



# FUTURE IT SUMMIT 2019

DECODING THE FUTURE



# CATALYSTS AWARDS 2019

RECOGNIZING EXCELLENCE

**13th MARCH, 2019**  
The Armani Hotel Burj Khalifa



BROUGHT BY

**GEC** MEDIA

OFFICIAL MEDIA PARTNER

**Enterprise**  
CHANNELS MEA

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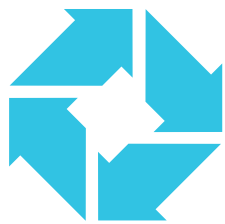


Enterprise Channels MEA



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# FUTURE IT SUMMIT 2019

DECODING THE FUTURE



# INNOVATION. DISRUPTION. TRANSFORMATION

2018 has been the year of fearless innovation. Major disruptions that redefined the Middle East and Africa IT industry portrayed how innovation in technology was embraced with full might and how they helped organizations to set themselves a league apart in seamless customer service delivery.

Marked as one of the benchmark IT Summit in the region, The Future IT Summit 2019 is dynamism personified. Scaling up further, the event would witness the coming together of 300+ leading technology and business decision makers from the region's leading government sectors and most coveted private sectors to discuss the existing and emerging realities in digital transformation.

## TARGET AUDIENCE

- CIOs, CDOs, CTO, CEOs, CFO
- Chief Digital Officer, Chief Transformation Officer
- IT Director, VP of IT, GM of IT, Head of IT Department
- IT Managers, IT Excellence, IT Network and Data Center Managers
- Project Managers

A black and white photograph of an hourglass resting on a wooden surface. The hourglass is positioned on the left side of the frame, with its glass bulbs and metal frame visible. The wooden surface has a prominent grain pattern. The background is a soft, out-of-focus light gray.

**AGENDA 2019**  
**TO BE  
ANNOUNCED  
SOON**



# TIMELINE

## VENUE

Burj Al Arab

## KEY ATTRACTIONS

MOE Patronage, Top 10 IT Companies to work for; GCC's Digital Agenda and Readiness

## VENUE

Al Falak Ballroom, Burj Al Arab

## KEY ATTRACTIONS

Titans Badge of Honor,  
Readiness of GCC Region in Adapting Third Platform Technologies Specially Cloud

## SPEAKERS

**Shaikh Salman Bin Mohammed Al Khalifa**, General Director of IT, IGA Bahrain

**Dr. Hani Al Zaid**, CIO, Saudi Shura Council, KSA

## VENUE

Armani Hotel, Burj Khalifa

## KEY ATTRACTIONS

Cloud and Internet of Things

## SPEAKERS

**Hussam Juma**, Director of Enterprise Architecture and Business Process, Dubai Customs

**Yahya Al Mawali**, ICT Advisor, TRA Oman

## VENUE

The Address, Downtown, Dubai

## KEY ATTRACTIONS

Hybrid Cloud Market

## SPEAKERS

**Simon Bradford**, Cloud Technologies Director, Microsoft Public Sector MEA

**Dr. Tamer Aboualy**, Security Practice Lead, IBM Security MEA

# ATTENDEES

216

YEAR  
2018

135

YEAR  
2017

120

YEAR  
2016

100

YEAR  
2015

# ABOUT US



GEC Media Group is a Middle East and Africa based leading Media house, specialized in ICT publications, events marketing and communications services. We have publications – Enterprise Channels MEA, Cyber Sentinels, The Titans. Driven by a young and dynamic editorial team with experience in technology and media, our publications blends the best coverage of the region. We help maximize the value of our customers' assets through our knowledgeable workforce and provide a one-stop diversified global service for high-value business matching publications, quality market news and online trading networks.

**Enterprise**  
CHANNELS MEA

CYBER SENTINELS

THE 2018 TITANS

**bizgolf**

**BUSINESS**  
TRANSFORMATION



## OUR STRENGTH IN NUMBERS

1.2MN

Impressions of  
Enterprise Channels  
Digital Issue

63%

Of readers will use  
Enterprise Channels MEA  
as a reference to buy  
products

12,632+

Copies of ECMEA  
every month to our  
target audience

34,896

Will be readership as each  
copy will be passed onto  
three people at least.

