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# BTX SHOW

April 2019



SAUDI ARABIA  
23rd APRIL



BAHRAIN



KUWAIT



OMAN

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Enterprise  
CHANNELS ME

TRANSFORMATION IN  
**SECURITY**

TRANSFORMATION IN  
**NETWORKING**

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TRANSFORMATION IN  
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## ABOUT THE EVENT

GEC Media Group, publishers of Business Transformation, Enterprise Channels MEA, The Titans, Cyber Sentinels, are pleased to announce the launch of the Business and Technology Transformation Road Show 2019. The full day event will be organized in April 2019, in Bahrain, Oman, Saudi Arabia, and Kuwait. The key themes will focus on the confluence of technology and business transformation.

Moreover, for the first time in the region the role of the CEO as an enabler of transformation will be brought into the limelight. CEOs will attend the event in combination with their CIOs representing a unified team grappling with the challenges of transformation. CEOs and their CIOs will have the floor to question participating vendors about the suitability of their technology solutions to drive business and technology transformation.

While CIOs need to work closely with their peers in business in order to align digital technologies with digital business, there is now increasing pressure on the CEO to restructure their organizations to enable these synergies to move forward.

GEC Media Group's, Business and Technology Transformation Road Show 2019, is an exercise to bring forward the winning duo combination of CIOs and their CEOs and to bring them into the limelight. This is an event that top business and technology heads and their top management heads cannot afford to miss.





# WHY YOU SHOULD ATTEND

Business transformation around digital technologies can no longer be left to the heads of technology. Every business decision maker also needs to work closely towards aligning their processes with what technology can now offer. Job roles need to be redefined to take advantage of what digital can offer.

Team workers need to be redeployed where the best digital value can be generated. Business heads need to look and relook and continue to relook at what digital experiences their existing and new customers are going through.

While technology can boost digital performance, nobody can reengineer user interfaces and user experiences better than the heads of business themselves. The integrated winning combination of customer experience, customer satisfaction, and user interfaces are strategic in this digital world.

Finally, CEOs needs to be fully aware of the direction in which their organizations are being steered by forces both within and outside. What are the intermediate pitfalls and critical success factors? When can they take a breather and when must they push forward through success and failure? There are very few choices left but to master this change management exercise.

For a CEO to take charge of business and technology transformation they must have an understanding of the underlying enablers and inhibitors going forward. The more conversant they are with these dynamics the better.

## TARGET ATTENDEES

- CEOs, CDOs, CTOs, CFOs
- 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

# REGIONAL SNAPSHOT

- Across Middle East, Africa, Turkey, banking, finance, healthcare, utilities, vertical markets are leading in digital transformation programs
- Advanced analytics use cases will cover not just customer insights but also focus on operational efficiencies
- Blockchain pilots will accelerate across sectors in 2018 with increased mainstream roll outs in 2019
- By 2020, IoT spending will surpass \$10B with manufacturing, utilities, transport industries forming the key industry markets
- By 2021, cognitive AI systems spending will cross \$100M as demand expands across the breadth and depth of use cases
- Digital transformation spending in the META region will surpass \$38B by 2021 and will be a key driver for ICT spending
- Drivers for digital transformation are customer experience enhancement and achieving competitive advantage
- Economic diversification will finally push Middle East governments to establish progressive cloud regulations
- Increasingly, organizations will consider analytics at the edge as part of digital transformation
- Innovation accelerators spending will grow at nearly 20% in 2018 as use cases go mainstream
- Interest levels in implementing digital transformation are highest in Turkey, UAE, Saudi Arabia, South Africa
- META 3rd platform technologies spending will surpass \$176B by 2021
- META spending on innovation accelerators will touch \$27B by 2021
- Realization of data monetization will lead to new revenue streams
- Rising data volumes will lead to organizations considering AI to automate routine knowledge worker tasks

**\$10b**

By 2020, **IoT spending** will surpass \$10B with manufacturing, utilities, transport industries forming the key industry markets

**\$100m**

By 2021, **cognitive AI systems spending** will cross \$100M as demand expands across the breadth and depth of use cases

**\$38b**

**Digital transformation spending** in the META region will surpass \$38B by 2021 and will be a key driver for ICT spending

**20%**

**Innovation accelerators spending** will grow at nearly 20% in 2018 as use cases go mainstream

**\$176b**

META **3rd platform technologies spending** will surpass \$176B by 2021

**\$27b**

META **spending on innovation** accelerators will touch \$27B by 2021





# THE BTX CEO AWARDS 2019

## RECOGNIZING BREAKTHROUGH LEADERSHIP

This award recognizes breakthrough CEOs who are preparing their organization for next generation business models and digital technologies. They must have a passion for building a healthy employee and work culture and must be champions of adopting technologies and best practices to enable their business.

CEOs need to be fully aware of the direction in which their organizations are being steered by forces both within and outside. There are very few choices left but to master this enormous change management exercise. For a CEO to take charge of business and technology transformation they must have an understanding of the underlying enablers and inhibitors going forward. The more conversant they are with these dynamics the better. What are the intermediate pitfalls and critical success factors? When can they take a breather and when must they push forward through success and failure? How do they drive an agile culture of innovation coupled with readiness to accept from failure and to re-innovate.

