

# GITEX LIVE



Package A USD \$15,950  
4 Minute airtime package in every hour

Package B USD \$10,950  
2 Minute airtime package in every hour

Package C USD \$7,950  
1 Minute airtime package in every hour

**smart**  
digital

**38<sup>TH</sup> GITEX  
TECHNOLOGY  
WEEK**

**14 - 18  
OCT 2018**  
DUBAI WORLD TRADE CENTRE

CO-HOSTED AT GITEX



GITEX FUTURE STARS

## **Smart Digital Ltd are delighted to be re-appointed as the Official Screen and GITEX LIVE Partner for GITEX TECHNOLOGY WEEK and GITEX FUTURE STARS 2018.**

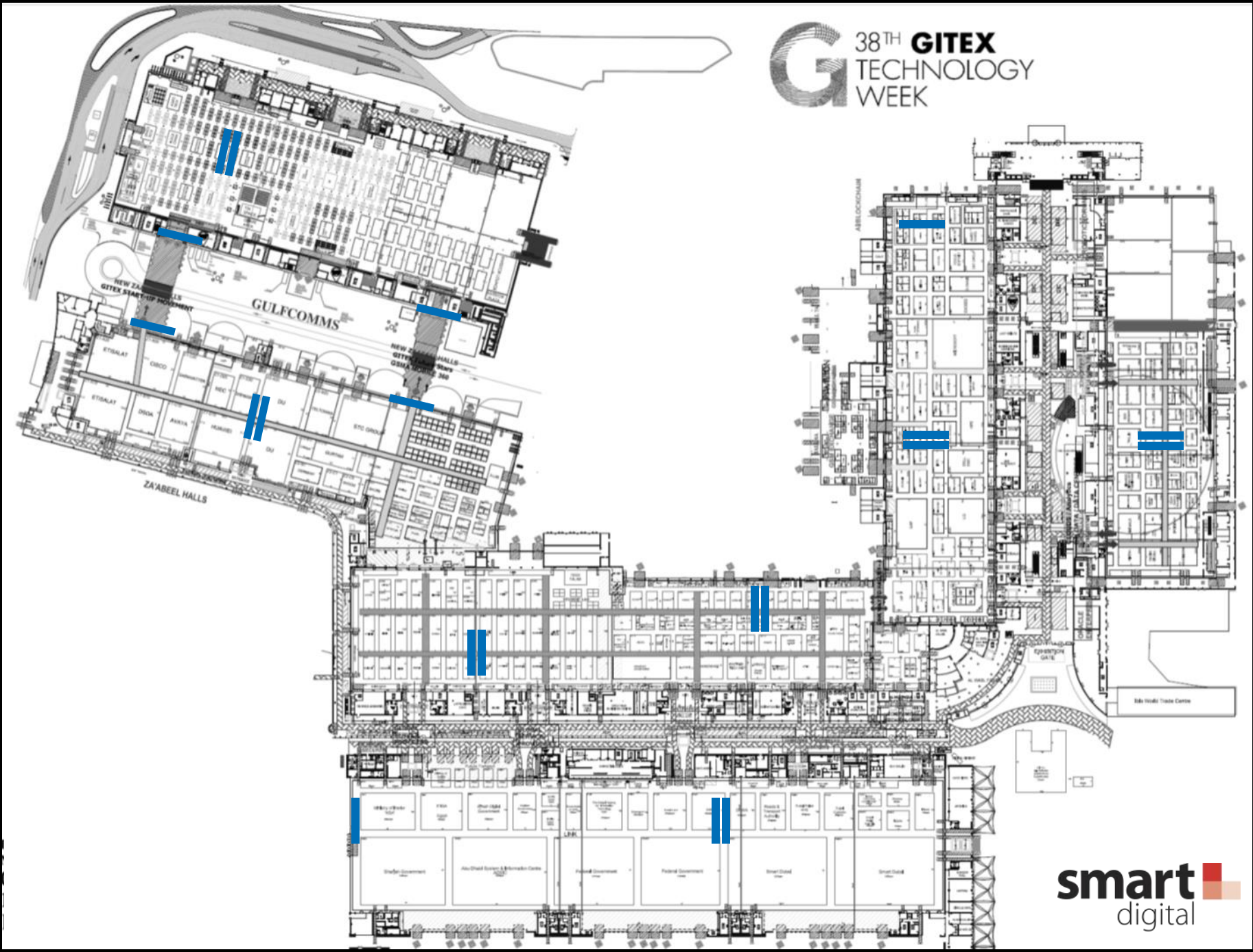
In line with the new show floor layout, the screen network has been updated for 2018 bringing GITEX Live to the main arteries the show—enhancing the show experience for all visitors in the thick of the action.

GITEX Live will be broadcast across a network of 16+ screen flown from the ceiling for better visibility ensuring GITEX Live reaches all corners of the show. GITEX Live will also be played across the future screens and directional screens in between halls. In addition to the onsite screens, and for added value to participating exhibitors, GITEX Live will be available pre-, during and post-show via the following media: GITEX Live video player on the GITEX website; GITEX YouTube channel; links via other GITEX social media channels; GITEX App.

The network will serve as the principal broadcast medium at the show for both the organisers and exhibitors alike, and will feature live footage of exciting innovations from the exhibition floor, social media feeds, edited highlights of the sights and sounds of each day of the show and visitor information.

In addition to the organiser and generic show content, there will be limited availability for a select number of exhibitors and sponsors to enhance their presence at the show by utilising the bespoke airtime packages. This allows for unrivalled messaging and branding and one of the more dynamic opportunities for companies to be represented digitally to all component parts of the exhibition, whilst at the same time, guaranteeing more traffic being directed to their booth.

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