Lynchpin Media

BEINTELLIGENT
@GITEX2018

INTELLIGENT PUBLICATIONS:

intelligent CISO
security intelligence that transcends borders

INTELLIGENT CIO

INTELLIGENT TECH CHANNELS

SUPPORTING CIO PUBLICATION

G 38TH GITEX TECHNOLOGY WEEK | 14 - 18 OCT 2018
DUBAI WORLD TRADE CENTRE

INTEGRATEDCAMPAIGN

We believe in today's climate that integration is important when it comes to planning your marketing. Our campaigns offer the perfect solution. The focus is around generating quality leads and educating the market on your brand and positioning the company and its senior execs as thought leaders at the same time. Our partnerships tick all the boxes, offer super value for money and provide an intelligent solution.

BRAND AWARENESS

Recent research has shown that companies totally overlooking brand awareness activities are at a distinct disadvantage when compared to competitors who are. Whilst we understand why this activity is often overlooked we believe it is an essential part of your integrated campaign. It provides the perfect platform to remind existing and potential customers of your services/solutions.

CONTENT CREATION

Content is viewed as a key element for any company in the current market. Generating quality content that is viewed impartially can be more difficult than first thought. Ensuring the content is visible to the right audience can be even harder. Our campaigns are built around content and ensuring you are positioned as thought leaders in your chosen sector. The campaigns deliver content suitable across all media.

LEAD GENERATION

For 5 years Lynchpin Media have delivered successful lead generation campaigns for technology providers and major global agencies. Our content syndication campaigns build on your awareness activity and enable you to identify those customers looking to upgrade. These provide the ROI element of our campaigns and allow you to measure the results. We are able to work to targeted account lists and provide niche campaigns to suit your budget.

Lynchpin Media offer a range of platforms to promote your solutions and services.' Our campaigns are tailored to suit your requirements, we understand that all of our clients have different needs. We recognise that a to create a bespoke service which meets your needs, we have to understand your objectives, so that we can meet and exceed your expectations. We would be very happy to discuss and build a campaign for your company that delivers everything you need at GITEX.

INTELLIGENTBRANDS

Lynchpin Media is an independently owned media communications company, whose main aim is to help organisations reach and influence decision makers in Europe, the Middle East and Africa. We have a growing database of over 340,000 global IT decision makers. Our **Intelligent** brands are designed to offer complete coverage of the ICT sector and means we can communicate with all sectors of the industry.

INTELLIGENT GITEX

We are pleased to launch our dedicated GITEX brand; dedicated to providing regional professionals with important news and helping companies to promote their participation and new technologies. Intelligent GITEX offers print and online solutions.

INTELLIGENT CIO

Intelligent CIO is a technology intelligence platform aimed at the enterprise IT sector to provide targeted updates and research-driven data. As part of Lynchpin Media, this platform gives complete and unparalleled advice to the regional technology community.

INTELLIGENT CISO

Intelligent CISO is our technology intelligence platform aimed at the enterprise sector. It provides followers updates and intelligence about cybersecurity. As part of Lynchpin Media, this solution is the go-to publication for all clients offering security services and solutions.

INTELLIGENT TECH CHANNELS

Intelligent Tech Channels is an online, digital and print publication, targeted at the enterprise channel community across the Middle East and Africa. The content helps keep the channel community up to date with new technology and how this affects the channel.

TECHNOLOGY PARTNERSHIP

Position your company as a thought leader in your chosen technology. This partnership provides an affordable results driven opportunity for all exhibitors at GITEX to maximise their ROI, create better exposure and generate lead opportunities before, during and after the show.

