAI WORLD TRADE CENTRE

Organised by



Stand out at the region's largest technology event

The GITEX Technology Week MARKETING POWER PACK offers assets to support your marketing campaign; providing you with increased visibility to an audience of millions across the world.

Build brand awareness about your organization products with our matchmaking tools and attract trade visitors to your stand. This marketing and publicity guide outlines the opportunities available to ensure you meet the buyers you want to see at our event.



Plan your Marketing & PR activities

- Communicate about your participation at this market-leading event.
- Raise the profile of your brand and increase visitor footfall to your stand.
- Achieve extra exposure for product launches or demonstrations.
- Ensure your press conference or special event is included in the show event calendar distributed to both visitors and media at the event.
- Increase your customer database and drive traffic to your website.
- Celebrate your success at the show.

The **GITEX Marketing & PR campaign** is already well under way to support the event, ensuring as many business professionals as possible get to hear about the show.



Web/email banners & signatures

Get your GITEX Technology Week web banners and email signatures to place on your company's website to promote your participation!

Our email signature is in HTML format so you can edit the template to include your stand number, hall name and sector. We have attached a short guide on how to alter the HTML to include your details.






- **Skyscraper:** (160x600)
- **MPU:** (340x340)
- **Leader Boards** (740x90) or (950x120)

Download GITEX e-signatures & web-banners from our website.

Send an email to gitexmarketing@dwtc.com for any requests.

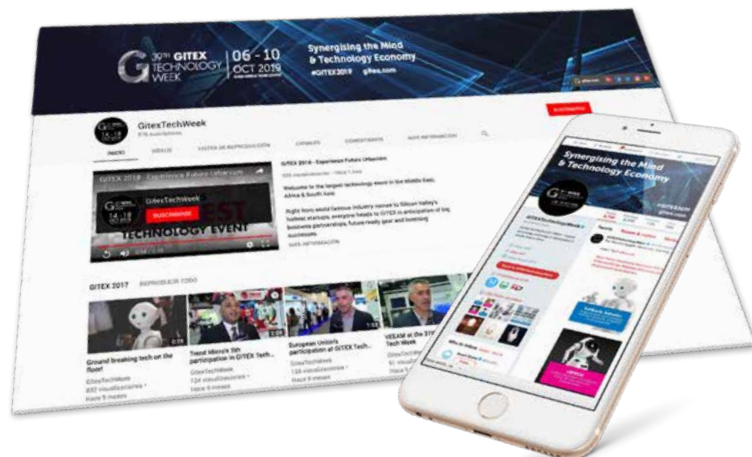
Social Media channels

Each year we deploy a massive social media campaign across all essential channels to maximize the buzz of your participation at GITEX Technology Week and to demonstrate to every visitor the importance and quality of the event. Use the official GITEX social media channels to promote your participation at the event:

-  **@GITEXTechWeek:** Be part of the Twitter trend with hashtags.
-  **@GITEXTechWeek:** Use our Facebook page to connect and engage with visitors and share event-related promotions.
-  **@Gitex:** Cross-promote your company by using your access to start discussion & polls.
-  **@Gitextechweek:** Tag your business and promote your products; use our hashtags mentioned below to engage your content with the ICT community.
-  **@Gitextechweek:** Embed our videos on your digital media platform & vice versa.

Use the **#GITEX2019** hashtags & make sure to tag us with our social media handles to post your stories & updates so we can share the same!

Send an email to gitexsales@dwtc.com to share your social media handles with us so we can like and follow your company page.



E-invites to clients & contacts

Actively promote your participation at GITEX Technology Week by sending customized e-invites to your clients and prospects. You can include your company's logo, your stand number and hall number.

NOTE: E-invites do not grant access to the GITEX event, all invitees must register as a visitor.

Some useful tips:

- Share the e-invites to your database ideally about two weeks before the show opens.
- Send your email around lunch time or shortly after on a Monday, Tuesday or Wednesday – this will be the most likely time that people will open them.
- We've attached a short guide within the MPP package to guide you.

Remember... if you don't invite your key clients, your competitors will!!

To request any additional e-invites (subject to organiser's approval):
Contact: gitexmarketing@dwtc.com

News & PR updates

Launching a new product, have exciting news or stories to share with our 500K+ professionals? Tell us all about it!

