



Where
content
connects

“EXCELLENT”

BROADCASTPRO/SATELLITEPRO

“EXCEPTIONAL”

ORIENT PLANET GROUP

“CAPTIVATING”

INAVATE MAGAZINE

POSTSHOW REPORT 2023


15,784
Visitors



34
Countries



640+
Exhibiting Brands

93%
visitors said CABSAT
is important for their
business

79%
said they will definitely
be attending next year

51%
visitors attending
held purchasing
power

38%
visitors were
attending CABSAT
for the first time

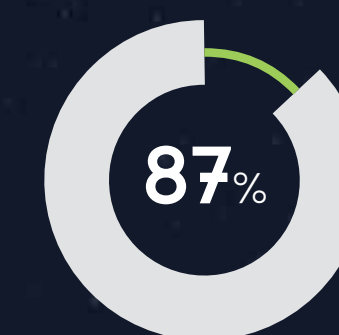
TOP VISTING COUNTRIES



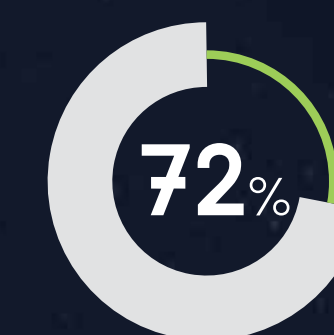
1842
Engagements in
the concierge
meetings service

42+
Hours of
content

118
Number of
speakers



Exhibitors
said CABSAT is
important for their
business



Exhibitors said market
situation was the
biggest influencing
factor in increased sales



