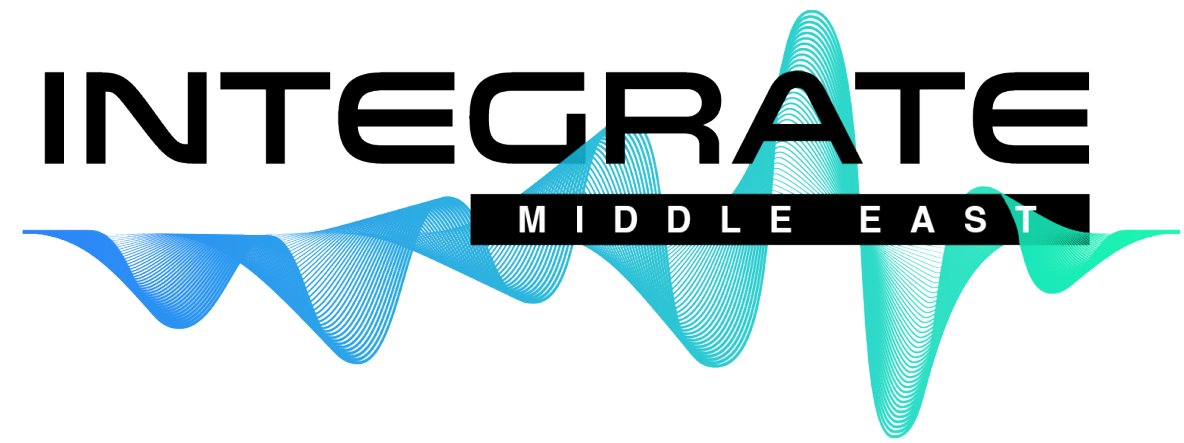


MAY  
2023



# Devise Design Integrate



2023 | Post Show Report



# INTEGRATE ME 2023

## SHOW OVERVIEW



7,327  
ATTENDEES



40+  
SPEAKERS



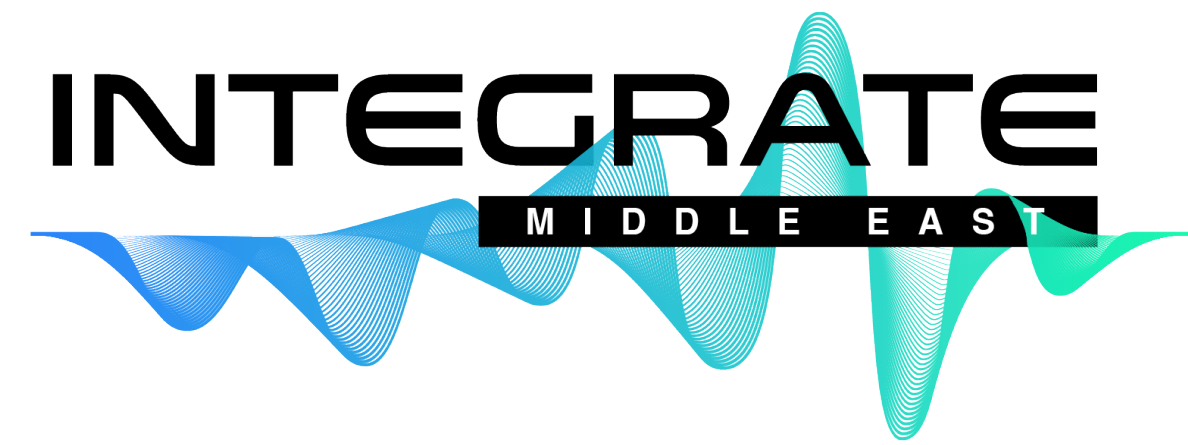
378  
PRE-ARRANGED  
MEETINGS



34  
COUNTRIES IN  
ATTENDANCE



120+  
EXHIBITING  
BRANDS



INTEGRATE | 16-18 MAY  
TRADE CENTRE ARENA  
11AM — 5PM  
MENA'S PREMIER PRO AV & SYSTEM INTEGRATION BUSINESS EVENT



Book your stand at the 2<sup>nd</sup> edition of Integrate Middle East | 21-23 May 2024

[integrateme@dwtc.com](mailto:integrateme@dwtc.com)