$8,000

Full Page Advert in 2 issues of Intelligent CIO or Intelligent CISO
Full Page Advert in 2 issues of Intelligent Tech Channels
Full Page Advert in the Intelligent GITEX
Logo featured on cover of Intelligent GITEX
All partners logos will be featured on the Lynchpin Media stands at GITEX

AWARENESS
PRINT

Web Banner on Intelligent CIO or Intelligent CISO for 2 months
Web Banner of Intelligent Tech Channels website for 2 months
Web Banner on Intelligent GITEX website for 2 months
Web Banner on 1 GITEX Newsletter per week for one month prior to show
Web Banner on 1 x ICIO or ICISO Newsletter prior to event
Web Banner on minimum one daily Intelligent GITEX newsletter AM/PM

AWARENESS
ONLINE

Pre-Event Interview to feature in the Intelligent GITEX magazine
Onsite interview to feature in post-GITEX round-up magazine
Video onsite with senior executive and hosted on IntelligentGITEX.com
All interviews and client content will be hosted on IntelligentGITEX.com
Pre-Event Content to feature in Intelligent GITEX newsletters
Content shared across all social media promoting your participation, stand location and content (minimum 3 times)
Videos promoted through our social channels post-event

CONTENT
CREATION

A dedicated Lead Campaign will be carried out in the 3 months around GITEX through a content syndication campaign.
30 Leads from the following Criteria will be provided before the end of November 2018

All ME Countries | All Industries | IT Manager+ | 250+ Company Size

*Other criteria may be specified, however this could mean an incremental cost.

LEAD
GENERATION

INTELLIGENT PARTNERSHIP

For those wanting to further enhance their participation at GITEX 2018, our Intelligent partnerships are the ideal choice. Comprehensive and integrated, this package ensures maximum visibility and will identify potential customers around the event.

$10,000

AWARENESS PRINT

Full Page Advert in 3 issues of Intelligent CIO & Intelligent CISO

Full Page Advert in 3 issues of Intelligent Tech Channels

Full Page Advert in premium position in the Intelligent GITEX

Logo featured on cover of Intelligent GITEX as an Intelligent partner

Partners logos will be featured on the Lynchpin Media stands

All Intelligent Partner logos featured on magazine poly bag at GITEX

Logo Featured in our Intelligent Partners section

Company profile in the Intelligent Partners section inc. stand location

AWARENESS ONLINE

Web Banner on Intelligent CIO or Intelligent CISO website for 3 months

Web Banner of Intelligent Tech Channels website for 3 months

Web Banner on Intelligent GITEX website for 3 months

Web Banner on 1 x GITEX Newsletter per week for one month

Web Banner on 1 x ICIO or ICISO Newsletter prior to event

2 x HTMLs – 1 prior to event and a post event reminder mailer

Logo Featured in our Intelligent Partners section

Company profile on the Intelligent Partners section inc.stand location

Web Banner on minimum 1 daily Intelligent GITEX newsletter AM/PM

CONTENT CREATION

Pre-Event Interview to feature in the Intelligent GITEX magazine

Onsite interview to feature in post-GITEX round-up magazine

Promotion of 3 x Video Interviews onsite with senior executives

All interviews and client content will be hosted on IntelligentGITEX.com

Pre-Event Content to feature in Intelligent GITEX newsletters

Cover of Intelligent GITEX will feature Execs from all Intelligent Partners

Content shared across all social media promoting your participation, stand location and content (minimum 3 times)

Videos promoted through our social channels post-event

LEAD GENERATION

A dedicated Lead Campaign will be carried out in the 3 months around GITEX through a content syndication campaign.

