

GITEX Technology Week

Dubai, UAE, October 17-21, 2021



The biggest tech show in the Middle East, North Africa & South Asia



Florida Technology Companies are invited to attend **GITEX Technology Week 2021**

GITEX Technology Week is an IT tech platform where renowned names in technology and business meet to push the global transformation agenda ahead. Now in its 41st year, the show's 2021 edition allows exhibitors to:

- Come face-to-face with over 100,000 visitors from 140 countries
- Build their industry connections with C-suite, government heads and influential buyers
- Connect with the entire tech ecosystem in one place

GITEX 2021 is unifying multiple shows that encapsulate the interconnected power of tech:



Who Should Exhibit?

5G	AI & AUGMENTED ANALYTICS	FUTURE MOBILITY	DIGITAL ECONOMIES	CYBERSECURITY & RESILIENCE	CLOUD & EDGE COMPUTING
UAE first Arab nation to roll out 5G, fourth globally - GITEX presents the biggest 5G showcase in the region	AI will save 50% of UAE government costs as per UAE AI Strategy 2031 - Public & private AI partnerships vital to achieving this mission	25% of Dubai transportation to go autonomous by 2030 (Dubai Autonomous Transportation Strategy) - explore industry-defining urban solutions here	Leveraging emerging tech to develop financial cooperation, the freelance economy, digital markets and digital content for more efficient and significant economic impact	UAE stopped 120,000+ cyber attacks in July 2020 - improving digital defences a must for modern economy	\$4 billion Cloud investments by 2022 in MEA - public cloud to aggressively expand region's tech capabilities

EXHIBITION INFORMATION

Enterprise Florida has secured space for a Florida Pavilion. Booths are limited and will be sold on a first-come, first-served basis.

9 sqm booth @ US\$875/sqm US\$ 7,875

Compulsory Fees	
Exhibitor Insurance	US\$ 190
Marketing Power Pack Lead	US\$ 310
Generation & Tracking	US\$ 220
5% Applicable VAT	US\$ 430

Net Cost for 9 sqm booth US\$ 9,025

Power Pack includes the enhanced listing (exhibitors to upload video, press release, company logo, company profile), and the online/onsite matchmaking tool also known as ConneXions.

Turnkey booth includes:

- Customized branding
- Carpet and standard furniture (1 table, 2 chairs)
- Power and lighting
- Fascia and company logo on the counter table
- Cleaning of booth
- On site assistance

TRADE SHOW GRANTS

Enterprise Florida offers Trade Show Grants to eligible companies reimburse 75% (up to \$7,500) of select booth-related expenses.

For qualification criteria, please visit:
www.enterpriseflorida.com/tradegrants

Contact Enterprise Florida Today!



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Organized by Enterprise Florida, the official economic development organization for the state of Florida.

