



**THE HEART. THE HUB.  
YOUR HEADSTART.**

19 - 22 October 2015  
Dubai World Trade Centre, UAE  
[www.infocomm-mea.com](http://www.infocomm-mea.com)



**As the MENA region strides ahead with economic diversification, InfoComm MEA is gaining traction as a vital corollary, bringing together users and purveyors of communication technologies, and presenting technological advancements to the region, to 'fast-pace' the process.**

InfoComm events consistently see the convergence of brand leaders from all over the world and the best clients from the region, making it an effective launchpad for new technologies and platform for knowledge exchange. Located in Dubai, the heart of business development, InfoComm MEA 2015 offers you a strong headstart in the MENA markets, now at the cradle of pro-AV growth.

## **MEDIA REVIEWS**

### **InAVate, October 2014**

The increased positivity surrounding this year's event demonstrates a region hungry for knowledge and with money to spend.

### **Installation, November 2014**

There were three key signs this year that (InfoComm MEA) is growing in significance in the tradeshow calendar. There was a higher proportion of specially built stands; there were more manufacturers' reps on distributor stands; and there were a number of new product launches on the show floor.

## MENA: A region at its frontier, a hub for your AV solutions business



The region is focused on developing its non-oil industries, to reduce the impact of crude oil price fluctuations. Economic diversification is a long-term goal. Several countries are already spending heavily on infrastructural facilities, to meet rising demands for transportation, tourism and hospitality, education, health and defence – generating huge opportunities for pro-AV and IT usage.

Market analysts also point to the rising pool of entrepreneurs investing in technology as new drivers of the region's economic growth. The young talent pool who are fast adopters of technology are more and more motivated, and enabled, to carve out their own path to success, prompting some analysts to forecast that the Middle East will be "the treasure trove of economic prosperity in the forthcoming two decades."

Indeed, the first ever MENA CFO Strategies Index report, unveiled in 2014, showed that 79% of the region's chief financial officers expressed confidence in the Gulf economies, and indicated their clear intention in the use of technology to further their strategic objectives.

Specifically, InfoComm International® ranks the Middle East pro-AV market among the fastest growing in the world, forecast to reach US\$4.63 billion by 2016 from US\$2.79 billion in 2012. This growth is driven largely by mega projects that are occurring in various parts of the region, including hotels, malls, entertainment complexes and transportation hubs in preparation for the much-awaited 2020 World Expo in Dubai and the 2022 FIFA World Cup in Qatar.

Make a headstart in the burgeoning MENA market at InfoComm MEA 2015, where you can convert opportunity to certainty.



## InfoComm MEA: The heart of the AV communications in MENA

Experience the positive effects of the amalgamation of the best in the information communication industry. Meet customers and businesses that see the benefits in the solutions and technologies you have to offer. Partner with trade channels that can create great successes as you step into the region. At InfoComm MEA 2015.

The 4th edition of InfoComm MEA in 2014 clearly affirms its success in reaching out to trade professionals, as well as current and potential end users across multiple sectors. Audio-Visual trade members who visited the Show grew steadily from 8 per cent at InfoComm MEA's first event in 2011 to 14% - plus a hefty 26% from the IT channels - out of a total of 14,233 visitors in 2014. This signals a potential surge in AV penetration in the region, especially as IT and AV technologies are fast merging to create more effective solutions.

Consolidate your brand presence and gain a firm foothold in this 'young' market. Join the growing number of industry leaders as they showcase and demonstrate their latest products at InfoComm MEA 2015 Trade Exhibition and Summit.



## EXHIBITORS: Premier networking event

"This is the best InfoComm MEA event ever. The number of visitors and quality of leads generated surpassed our expectations. There are dedicated groups of people who came specifically to visit us in this event with projects at hand."

### Ron Schouwenburg

Trade Show and Event Manager, Mitsubishi Electric

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"We had a fantastic reception, taking over 500 serious enquires and project briefings. InfoComm MEA is the premier exhibition and networking event in the region, which is why we chose to launch our 1.2 mm LED display at the show."

