GISEC
GULF INFORMATION SECURITY EXPO & CONFERENCE
معرض ومؤتمر الخليج لأمن المعلومات

ioTx

DUBAI WORLD TRADE CENTRE
1-3 MAY 2018

2018 OFFICIAL GOVERNMENT CYBER SECURITY PARTNERS

2017 OFFICIAL PARTNERS

دبي الذكية
SMART DUBAI
HAPPY LIVING

شرطة دبي
DUBAI POLICE

NCSC
NATIONAL CYBER SECURITY CENTER

HOW TO WIN BUSINESS AT GISEC & IOTX

PART OF FUTURE TECHNOLOGY WEEK

Every year in Dubai the region's most senior players in cyber and emerging business tech meet to source products from new and old suppliers.

This guide lays out your options for taking maximum advantage of this unmissable opportunity.

CYBER SECURITY
INTERNET OF THINGS
ARTIFICIAL INTELLIGENCE
MACHINE LEARNING
AUGMENTED REALITY
VIRTUAL REALITY
ROBOTICS
CLOUD
BIG DATA
MOBILITY

For enquiries on sponsorship opportunities or exhibition space contact:

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Head of Partnerships – GISEC
+971 4308 6249 | annabelle.mander@dwtc.com

IOTx Zone: Zahra Amir
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POWERED BY
37TH GITEX TECHNOLOGY WEEK

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WELCOME TO FUTURE TECHNOLOGY WEEK

How would you like to explain to your boss, that while most of the major buyers of your products sat and did business with your competitors, your company just watched from the sidelines?

While DigiRobotics penned a $26million deal, and DarkMatter signed an MOU with telecoms giant Du, 80% of all other exhibitors reported that they would definitely achieve their ROI target for the 2017 show, with 20% of those expecting to exceed their ROI by over AED 1million. For the companies that chose to sit 2017's show out, we're now seeing unprecedented demand from them to book space for 2018.

There must be *something* to the fact that 91% of our exhibitors want to rebook again for next year, and it all comes down to the outstanding value proposition GISEC and IOTx have over all other events: business just gets done here.

When we surveyed our visitors, we learned that **55% come purely to source new products, and 35% of them have an active RFP** or equivalent. And that figure is growing – with the region under unprecedented cyber attacks, and governmental mandates to adopt emerging technology with the Dubai 10x Strategy, the business case for partnering with the show gets stronger and stronger.

We're excited to grow for the 5th consecutive year, and we've invested more money and more time in to further consolidating our position as the best business development opportunity for cyber and tech companies in the Middle East – this is where money comes to meet solution providers.

Natalya Kaspersky, co-founder of Kaspersky Lab, and President of InfoWatch, gives a keynote speech at GISEC 2017.

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THE MIDDLE EAST IS A BOOMING MARKET

Visitors at the DarkMatter stand during the 2017 show

The Middle East **cyber security** market size is expected to grow from USD 11.38 billion in 2017 to **USD 22.14 billion by 2022**, at an estimated Compound Annual Growth Rate (CAGR) of 14.2%.
(finance.yahoo.com)

Middle East and Africa (MEA) **internet of things (IoT)** market is forecast to defy the region's moderate economic outlook by **growing 19.6 percent** in 2017 to total $7.8 billion.
(IDC)

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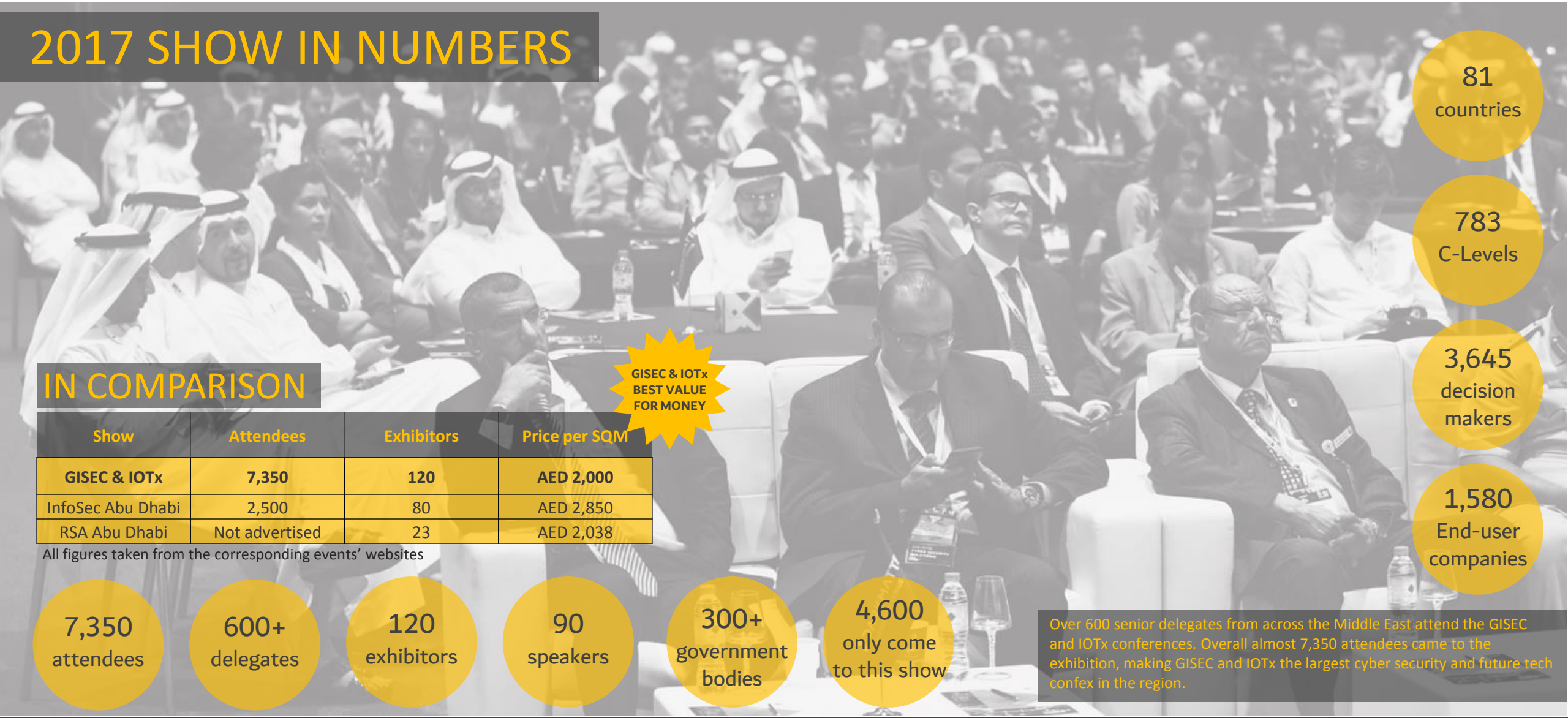
2017 SHOW IN NUMBERS