Let us help you maximize your product launch and any interesting stories/announcements about your brand, through our tailored support services including:

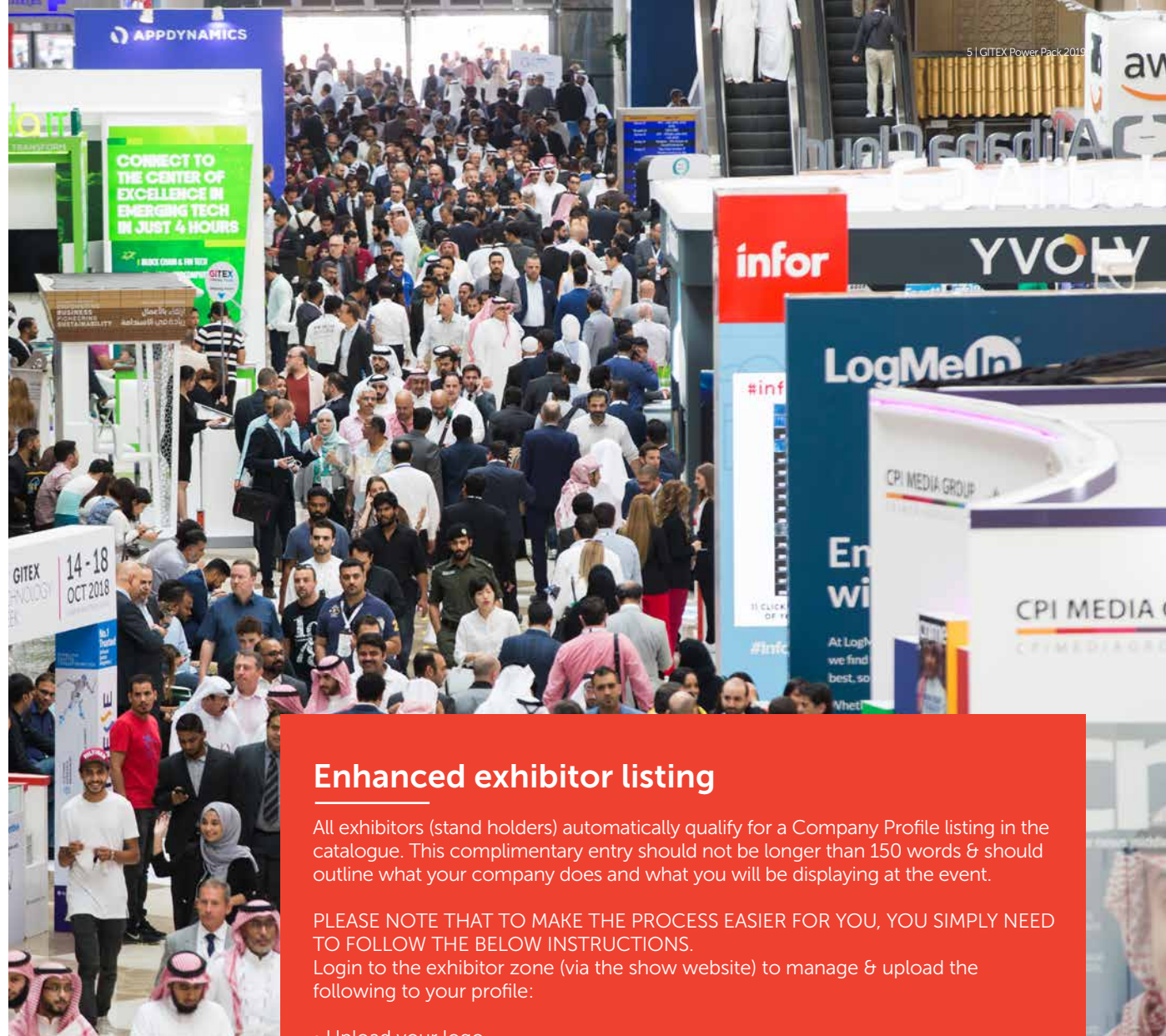
- Dedicated "News & PR stories" page on the show website.
- GITEX social media handles
- Presence in the show e-newsletters.
- Your key stories & product launch updates will be shared with our PR agency, who will then pitch the same to various media publications.



Kindly send your press releases/stories to gitexmarketing@dwtc.com and we will get in touch with you.