### Steve Scorse

Vice President, EMEA, SiliconCore

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"We have seen and talked to the people that matter in the industry. Moving forward, this will be the right show for us."

### Alex Asante Yeboah

Sales Manager, Glux Tech (Shenzhen) Co Ltd

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## VISITORS: Dedicated and focused platform

"InfoComm MEA has been an important event for the region. The event also helps us greatly to network with the industry makers, as also to understand its dynamics which is otherwise difficult."

### Chadi K Foury

Founder-Director, Smartentity, Kuwait

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"We come here to see latest solutions; and we are able to see that. InfoComm MEA is growing; in both its content and companies, as well as people coming to see it, which is good for the industry in the region."

### Rufas Maina

AV Consultant, Pillar Audio Visual Services, Kenya

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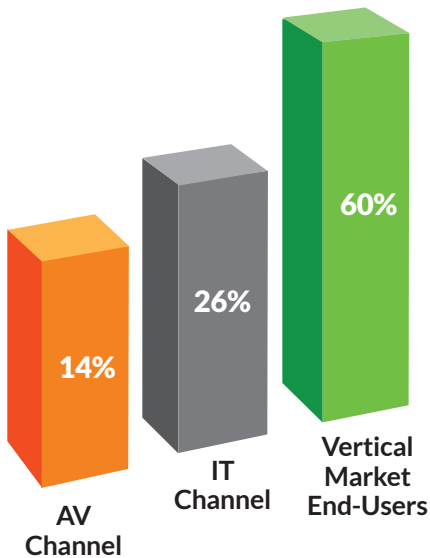
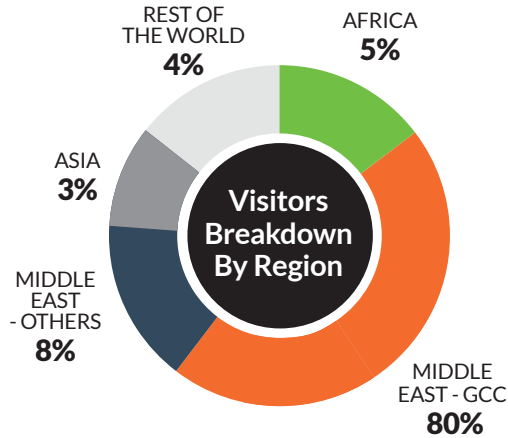
"We have a couple of projects at hand and have spent all days at InfoComm MEA meeting up with potential suppliers. We are very glad that there is such a dedicated and focused platform for the industry to congregate, meet up and discuss about potential market development."

### Chris Hellmuth

Managing Director, VIVID Audiovisual Media

**INFOCOMM MEA 2014**  
Attendance Overview

**14,233**  
UNIQUE VISITORS



**VERTICAL MARKET END-USERS**

Broadcasting/Telecommunications	11%
Building/Facility Management	4%
Business/Corporate	11%
Defence	3%
Education	8%
Entertainment & Leisure	8%
Finance & Banking	3%
Government	8%
Healthcare	3%
Hospitality	5%
Media/Advertising	8%
Meetings/Events/Conventions	7%
Museum	2%
Retail	4%
Security	6%
Transportation	3%
Worship	2%
Others	4%

**AV CHANNEL**

AV Consultant	24%
AV Systems Integrator	32%
Manufacturer of AV Equipment, Systems and Solutions	11%
Manufacturers' Representative (Distributor, Dealer)	18%
Rental / Staging Contractor	9%
Others	6%

**IT CHANNEL**

IT Systems Design and Installation	58%
Manufacturers' Representative (Distributor, Dealer)	33%
IT Manufacturer	9%

## ORGANISERS: FOR THE INDUSTRY, BY THE INDUSTRY

InfoComm MEA 2015 is jointly organised by InfoCommAsia Pte Ltd and Dubai World Trade Centre. The event is co-located with the GITEX Technology Week.