### WHY PARTNER FOR THIS AWARD:

- Recognizes top executives as they prepare for organizational change
- Likely to continue to influence transformation in the future as they progress in their careers
- Longer term affinity between the executive and the sponsor





# THE BTX TEAM EXCELLENCE AWARDS

## 2019

### SAUDI ARABIA

Recognizing the efforts and accomplishment of the IT team in a Saudi Arabian Company in digital transformation projects and initiatives.

### RECOGNIZING AGILE AND COLLABORATIVE TEAMS

This award recognizes the various multi-department executives involved in a digital or business transformation exercise. Typically this covers executives in sales, marketing, human resources, front office, operations, administration, manufacturing, logistics, supply chain, information technology, information security, amongst others. These executives are recognized for their ability to work across the organization, across departments, with a forward looking agile outlook.

Any effort to drive digital and business transformation in an organization is a team effort that requires executive management, heads of business, information technology, information security, amongst others, who need to work together and align their respective strategies. In the process of business and digital transformation, technology moves to the center of the business and key customer facing processes are reengineered and built around technology as an enabler.

This is a large scale change management exercise that impacts all aspects of business especially those that are facing the customer. Key questions about the customer experience journey and how they are being addressed by digital user interfaces, reengineered business processes, and new job roles, begin to take the front seat of discussion and priority. The key here is to build fast and fail fast and rebuild again as a process rather than as flag.

### WHY PARTNER FOR THIS AWARD:

- Cuts across the organization and recognizes multi-disciplinary executives
- Recognizes top of the breed transformation executives as they drive organizational change
- Likely to continue to influence transformation in the future as they progress in their careers
- Longer term affinity between the executive and the sponsor
- First of its kind of award in the regional industry





# THE BTX SOLUTION PROVIDER AWARDS

## 2019

### SAUDI ARABIA

Recognizing the best and most competent transformation solution provider (Vendor, VAD, SI and Reseller) in the kingdom

### RECOGNIZING IN-COUNTRY TRANSFORMATION PARTNERS

This award recognizes efforts by in-country channel partners, specialist integrators, consultants and vendors to act as enablers and trusted advisors for digital and business transformation projects in their respective countries. Specialist partners and vendors located in-country are best suited to deliver such solutions. Such solutions can be straight from the vendor box, others may be custom built and value added by specialized partners.

Key vertical markets such as government, education, healthcare, retail, banking and finance, logistics, smart cities, are taking the lead in digital and business transformation across the Middle East. While organizations need to embark on their own transformation journey, each market segment also has its specific nuances. Organizations have to look at specific challenges in their core business and core markets and search for solutions and trusted partners to boost progress in their respective journeys.





#### WHY PARTNER FOR THIS AWARD:

- Recognizes in-country excellence as well as future proofing ability
- Recognizes role of channel partner and consultants in localized transformation projects
- Draws attention to localized vendor and channel partner activity
- First of its kind of award in the regional industry

# SPONSORSHIP PACKAGES

## COUNTRY SPONSORSHIP

SUMMARY (IN US\$)

	 SAUDI ARABIA	 BAHRAIN	 OMAN	 KUWAIT
Platinum Sponsor	\$40,000	\$30,000	\$30,000	\$30,000
Gold Sponsor	\$30,000	\$20,000	\$20,000	\$20,000
Silver Sponsor	\$20,000	\$15,000	\$15,000	\$15,000
Exhibition Booth	\$12,000	\$10,000	\$10,000	\$10,000
Lanyard Sponsor	\$10,000	\$8,000	\$8,000	\$8,000



## ALL COUNTRY PACKAGE

PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR
\$100,000	\$70,000	\$55,000

CEO AWARDS AND NETWORKING  
LUNCH CO-SPONSOR  
\$35,000



## PLATINUM SPONSOR

### 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

## GOLD SPONSORS

### 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

## SILVER SPONSOR

### 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

## GIVEAWAY

### 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

### 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



## TITLE SPONSOR \$25,000

### BENEFITS

- Sponsor's name would go as the Title Sponsor for BTX CEO Awards
- The trophies will have the engraving of sponsor's name and logo
- The sponsor's executive shall be on stage to give away 5 awards to the winners
- Exhibition Booth
- 15 minutes of keynote speaking before the awards ceremony begins and more.....

## PLATINUM SPONSOR \$15,000

### BENEFITS

- All event related material will have the sponsor's logo as Platinum Sponsor
- 2 roll up banners at the venue (to be provided by the sponsor)
- Exhibition Booth
- Company profile on awards website with hyperlink
- The sponsor's executive shall be on stage to give away 3 awards to the winners and more.....

## GOLD SPONSOR \$10,000

### BENEFITS

- All related material will have the sponsor's logo as Gold Sponsor
- Weekly email shoot outs with Sponsor's logo
- Special mention of sponsor on our social media platform with pre and post event coverage
- 1 roll up banner at the venue (to be provided by the sponsor)
- Hyperlink on our website and more.....

# THE NEXT GENERATION MEDIA

MAGAZINE | LEAD GENERATION | DEMAND GENERATION | FOCUSED ROUND TABLE  
REGIONAL EVENTS | GLOBAL EVENTS | EXIBITIONS



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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





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