



# المؤتمر الثامن عشر للحكومة والخدمات الإلكترونية في دول مجلس التعاون الخليجي

## 18<sup>th</sup> GCC eGovernment and eServices Conference

May 19 - 23, 2012 | Ritz Carlton Hotel – DIFC | Dubai, UAE  
[www.datamatixgroup.com](http://www.datamatixgroup.com)

### 18<sup>th</sup> eGovernment Conference

Greetings,

We would like to take this opportunity to extend our appreciation for your organizations support towards the regional and global ICT development.

We are honored to present your organization with the annual **18th GCC eGovernment and eServices Conference**, which aims to create a framework for outstanding eGovernment models. The Conference has established itself as the largest eGovernment conference in the region, and one of the world's most important eGovernment events.

The event will be held at Ritz Carlton Hotel -DIFC in Dubai, UAE on the 19<sup>th</sup> to 23<sup>rd</sup> of May, 2012, under the auspices of Global organizations and technological institutions attended by regional and global VIPs, decision makers from government, business and international institutions. The conference will be commenced with the release of the much awaited eMaturity eGovernment report that assesses the eMaturity or the maturity of eGovernment and ICT framework in the GCC and stresses the importance of eGovernment in the region. In conjunction with the event, the Middle East Excellence Awards Institute will be hosting the 17<sup>th</sup> Middle East eGovernment and eServices Awards ceremony to honor the outstanding achievements and contribution to the remarkable growth of eGovernment.

On this important occasion, we would like to invite your organization to join us as a sponsor and exhibit your support for the regional eGovernment development while simultaneously optimizing market presence thereby ensuring quality exposure for your organization before a highly qualified and influential audience.

As a Sponsor, it will be a great opportunity for your organization to take advantage of the valuable opportunity to meet, network and build contacts with regional and global ICT delegations. We sincerely hope you will support us in our endeavours so that together, we can contribute to the development and advancement of GCC's ICT to the highest international standards.

For more please visit, [www.datamatixgroup.com](http://www.datamatixgroup.com) and for any inquiries email us at [kamali@datamatixgroup.com](mailto:kamali@datamatixgroup.com)

Thank you very much and we look forward to seeing you at the event.

Sincerely,

**Ali Al Kamali**  
Managing Director

Powered and Organized by:



Tel: 19714 3326683 Fax: 19714 3328223 Email: [info@datamatixgroup.com](mailto:info@datamatixgroup.com)

إحدى أكبر المؤتمرات العالمية  
في مجال الحكومة والخدمات الإلكترونية

**ONE OF THE LARGEST  
eGOVERNMENT & eSERVICES CONFERENCE IN THE WORLD**



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### Profile

The conference aims to create a framework for outstanding eGov models and formulate winning strategies, which will enhance administrative productivity, efficiency and transparency. Over 18 years, this event has established itself as the largest in the region and one of the most important eGov events in the world.

### The Conference will be attended by:

- More than 50 regional and global speakers and presenters
- 1000 Regional and Global participants during the 5 days
- Decision makers from government, business and international institutions
- Global and Regional VIPs and Information Technology Professionals and Experts
- CIOs, IT Managers, IT Directors and CTOs
- Academia and Researchers
- Telecom and Internet Service Providers
- ICT Solution Providers and more

### Why You Should Join This Event as a Sponsor?

- Demonstrate your support towards ICT
- An opportunity to market your product and services
- Increase professional and public awareness of your organization's commitment services
- Promote the contribution your organization has made in enabling the Middle East industry
- Provide an opportunity to showcase your organization's services.
- Enhance your public relations, networking and organization profile

### Case Study Presentation Requirements:

- An overview and abstract on the project
- The vision and road map
- The challenges, opportunities during the planning and execution of the project
- The future development plans and goals
- The services and facilities the project provides its customers
- How have you marketed the project?
- The security and trust of the information and services
- Moreover, any other information about the project you are going to present as the case study

### How We Market the event:

- |                     |  |
|---------------------|--|
| • Direct Mail       | Mailing selected individuals using vertical sector lists         |
| • Prints and fliers | Print media  |
| • Web Page Hits     | Dedicated event website  |
| • Targeted Messages | Targeting individual business groups with tailored messages      |
| • Adverts & Inserts | Adverts, inserts with our media sponsors                         |
| • Email Campaign    | Enhanced campaign to prospects via email                         |
| • Telesales         | Direct sales calls to prime organizations                        |
| • PR Campaign       | High profile PR campaign, dedicated to getting the best coverage |

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### Sponsorship Package: (Fees to be discussed)

- Organizations name and logo on all event materials
- 2 VIP invitations to the event and awards
- 2 roll-up banners display at the event venue (1m width x 2m height)
- A platform for networking with the right target audience
- Opportunity to distribute the org. brochures
- Media interviews during the event arranged by the Datamatix
- Company logo and hyperlink on the event website
- PR, media and marketing campaign to highlight the sponsorship
- A table for exhibiting and showing your products and services

**Second Party:** We here by confirm our sponsorship for the above mentioned event.

**Authorized by:** \_\_\_\_\_

Company: \_\_\_\_\_

المؤسسة: \_\_\_\_\_

P.O. Box: \_\_\_\_\_

صندوق البريد: \_\_\_\_\_

Telephone: \_\_\_\_\_

الهاتف: \_\_\_\_\_

Email: \_\_\_\_\_

البريد الإلكتروني: \_\_\_\_\_

Please fax this agreement to us at: +9714-3328223

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