# EXHIBITORS HIGHLIGHTS

Explore the best Pro AV Future Technology



83%  
Manufacturers



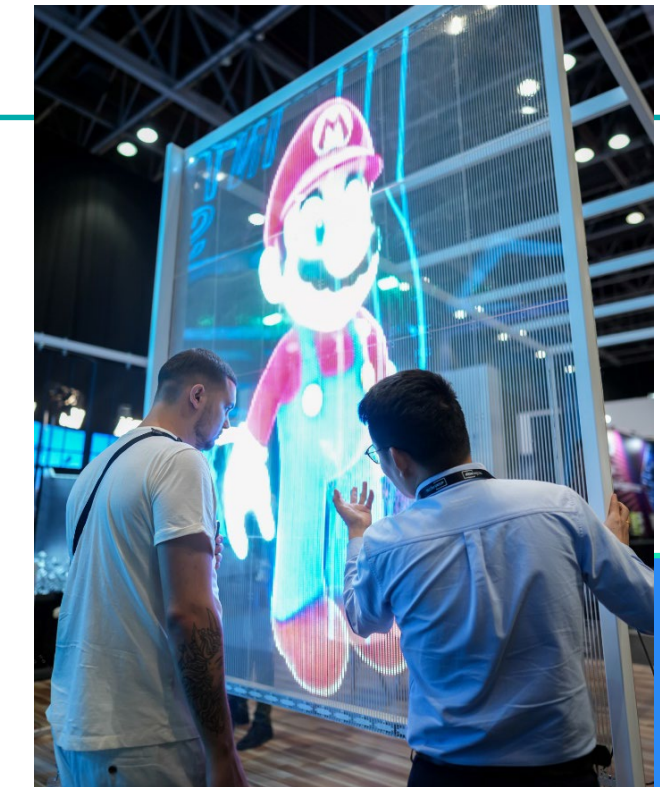
17%  
MENA's  
Distributors



## EXHIBITORS HIGHLIGHTS

*Finalize* your business opportunities

**11M+ USD**  
Business  
generated during  
the show



**91%**  
Exhibitors said  
IME is the best  
MENA's business  
platform





## OUR INDUSTRY LEADERS VOICE...

## Testimonials from the experts

*"We have been impressed with the quality and number of visitors, as well as the traffic that CABSAT has brought to the IME exhibition"*  
**Raeed Essale**, Vice President of Sales, UNILUMIN

*"We are delighted to share that our unique products have garnered significant attention from numerous customers who find them truly remarkable"*  
**Kelvin Gong**, Executive Director of Overseas Business, LEDMAN

*"A highly specialized and focused event, attracting individuals who have a clear understanding of their requirements and are seeking specific technological solutions"*  
**Hasan Najim**, Sales Manager, INFILED

*"One of the best things we found in Integrate Middle East is reconnecting with the AV professionals and system integrators in the region to showcase our latest technologies on projection technologies"*  
**Mohammed Amin Nassif**, Regional Business Account Manager, EPSON

### KEY WORDS ABOUT IME 2023



*"We have been able to forge a lot of alliances with companies on the floor for potential collaborations, and potential partnerships in the future"*  
**Khalid Sweidan**, Vice President of Sales, ROE VISUAL

*"We covered all the hot things from digital signage, projection, voice displays, AI, metaverse. It's been a wonderful show"*  
**Bob Snyder**, Editor In Chief, Channel Media, Belgium

*"There's a lot of really great exhibitors, really high quality speakers, and I'm so glad to be here. It's amazing to see all the new innovations that are occurring here and to meet so many great people"*  
**Amelia Kallman**, Futurist, Author, The Big Reveal, UK

*"This is the place where everybody needs to come from end users to manufacturers. This is where the Middle East is coming together to talk about the future and technology for our spaces."*  
**Joe Way**, Director of Learning Environments, University of Southern California.



# OUR VISITORS

## ATTENDEE PROFILE & BUSINESS FOCUS

The following table shows Integrate Middle East 2023 TOP 10 attendees categories by country of origin, job titles and market channels. A total of 34 countries were represented at IME 2023, with the top 10 countries making up over 86% of the total attendance and 83.3% were involved in their company’s decision making.