4500

SENIOR IT MANAGEMENT, LEADERS AND END USERS  
FOLLOWING US IN DIFFERENT SOCIAL MEDIA

# EXPERT SPEAKERS OF 2018



ABDULLAH AL RAQADI,  
Director General - IT,  
Ministry of Health - Oman



ABUBAKAR ARSHAD,  
Cyber Security Advisor,  
TRA Bahrain



ESAM ALFALASI,  
IT Director,  
Ministry of Economy



JUAN JOSE DE LA TORRE,  
Digital Transformation Leader,  
IBM



KEVIN ASHBY,  
Partner Marketing Advisor,  
Microsoft



MOHAMMED MAHNASHI,  
ICT Consultant,  
Ministry of Finance Saudi



MOHAMMED AL TAMIMI,  
Regional Director ME,  
Rubrik



ROB VAN STRATEM,  
Executive VP,  
SAI Global



SAEED KHAN,  
Vice President & Head - Sales,  
AGC Networks



SAMER SEMAAN,  
Distribution Manager - Gulf &  
UAE, Dell EMC





# CATALYSTS AWARDS 2019

RECOGNIZING EXCELLENCE





# CATALYSTS AWARDS 2019
























It's time to put the spotlight on 'The Person'!

Oxford dictionary defines Catalysts as 'A substance that increases the rate of a chemical reaction without itself undergoing any permanent chemical change'. True to all its sense, be it chemistry or the industry. Behind every successful organization, there is a person who thoroughly pushes his/her limits to achieve excellence that goes beyond horizons. But often as companies get the limelight, these people are seen missing on the spotlight.

So here we are. Catalyst— the first of its kind award ceremony in the IT media world, carrying forward its legacy of last 3 years, we will once again recognize and honor the trailblazers in the industry who have been uplifting the brand and reputation of their respective organizations in the market and truly acting as 'CATALYSTS' in the ever-changing market landscape.



# PARTNERS IN FITS 2018

PLATINUM PARTNER		STRATEGIC DIGITAL TRANSFORMATION PARTNER		STRATEGIC PARTNER	
 					
EXCLUSIVE GRC PARTNER	EXCLUSIVE SECURE IDENTITY SOLUTIONS PARTNER	EXCLUSIVE DRAAS PARTNER	EXCLUSIVE SECURITY VAD PARTNER		
					
STRATEGIC SI PARTNER	ENTERPRISE APPLICATION PARTNER	SUPPORTING GOVERNMENT PARTNER			
		    			
SUPPORTING PARTNERS					
					
					





# MARKETING ATTRACTIONS

## TECHNOLOGIES SHOWCASE

Delegates can witness an amalgamation of Core tech, Trending Tech and Future Tech with;

- Keynote speakers
- Exhibition Booth
- Country partners
- Vertical leaders

## COUNTRY PAVILION

Represented by a Government Patron, the FITS 2019 will have the top 10 government bodies from each of the GCC countries showcasing their respective country advancements and technology landscape

## TRACKS AND SESSIONS

- Keynote Session
- 7 Emirates Keynote
- Women in Technology
- Future IT Landscape- KSA
- Future IT Landscape- Oman
- Future IT Landscape- Bahrain
- Future IT Landscape- Kuwait
- Top 10 IT Companies to Work for in 2019
- Digital Transformation Leaders

## LEADING ADOPTERS

Leading Verticals showcase their might. CIOs and IT decision makers from below sectors to attend



## FOCUSED NETWORKING SESSIONS

Join the partner/exhibitor/sponsor bandwagon and get access to the Networking Lounge.

## ONE-ON-ONE CUSTOMER MEETINGS

Make the most out of your participation with pre-arranged meetings with your target audience. Number of meetings leveraged with the level of sponsorship

## SOLUTIONS SHOWCASE

Dedicated exhibition booth and space to put your best solution forward. With our special ticketing service for the exhibitors, we ensure no attendee misses to pass by

## TECH DEMOS

See it to believe it!

