



# INTEGRATE

M I D D L E E A S T

**16-18 MAY 2023**

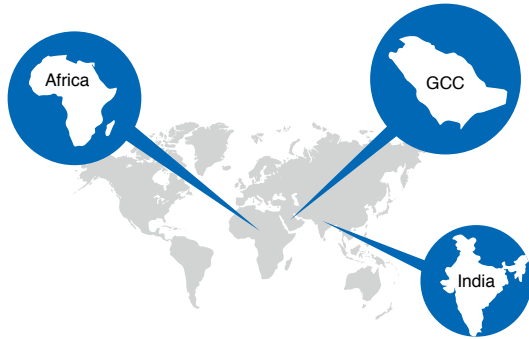
The premier forum and sourcing platform for the global professional AV & Media Technology community, connecting technology leaders with integrated solution buyers from the intersecting worlds of Education, Media, Entertainment, Hospitality, Retail, Real Estate, and Communications

[integrateme.com](https://integrateme.com)

# DUBAI IS A GLOBAL BUSINESS DESTINATION ATTRACTING BUYERS

## FROM MANY COUNTRIES IN THE REGION

Dubai attracts people from GCC, Africa, India and many other countries to do business in the region.



Dubai has been named the number one destination for business events in 2021 by a report of the International Congress and Convention Association (ICCA).



**SAFE  
DESTINATION**



**GLOBAL  
ACCESSIBILITY**



**EASY  
CONNECTIVITY**



**HIGH QUALITY  
SERVICE SECTOR**



# GLOBAL TRENDS THAT UNDERLINE STRONG GROWTH POTENTIAL OF THE AV INDUSTRY

Hybrid work requires reimagined corporate meeting environments

70% of the workforce is estimated to follow a hybrid model by 2025

AV over IP is creating new efficiencies

AV over IP market to grow by 60% CAGR from 2019 to 2025

AV supports Touchless Environment & Building Automation

Smart Buildings market to grow up to 127 USD billion by 2027

Digital Signage drives commercial AV

DS market to grow by 7.7% CAGR from 2022 to 2030

Real-time audio and 3D visuals in the Metaverse

XR market to grow by 45% CAGR from 2020 to 2030

Enabling hybrid campuses for the next era of education

EdTech MENA market to grow to 7 USD billion by 2027

# MANY NEW PROJECTS IN THE REGION DRIVE STRONG DEMAND FOR INTEGRATED AV SOLUTIONS

**GUGGENHEIM**  
Museum



**PIXEL**  
Real Estate



**CAPITAL MED**  
City



**EXPO CITY DUBAI**



**KEMPINSKI**  
Floating Palace



**QIDDIYA**  
Entertainment



**NAVI MUMBAI**  
International Airport



New projects are key drivers  
for integrated solutions

DIGITAL SIGNAGE

7.7% CAGR  
2022-2030

EDTECH

7 Billion USD MENA  
Market Value By 2027

MEDIA &  
ENTERTAINMENT

7.4% CAGR  
2021 to 2026

VIDEO  
CONFERENCING

12.9% CAGR  
2021-2027

**ENTERTAINMENT**  
District



**YAS CREATIVE**  
Hub



**NEOM**  
City



**JEWAR**  
International Airport







**OUR VALUE PROPOSITION IS  
MORE THAN A TRADE SHOW**

**CONNECT**

**PRESENT**

A unique platform which links ProAV  
manufacturers and integrators with a wide  
range of application industries

**LEARN**

**EXPERIENCE**

# CONNECT

We connect AV Technology providers with application industries looking for innovative integrated solutions



**7,000+**  
Visitors



# LEARN

From industry experts  
and site visits



## SITES VISITS

**WE WILL CONNECT  
YOU WITH KEY BUYERS  
THROUGH VISITS TO  
LANDMARK AV SITES**



## CONFERENCE THEMES & TOPICS\*

### Smart Buildings

Digital Interaction Disrupting Architectural Design and Property Management

### Leveraging Innovation

AV-over-IP, Programmatic and Wireless Solutions  
Shaping Regional Demand

### Metaverse

Retail Future-Proofing its Stores for Mixed Realities and Insightful Digital Signage