81 countries

783 C-Levels

3,645 decision makers

1,580 End-user companies

IN COMPARISON

GISEC & IOTx BEST VALUE FOR MONEY

Show	Attendees	Exhibitors	Price per SQM
GISEC & IOTx	**7,350**	**120**	**AED 2,000**
InfoSec Abu Dhabi	2,500	80	AED 2,850
RSA Abu Dhabi	Not advertised	23	AED 2,038

All figures taken from the corresponding events' websites

7,350 attendees

600+ delegates

120 exhibitors

90 speakers

300+ government bodies

4,600 only come to this show

Over 600 senior delegates from across the Middle East attend the GISEC and IOTx conferences. Overall almost 7,350 attendees came to the exhibition, making GISEC and IOTx the largest cyber security and future tech confex in the region.

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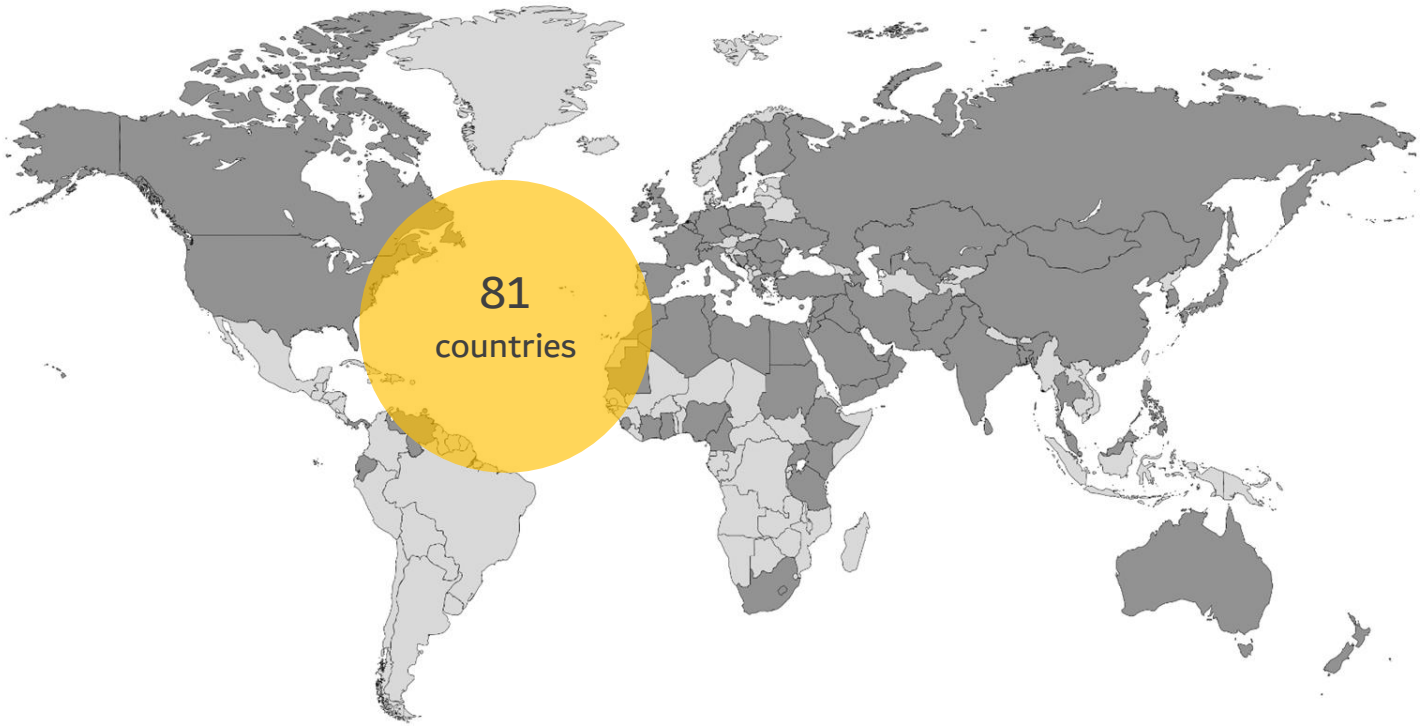
WHO CAME IN 2017



HEADLINE BUYERS

Abu Dhabi Police GHQ
ADNOC
al tayer
Ajman Bank
ABU DHABI CITY MUNICIPALITY
BARCLAYS
ABU DHABI SYSTEMS & INFORMATION CENTRE
du
Cleveland Clinic
Commercial Bank of Dubai
yahsat
Central Bank of Bahrain
Saudi Aramco
DEPARTMENT OF FINANCE
H.H. The Ruler's Court
Government of Dubai
DEPARTMENT OF TRANSPORT
DUBAI CUSTOMS
EXPO 2020
DUBAI, UNITED ARAB EMIRATES
Emirates NBD
DUBAI HOLDING
dewa
etisalat
DUBAI MUNICIPALITY
mashreq
NBK
HSBC
Emirates
Kingdom of Saudi Arabia
Ministry of Energy, Industry & Mineral Resources
MUBADALA
souq.com
ooredoo
MetLife
TAWAZUN
ETIHAD AIRWAYS
STC
Ministry of Interior
Kingdom of Saudi Arabia

