

INTEGRATE

M I D D L E E A S T

— 16-18 MAY 2023

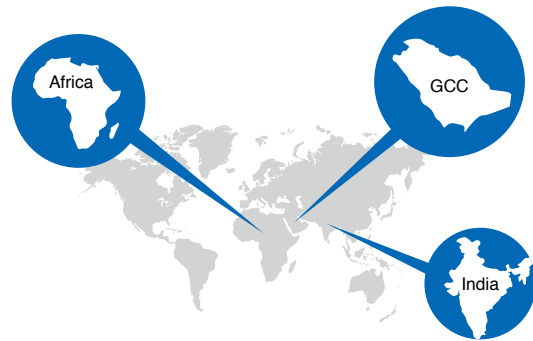
The premier forum and sourcing platform for the global professional AV & Media Technology community, connecting technology leaders with integrated solution buyers from the intersecting worlds of Education, Media, Entertainment, Hospitality, Retail, Real Estate, and Communications

www.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).



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



EXPO CITY DUBAI

GUGGENHEIM
Museum



PIXEL
Real Estate



CAPITAL MED
City



New projects are key drivers for integrated solutions

DIGITAL SIGNAGE

7.7% CAGR
2022-2030

EDTECH

7 Billion USD MENA
Market Value By 2027

KEMPINSKI
Floating Palace



QIDDIYA
Entertainment



NAVI MUMBAI
International Airport



MEDIA &
ENTERTAINMENT

7.4% CAGR
2021 to 2026

VIDEO
CONFERENCING

12.9% CAGR
2021-2027

ENTERTAINMENT
District



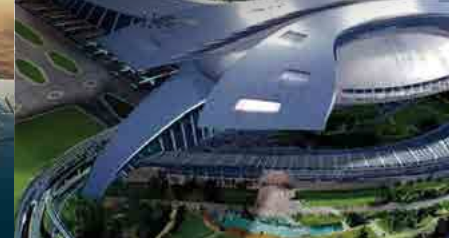
YAS CREATIVE
Hub



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

AV, IT and OT Integration for Truly Smart Buildings

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

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

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



Arno Buskop
Global Data and Technology Director
Kinetic Worldwide

Arno is an industry pioneer in programmatic (D)OOH



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



Joe Way
Director of Learning Environments
University of Southern California

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



Tim Jacobs
COO
HQWS

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



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⁺
Global Exhibitors



Start Up Pitch Competition



EXHIBITOR CATEGORIES



EARLY MOVERS - INDUSTRY LEADERS ARE ON BOARD



Abdunnassir 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

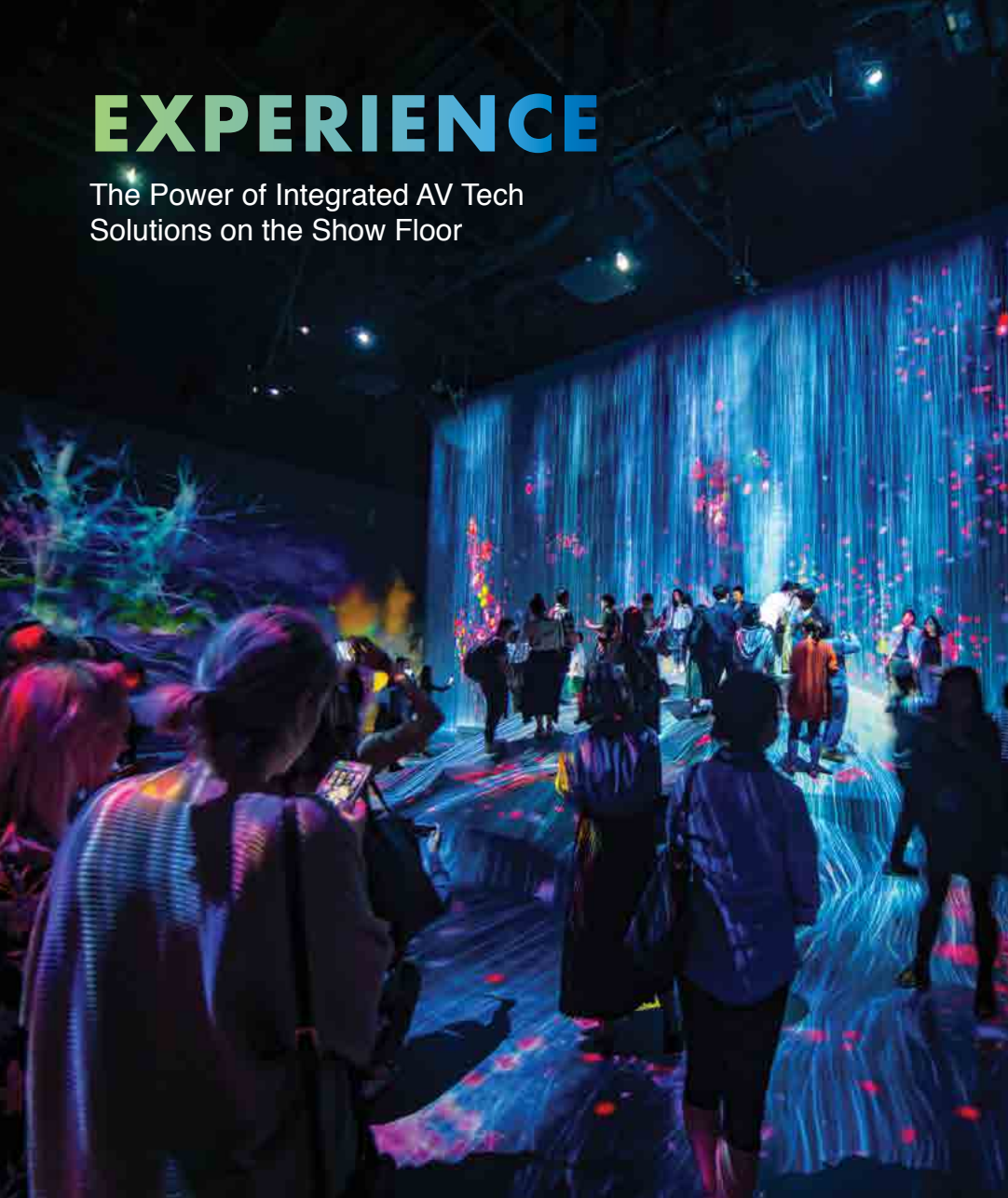
Provision AVL

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



INTEGRATE
MIDDLE EAST

**BUILT ON
SYNERGIES**

CABSAT already attracts more than

1,500

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

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

www.integrateme.com
www.integrateme.com
www.integrateme.com
www.integrateme.com
www.integrateme.com
www.integrateme.com
www.integrateme.com
www.integrateme.com
www.integrateme.com
www.integrateme.com
www.integrateme.com
www.integrateme.com
www.integrateme.com

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

INTEGRATE
MIDDLE EAST

**GET IN TOUCH
WITH US:**



Massimiliano Pipino
Sales Manager



+971 4 308 6012



Massimiliano.Pipino@dwtc.com



Rajendra Salgaonkar
Sales Manager



+971 4 308 6552



Rajendra.Salgaonkar@dwtc.com