50 Leads from the following Criteria will be provided before the 15th December 2018.

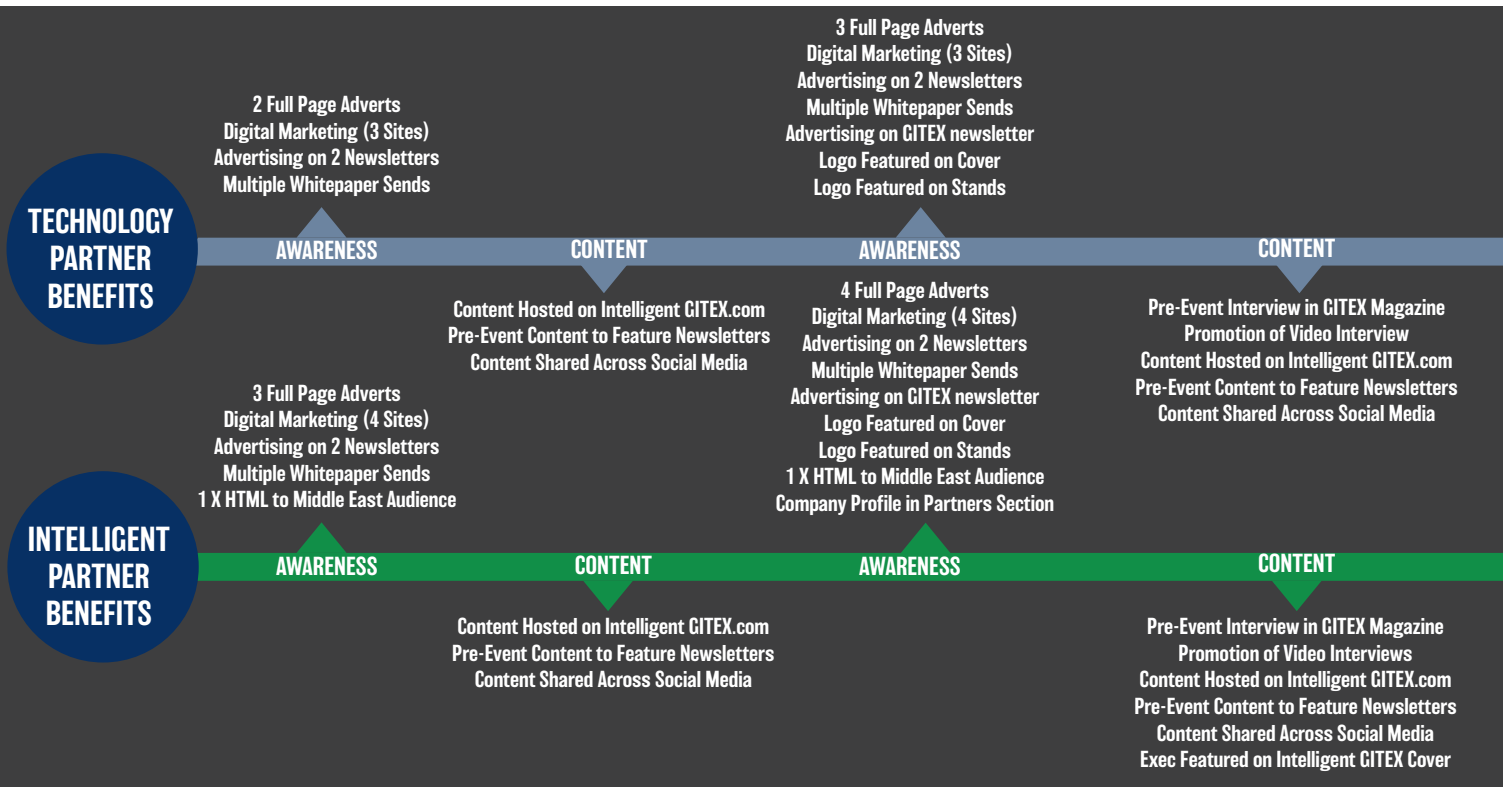All GCC Countries | All Industries | IT Manager+ | 250+ Company Size

*Other criteria may be specified, however this could mean an incremental cost.

ACTIVITYSCHEDULE

This helpful guide offers a simple timeline, illustrating how the various elements are delivered during the campaign cycle. This enables you to integrate the campaign alongside other activities in your existing marketing plan. The guide covers an extended period from 6 weeks before to 4 weeks after the event, helping you to understand the potential reach.

SEPTEMBER   OCTOBER

TECHNOLOGY PARTNER BENEFITS

2 Full Page Adverts
Digital Marketing (3 Sites)
Advertising on 2 Newsletters
Multiple Whitepaper Sends

3 Full Page Adverts
Digital Marketing (3 Sites)
Advertising on 2 Newsletters
Multiple Whitepaper Sends
Advertising on GITEX newsletter
Logo Featured on Cover
Logo Featured on Stands

AWARENESS — CONTENT — AWARENESS — CONTENT

Content Hosted on Intelligent GITEX.com
Pre-Event Content to Feature Newsletters
Content Shared Across Social Media

4 Full Page Adverts
Digital Marketing (4 Sites)
Advertising on 2 Newsletters
Multiple Whitepaper Sends
Advertising on GITEX newsletter
Logo Featured on Cover
Logo Featured on Stands
1 X HTML to Middle East Audience
Company Profile in Partners Section

