

GITEX
GLOBAL

16 - 20 OCTOBER

MONDAY 11 AM - 5 PM | TUE - FRI 10 AM - 5 PM

**DUBAI WORLD
TRADE CENTRE**

EXPAND
**NORTH
STAR**

15 - 18 OCTOBER

SUNDAY 11 AM - 6 PM | MON - WED 10 AM - 6 PM

**NOW AT DUBAI
HARBOUR**

**THE YEAR
TO IMAGINE AI IN
EVERYTHING**

MARKETING POWERPACK

AMPLIFY YOUR PRESENCE

Spotlight your brand and business across our global audiences

- The Marketing Powerpack is your toolkit to multiply your ROI and hit your show objectives.
- Enjoy high visibility across millions through our digital and marketing channels
- Build personalized e-invitations, banners and promo code invitations to share with your clients
- Connect with qualified audiences and generate leads via the [GITEX Plus mobile] app
- Upload your company brochures, profile and product details on the app
- Download all scanned leads quickly and seamlessly
- Set up meetings with key buyers and investors at the show



RECOMMENDED TOOLS TO STRENGTHEN YOUR CAMPAIGN

Log into the Exhibitor Zone Portal to avail the below tools



Online listing

To complete your company profile and enhance your listing on the website and mobile app



E-mail Signatures and web banner

Promote your participation via web banners and e-mail signatures



Upload press releases and company logo

Upload your event / product relevant press releases, news articles and company logo for greater brand mileage



Product showcase and e-brochures

Upload your product photos and brochures online

Note: Files will automatically sync and get posted under your exhibitor profile page on the online exhibitor listing



Personalised e-invite

Personalise and share your e-invitations to your prospects and clients.



Promo Code e-invite

Share complimentary e-invitations to your top prospects and clients, using allocated promo codes provided (based on stand participation).



Update Product Categories

Classify your company to be included in the exhibitor company listing



SOCIAL MEDIA CHANNELS



Use the official **@GITEXGLOBAL** social media channels to promote your participation at the event



Twitter

Be part of the Twitter trend with hashtags **#GITEXGLOBAL** **#GITEX2022**. Don't forget to tag us **@GITEXGLOBAL**



Facebook

Use our Facebook page **@GITEXGLOBAL** to connect and engage with visitors, and share event-related promotions



LinkedIn

Cross-promote your company by using your access to start discussion and polls. Tag us using **@GITEXGLOBAL**



Instagram

Tag your business and promote your products using **@gitexglobal**. Use our hashtags mentioned below to engage your content with the tech community



Youtube

Embed our videos on your digital media platform & vice versa. Don't forget to tag us **@GITEXGLOBAL**

Use the **#GITEXGLOBAL**, **#GITEX2023** hashtags & make sure to tag us with our social media handles, so that we can repost your stories and updates.



Use the official **@AiEverything** social media channels to promote your participation at the event



Twitter

Be part of the Twitter trend with hashtags or **#AiEverything** **#AiEverything2023**. Don't forget to tag us **@AiEverything1**



Facebook

Use our Facebook page **@AiEverything** to connect and engage with visitors, and share event-related promotions



LinkedIn

Cross-promote your company by using your access to start discussion and polls. Tag us using **@AiEverything**



Instagram

Tag your business and promote your products using **@ai.everything**. Use our hashtags mentioned below to engage your content with the tech community



Youtube

Embed our videos on your digital media platform & vice versa. Don't forget to tag us **@AiEverything**

Use the **#AiEverything**, **#AiEverything2023** hashtags & make sure to tag us with our social media handles, so that we can repost your stories and updates.



Use the official **@GlobalDevSlam** social media channels to promote your participation at the event:



Twitter

Be part of the Twitter trend with hashtags **#GlobalDevSlam** **#GITEX2022**. Don't forget to tag us **@GlobalDevSlam**



Facebook

Use our Facebook page **@GlobalDevSlam** to connect and engage with visitors, and share event-related promotions



LinkedIn

Cross-promote your company by using your access to start discussion and polls. Tag us using **@GlobalDevSlam**



Instagram

Tag your business and promote your products using **@global.devslam**. Use our hashtags mentioned below to engage your content with the tech community



Youtube

Embed our videos on your digital media platform & vice versa. Don't forget to tag us **@GlobalDevSlam**

Use the **#GITEXGLOBAL**, **#GITEX2023** and **#GlobalDevSlam** hashtags & make sure to tag us with our social media handles, so that we can repost your stories and updates.

SOCIAL MEDIA CHANNELS

FUTURE
BLOCKCHAIN
SUMMIT
قيمة مستقبل البلوك تشين

Use the official @FutureBlockchainSummit social media channels to promote your participation at the event



Twitter

Be part of the Twitter trend with hashtags #FBS2022. Don't forget to tag us @dxbontheblock



Facebook

Use our Facebook page @FutureBlockchainSummit to connect and engage with visitors, and share event-related promotions



LinkedIn

Cross-promote your company by using your access to start discussion and polls. Tag us using @Future Blockchain Summit1



Instagram

Tag your business and promote your products using @FutureBlockchainSummit Use our hashtags mentioned below to engage your content with the tech community



Youtube

Embed our videos on your digital media platform & vice versa. Don't forget to tag us @ FutureBlockchainSummit

Use the #Futureblockchainsummit, hashtags & make sure to tag us with our social media handles, so that we can repost your stories and updates.