# TOP 10 - Attendees Categories

Job Title	Proportion of Total
CEO	9.3%
Other C-Suite	12.6%
Director/Head of	21.2%
Engineer	14.2%
Procurement	11.6%
IT	8.3%
Consultant	6.1%
Architect	3.4%
Business Analyst	2.3%
Student	2.1%

83.3%  
Decision makers  
and influencers

70.9%  
International  
Visitors

Country	Proportion of Total
UAE	29.1%
KSA	22.4%
Qatar	11.2%
Iraq	7.2%
Jordan	5.6%
Iran	4.9%
Bahrain	2.2%
Egypt	1.2%
Kuwait	1.1%
Turkey	1.1%

Market Channels	Proportion of Total
Working Spaces	31.5%
Learning & Education	28.6%
Retail	21.2%
Broadcast	19.2%
Hospitality	17.4%
Theme Parks/Museum	9.7%
Sport facilities	4.9%
Live Events	4.8%
Government	2.1%
Security	0.8%





## CONFERENCE & EDUCATION

**LEARN** from the top international experts

**40+**  
Hours of  
Edu Content



## HOT TOPICS

Future of Workplaces  
Education Technology  
Digital Signage  
Metaverse  
Content Production  
Smart Buildings  
Live Events





## CONFERENCE & EDUCATION

LISTEN to our Global Visionary Leaders

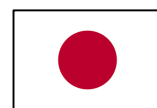
### First time speaking in the MENA Region