IMPORTANT:

Please upload your catalogue entries through the E-Zone as soon as you receive your username and password from DWTC or your pavilion organiser, to make it live on the show website. The final cut-off date for catalogue entry completion is 4 September 2019. Any entries uploaded on the E-Zone after this date will appear on the website (online) but will not be included in the printed catalogue (print).



Enhanced exhibitor listing

All exhibitors (stand holders) automatically qualify for a Company Profile listing in the catalogue. This complimentary entry should not be longer than 150 words & should outline what your company does and what you will be displaying at the event.

PLEASE NOTE THAT TO MAKE THE PROCESS EASIER FOR YOU, YOU SIMPLY NEED TO FOLLOW THE BELOW INSTRUCTIONS.

Login to the exhibitor zone (via the show website) to manage & upload the following to your profile:

- Upload your logo
- Corporate profile (not more than 150 word description)
- Press release (Or even any content about what you are doing at GITEX)
- Product information & images
- Corporate / Product videos
- Select the industry that you are targeting
- Select the product categories that you have

Log on to www.gitex.com/gitex-exhibitors-zone
Contact: gitexadmin@dwtc.com

Meetings Programme

GITEX Technology Week Connexions is our online business matchmaking portal.

- **Ministry Connect:** Exclusive meetings and connections with country delegations.
- **Connexions Lounge:** All participants in GITEX have the opportunity to hold closed door meetings in the Connexions Elite Lounge.
- **GITEX Majlis Lounge:** Exclusive programme for the industry's top C-level executives.
- Create your personal profile as a GITEX exhibitor.

GITEX Connexions enables you to:

- Edit and update your own profile so that people can find and connect with you.
- Find other exhibitors.
- Send/receive messages to other members of Connexions online.
- Let the programme manage your diary!
- Email your diary or convert to PDF so you can print and bring it with you to the show.

Contact: gitexmarketing@dwtc.com



Catalogue advertising

Make a powerful impact by placing an advertisement in the Official GITEX Technology Week Catalogue!

Packed with specific show information and detailed floor plans, the GITEX Show Catalogue is an indispensable tool that will guide attendees and exhibitors through the exhibition. Long after the show has finished, the catalogue's comprehensive collection of contact details will provide buyers and other industry insiders with the contacts and product information they need to make informed decisions throughout the entire year.

There's no better way to bring your company, your stand and your products to the attention of every attendee, including Media and VIPs, than by reserving a spot in these must-read pages.

Contact: Fiona Pereira
Direct: +971 4 444 3201
Mobile: +971 50 207 5147
Email: Fiona.pereira@itp.com
Deadline: 16th September 2019

'GITEX' official show daily advertising

Freely distributed to visitors at the trade show, the official show daily 'GITEX Tech Week' helps visitors keep up-to-date with what's going on at the show. It is a printed 'newspaper' that contains newsworthy and interesting stories from exhibitors. A great marketing tool, the Daily can generate excitement about your company and drive visitors to your stand during the event.

Contact: Fiona Pereira
Direct: +971 4 444 3201
Mobile: +971 50 207 5147
Email: Fiona.pereira@itp.com
Deadline: 16th September 2019



Summary of Marketing 'Must-do' list



**Synergising the mind
& technology economy**

+ Show Catalogue entry



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Use the login and password provided by the GITEX
www.gitex.com/gitex-exhibitors-zone

+ Company listing on GITEX website



Your company listing on GITEX website.

Make sure you complete the following elements:

- ☐ Company profile
- ☐ Company logo
- ☐ Product categories
- ☐ Brands represented
- ☐ Product pictures/videos

Connect to www.gitex.com/gitex-exhibitors-zone
Use the login and password provided by the GITEX

+ Visitor Trade E-Invites



Please let us know how many printed invites you need by emailing:
gitexmarketing@dwtc.com

+ Press Releases



- ☐ Send to gitexmarketing@dwtc.com
- ☐ Upload through www.gitex.com/gitex-exhibitors-zone

For Enhanced Internet Listing only.
Use the username and password provided.

+ Publish the web banner 'Visit our stand'



Connect to www.gitex.com/gitex-exhibitors-zone

Use the login and password provided by the GITEX Team or contact your pavilion organiser.

+ Product launches and on-site activities



Let us know your onsite product launches and activities which are worth mentioning in our programme for visitors and media.

+ Website Banner advertising



Email gitexmarketing@dwtc.com
for more information.

Organised by



Co-located with



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