



# Middle East Economic Forum

21. - 24. May 2017

JW Marriott Marquis Dubai

Congress with accompanying limited exhibition



Reasons to exhibit and Participation Conditions

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**Umsatzsteuer-ID:** DE306162547



## Help to Shape Middle East Economic Forum

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The **Middle East Economic Forum** will go by the motto **"East-West Dialog: Turning Challenges into Opportunities"** and will address the core topics of **Big Data, Digitalization, Industrie 4.0, and Smart City. Grid. Mobility**. It offers an interactive platform to showcase and discuss innovative strategies, new business models, and new development ideas to further strengthen and establish the cooperation between the East and the West.

This year we are going to present you an attractive agenda and are looking forward to your participation as exhibitor in shaping the congress program and adding further value. In our exhibition activities, you will have the opportunity to present your company on your stand and also share your company's business solutions along a congress slot dedicated only to you! During this time, you can have a specialist presentation, have discussions with experts from renowned businesses, meet your target group and develop new business partnerships.

Help us shape the congress agenda and participate in our **"Call for Exhibitors"** program. Information concerning your participation you can find in this document.

We are looking forward to a successful event together with you!

MEEF team

## A. Topics

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### **BIG DATA & DIGITALIZATION**

- Privacy and Security
- Big Data Tools and Deployment Platforms
- Algorithms for Data visualization
- Digital Future
- Digital Transformation & Digital Architecture
- Digital Business Models

### **SMART CITY.GRID. MOBILITY**

- Smart Energy
- Smart Infrastructure
- Smart Services
- Smart Grid
- Smart Environment
- Smart Mobility
- Smart Technology
- Smart Economy

## A.Topics

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### ECONOMY

- Energy and Environmental Security
- Competing in a New Era of Globalization
- Poverty: New Actors, New Approaches
- New Business Development
- New Business Models – Challenges and Opportunities



### INDUSTRIE 4.0

- Smart Manufacturing
- Automation & IT Bridges
- Dynamic Business and Engineering Processes
- Work Organization and Design in Smart Factories
- Resource efficiency



## **B. Binding conditions to exhibit**

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### **1. Marketing Benefits**

2 Tickets for company employees for both congress days

2 Tickets for the Networking Dinner

2 Tickets for the Speakers Dinner

The company will be mentioned in the press releases

The company will be mentioned in the congress newsletter

Promotional materials (logo) on the congress website and on social media

The company will be mentioned in the congress program book

The company description (50 words) will be shown on the exhibition website page

### **2. General information**

The application process will begin on **1.10.2016** and will continue until **31.03.2017**.

Applications for exhibition space must be made by filling out the available form in this document. The form must be signed by a competent person. By signing the exhibition application form, the booking is binding.

### **3. Payment conditions:**

50% of the total exhibition fee will be invoiced upon receipt of the completed exhibition application form and is due for payment upon receipt of the invoice to guarantee the reservation. Final payment needs to be effected by **31.03.2017**.



**4. Cancellation Conditions:** Cancellations and changes to your original booking must be made in writing to **info@middle-east-economic-forum.com**.

**5. Cancellation Fees:** 50% of the total exhibition fee if booking cancelled before **31.03.2017**. 100% of the total exhibition fee will be retained thereafter.

#### **6. Hotel Costs**

Exhibitors are solely responsible for hotel bookings and arrangements for overnight stays of their own employees and customers. This applies to both the organization and the covering of all associated costs as required.

#### **7. IT Equipment and Wardrobe**

Exhibitor companies are solely responsible for all the items, IT equipment and clothing they bring to the congress. They can bring their own equipment or they can be ordered via the hotel. The stand of the exhibition area as well as every piece of additional equipment for their workstation (e.g. literature stands, extension leads, chargers etc.) is offered by the contractual partner.

#### **8. Information about the Submission Deadlines for the Event**

All the documents stated above need to be sent by the exhibitor company to the congress organizer (completed documents, company logo in high resolution format suitable for print, website and company description for the congress website) by **31.03.2017**.

## **C. Why you should be an Exhibitor at MEEF**

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### **The Right Target Audience for you**

You benefit from reaching your target audience and having the opportunity to develop long-term cooperation partnerships.



### **Linking Research and Practice**

The MEEF congress is ideal for experience and know-how exchange, examples of best-practices, trends & news from the industry.



### **Influential Participants**

You have the opportunity to present your business solutions to an expert audience, decision-makers, experts from the industry and form lasting partnerships.



### **Efficient Investment**

At the congress you reach your audience and benefit from a large media coverage to get your product to the respective beneficiaries with an affordable budget and no extensive efforts.



I agree with the conditions stated above and have taken careful note of the binding conditions applying to the exhibition package applied for.

**Place and date of issue:**

**Legally binding signature and company stamp:**

## **D. Contact**

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