**Amelia Kallman**  
Futurist, Author  
**The Big Reveal**



**Brad Koerner**  
Principal  
**Koerner Design**



**Takashi Kudo**  
Brand Director  
**TeamLabs**



**Joe Way**  
Director, Learning  
Environments  
**University of South California**

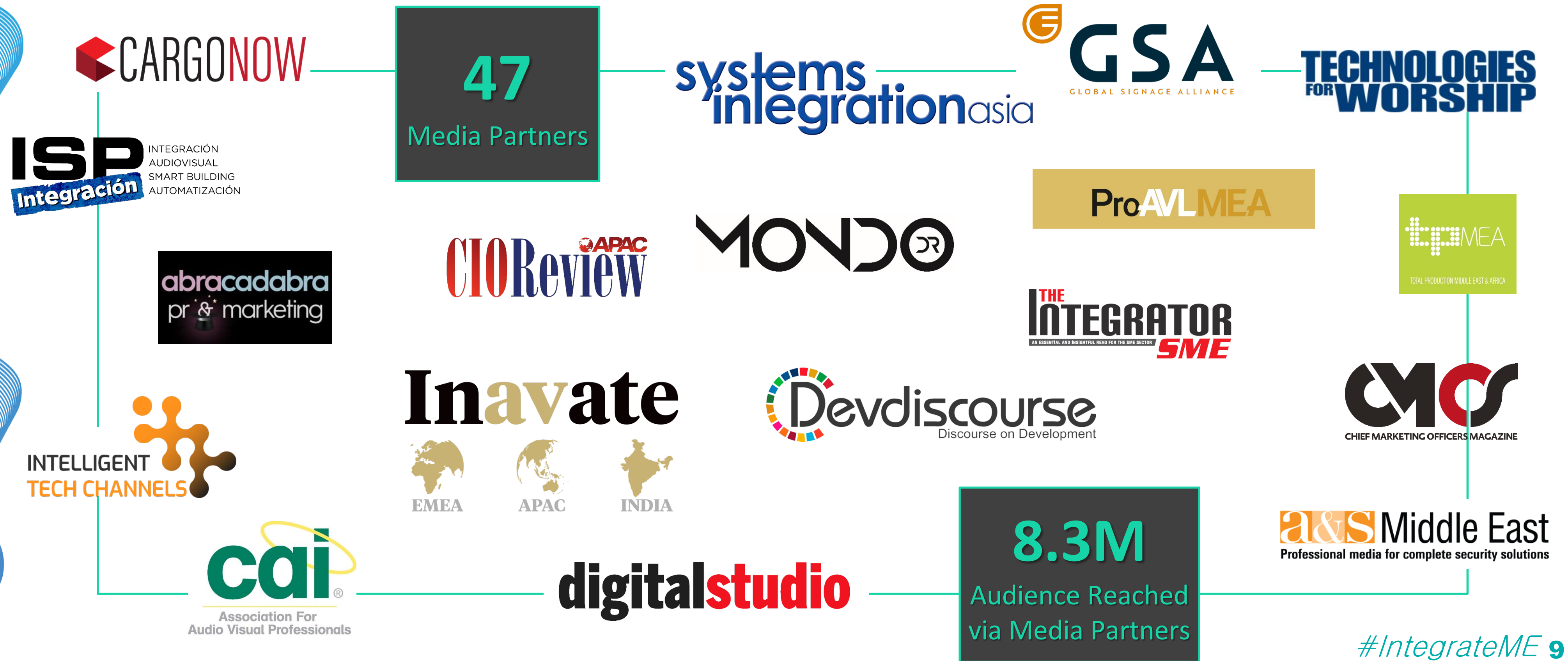
### Special thanks to our MC



**Bob Snyder**  
Editor-in-Chief  
**Channel Media**



# INTERNATIONAL MEDIA PARTNERS

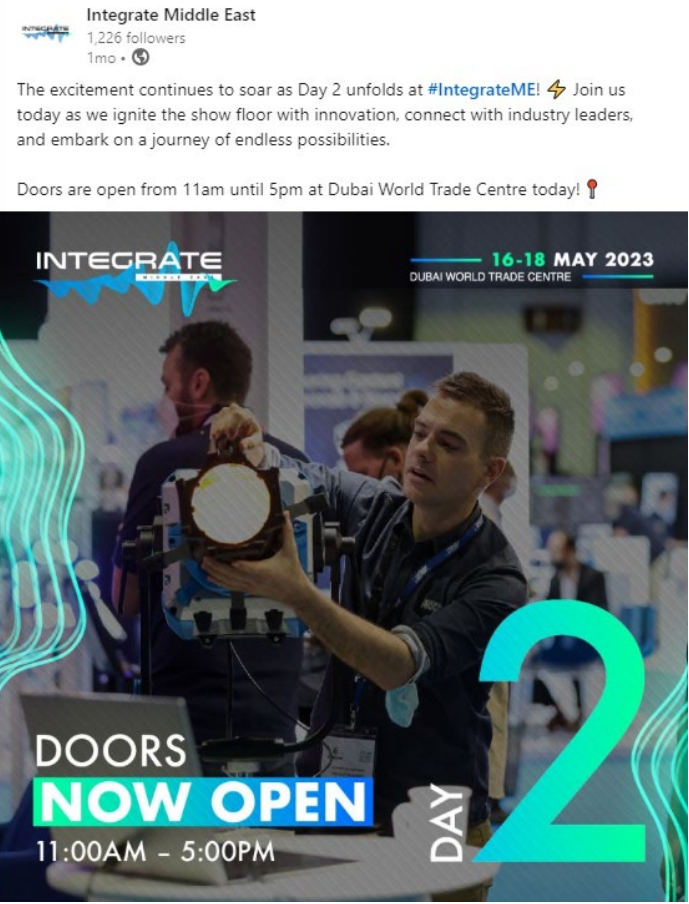
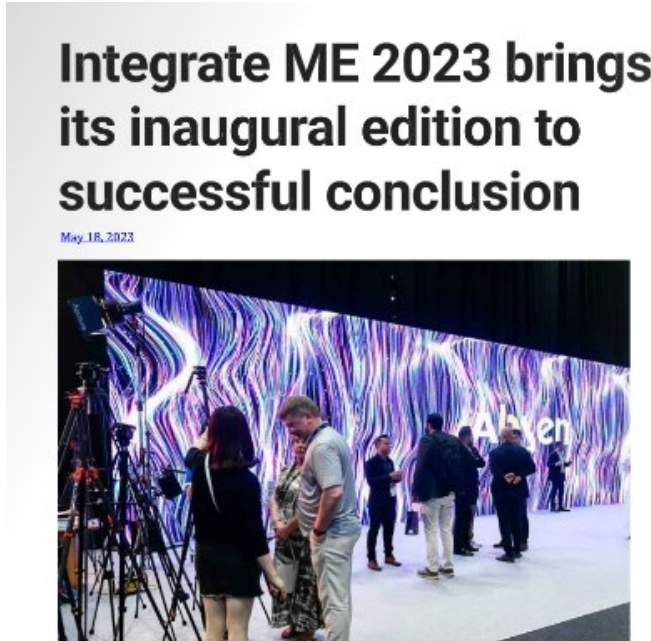