Inviting Robotics, drones, VRs, 3D printing, Digital signage providers to grab the limelight

## VIRTUAL PRESENCE

FITS 2019 is virtually yours

Do not miss out on the exposure and action for a physical presence. The world is virtual, so are we.

Platforms available like;

- App partners
- Digital signage
- Digital Kiosk
- Virtual branding

## ONSITE LEAD GENERATION

Promoters wearing your logo branded Tshirt will conduct onsite surveys. Know what your target audience's expectations are.

Leads to be compiled in an excel sheet with all details and shared with you.

## ONSITE BRANDING

- Promoters wearing Brand Specific Accessories
- Flash cards at regular intervals
- Video promotions
- Lanyard Branding
- Welcome Door
- Entrance Pillars
- Staircase branding
- Doorstep/Threshold Branding
- Table Sponsors
- Flags in prominent areas
- Corporate Giveaways

## LOUNGE AND LEISURE

Join as the Platinum/Gold/Silver sponsor and get access to our VVIP lounge. Reserved for top government customer meeting and interaction.

## FAQs

For Website.

# **SPONSORSHIP OPPORTUNITIES**





## TITLE SPONSOR

ONE  
OPPORTUNITIES  
AVAILABLE

**\$40,000**

### MARKETING & COLLATERAL BENEFITS

- Logo and / or acknowledgement on marketing materials including media advertising, newsletter bulletins, delegate information sheets and mail outs
- A hyperlink to your website from the conference website
- Primary brand positioning on all pre & post event communications
- Primary brand positioning on Hallway and Conference Room directional signage and literature
- Table flags with Corporate logo and signage

### ON SITE BENEFITS

- Logo presence on onsite conference materials including directional signage, on-screen displays in catering and registration areas
- Exhibition area in prominent position including 4x1m booth with signage
- Showcase organization's best practices on stage during the event after the keynote session
- A table for 6 reserved for guests of the sponsor at the gala dinner
- Corporate banner in the Registration Area
- Corporate banner at the Welcome Reception
- Marketing material distribution/display (hard and soft copies)
- Conference giveaways (branded pens, note pads etc)
- Formal verbal acknowledgement at the Conference Opening presentation
- Back drop Logo identifying participants as Presenting Sponsors
- Includes hanging sponsor recognition signage
- Company logo on the online Branding
- Exclusive one- one meeting with the End-User

### MEDIA COVERAGE

- Media coverage before, during and after the event
- Listing of pre- and post-event on ECMEA Online & Print platforms
- Media interviews with organization's officials and heads before and after conference
- Media Coverage to cater to your current marketing campaigns
- Gain access to an ever-expanding digital community
- 1 full page coverage on the main magazine
- 1 full ad in ECMEA
- Includes sponsor of Folder Jacket with Branding
- 4 or 8 page booklet insert with the folder jacket

### EXCLUSIVE SOCIAL MEDIA COVERAGE

- Mentions and tagging in the event social media accounts
- Increase your brand awareness
- Exclusive Social Media Content designed for target audiences
- Make your presence felt among online potential clients

### EXCLUSIVE NETWORKING BENEFIT

- 6 VIP invitations to attend the conference
- Attend official networking day with top potential businesses
- Participate in the panel & discussions
- One on one meetings to be arranged with participants wish list

## ASSOCIATE SPONSORS

TWO  
OPPORTUNITIES  
AVAILABLE

**\$30,000**

### MARKETING & COLLATERAL BENEFITS

- Logo and / or acknowledgement on marketing materials including media advertising, newsletter bulletins, delegate information sheets and mail outs
- A hyperlink to your website from the conference website
- Primary brand positioning on all pre & post event communications
- Primary brand positioning on Hallway and Conference Room directional signage and literature
- Table flags with Corporate logo and signage