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WHO CAME IN 2017

Head Of Information Technology	Abu Dhabi Aviation
Internal Auditor And Network Engineer	Abu Dhabi GHQ Police IT Department
Director Of Information Security	Abu Dhabi Health Services Company - SEHA
Director Of Information Security	Abu Dhabi Media
Head Of Information Technology Infrastructure & Security	Abu Dhabi Municipality
IT Program Manager	Abu Dhabi National Energy (Taqa)
CISO	Abu Dhabi National Oil Company
Head Information Security	Abu Dhabi Polytechnic
Director Of Shared Services Division	Abu Dhabi Quality And Conformity Council
Information Security Director	Abu Dhabi Urban Planning Council
Director General	ADSIC
ICT Director	Ahmed Seddiqi & Sons
Head Of Information Technology	Ajman Bank
Security Expert	Ajman Free Zone
Technology Planning Senior Analyst	Al Ain City Municipality
Senior Cyber Security Consultant	Al Ain Dewan
Chief Information Officer	Al Babtain Group
Head Of Planning & It Security Section	Al Dhafra Region Municipality
Senior Information Security Manager	Al Etihad Credit Bureau (UAE)
Director - IT	Al Habtoor Motors
IT Infrastructure Manager	Al Naboodah Group Enterprises
Head Of Information Security	Al Tayer Group
Security Assurance Specialist	Al Yah Satellite Communications Company (Yahsat)
Chief Information Officer	Arabsat
Chief Information Officer	Al Rostamani Group

Group CISO / CSO	Barclays Bank
Regional Director Security	Blackberry
UK Cyber Security Ambassador	UK Government
Chief Security Director	BT
Chief Executive Officer Security	BT
Chief Information Officer	Canadian Specialist Hospital
IT Operations Manager	Capital Markets Authority (Kuwait)
Head Of Information Technology Infrastructure	Central Bank of Bahrain
Operational Security Director	Communications and IT Commission (KSA)
Senior Director IT Operations	Cleveland Clinic Abu Dhabi
Head Of Information Technology, Risk and GRC	Commercial Bank Of Dubai
Information Technology Director	Court Of The Crown Prince - Bahrain
Head Of Security Electronic Information Operation Subsection	Crown Prince's Court - Emirate Of Abu Dhabi
Vice President - IT	Damac Group
Founder & Chief Executive Officer	Dark Matter
IT Security Head	Department Of Finance (Abu Dhabi)
Senior Projects Advisor - Chairman's Office Acting Director - Public Transport Division	Department Of Municipal Affairs And Transport (Abu Dhabi)
Senior Project Advisor	Department Of Transport (Abu Dhabi)
Chief Executive Officer	Digi Robotics Technology
Network & Security Engineer	Diwan Of Royal Court (Oman)
CISO	Dolphin Energy
Senior Vice President Technology Security & Risk Management	Du Telecom
Head Of Information Technology	Dubai Air Navigation Services
CISO	Dubai Courts
Director Of Information Technology Department	Dubai Customs
Chief Executive Officer Office Manager	Dubai Data Establishment

Senior Manager Of Smart City Product Development And Solutions	Dubai Design District
Senior Engineer	Dubai Electricity & Water Authority
Director	Dubai Electricity & Water Authority
Senior Consultant	Dubai Electronic Security Center
Senior Manager - IT Systems & Security	Dubai Financial Services Authority
Head Of E - Health	Dubai Health Authority
Group Director Of Information Security	Dubai Holding
Vice President Information Security	Dubai Holding
Chief Information Security Officer	Dubai Municipality
General Director Of Smart Services Department	Dubai Police
Executive Director - Technical & Operations	Dubai Properties Group
Information Security Senior Admin	Dubai Public Prosecution
Chief Executive Officer	Dubai SME
Vice President IT	Dubai South
Director IT Department	Dubai Statistics Center
Information Technology Manager	Dubai Taxi Corporation
Chief Technical Officer	Dubai Technologies
Head Of Information Technology	Eagle Hills Properties
Head Of Payments	Easyjet
Information Security Engineer	Ebttikar Technology Company (KSA)
Group CISO	Ecobank
Security Operations Supervisor	Emaar Malls
Senior Analyst - IT Security	Emaar Properties
Head - Cyber Security Technology	Emirates Airlines
Director	Emirates Identity Authority
Head Of Information Technology Operations	Emirates Investment Authority
Head Of Group Cyber Security	Emirates NBD
Head Of Group Information Security	Emirates NBD
Head Of Information Security & Governance	Emirates Nuclear Energy
Director IT Systems	Emirates Post Group

IT Infrastructure Head	Emirates Steel Industry
Managing Director	Emrill Services Llc
Head Of Information Security Assurance	ENEC
Vice President Corporate Security	Etihad Airways
Vice President / Digital Marketing & Internet Of Things	Etisalat
Chief Executive Officer	Etisalat
Head Of Information Security	Expo 2020
Director Smart Site Technology Services	Expo 2020
Expert	Federal Competitiveness And Statistics Authority
Information Security Specialist	Federal Electricity & Water Authority (UAE)
Manager - Technology Risk	First Gulf Bank
Senior - It Internal Auditor	Flydubai
President Mea	Ford Motor Company
System Analyst	Federal Transport Authority (UAE)
Head Of Network & Systems Division	Fujairah Municipality
Information Technology Division	Gasco
CTIO	Gems Education
Computer Programmer	General Authority Youth & Sports Welfare
Manager It	General Civil Aviation Authority
Secretary Of Telecommunications - Cyber Security And Digital Society	Government Of Catalonia
Head Of Civtech	Government Of Scotland
Vice President	Gulf Capital
Principal ERP Specialist	H.H. Ruler's Court (Dubai)