# MARCOMMS & PR

253  
Press & Analysts

313  
Press News Articles



6.3M  
Reach via  
Email Campaigns

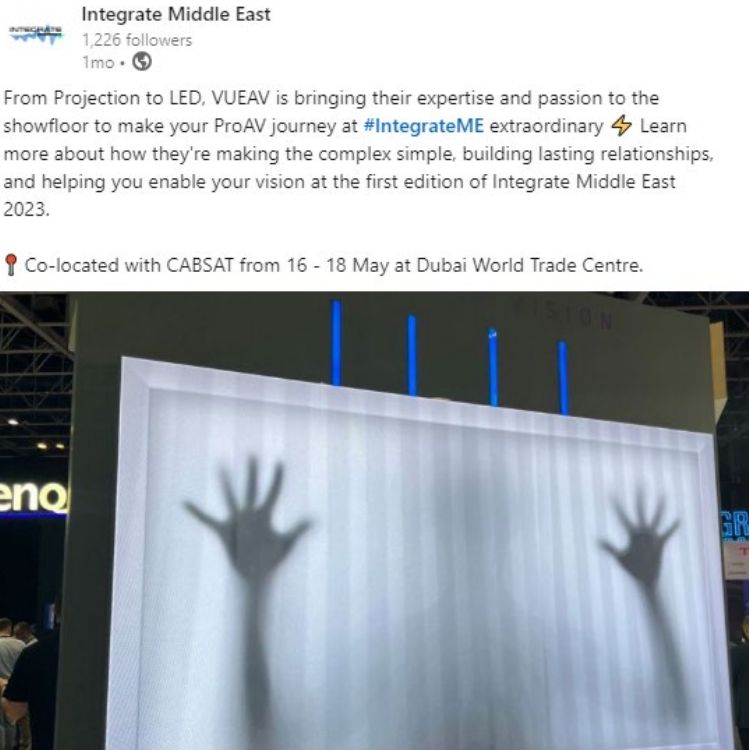
Audience Reached  
via Social & Media  
impressions

9,781  
Views in 3 days  
(LinkedIn)

**Integrate Middle East**  
1,226 followers  
1mo •

The excitement continues to soar as Day 2 unfolds at **#IntegrateME**! ⚡ Join us today as we ignite the show floor with innovation, connect with industry leaders, and embark on a journey of endless possibilities.

Doors are open from 11am until 5pm at Dubai World Trade Centre today! 📍



#IntegrateME 10




## IME 2023 MOMENTS





# EXHIBIT @ INTEGRATE MIDDLE EAST 2024

*The greatest Pro Av and System Integration business event: BE THERE!*



**SPACE ONLY**  
(Min. 24 Sqm)

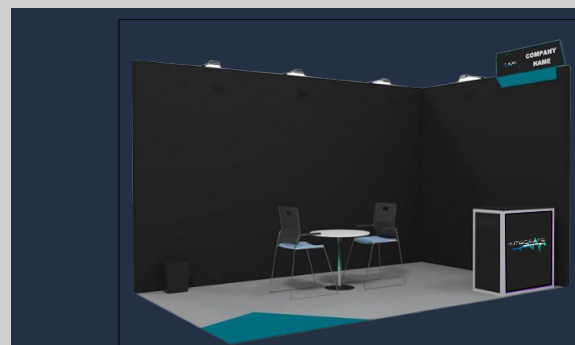
Use your own suppliers to design and construct the stand to meet your requirements

EARLY BIRD (UNTIL OCT 13<sup>th</sup>, 2023)

AED 1,670 PER SQM

STANDARD RATE (FROM OCT 14<sup>th</sup>, 2023)

AED 1,780 PER SQM



## SHELL SCHEME

(Min. 15 Sqm)

Basic Fittings and Supplies included

EARLY BIRD (UNTIL OCT 13<sup>th</sup>, 2023)

AED 2,320 PER SQM

STANDARD RATE (FROM OCT 14<sup>th</sup>, 2023)

AED 2,455 PER SQM

Carpet tiled floor, walls - Name plate in English - 1 x 13 amp power point - 3 spotlights - 1 lockable counter - 1 x table & 2 x chairs



*Get in touch!*

SALES INQUIRIES

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# INTEGRATE

M I D D L E E A S T

**21–23 MAY 2024**

DUBAI WORLD TRADE CENTRE