### ON SITE BENEFITS

- Logo presence on onsite conference materials including directional signage, on-screen displays in catering and registration areas
- Exhibition area in prominent position including 4x1m booth with signage
- Showcase organization's best practices on stage during the event.
- Corporate banner in the Registration Area
- Corporate banner at the Welcome Reception
- Marketing material distribution/display (hard and soft copies)
- Conference giveaways (branded pens, note pads etc)
- Formal verbal acknowledgement at the Conference Opening presentation
- Back drop Logo identifying participants as Presenting Sponsors
- Includes hanging sponsor recognition signage
- Company logo on the online Branding
- Exclusive one- one meeting with the End-User

### MEDIA REACH

- Media coverage before, during and after the event
- Listing of pre- and post-event on ECMEA Online & Print platforms
- Media interviews with organization's officials and heads before and after conference
- Media Coverage to cater to your current marketing campaigns
- Gain access to an ever-expanding digital community
- Double Page Spread (or 2 x 1 full page color) advertisement inside the official catalogue of the Exhibition
- 1 full page coverage on the main magazine
- 1 full ad in ECMEA

### EXCLUSIVE SOCIAL MEDIA COVERAGE

- Mentions and tagging in the event social media accounts
- Increase your brand awareness
- Exclusive Social Media Content designed for target audiences
- Make your presence felt among online potential clients

### EXCLUSIVE NETWORKING BENEFIT

- 6 VIP invitations to attend the conference
- Attend official networking day with top potential businesses
- Participate in the panel & discussions
- One on one meetings to be arranged with participants wish list

## CO-SPONSOR

ONE  
OPPORTUNITIES  
AVAILABLE

**\$25,000**

### BENEFITS

- Logo and / or acknowledgement on marketing materials including media advertising, newsletter bulletins, delegate information sheets and mail outs
- A hyperlink to your website from the conference website
- Primary brand positioning on all pre & post event communications
- Logo presence on onsite conference materials including directional signage, on-screen displays in catering and registration areas
- Exhibition area in prominent position including 4x1m booth with signage
- Corporate banner in the Registration Area
- Corporate banner at the Welcome Reception
- Marketing material distribution/display (hard and soft copies)
- Conference giveaways (branded pens, note pads etc)
- Formal verbal acknowledgement at the Conference Opening presentation
- Back drop Logo identifying participants as Presenting Sponsors
- Includes hanging sponsor recognition signage
- Company logo on the online Branding
- Exclusive one- one meeting with the End-User
- 1 full page coverage on the main magazine
- 1 full ad in ECMEA
- Media coverage before, during and after the event
- Listing of pre- and post-event on ECMEA Online & Print platforms
- 4 VIP invitations to attend the conference

## PANEL

ONE  
OPPORTUNITIES  
AVAILABLE

**\$10,000**

### BENEFITS

- Logo and / or acknowledgement on marketing materials including media advertising, newsletter bulletins, delegate information sheets and mail outs
- A hyperlink to your website from the conference website
- Primary brand positioning on all pre & post event communications
- Logo presence on onsite conference materials including directional signage, on-screen displays in catering and registration areas
- Exhibition area in including 4x1m booth with signage
- Marketing material distribution/display (hard and soft copies)
- Conference giveaways (branded pens, note pads etc)
- Formal verbal acknowledgement at the Conference Opening presentation
- Back drop Logo identifying participants as Presenting Sponsors
- Includes hanging sponsor recognition signage
- Company logo on the online Branding
- Exclusive one- one meeting with the End-User
- 1 full page coverage on the main magazine
- 1 full ad in ECMEA
- Media coverage before, during and after the event
- Listing of pre- and post-event on ECMEA Online & Print platforms
- 2 VIP invitations to attend the conference

## SPEAKING

ONE  
OPPORTUNITIES  
AVAILABLE

**\$15,000**

### BENEFITS

- Opportunities to showcase your organization's products/services
- Organization's sponsorship will be highlighted during the promotion campaign
- Displaying of your Organization Logo throughout the Conference
- Placement of your organization's brochure and print material on each table
- (4) banners display at the venue (1m width x 2m height)
- Recognition in the press releases and e-newsletters
- Interview of your organization's officials during the conference
- Opportunities for media interviews during the event
- Marketing opportunity for your organization in our ECMEA magazine
- Allocation of a special area for displaying your brochures, booklets and for other giveaways
- 5 VIP passes for your delegations
- Certificate of Appreciation for Strategic Partnership
- Displaying of company logo on screens and videos during the conference and award ceremony

