

SMART
SMB
SUMMIT

— 2019 —



Redefining Digital and Business Transformation

20th March 2019 - Oman



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Smart SMB Summit & Awards, which has held successful editions in UAE and Bahrain, is scheduled to be hold its inaugural edition in Oman on the 20th of March 2019.

Smart SMB Summit & Awards is a platform that brings together the largest number of 'C' level executives from the mid-market segment under one roof.

The half day event will include the Summit & Awards. Under the theme of 'Redefining Digital and Business Transformation', the summit will include keynotes presented by eminent leaders of their respective domains and panel discussions with participation of industry experts. The content of the keynotes by expert speakers from the industry and panel discussions will help drive awareness among attendees that accelerate digital and business transformation in their organizations.

The second half of the event would include an Awards ceremony to recognize the outstanding work being done by companies and individuals in deploying digital transformation strategies across verticals based on their nomination entries. Recognitions would be conferred on C-level leaders who are playing a key role in leading and facilitating digital transformation initiatives in their various roles within their organizations.



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AGENDA

1:30 - 2:30 PM	Registrations
2:30 - 2:40 PM	Welcome address
2:40 - 2:50 PM	Address by Chief Guest
3:00 - 3:15 PM	Keynote - The strategy blueprint for digital transformation
3:15 - 3:30 PM	Keynote - Cloud as an enabler of digital transformation
3:30 - 4:00 PM	Panel Discussion - Outlook for digital transformation in Oman's mid-market
4:00 - 4:20 PM	Coffee Break
4:20 - 4:35 PM	Keynote - The transformational impact of IoT and edge computing
4:35 - 4:50 PM	Keynote - Cybersecurity in the age of digital transformation
4:50 - 5:10 PM	Panel Discussion - Realizing the digital workplace
5:10 - 5:25 PM	Keynote - Role of ERP in digital transformation
5:25 - 5:55 PM	Panel Discussion - Women leaders in IT transformation
5:55 - 6:45 PM	Networking
6:45 - 9:00 PM	Awards & Dinner



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EXTENSIVE COVERAGE

The event will have keynote speeches from several well accomplished Technology and Business leaders. There would be pre-event and post event coverage across different media platforms including newspapers, magazines and online platforms.

PRE-FIXED MEETINGS

Based on demand, the event is also likely to include limited pre-fixed meetings on the sidelines to facilitate serious business association/partnership talks. This would be available to sponsors of the event.



TECHNOLOGY SHOWCASE

The event will also include an elaborate showcase of innovative technologies and services that our sponsors would be looking to highlight at the event at their designated booths.



Sponsorship Contact Details:

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About us: Sm@rt SMB from BMI is a brand that seeks to enhance the knowledge quotient of the diverse SMB ecosystem via Media and events. Our focus is on the diverse and dynamic SMB segment in the MEA region that is responsible for employing the largest workforce in each of the local economies of the region. By empowering this segment through our services, we aspire to help them stay ahead



PLATINUM PARTNER PACKAGE

Pre-Event Deliverables

- Prominent logo as Exclusive Platinum Partner featured on event website
- Prominent logo as Exclusive Platinum Partner featured on all social media campaign
- Summit will be referred to as "in association with" the platinum partner on all marketing communication
- Link to Platinum Partner's website from the event website
- Platinum Partner to receive logo placement on print ad campaign in Sm@rt SMB industry publication
- Logo featured as "Platinum Partner" on event invitations
- Logo placement on digital marketing messages to extensive industry database
- Platinum Partner's name and logo will appear on all pre-and post-promotional marketing and advertising on www.smartsmb.net
- Prominent editorial coverage leading up to the event in Sm@rt SMB Magazine
- 2 X full page Advert in Sm@rt SMB magazine
- 1 X Leader board digital banner on smartsmb.net for 2 months.

On-Site Deliverables

- Dedicated 3m X3m booth for showcasing your products at the show
- 1 X Keynote speaking slot
- 1 X panelist position in one of the industry panel discussion
- 5 one to one meeting with top C level executives of your choice, at dedicated area in VIP Majlis
- Logo placement on digital signage screens and other onsite branding placed in the pre-function area where sponsors are mentioned
- Opportunity to provide 4 adverts to be displayed on digital signage screens at the event
- Logo on main stage
- Logo placement on photo wall and other onsite branding where sponsors are mentioned
- Prominent logo as Exclusive Platinum Partner featured on all live feed of social media campaign

Post Event Deliverables

- Prominent logo as "Platinum Partner" on all online and print event coverage, where sponsors are mentioned
- Logo displayed on event website until the following year's event is held
- Exclusive editorial coverage with picture of your spokes person in Smart SMB Magazine
- 1 X full page Advert in Sm@rt SMB magazine.

Total Cost: US\$35,000



SILVER PARTNER PACKAGE

Pre-Event Deliverables

- Logo as SILVER Partner featured on Summit website and on all marketing communication
- Logo as SILVER Partner featured on all social media campaign
- Link to SILVER Partner's website from the event website
- SILVER Partner to receive logo placement on print ad campaign in Sm@rt SMB industry publication
- Logo featured as "SILVER Partner" on event invitations
- Logo placement on digital marketing messages to extensive industry database
- SILVER Partner's name and logo will appear on all pre-and post-promotional marketing and advertising on www.smartsmb.net
- 1 X inner digital banner on www.smartsmb.net for 1 month

On-Site Deliverables

- Dedicated 3m X3m booth for showcasing your products at the show
- 1 X panelist position in one of the industry panel discussion
- 2 one to one meeting with top C level executives of your choice, at dedicated area in VIP Majlis
- Logo placement on digital signage screens and other onsite branding placed in the pre-function area where sponsors are mentioned
- Opportunity to provide 1 advert to be displayed on digital signage screens displayed at the event
- Logo on main stage
- Logo placement on photo wall and other onsite branding where sponsors are mentioned

Post Event Deliverables

- Logo on all online and print event coverage, where sponsors are mentioned
- Logo on all social media campaign
- Logo displayed on event website until the following year's event is held
- Editorial coverage in Sm@rt SMB Magazine
- 1 X full page Advert in Sm@rt SMB magazine

Total Cost: US\$15,000



EXHIBITOR PACKAGE

Pre-Event Deliverables

- Logo featured on Summit website as EXHIBITOR
- EXHIBITOR to receive logo placement on print ad campaign in Sm@rt SMB industry publication
- Logo placement on digital marketing messages to extensive industry database
- EXHIBITOR's name and logo will appear on all pre-and post-promotional marketing and advertising on www.smartsmb.net

On-Site Deliverables

- Dedicated 3m X 3m booth for showcasing your products at the show
- Logo placement on digital signage screens and other onsite branding placed in the pre-function area where sponsors are mentioned
- Logo on main stage

Post Event Deliverables

- Logo on all online and print event coverage, where sponsors are mentioned
- Logo displayed on event website as EXHIBITOR until the following year's event is held
- 1 X full page Advert in Sm@rt SMB magazine

Total Cost: US\$10,000