Fintech
SURGE.
فينتك سيرج

Use the official @FintechSurge social media channels to promote your participation at the event



Twitter

Be part of the Twitter trend with hashtags #FintechSurge. Don't forget to tag us



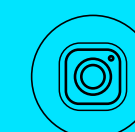
Facebook

Use our Facebook page @FintechSurge to connect and engage with visitors, and share event-related promotions



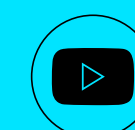
LinkedIn

Cross-promote your company by using your access to start discussion and polls. Tag us using @Fintech Surge



Instagram

Tag your business and promote your products using intechSurge Use our hashtags mentioned below to engage your content with the tech community



Youtube

Embed our videos on your digital media platform & vice versa. Don't forget to tag us @FintechSurge

Use the #FintechSurge, hashtags & make sure to tag us with our social media handles, so that we can repost your stories and updates.

SOCIAL MEDIA CHANNELS



Use the official **@NorthStarDubai** social media channels to promote your participation at the event



Twitter

Be part of the Twitter trend with hashtags **#NorthStarDubai**. Don't forget to tag us **@expandnorthstar**



Facebook

Use our Facebook page **@NorthStarDubai** to connect and engage with visitors, and share event-related promotions



LinkedIn

Cross-promote your company by using your access to start discussion and polls. Tag us using **@Expand North Star**



Instagram

Tag your business and promote your products using **@expandnorthstar**. Use our hashtags mentioned below to engage your content with the tech community



Youtube

Embed our videos on your digital media platform & vice versa. Don't forget to tag us **@NorthStarDubai**

Use the **#ExpandNorthStar** **#ExpandNorthStar2023** hashtags & make sure to tag us with our social media handles, so that we can repost your stories and updates.



Use the official **@MManiashow** social media channels to promote your participation at the event



Twitter

Be part of the Twitter trend with hashtags **#MarketingMania**. Don't forget to tag us **@MManiashow**



Facebook

Use our Facebook page **@MManiashow** to connect and engage with visitors, and share event-related promotions



LinkedIn

Cross-promote your company by using your access to start discussion and polls. Tag us using **@MarketingMania**



Instagram

Tag your business and promote your products using **@MManiashow**. Use our hashtags mentioned below to engage your content with the tech community

Use the **#MarketingMania**, hashtags & make sure to tag us with our social media handles, so that we can repost your stories and updates.

SOCIAL MEDIA CHANNELS



Use the official **@futureurbanismexpo** social media channels to promote your participation at the event



Twitter

Be part of the Twitter trend with hashtags **#NorthStarDubai**. Don't forget to tag us **@FutureUrbanism**



Facebook

Use our Facebook page **@futureurbanism** to connect and engage with visitors, and share event-related promotions



LinkedIn

Cross-promote your company by using your access to start discussion and polls. Tag us using **@futureurbanism**



Instagram

Tag your business and promote your products using **@futureurbanismexpo**. Use our hashtags mentioned below to engage your content with the tech community



Youtube

Embed our videos on your digital media platform & vice versa. Don't forget to tag us **@futureurbanism**

Use the **#futureurbanismexpo** hashtag & make sure to tag us with our social media handles, so that we can repost your stories and updates.



Use the official **@GitexImpact** social media channels to promote your participation at the event



Twitter

Be part of the Twitter trend with hashtags **#GitexImpact**. Don't forget to tag us **@GitexImpact**



Facebook

Use our Facebook page **@GitexImpact** to connect and engage with visitors, and share event-related promotions



LinkedIn

Cross-promote your company by using your access to start discussion and polls. Tag us using **@GitexImpact**



Instagram

Tag your business and promote your products using **@GitexImpact**. Use our hashtags mentioned below to engage your content with the tech community

Use the **#GITEXImpact** hashtag & make sure to tag us with our social media handles, so that we can repost your stories and updates.

GITEX Plus Mobile App

Your Digital Assistant

The mobile app will display the information you provided from the Exhibitor Zone Platform. Visitors, delegates and other exhibitors can search for your company, by name, product type or stand number. The mobile app will help you

- Learn about participating exhibitors
- Showcase your products and services
- Speaker and conference information
- Schedule onsite meetings
- Navigate across the show floor
- Set conference and meeting reminders

Lead Retrieval ★★★★★

This feature will enable exhibitors to rate those who have visited their exhibition stand in order of value/priority. The app will offer a quick 'download leads' button which will let you directly download scanned leads into your inbox.

Meetings Programme

This dedicated programme will enable exhibitors to connect with buyers, promote their products and services and schedule meetings at their stands or dedicated meeting areas on the show floor.

Below is a summary of the programme.

- **Business Matchmaking**
Use the mobile app to find your most relevant buyers
- **GITEX Majlis Lounge**
Exclusive programme for the industry's C-suite



FOR MORE ASSISTANCE CONTACT



gitexmarketing@dwtc.com
www.gitex.com



AiEverythingMarketing@dwtc.com
www.ai-everything.com



globaldevslammarketing@dwtc.com
www.globaldevslam.com



NSDMarketing@dwtc.com
www.northstardubai.com



Marketingfbs@dwtc.com
www.futureblockchainsummit.com



FintechSurge@dwtc.com
www.fintechsurge.com



MarketingMania@dwtc.com
www.marketingmaniashow.com