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WHO CAME IN 2017

It Operations Director	Hamdan Bin Mohammed Smart University
Head Of Business Information Risk - Asia Pacific	HSBC
Co Founder	Hyperloop Transport Technologies
IT Operations And Infrastructure Lead	Islamic Affaris and Charitable Activities Department (UAE)
Chief Architect	IBM Middle East Fz Llc
Director General Of Strategic Planning	Information Technology Authority (Oman)
Technical Expert	Insurance Authority (UAE)
Director Of Smart Cities	Intel Corporation
Assistant Chief Executive Officer	Jordan Islamic Bank
Director - It	Khalifa University
Deputy Director Of Networks Administration	King Abdulaziz University
Director	Knowledge & Human Development Authority
Senior Computer Engineer	Kuwait National Assembly
Security Business Partner	Majid Al Futtaim Properties
VP - Audit	Mashreq Bank
Head Of Information Technology - Gulf	Metlife
Regional Director	Microsoft
Head Of Customer Happiness	Ministry Of Culture & Knowledge Development (UAE)
Telecommunication Engineer	Ministry Of Defense (Oman)
Security Engineer	Ministry Of Education (UAE)
CISO	Ministry Of Finance (KSA)
Expert Advisor - It / Security	Ministry Of Foreign Affairs & International Cooperation (UAE)

Informaiton Security	Ministry Of Health (KSA)
Computer Engineer	Ministry Of Justice (Kuwait)
Technical Manager	Ministry Of Labor (KSA)
Director Of Information Technology	Ministry Of Legal Affairs (Oman)
Senior Information Security Engineer	Saudi Arabia National Guard
Assistant Undersecretary For Administration & Finance Affairs	Ministry Of State For National Assembly Affairs (Kuwait)
Information Technology Manager	Ministry Of Transportation (Iraq)
IT General Manager	Ministry of Energy (KSA)
Information Technology Manager	Ministry of Education (KSA)
Project Director	Ministry of Foreign Affairs (UAE)
Director Of Smart Services Department	Mohammad Bin Rashid Housing Est.
Head Of Cybercrime Unit In Public Security	Ministry of Interior
Information Security Director	Public Security Department (KSA)
Director Of Customer Services	Ministry of Information
SVP & Head - Information Security & Risk	Mubadala
Chairman - ICT	National Assembly of Nigeria
Group Security Architect	National Bank Of Abu Dhabi
Group Chief Security Officer	National Bank Of Abu Dhabi
CISO	National Bank Of Fujairah
Group Chief Information Security Officer	National Bank Of Kuwait
Executive Director Of Operations	National Cyber Security Centre - (KSA)

Manager It	National Media Council
General Director	National Cyber Security Centre (KSA)
Director - Research & Development	National Qualifications Authority (UAE)
Chief Information Officer	Oasis Hospital
Information Technology Manager	Office Of HRH Princess Haya Bint Al Hussein
Director - It & Ism	Ooredoo
Chief Information Officer	OTE Group
Information Security Specialist	Public Authority of Manpower Register (Oman)
Senior Vice President	Parsons International Limited
Head Of Software Development	Public Authority for Radio and Television (Oman)
Head Of Information Technology	Petronash
Chief Digital & Data Officer	PWC
Chief Technical Officer	Qaiwan Group
General Manager	RAK Ceramics
Chief Executive Officer Corporate Technical Support Services	Roads & Transport Authority
Director Of Information Technology Security And Infrastructure	Rotana Hotel Management Corporation Pjsc
Chief Information Officer	Sanipex Group
Information Security Engineer	Saudi Arabian Monetary Authority
Information Security Specialist	Saudi Aramco
Information Technology Consultant	Standard Chartered
IT Security Director	Passport General Department (KSA)
Project Manager	Sharjah Directorate of Town Planning and Survey

Head Of Network & Infrastructure Section	Sharjah Economic Development Department
Information Security Manager	Ministry Of Finance (Oman)
Head Of Telecommunication Section	Sharjah Electricity & Water Authority
Information Technology Consultant	Sharjah Municipality
Chief Executive Officer	Smart Dubai Government Establishment
Director - Information Security Department	Smart Dubai Government Establishment
Assistant Director General	Smart Dubai Office
Information Security Manager	Souq.Com
Iot / M2M Service Development Specialist	STC Solutions
Vice President Of Product Development & Management	STC Solutions
Senior Director Strategy & Planning	Supreme Council For Energy (UAE)
Senior Manager	Tawazun
Director E - Gov Operations	Telecommunications Regulatory Authority
Ciso	The Commercial Bank Qatar
Head Of Defence And Security Committee	The National Assembly (Sudan Parliament)
Senior Director	Thuraya Telecommunications Company
Director Of Information Technology	Towers Rotana
Information Technology Manager	Transco
Team Lead	UAE Armed Forces
Network Security Engineer	UAE Navy
Vice President & Manager - ISRG	Union National Bank
Data Analytics Director	YouGov Mena

"It's our first time at the show and we were **thrilled** with the results; **we generated so many leads** to build on in coming months. Visitors came to our stand from UAE, Saudi, Kuwait, Pakistan and Iran. **We will surely be here in 2018**."

Joe Haddad, BitDefender

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WHY VENDORS LOVE THE SHOW

35% of visitors have an active RFP or purchasing requirement

"It's our first time at the show and we were **thrilled** with the results; **we generated so many leads** to build on in coming months. Visitors came to our stand from UAE, Saudi, Kuwait, Pakistan and Iran. **We will surely be here in 2018**."

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120+ exhibitors and many more brands trust us

91% of exhibitors intend to exhibit again

Over 300 government departments attended from across the world

42% of visitors are senior management or C-Level

7,350+ Attendees; 4,600 that don't attend any other show

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DON'T JUST TAKE OUR WORD FOR IT

"The exposure the event offers is **tremendous** and the kind of solutions and innovative technologies on display are truly unique."