Pre-Event Interview in GITEX Magazine
Promotion of Video Interview
Content Hosted on Intelligent GITEX.com
Pre-Event Content to Feature Newsletters
Content Shared Across Social Media

INTELLIGENT PARTNER BENEFITS

3 Full Page Adverts
Digital Marketing (4 Sites)
Advertising on 2 Newsletters
Multiple Whitepaper Sends
1 X HTML to Middle East Audience

AWARENESS — CONTENT — AWARENESS — CONTENT

Content Hosted on Intelligent GITEX.com
Pre-Event Content to Feature Newsletters
Content Shared Across Social Media

Pre-Event Interview in GITEX Magazine
Promotion of Video Interviews
Content Hosted on Intelligent GITEX.com
Pre-Event Content to Feature Newsletters
Content Shared Across Social Media
Exec Featured on Intelligent GITEX Cover

SEPTEMBER   OCTOBER

S Most visitors to GITEX make a plan, especially those who you want to meet. Market yourself effectively pre-event.
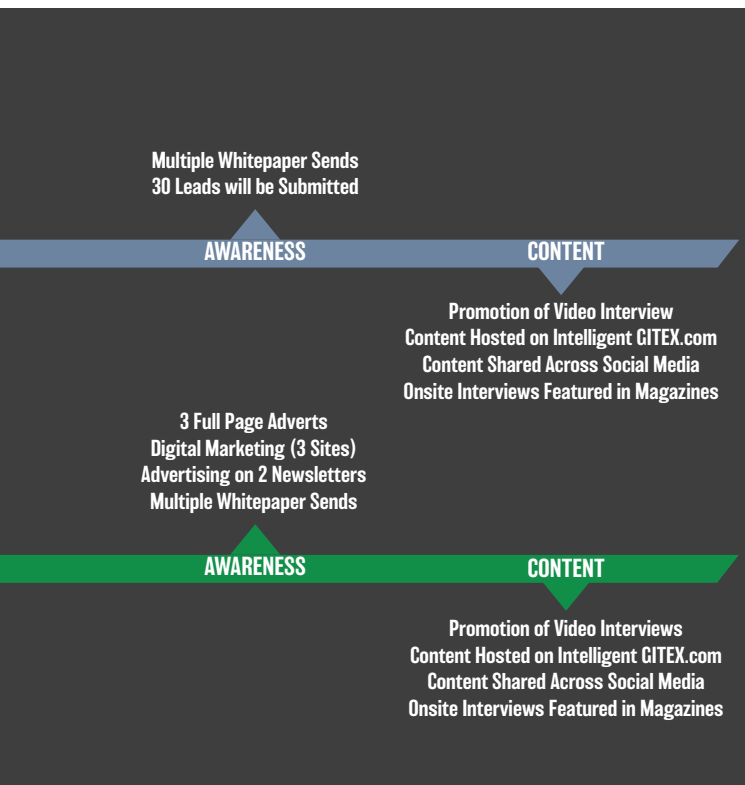
O Reach out to attendees and visitors to the exhibition. We have multiple stands and distribution points across all halls.

PRE-EVENT MARKETING CAMPAIGN

ONSITE MARKETING CAMPAIGN

FINAL PIECES OF THE PUZZLE

Some companies want to be different, below are additional options to help you stand out before and during GITEX 2018.

NOVEMBER

Multiple Whitepaper Sends
30 Leads will be Submitted

AWARENESS   CONTENT

Promotion of Video Interview
Content Hosted on Intelligent GITEX.com
Content Shared Across Social Media
Onsite Interviews Featured in Magazines