### InfoComm Asia Pte Ltd is the Asia Pacific regional subsidiary of InfoComm International®.

InfoComm International® is the international trade association of the professional audiovisual and information communications industries. Established in 1939, InfoComm's 5000 members including manufacturers, systems integrators, dealers and distributors, independent consultants, programmers, rental and staging companies, end-users and multimedia professionals from more than 80 countries.

InfoComm International is the leading resource for AV market research and news. Its training and education programs, along with its separately administered Certified Technology Specialist (CTS) and corporately administered Certified Audiovisual Solutions Provider (CAVSP) company credentials, set a standard of excellence for AV professionals.

InfoComm International is the founder of InfoComm, the largest annual conference and exhibition for AV buyers and sellers worldwide. InfoComm also co-sponsors the Integrated Systems show in Europe and Russia and the InfoCommAsia shows - InfoComm China, InfoComm India and InfoComm MEA.

Additional information is available at [www.infocomm.org](http://www.infocomm.org).

GITEX Technology Week is professionally managed and hosted by the Dubai World Trade Centre (DWTC), which provides more than three decades of experience in delivering world-class events in the Middle East, featuring local, regional and international exhibitors with unmatched expertise and in-depth market knowledge. The extensive portfolio of leading trade and consumer brand events includes GITEX Technology Week, Gulfood, Dubai Internal Boat Show and Dubai International Motor Show.

The DWTC's commitment to ongoing innovation within the exhibition industry has supported the rapid growth and development of a wide range of business-to-business and business-to-consumer shows, and delivered consistent satisfaction to exhibitors and visitors. DWTC works with the leading trade bodies and industry associations to ensure that all exhibitions deliver full value, and are built upon the real needs of their specific sector.

Additional information is available at [www.dwtc.com](http://www.dwtc.com).



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Jointly organised by:

**InfoCommAsia**



Co-located with:



## GET YOUR HEADSTART.

@ InfoComm MEA 2015, where partnerships are forged, business deals are sealed.

### EXHIBITOR PROFILE

- Audio & Video Technologies
- Audio, Video, Data Conferencing Equipment
- Cable, Connectors & Switchers
- Command & Control Systems
- Digital Signage
- Display Monitors & Screens
- Home Networking & Automation
- Electronic & Interactive Whiteboards
- Presentation & Training Equipment
- Public Address & Intercom Systems
- Projection Technology
- Rack & Mounting Solutions
- Signal Management & Processing
- Systems Integration Services

### VISITOR PROFILE

#### Trade & Channels

- Systems Integrators
- Design Consultants
- Distributors & Dealers
- Rental & Staging Companies

#### Institutional End-Users

- Architectural Design & Building
- Business / Corporate / IT
- Broadcast / Video
- Education & Training
- Entertainment & Performing Arts
- Government & Military
- Healthcare
- Hotels & F&B
- Integrated Resorts, Theme Parks, Sports Arenas
- Legal
- Meetings & Events
- Museums
- Retail
- Sales, Marketing & Advertising
- Transportation
- Worship

## PARTICIPATION FEES

### EXHIBIT SPACE RATES (per sqm) (min 12 sqm)

	MEMBERS	NON-MEMBERS
<b>Standard bare space rate</b>	USD 447 / AED 1,630	USD 481 / AED 1,755
<b>Loyalty bare space rate*</b>	USD 390 / AED 1,420	USD 417 / AED 1,520
<b>Shell scheme package**</b>	USD 65 / AED 235	USD 65 / AED 235

All prices exclude mandatory insurance of USD 164 / AED 600 per booth.  
This coverage can be upgraded through the appointed broker directly.

### Double Storey Surcharge

Additional double storey bare space rental rate  
of up to 50 sqm in size

USD 135 / AED 490

Additional double storey bare space rental rate  
exceeding 50 sqm in size

USD 108 / AED 390

\* To qualify for Loyalty Rates, exhibitors must have participated in InfoComm MEA 2014

\*\* Shell scheme package does not include bare exhibit space.  
Please contact us for details for shell scheme provisions.



# BOOK YOUR BOOTH

## @ InfoComm MEA 2015

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