Muzammil Shamim, **Al Naboodah Group Enterprises**

"This is our third year at the show and we are **amazed** with the numbers of visitors who approached our stand and were **willing to buy products on the spot**. The visitors came from all over the GCC. We will definitely book a stand for the 2018 edition."

Suzanne Ward, VP Marketing, Carbon Black

"With the increase in cyberattacks around the world, GISEC is the **perfect exhibition** with a high quality of exhibitors and speakers tackling cyber threats. The exhibition is growing in size but it already has all the components to be the biggest in the region and beyond."

Abdul Latheef, Airport Systems Manager, at Dubai Aviation ENG Projects

"It is a **great platform** for Lenovo to portray our security solution offerings to more than 6000 top security professionals and decision makers"

Russell Theron, **Lenovo** Regional Manager Gulf, KSA & Pakistan

"Having chosen GISEC as our entry-point into the UAE and GCC markets, we are impressed with the exhibition attendance and the level of engagement with potential clients and partners, as well as government agencies."

Shadi Alabdul Razak, Chief Technology Officer of **CyNation**, UK

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STAR SPEAKERS OF PREVIOUS SHOWS

KEVIN MITNICK, HACKER AND CYBER CONSULTANT

BRUCE SCHNEIER, CYBER EXPERT AND HARVARD ACADEMIC

ROBERT BIGMAN, FORMER CISO, CIA

NATALYA KASPERSKY, CO-FOUNDER, KASPERSKY LAB

DR AISHA BIN BISHR, DIRECTOR GENERAL, SMART DUBAI

BIPOP GRESTA, CO-FOUNDER, HYPERLOOP TT

DR LIAM FOX, UK SECRETARY OF STATE FOR INTERNATIONAL TRADE

FAISAL AL BANNAI, FOUNDER OF AXIOM TELECOM AND DARKMATTER

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WHAT'S NEW IN 2018

RED HAT CLINIC

For the first time ever, ethical hackers will be on site at a purpose built drop in centre for any visitor wanting to get some free pen-testing done on their company systems or devices.

BIG BASH

With so many people coming from abroad its about time we organised a big party on the opening night to get people socialising and experience the amazing nightlife of Dubai.

SECRET BRIEFINGS

Some things are best said behind closed doors, without recording devices and definitely without press in attendance. This show will see a series of secret briefings led by experts for focused audiences – invitation only.

CONNEXIONS PROGRAMME

With over half of our visitors looking to buy products imminently, we're launching a connexions programme – helping them identify the right vendors before they arrive and setting up meetings at their stand.

GENIUS TALKS PROGRAMME

We understand the unique talents employed by our exhibitors, that's why we're formalising all the on-stand talks they deliver into a three day agenda, and pushing the visitors to go and hear these geniuses talk.

TALENT SPOTTING

Looking to employ some seriously talented cyber and tech professionals? Then advertise your vacancies through our app and website for free – we will push the region's best talents in your direction.

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SPONSORSHIP PACKAGES AT A GLANCE

	Strategic Sponsor	Diamond Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Panel Sponsor	Secret Briefings	Lunch Sponsor	Big Bash Sponsor	X Labs Sponsor	Registration Sponsor	Lanyard Sponsors	Bag Sponsor
Cost of investment	AED 150,000	AED 125,000	AED 110,000	AED 85,000	AED 75,000	AED 37,000	AED 85,000	AED 115,000	AED 115,000	AED 30,000	AED 57,000	AED 50,000	AED 50,000
Keynote speaking slot	✓	x	x	x	x	x	x	x	x	x	x	x	x
Prime speaking slot	x	✓	✓	x	x	x	x	x	x	x	x	x	x
Speaking slot	x	x	x	✓	✓	x	x	x	x	x	x	x	x
Panel discussion	✓	x	x	x	x	✓	x	x	x	x	x	x	x
Workshop delivery	x	x	x	x	x	x	✓	x	x	x	x	x	x
Stage branding	✓	✓	✓	✓	✓	✓	x	✓	✓	✓	x	x	x
Event signage	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo on website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Mobile app branding	✓	x	x	x	x	x	x	x	x	x	x	x	x
Speech during party	x	x	x	x	x	x	x	x	✓	x	x	x	x
Free AAA conference tickets	8	6	4	3	3	2	2	4	4	1	1	1	1

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1-3 MAY 2018

2018 OFFICIAL GOVERNMENT CYBER SECURITY PARTNERS

2017 OFFICIAL PARTNERS

دبي الذكية
SMART DUBAI
HAPPY LIVING

شرطة دبي
DUBAI POLICE

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TOP DOG – STRATEGIC SPONSOR

There is no better package than this. The most visible, the loudest and most prominent. With strategic sponsorship you get the best speaking slot on either GISEC or IOTx, coupled with being the first stop on the VVIP grand opening and exhibition floor walk. You will enjoy brand domination – being firmly front of mind for all those buyers who come to the show in their thousands.