3 Full Page Adverts
Digital Marketing (3 Sites)
Advertising on 2 Newsletters
Multiple Whitepaper Sends

AWARENESS   CONTENT

Promotion of Video Interviews
Content Hosted on Intelligent GITEX.com
Content Shared Across Social Media
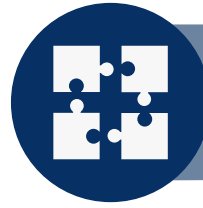**Onsite Interviews Featured in Magazines**
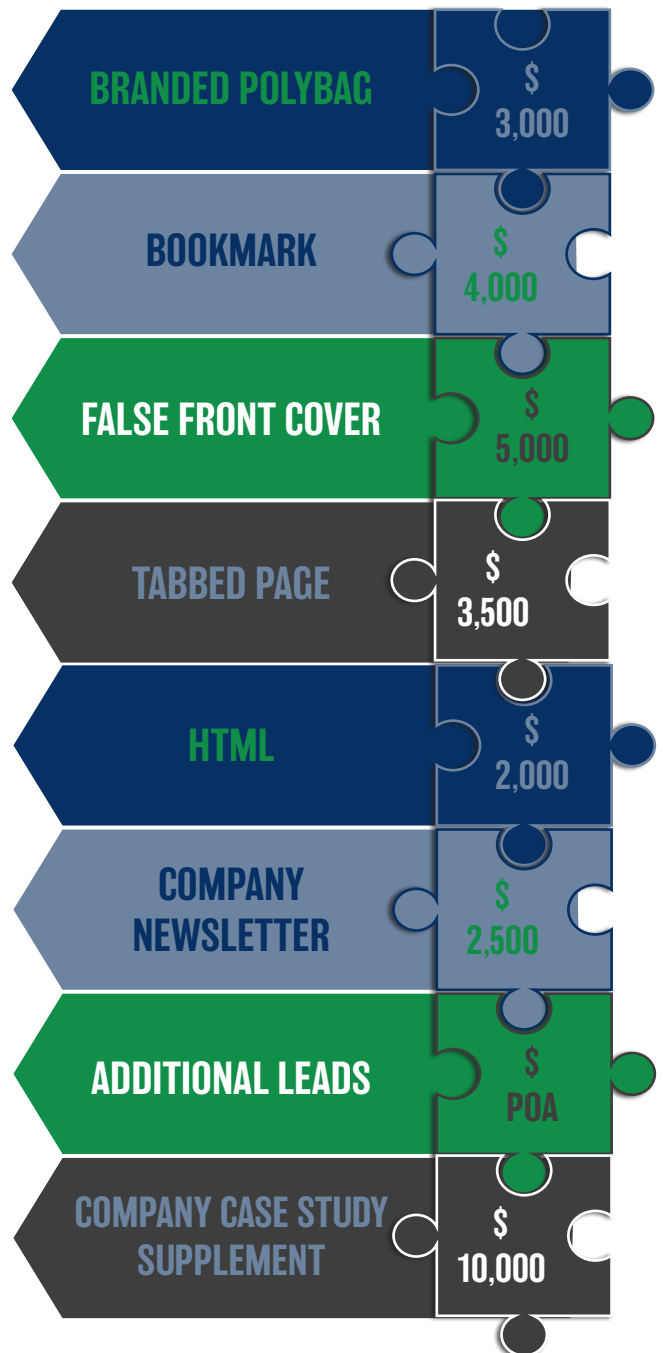
NOVEMBER

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Visitors are inundated with collateral at the show. A little reminder post-event can help remain in their thinking.

POST-EVENT MARKETING CAMPAIGN

BRANDED POLYBAG — $ 3,000

BOOKMARK — $ 4,000

FALSE FRONT COVER — $ 5,000

TABBED PAGE — $ 3,500

HTML — $ 2,000

COMPANY NEWSLETTER — $ 2,500

ADDITIONAL LEADS — $ POA

COMPANY CASE STUDY SUPPLEMENT — $ 10,000

WHYPARTNER?

Finding the right partner who can deliver the results promised is essential in today's challenging market. The marketing decision maker has tough targets to achieve and needs to identify the partners that can best help them achieve these. We have become a trusted partner for all our clients and continue to deliver results for even the toughest campaign objectives!

87,000

Intelligent CIO has a reach of **87,000** IT professionals in the Middle East and recognised as one of the premier technology information providers.

22,000

Lynchpin Media's 'USP' has been our lead generation. We have generated **22,000** leads and several successful account-based marketing

5,000

With 3 stands and many other distributions points, there will be over **5000** copies of our Intelligent publications available at GITEX 2018.

ROI

Our post-campaign reports highlight all the activities delivered. This combined with the leads enable our clients to understand the **ROI** achieved.

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