

The Computer Society of Kenya
23rd June 2014

GITEX TECHNOLOGY WEEK
EMPOWERING. CONNECTING. ENTERTAINING.

12 - 16 OCTOBER 2014
DUBAI WORLD TRADE CENTRE

Dr. Waudo Siganga
The Computer Society of Kenya-Kenya
No.7 Menelik Court Flats, Menelik Road, off Ngong Road, Milimani. P.O. Box 70180
400, Nairobi, Kenya
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Dear Dr. Siganga

GITEX 2014: Industry Association Invitation Programme

GITEX TECHNOLOGY WEEK, the region's major ICT exhibition and conference series, has launched an industry association invitation programme. As a key association, we are delighted to offer you and your members the opportunity to access this programme and take advantage of a range of added-value benefits and features.

Included in this pack are complimentary invitations for your association employees, some summary material on what's new at GITEX in 2014, information on our VIP Majlis programme for senior executives, discount codes for all members and an order form should you wish to pass these benefits to your entire membership base.

The Technology World is meeting in Dubai. Join them.

Over 3,700 companies across 13 halls will be waiting to meet you, showcasing the very latest solutions and technologies to increase ROI, improve performance and engage customers at ever greater and deeper levels. With 13 dedicated sector-based industry platforms, knowledge driven conferences covering hot ICT topics, and a range of new and exciting features: GITEX is a must-attend event.

With over 3,700 companies demonstrating the very latest technologies we have a range of tools to help with planning your visit. Details on these are also included with this pack.

Be Featured as a Supporting Association.

If you are interested in promoting your association to the 500,000+ industry professionals on the GITEX database and the 142,000+ visitors to the exhibition, you are invited to become a Supporting Association. In return for promotion of GITEX to your member base you will have your association logo and a website link added to the official GITEX website. To become a supporting association please complete the order form enclosed.

I hope to be able to welcome you and your members at Dubai World Trade Centre between 12 and 16 October.

Yours sincerely,



Yvonne Zeljkovic
Cluster Director ICT & Lifestyle
Events & Exhibitions, Dubai World Trade Centre

RSVP to: gitexmarketing@dwtc.com or telephone +971 4 308 4090

Planning Your Members Attendance: Additional Benefits and Features

There are a range of additional tools and options to increase the value of your association's visit to GITEX.

GITEX Majlis: Exclusive VIP Lounge.

The GITEX Majlis programme is tailor-made for C-Level ICT decision makers. Featuring exclusive entry benefits including:

- Complimentary, fast-track, 5-day access pass to GITEX TECHNOLOGY WEEK 2014
- Complimentary Welcome Pack with Official Show Catalogue
- Access to the C-Level Majlis Lounge
- Internet access through secure Wi-Fi
- Complimentary newspapers and business magazines
- Discounts for GITEX TECHNOLOGY WEEK Conferences

If you would like to offer your members the opportunity to take advantage of the benefits of participation, please contact gitex@dwtc.com to initiate the enrollment or complete the form included with this pack.

ConneXions: Pre-schedule appointments with key executives.

Make the most of your visit to GITEX by accessing ConneXions – the business matchmaking tool designed to help you explore and connect with exhibitors, products and educational sessions of your choice at GITEX 2014.

Your ConneXions account is automatically activated once pre-registration is complete. Complete the online form at www.gitex.com ensuring you add in the discount or complimentary code included.

Complimentary Passes: Become a Supporting Association.

If you would like additional complimentary passes and to be one of GITEX TECHNOLOGY WEEK's officially recognised Supporting Associations, please complete and sign the Supporting Association agreement. If you would like to amend the agreement please contact the GITEX Association Team on: email: gitexmarketing@dwtc.com or fax: +971 4 318 8607.

Discounted Passes: GITEX Trends: targeted conferences

If you would like discounted passes for any of the GITEX Trend series of conferences, simply complete and sign the Supporting Association agreement and indicate the number of passes you would wish to have discounted attendance for.

RSVP to: gitexmarketing@dwtc.com or telephone +971 4 308 4090

Order Form: Industry Association Invitation Programme.

Please complete the following form and return to the GITEX Association Team on: email: gitexmarketing@dwtc.com or fax: +971 4 318 8607

Item	Detail	Qualifying Criteria for Receipt	Number Requested
Complimentary Exhibition Passes	5 Day Event Passes, valued at 230 AED / \$63 USD.	Limited to members of Supporting Associations.	
VIP Majlis Passes	VIP Passes granting access to Majlis Lounge. See information sheet for details.	Majlis pass recipients should be senior industry professional directly involved in ICT procurement. Nominations will be screened to ensure suitability.	(separate request form to be completed, see below)
Discount Pass: Big Data Conference	20% discount on the Big Data Conference	Limited to members of Supporting Associations.	
Discount Pass: Cloud Confex	20% discount on the Cloud Confex	Limited to members of Supporting Associations.	
Discount Pass: Digital Strategies Forum	20% discount on the Digital Strategies Forum	Limited to members of Supporting Associations.	
Information Flyers	Printed Information Flyers for distribution to members	N/A	
HTML Flyer	Email Information Flyer for electronic distribution to members	N/A	

RSVP to: gitexmarketing@dwtc.com or telephone +971 4 308 4090

12-16 October 2014

BARTER AGREEMENT

Date: _____

This agreement set out below is between:

- Kent Daniels, Dubai World Trade Centre
- Dr. Waudu Siganga, The Computer Society of Kenya

For the following Exhibition: GITEX TECHNOLOGY WEEK

GITEX TECHNOLOGY WEEK provides SMART CITIES COUNCIL:

- 1 x association logo and hyperlink (linked to the association's website) on the **supporting association** page on the **GITEX website**(www.gitex.com)
- ___ complimentary passes for association members
- ___ discount codes for Big Data Conference
- ___ discount codes for Cloud Confex
- ___ discount codes for Digital Strategies Forum

In return SMART CITIES COUNCIL agrees to provide GITEX TECHNOLOGY WEEK:

- 1x (minimum) email shot to the membership database
- 1 x logo of GITEX to be uploaded on the website with a link to www.gitex.com for the months of September and October.
- GITEX to be listed in any Event listing page on the association website

All proof of the adverts, e-shots, web banners, etc. have to be provided monthly

I agree/disagree to the terms of the Contra Agreement between the two named parties as detailed above.

Signed: _____

Kent Daniels
Head of Marketing, ICT Cluster
Dubai World Trade Centre

Signed: _____

Dr. Waudu Siganga
The Computer Society of Kenya