AVAILABLE: 1 for GISEC, 1 for IOTx

COST: AED 150,000

Pre-Show Promotion Print & Digital

- **Event Website** Logo on all pages with hyperlink to Sponsors Page
- **Event Website** Company brief on Sponsors Page
- **Event Website** Rotating Web Banner on preferred subpage (provided by client)
- **E-Newsletter** Static sponsored web banner in event EDMs
- **E-Newsletter** Exclusively sponsored EDM - E Newsletter provided by Sponsor
- **E-Newsletter** Logo inclusion in generic show EDMs (distributed to 400,000+ contacts)
- **E-Newsletter** Logo inclusion on dedicated Conference or relevant feature EDMs
- **Show Preview** Logo inclusion (distributed to 400,000+ contacts)
- **Social Media Facebook Headline Cover** Sponsor to provide artwork / DWTC to approve content
- **Social Media Post Facebook** Sponsor to provide artwork and content / DWTC to approve content
- **PR** Testimonial from Senior Executive
- Recommendation for inclusion in the official show press conference
- Official Press Conference back drop panel branded
- **Show Preview** Logo inclusion (distributed to 6,000+ contacts)
- **Show Adverts** Logo inclusion in magazines and newspapers distributed to 30+ countries
- **Media & Exhibitor Badges** Logo inclusion
- **Media Lanyards** Logo inclusion Distributed to 100+ media
- **Conference delegate / speaker / media packs flyer inclusion** - Sponsor to cover cost of producing flyer
- **Show Catalogue** Logo inclusion
- **Visitor Trade Ticket** Logo inclusion on sponsors page

Onsite Promotion Print & Digital

- **Visitor Trade Ticket** Prominent Logo Inclusion
- **Conference Brochure** Logo inclusion distributed to 1000+ contacts
- **Exhibitor Badges given free of charge** access to Exhibition only
- **Meetings** facilitation of meetings pending interest from buyer
- Thank You Sponsors' board across show floor - Logo inclusion
- Suggested inclusion in VIP route
- **Conference** Onstage branding for either IoTX and / or GISEC
- "**Conference** Delegate table flag branding, distribution of collateral including giveaways
  Sponsor to cover the cost of production and supply of giveaways "
- **Conference** All Access Delegate Passes
- **Conference** Recognition during Opening Keynote by Chairperson
- **Conference** Speaking Opportunity:
- **VIP Majlis or Buyer Passes** Unlimited number for your CXO buyers only
- **VIP Majlis or Buyer's Lounge** Logo or branding inclusion / DWTC to produce lounge
- **Breakfast Briefings** Invite for Senior Executive (non sales)
- **Website** Logo on Start Up Movement subpage of IoTX / GISEC website
- **Post Event Report** Logo inclusion
- **Dedicated EDM thanking visitors & promoting sponsor** Sponsor to provide final EDM copy and artwork
- **Website Hyperlinked Logo on Event Website** upto 3 months post show

His Excellency Lieutenant General Dahi Khalfan Tamim, Head of Security for the Emirate of Dubai, and Brigadier Khaled Al Razooqi, Director General, Smart Services, Dubai Police, open GISEC and IOTx 2017

POWER PLAYERS – DIAMOND & PLATINUM SPONSORS

Two of the most powerful sponsorship options available. These give you outstanding visibility, and premium speaking slots during the conferences. Less prominent than Strategic Sponsorship, but nevertheless positioned so you will remain front of mind when those end users who participate in the show go back to their companies. Both packages are the same, except Diamond guarantees a morning speaking slot, soon after the Strategic Sponsor's speaking slot. The Platinum speaking slot will be the best available after Strategic and Diamond.

DIAMOND

AVAILABLE: 2 for GISEC, 2 for IOTx

COST: AED 125,000

PLATINUM

AVAILABLE: 3 for GISEC, 3 for IOTx

COST: AED 110,000

Pre show and Onsite Promotion include:

- **Event Website** Logo on all pages with hyperlink to Sponsors Page
- **Event Website** Logo inclusion on Sponsors Page or Relevant Feature Page
- **Event Website** Company brief on Sponsors Page
- **Event Website** Rotating Web Banner on preferred subpage (provided by client)
- **E-Newsletter** Static sponsored web banner in event EDMs
- **E-Newsletter** Exclusively sponsored EDM - E Newsletter provided by Sponsor
- **E-Newsletter** Logo inclusion in generic show EDMs (distributed to 400,000+ contacts)
- **E-Newsletter** Logo inclusion on dedicated Conference or relevant feature EDMs
- **Show Preview** Logo inclusion (distributed to 400,000+ contacts)
- **Social Media Facebook Headline Cover** Sponsor to provide artwork / DWTC to approve content
- **Social Media Post Facebook** Sponsor to provide artwork and content / DWTC to approve content
- **Recommendation for inclusion in the official show press conference**
- **Show Preview** Logo inclusion (distributed to 6,000+ contacts)
- **Show Adverts** Logo inclusion in magazines and newspapers distributed to 30+ countries
- **Show Catalogue** Logo inclusion
- **Visitor Trade Ticket** Logo inclusion on sponsors page
- **Conference Brochure** Logo inclusion distributed to 1000+ contacts
- **Exhibitor Badges given free of charge** Access to Exhibition only
- **Meetings:** facilitation of meetings pending interest from buyer
- **Thank You Sponsors' board across show floor** Logo inclusion
- Suggested inclusion in VIP route
- **Conference:** Onstage branding for either IoTX and / or GISEC
- **Conference:** Delegate table flag branding, distribution of collateral including giveaways
- **Conference** All Access Delegate Passes
- **Conference** Speaking Opportunity
- **VIP Majlis or Buyer Passes** Unlimited number for your CXO buyers only
- **VIP Majlis or Buyer's Lounge** Logo or branding inclusion / DWTC to produce lounge
- **Breakfast Briefings** Invite for Senior Executive (non sales)
- **Website** Logo on Start Up Movement subpage of IoTX / GISEC website
- **Post Event Report** Logo inclusion
- **Dedicated EDM thanking visitors & promoting sponsor** Sponsor to provide final EDM copy and artwork

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2018 OFFICIAL GOVERNMENT CYBER SECURITY PARTNERS

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DUBAI POLICE شرطة دبي

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THE INFLUENCERS – GOLD, SILVER & PANEL SPONSORS

You don't want to make a big investment, but you still want to get your message across. These packages get you on the speaking faculty – Gold and Silver offering you a presentation on stage; Panel sponsor ensuring you sit with a group of expert end-users that we've put together to create a fantastic discussion.

In either case, don't worry about the conference room getting empty by the time your speech comes up – in 2017 we had full rooms right until the end of the day – for both GISEC and IOTx.