## REGISTRATION

ONE  
OPPORTUNITIES  
AVAILABLE

**\$15,000**

### BENEFITS

- Primary brand positioning on all pre & post event communications
- Primary brand positioning on all on-course directional signage and literature
- 1 roll up banner on the hallway / conference room
- 1 full page coverage on the main magazine
- 1 full ad
- 2 VIP Invitations
- Exhibition Area

## LANYARD

ONE  
OPPORTUNITIES  
AVAILABLE

**\$15,000**

### BENEFITS

- Primary brand positioning on all pre & post event communications
- Primary brand positioning on all on-course directional signage and literature
- 1 roll up banner on the hallway / conference room
- 1 full page coverage on the main magazine
- 1 full ad
- 2 VIP Invitations
- Exhibition Area

## PILLARS OR WELCOME GATE

ONE  
OPPORTUNITIES  
AVAILABLE

**\$10,000**

### BENEFITS

- Logo and / or acknowledgement on marketing materials including media advertising, newsletter bulletins, delegate information sheets and mail outs
- A hyperlink to your website from the conference website
- Primary brand positioning on all pre & post event communications
- Logo presence on onsite conference materials including directional signage, on-screen displays in catering and registration areas
- Exhibition area in prominent position including 4x1m booth with signage
- Corporate banner in the Registration Area
- Corporate banner at the Welcome Reception
- Marketing material distribution/display (hard and soft copies)
- Conference giveaways (branded pens, note pads etc)
- Formal verbal acknowledgement at the Conference Opening presentation
- Back drop Logo identifying participants as Presenting Sponsors
- Includes hanging sponsor recognition signage
- Company logo on the online Branding
- Exclusive one- one meeting with the End-User
- 1 full page coverage on the main magazine
- 1 full ad in ECMEA
- Media coverage before, during and after the event
- Listing of pre- and post-event on ECMEA Online & Print platforms
- 4 VIP invitations to attend the conference

## THRESHOLD BANNER

ONE  
OPPORTUNITIES  
AVAILABLE

**\$10,000**

### BENEFITS

- The sponsor's logo/branding/welcome banner will be at the threshold of the ballroom, hence allowing the maximum branding
- Signage to be printed by organizer
- Logo and / or acknowledgement on marketing materials including media advertising, newsletter bulletins, delegate information sheets and mail outs
- A hyperlink to your website from the conference website
- Primary brand positioning on all pre & post event communications
- Logo presence on onsite conference materials including directional signage, on screen displays in catering and registration areas
- 1 full page coverage in EC MEA magazine
- 1 full ad in ECMEA
- Media coverage before, during and after the event
- 4 VIP invitations to attend the conference

## GIVEAWAY

ONE  
OPPORTUNITIES  
AVAILABLE

**\$8,000**

### BENEFITS

- Primary brand positioning on all pre & post event communications
- Primary brand positioning on all on-course directional signage and literature
- 1 roll up banner on the hallway / conference room
- 1 full page coverage on the main magazine
- 1 full ad
- 2 VIP Invitations
- Exhibition Area



## LUNCH SPONSOR

ONE  
OPPORTUNITIES  
AVAILABLE

**\$12,000**

### BENEFITS

- Primary brand positioning on all pre & post event communications
- Primary brand positioning on all on-course directional signage and literature
- 1 roll up banner on the hallway / conference room
- 1 full page coverage on the main magazine
- 1 full ad
- 2 VIP Invitations
- Exhibition Area

## FLASH-CARDS

ONE  
OPPORTUNITIES  
AVAILABLE

**\$6,000**

### BENEFITS

- Show promoters will be flashing your AD/Brand card cut out in the ballroom at regular intervals (number of times to be decided)
- Foam board/flash card to be printed by organizer. Details/artwork to be given by the sponsor
- Logo and / or acknowledgement on marketing materials including media advertising, newsletter bulletins, delegate information sheets and mail outs
- A hyperlink to your website from the conference website
- Primary brand positioning on all pre & post event communications
- Logo presence on onsite conference materials including directional signage, on screen displays in catering and registration areas
- 1 full page coverage in The Titans magazine
- 1 full ad in ECMEA
- Media coverage before, during and after the event
- 2 VIP invitations to attend the conference