### Enhancing the Future of Work

Hybrid Work Models Dictating the Future of Workplaces  
Beyond Video

### Drive for Sustainability

Effectively Redesigning Hardware Lifecycle  
Management Strategies

\*examples

# EARLY CONFIRMED SPEAKERS

**Making an Impact on Digital Advertising by Using Mobile Data to Understand Audiences**



**Arno Buskop**  
Global Data and Technology Director  
**Kinetic Worldwide**

Arno is an industry pioneer in programmatic (D)OOH

**AV, IT and OT Integration for Truly Smart Buildings**



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

Bob has followed high tech integration for three decades and served as a C-level consultant to hundreds of high tech companies

**Hybrid Learning – Lessons from Building an Award-Winning Digital Campus**



**Joe Way**  
Director of Learning Environments  
**University of Southern California**

Joe directed the award-winning AV overhaul at the University of Southern California

**Events at Scale – Insights on Working in the MENA Market and what Disruptive Tech Clients Crave for**



**Tim Jacobs**  
COO  
**HQWS**

Tim was responsible for the production of the UAE Papal visit in 2019

**Connecting Human to Machine – AV Enhancing Experiences Across Everyday Personal Journeys**



**Yiannis Cabolis**  
Director of Technology Innovation  
**Electrosonic**

Yiannis has received a Thea Award for his innovative installations with Electrosonic



# AGENDA

**Business-Critical  
Digital Signage**



**Phygital Stores with XR**



**Content-Driven 3D  
Advertising**



**IoT-enabled AV for  
Smart Buildings**



**Touchless Transportation  
Journeys**



**Remote Delivery  
of Events**



**Revolutionising Entry  
Point Design**



**Digital Learning and  
Hybrid Campuses**



**Immersive Audio**



**The Rising Giant  
of Esports**



**New Revenue Streams  
Unlocked by AV**



**AV over IP for Sports  
at-scale**



# PRESENT

Products and Services to Technology Buyers

## 200<sup>+</sup> Global Exhibitors



# START UP PITCH COMPETITION





# EXHIBITOR CATEGORIES



# EARLY MOVERS - INDUSTRY LEADERS ARE ON BOARD



**Abdulnassir Ali**  
Regional Sales Manager Visual Instruments  
and Professional Display

**Epson Middle East**

The demand for pro display solutions is growing exponentially in the Middle East and Epson is proud to showcase our products...during the first-ever edition of Integrate Middle East.



**Kevin Boujikian**  
Eng, CTS, General Manager

**Provision AVL**

The launch of Integrate Middle East creates a unique platform for the AV industry that's much needed in the region, and one that everyone in the sector can benefit from.

During the first-ever edition of Integrate Middle East, Provision AVL will showcase its solutions as one of the leading AV distribution companies in the region.



# EXPERIENCE

The Power of Integrated AV Tech  
Solutions on the Show Floor



## EXPERIENCE LIVE APPLICATIONS AT THE EVENT

- Digital Art Experiences
- Lighting Shows
- Interactive Learning Zone
- Multi Conferencing Demo Area
- Smart Homes Simulator



## SHOWCASING ENABLING TECHNOLOGY

- Artificial Intelligence
- Metaverse
- Cloud
- Augmented Reality
- Virtual Reality



Integrate Middle East is  
co-located with



CABSAT already attracts more than

**1,500**

Buyers and integrators from the AV  
application industries like Education,  
Security, Leisure & Recreation Smart  
Workplaces, Media & Retail

**INTEGRATE**

MIDDLE EAST

**BUILT ON  
SYNERGIES**

CABSAT attracts more than

**14,000**

professionals in broadcast, AV,  
media & entertainment and  
satellite technology from more  
than 50 countries

Participants from

**120**

countries are looking for  
integrated solutions



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# DON'T MISS OUT ON THE NEW WAVE OF OPPORTUNITIES IN THE MIDDLE EAST

## GET IN TOUCH WITH US:



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Sales Manager



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