You may not get the glam and the glitz of the previous packages, but you'll be positioned as a thought leader, in front of many of your prospective clients.

GOLD
AVAILABLE: 2 for GISEC, 2 for IOTx
COST: AED 85,000

SILVER
AVAILABLE: 2 for GISEC, 2 for IOTx
COST: AED 75,000

PANEL
AVAILABLE: 4 for GISEC, 4 for IOTx
COST: AED 37,000
Does not include individual speaking slot – you will share the stage for 45minutes with at least two other panelists.

With Dubai Police as official supporters of GISEC and IOTx in 2017, Brigadier General Khaled Al Razooqi unveiled the new Dubai Police RoboCop – a news story that would go viral and receive over 3.5million views

Pre show and Onsite Promotion Include:

Event Website Logo on all pages with hyperlink to Sponsors Page	**Visitor Trade Ticket** Logo inclusion on sponsors page
Event Website Logo inclusion on Sponsors Page or Relevant Feature Page	**Conference Brochure** Logo inclusion distributed to 1000+ contacts
Event Website Company brief on Sponsors Page	**Meetings** facilitation of meetings pending interest from buyer
E-Newsletter Exclusively sponsored EDM - E Newsletter provided by Sponsor	**Thank You Sponsors' board across show floor** Logo inclusion
E-Newsletter Logo inclusion in generic show EDMs (distributed to 400,000+ contacts)	**Conference** Onstage branding for either IoTX and / or GISEC
E-Newsletter Logo inclusion on dedicated Conference or relevant feature EDMs	**Conference** Holding Slides in between presentations
Show Preview Logo inclusion (distributed to 400,000+ contacts)	**Conference** All Access Delegate Passes
Social Media Facebook Headline Cover Sponsor to provide artwork / DWTC to approve content	**Conference** Speaking Opportunity
Social Media Post Facebook Sponsor to provide artwork and content / DWTC to approve content	**Market Labs** Speaking Opportunity
PR 1 x mention in Press Release (pending approval by DWTC)	**VIP Majlis or Buyer Passes** Unlimited number for your CXO buyers only
Show Preview Logo inclusion (distributed to 6,000+ contacts)	**Post Event Report** Logo inclusion
Show Adverts Logo inclusion in magazines and newspapers distributed to 30+ countries	**Website: Hyperlinked Logo on Event Website** upto 3 months post show
Show Catalogue Logo inclusion	

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BEHIND CLOSED DOORS – SECRET BRIEFINGS

How would you like to get at least 25 of your most important potential prospects in a room for 90minutes and show them how talented your company is?

Sometimes, what you have to say is too sensitive for an open forum, or your message is so focused its better for you to have 25 of the *right* people in the room, rather than a larger audience.

In 2017 we called these Breakfast Briefings or Lunch Briefings, and they proved so popular they sold out. The concept is simple – we provide a meeting room, you provide a superstar speaker with something end users really want to learn about. We then deliver at least 25 senior end users to your meeting for the 90min briefing. We'll agree with you before signing whether your audience focus is realistic – you may only want to meet Government or Banks; we can accommodate most variations because of our 400,000 strong database powered by the world's 3rd largest tech exhibition, GITEX.

SECRET BRIEFINGS

AVAILABLE: 6 for GISEC, 6 for IOTx

COST: AED 85,000

Does not include individual speaking slot at conference – you will share the same branding benefits as Gold, Silver and Panel on the previous page

Mark Hughes, Global CEO of BT Security, delivers a closed-door briefing to senior IT Security professionals from industry and government across the GCC

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SOUL OF THE PARTY – LUNCH & BIG BASH SPONSORS

One of the most frequently asked questions from visitors and exhibitors alike is "so what are we doing this evening" – that's why for the fist time we are launching a big bash evening party to go with the already popular delegate lunch for 600 people.

Dubai is one of the most vibrant and exciting cities in the world and has a truly outstanding nightlife. As this is GISEC's 5th birthday, we want to ensure the senior attendees who travel from abroad get the opportunity to let down their hair and party one evening – and there's few better ways to do business than to relax after a hard day of pitching and prospecting, than to talk in a comfortable and fun setting.

With the lunch – all delegates and VIPs get access, and so you'll be positioned as the company who provided a delicious spread. Your literature and giveaways will be distributed and you'll have brand domination in the dining room.

With the big bash, we'll let you choose the venue and provide the refreshments. We'll guide you through it and ensure all visitors – especially the most senior – know its an official function and that they should attend and let their hair down. If you'd like to provide entertainment or give a small speech during the bash you're all the more welcome.

LUNCH SPONSOR

AVAILABLE: 1 for whole show

COST: AED 115,000

Does not include individual speaking slot at conference – you will share the same branding benefits as Gold, Silver and Panel Sponsors

BIG BASH SPONSOR

AVAILABLE: 2 for whole show

COST: AED 115,000

Does not include individual speaking slot at conference – you will share the same branding benefits as Gold, Silver and Panel Sponsors

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MAKING NOISE – X LABS SPONSORS

The picture shows X Labs at the 2017 GISEC IOTx show, oversubscribed with standing room only at the back

With 4 out of 5 attendees telling us they come to the show to listen the free talks, then the X Labs is one of the strongest opportunities to get your brand across to thousand of our delegates.

For the third consecutive year we are repeating the X Labs – free talks delivered by experts, given throughout the day. Most of the talks take a technical angle with speakers coming from expert vendor companies. Nevertheless this doesn't stop a full audience with standing room only.

X LABS SPONSOR

AVAILABLE: 3 for whole show

COST: AED 30,000

Does not include individual speaking slot at conference – you will share the same branding benefits as Gold, Silver and Panel Sponsors. Includes 2 X labs presentations (30 minutes each)

SPEAK AT THE X LABS (30 MIN SPEECH)

AVAILABLE: 24 for whole show

COST: AED 5,000

Includes no sponsorship branding benefits

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FIRST CONTACT – LANYARD, BAG & REG SPONSOR

7,350 delegates all have to walk through the front doors, past registration. They carry show bags around the floor with them, and the last thing they see of the show is normally when they take off their badge on the way home – to see the lanyard branded with a company name.