## FIT(S) BAND

(WE CAN HAVE A BAND OR FITBIT BY ANY SPONSOR AT REGISTRATION)

ONE  
OPPORTUNITIES  
AVAILABLE

**\$10,000**

### BENEFITS

- Delegates will be welcomed at the registration desk with a band having your logo.
- Sponsor can choose to make it a normal band or a fit-bit
- Logo and / or acknowledgement on marketing materials including media advertising, newsletter bulletins, delegate information sheets and mail outs
- A hyperlink to your website from the conference website
- Primary brand positioning on all pre & post event communications
- Logo presence on onsite conference materials including directional signage, on screen displays in catering and registration areas
- 1 full page coverage in EC MEA magazine
- 1 full ad in ECMEA
- Media coverage before, during and after the event
- 2 VIP invitations to attend the conference

## BRAND ACCESSORIES

ONE  
OPPORTUNITIES  
AVAILABLE

**\$10,000**

### BENEFITS

- The sponsor can choose to make the promoters wear any of their company brand accessory that can highlight their brand throughout the event.
- Logo and / or acknowledgement on marketing materials including media advertising, newsletter bulletins, delegate information sheets and mail outs
- A hyperlink to your website from the conference website
- Primary brand positioning on all pre & post event communications
- Logo presence on onsite conference materials including directional signage, on-screen displays in catering and registration areas
- 1 full page coverage in EC MEA magazine
- 1 full ad in ECMEA
- Media coverage before, during and after the event
- 2 VIP invitations to attend the conference

## CATALYST AWARDS SPONSOR

FOUR  
OPPORTUNITIES  
AVAILABLE

**\$10,000**

### BENEFITS

- Company Logo on the Top 10 IT Company trophy
- 5 mins speaking slot at the beginning or interval of Badge of Honor
- Logo and / or acknowledgement on marketing materials including media advertising, newsletter bulletins, delegate information sheets and mail outs
- A hyperlink to your website from the conference website
- Primary brand positioning on all pre & post event communications
- Logo presence on onsite conference materials including directional signage, on screen displays in catering and registration areas
- 1 full page coverage in The Titans magazine
- 1 full ad in ECMEA
- Media coverage before, during and after the event
- 2 VIP invitations to attend the conference

## TOP 10 IT COMPANIES AWARD SPONSOR

ONE OPPORTUNITIES AVAILABLE

**\$15,000**

### BENEFITS

- Company Logo on the Top 10 IT Company trophy
- 5 mins speaking slot at the beginning or interval of Badge of Honor
- Logo and / or acknowledgement on marketing materials including media advertising, newsletter bulletins, delegate information sheets and mail outs
- A hyperlink to your website from the conference website
- Primary brand positioning on all pre & post event communications
- Logo presence on onsite conference materials including directional signage, on-screen displays in catering and registration areas
- 1 full page coverage in The Titans magazine
- 1 full ad in ECMEA
- Media coverage before, during and after the event
- 2 VIP invitations to attend the conference

## BADGE OF HONOR SPONSOR

TWO OPPORTUNITIES AVAILABLE

**\$12,000**

### BENEFITS

- Company Logo on the Badge of Honor trophy
- 5 mins speaking slot at the beginning or interval of Badge of Honor
- Logo and / or acknowledgement on marketing materials including media advertising, newsletter bulletins, delegate information sheets and mail outs
- A hyperlink to your website from the conference website
- Primary brand positioning on all pre & post event communications
- Logo presence on onsite conference materials including directional signage, onscreen displays in catering and registration areas
- 1 full page coverage in The Titans magazine
- 1 full ad in ECMEA
- Media coverage before, during and after the event
- 2 VIP invitations to attend the conference

ALL THE PRICE MENTIONED ABOVE ARE EXCLUDING VAT





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