



**GITEX  
TECHNOLOGY  
WEEK**

9-13 OCTOBER 2011 • DUBAI, UAE

MEDIA INFORMATION



## SPONSORSHIP PACKAGES



### CPI Platinum Partner

- Logo on the Front Cover of 60 Minutes – all 40 issues
- Outside Back Cover 60 Minutes – all 40 issues
- Cloud Lounge Partnership with all the features
- Connect at GITEX with the Appointment Drive campaign
- Social Media Awareness with up-to-the minute updates pre and during GITEX
- Participation in all the Special initiatives with CPI Technology magazines at GITEX by CPI Technology

**All the above for US\$50,000/-**



### CPI Gold Partner

- Logo on the Front Cover of 60 Minutes – all 40 issues
- Half Page Advertisement in 60 Minutes – all 40 issues
- Cloud Lounge Partnership with all the features
- Connect at GITEX with the Appointment Drive campaign
- Social Media Awareness with up-to-the minute updates pre and during GITEX
- Participation in all the Special initiatives with CPI Technology magazines at GITEX by CPI Technology

**All the above for US\$35,000/-**



### CPI Technology Partner

- Logo on the Front Cover of 60 Minutes – all 40 issues
- Cloud Lounge Partnership with all the features
- Connect at GITEX with the Appointment Drive campaign
- Social Media Awareness with up-to-the minute updates pre and during GITEX
- Participation in all the Special initiatives with CPI Technology magazines at GITEX by CPI Technology

**All the above for US\$20,000/-**





60 MINUTES



60 Minutes is the only publication offering up to date news on what is happening across GITEX and updating visitors on the latest happenings. It will be distributed across all the show halls via CPI stands and distribution points as well as via partner stands within the halls themselves.

Covering all the show elements GITEX Business solutions, Gulf Comms, Consumer Technology & Infocomm each with their own section you can ensure you promote your stand location to the correct audience.

Interviews with your key personnel will be carried both in the print edition as well as being uploaded on to our supporting website [www.cpiatgitex.com](http://www.cpiatgitex.com).



## Special Advertisement Package

- Logo Partnership on the Front Cover – all 40 issues – **US\$10,000/-**
- Front Cover Strip Advertisements – all 40 issues – **US\$15,000/-**
- Logo on the Front Cover + Front Cover Strip Advertisements – all 40 issues – **US\$20,000/-**
- Full Page Advertisements (OBC) – all 40 issues – **US\$25,000/-**
- Half Page Advertisements – all 40 issues – **US\$10,000/-**
- Half Page Advertisements – 20 issues – **US\$8,000/-**
- Quarter Page Advertisements – all 40 issues – **US\$7,500/-**
- Quarter Page Advertisements – all 20 issues – **US\$5,000/-**
- Classified Advertisements – all 40 issues – **US\$4,000/-**



## CPI CLOUD LOUNGE



Chill, contemplate and communicate at GITEX

Sometimes you need to find a quiet place to chill, contemplate or communicate with both new and existing customers. The CPI Cloud Lounge is the place for you. Offering excellent branding and communication opportunities sponsors have the option of distributing video and print literature supporting their participation at the show. In addition we welcome our partners to host meetings taking advantage of our complimentary F&B during the course of the week.

To add further value for money CPI will be inviting select end users to attend and meet some of our partners during the event itself.



### Special Partnership Package

- Branding alongside CPI at the Cloud Lounge
- Video opportunity, which will also be telecasted at the lounge throughout the show
- Free F&B, available throughout the 5 days, for all partners to entertain their clients
- Distribution of marketing collaterals and literature through the lounge
- Social Media support for the partners of the lounge

**All the above for US\$10,000/-**



### Connect at GITEK – Meet your target audience

ROI is key.... But how do you ensure the person visiting your stand is interested in your company and a potential customer? CPI will create opportunities and manage a diary of influential end users for you to connect and communicate with during the course of GITEK. Will we ensure this person has the authority, budget, need and also when he needs to upgrade/invest in his IT infrastructure. This is a unique opportunity for you to create leads and measure the success of your marketing and spend post-GITEK.

Socialise – Create awareness and traffic using CPI social media. CPI will use our technology brands to provide up to the minute updates to the show visitors (and all of our followers) highlighting your technology offerings and activities during the week. With live feeds present across our stands this is the new way of keeping visitors informed.



### Special Partnership Package

- Online Diary creation, this will be promoted via CPI@GITEK website
- CPI will use it's print, online & telemarketing platforms to drive one-on-one meetings at GITEK
- Partners can share the wish-list, so CPI can do a very focused marketing
- These appointments to be re-confirmed a week prior to GITEK
- Partners to receive intimations on the meeting requests, they can either accept or reject the meetings based on the quality
- The meetings can be arranged either in the Partner's stand or at the CPI Cloud Lounge, or any other location preferred by the partner
- Social Media Awareness throughout the show

**For a special package cost of US\$15,000/-**



### Special Initiatives with CPI Technology magazines at GITEK

- ICT Achievement Awards 2011 – 9th October 2011
- SME Success Series Roadshow – 10th October 2011
- CIO Survival Guides with Network World Middle East October issue
- The Networking Game Changes with Network World Middle East October issue
- Top 10 from the Middle East IT channel – Distributors, Resellers, Retailers, Training Companies & System Integrators – with Reseller Middle East October issue
- Distributor's Hand Book – with Reseller Middle East October issue