If branding and visibility is as important to you as thought leadership, then the three most visible options outside the conference rooms are lanyards, bags and the registration counters – all attendees look at them, multiple times a day, and that could be your company logo that leaves that lasting impression.

REGISTRATION (PRE-REG AND ONSITE)
AVAILABLE: 1 for whole show
COST: AED 57,000

BAG SPONSOR
AVAILABLE: 1 for whole show
COST: AED 50,000

BAG SPONSOR
AVAILABLE: 1 for whole show
COST: AED 50,000

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شرطة دبي

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PRIME REAL ESTATE – EXHIBITION PRICES

Space only (per SQM) (min 25m2)	AED	2,000.00
Double Decker surcharge (per SQM)	AED	915.00
Shell scheme (per SQM) (9-12m2 only)	AED	2,315.00
Pod Packages (4m2)	AED	13,650.00

Only for Startups

Compulsory additional fees:

Insurance	AED	580.00
Enhanced internet listing	AED	1,000.00

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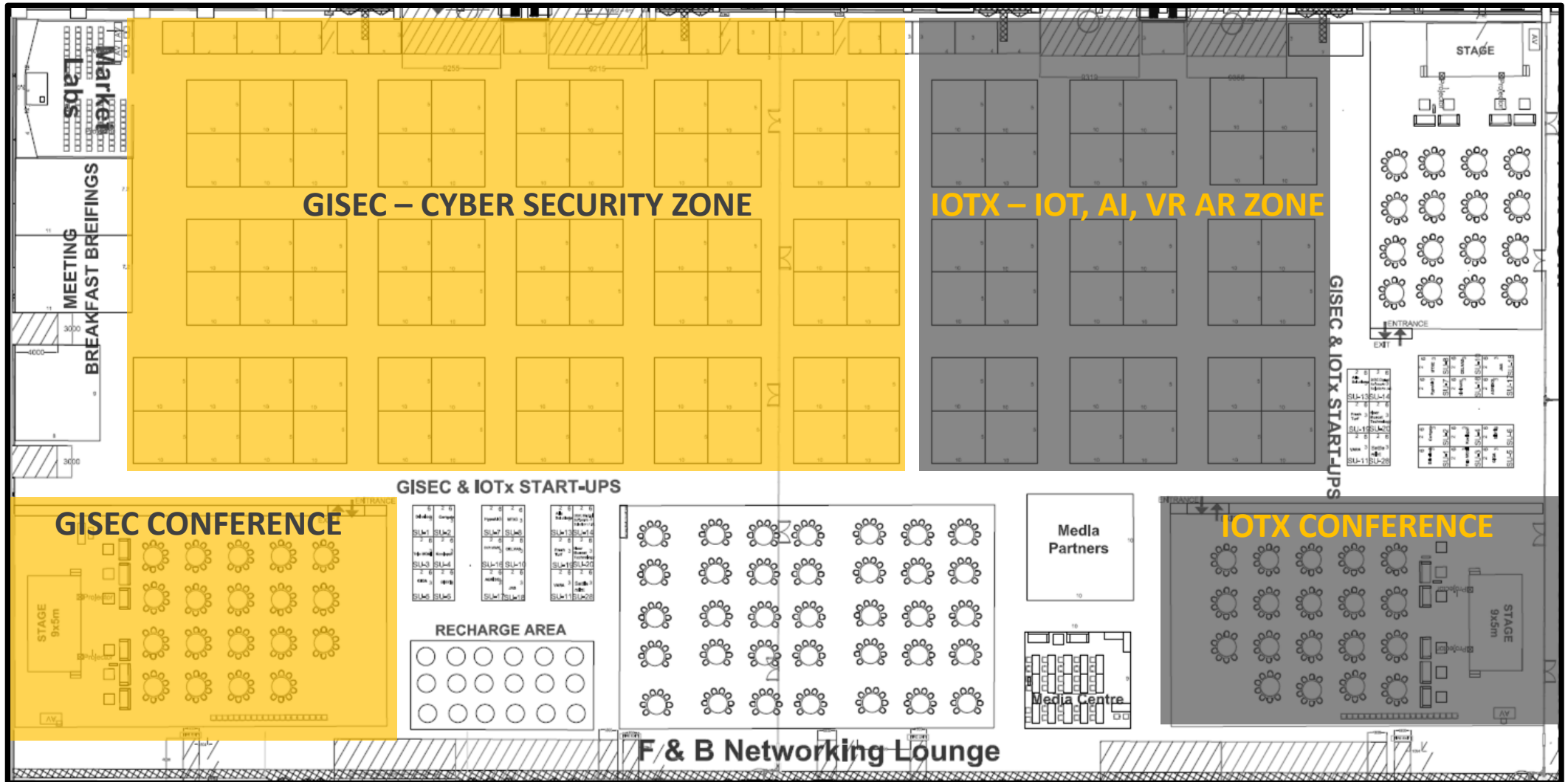
YOUR WORLD FOR 3 DAYS

=100M2
4X 25M2



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JOIN THE GENIUS PROGRAMME

At the 2017 show, one of the highlights were the amazing on-stand demonstrations and talks delivered by our exhibitors. This year, we want to formalise these and ensure if you're planning to deliver small seminars or demos you get as big an audience as possible.

The one thing about GISEC and IOTx is our vendors employ geniuses – and our visitors love to listen to them speak. That's why we're going to encourage you to build within your stand a small lecture or demo area. Once your series of talks are decided, send the topics to us and we will create a digital programme online and in app for all visitors to follow and get notifications when your talk is happening.

Conrad Prince, UK Cyber Ambassador and former Deputy Director (Head of Operations) at UK intelligence agency GCHQ, delivers a speech at GISEC 2017

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