Exhibitors use
CABSAT as first
point of entry to
MEASA market

GREAT ENGAGEMENT ACROSS ALL MEDIA



253
Press & analysts' attendance



47
Media Partners



16.8M AED
Social & Media Impressions



470
Press News Articles



8.8M AED
Reach Via Email
Campaigns

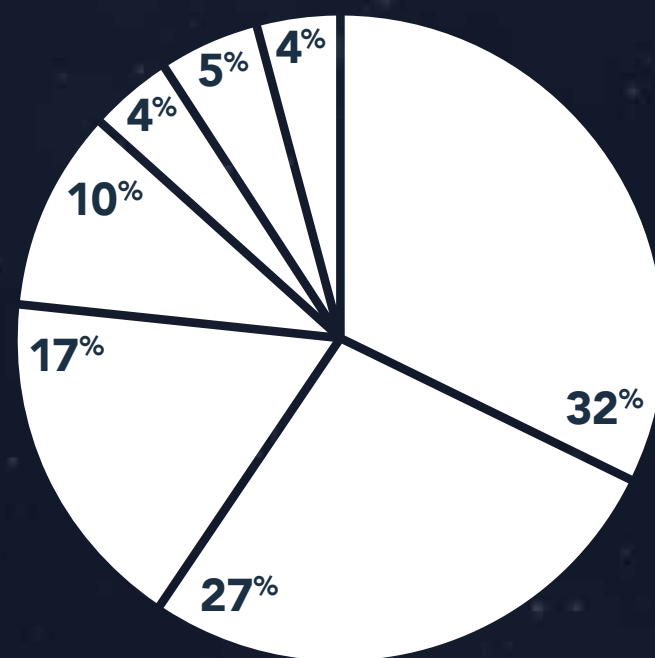


12.4M
Audience Reached Via
Media Partners

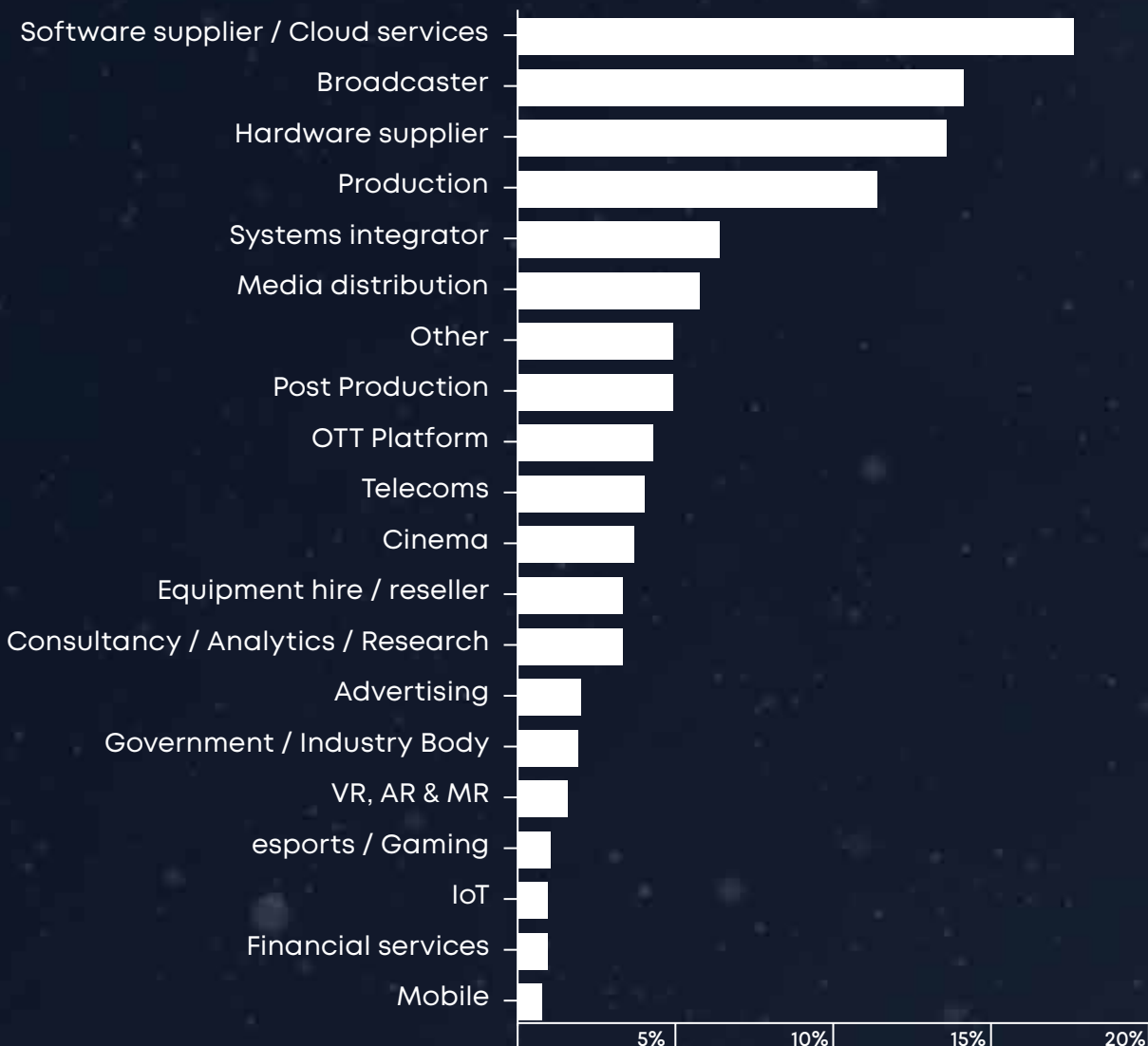
CABSAT 2023 IN NUMBERS:

JOB ROLES

C-Suite, VP, EVP, Director & Above 32%
Manager / Head of Dept 27%
Pro Engineer / Developer 17%
Entrepreneur / Freelance 10%
Student / Intern 4%
Executive / Assistant 5%
Editor / Publisher / Journalist / Writer / Photographer 4%



INDUSTRY



61%

of visitors were looking to purchase products at CABSAT

53%

said they will purchase from CABSAT exhibitors in the next 3-6 months

48%

found the right supplier for their projects during the event

38%

visitors delay purchasing decisions until attending CABSAT

53%

exhibitors generated more leads & sales in 2023 than 2022

TESTIMONIALS

“Easily one of the most energetic and busy shows in the industry.”

Al Nun~ez, Senior - Vice President Sales, Americas & EMEA.

“The energy and enthusiasm that filled the venue from the moment I walked in was captivating.”

Sandeep Sud - Kadak FM MENA.

“Our presence at CABSAT has been truly enriching as we have gained valuable insights and knowledge.”

Abdul Taketa - Multimedia, KSA

“CABSAT 2023 was extremely busy. We’ve had the pleasure of engaging with numerous new customers from the region.”

Mark Barkey - Director Sales Actus Digital

“We managed to engage with content partners & technology providers that align with our mission and addresses our viewers’ needs.”

William Page - Chief Strategy Officer, 1001, Iraq.

“Attending CABSAT 2023 was an incredible experience! The event showcased the latest advancements in broadcasting, satellite communication, and digital media.”

Remya Mathew Marketing - Action Filmz Productions UAE&KSA

CABSAT 2023 HIGHLIGHTS

Content *Congress*

Content Congress taps into some of the key challenges and opportunities facing the global and regional markets as they seek to deliver fresh, creative content, innovative formats and effective, sustainable business models in the age of disruption.

Co-Production Salon (partnership with H-consult)

A dedicated meeting lounge for business opportunities in investment in Arabic content and attracting foreign TV/ Film projects in the MENA Region.

Global Meetings Programme

An exclusive, free to use, networking service that allows registered visitors and exhibitors to search, connect and book meetings with key contacts at the show.

Satexpo *Summit*

SATEXPO Summit that spearheads sustainable space exploitation through featuring industry leading minds from satellite communications on the stage.

Business Breakfast Briefings (partnership with IABM)

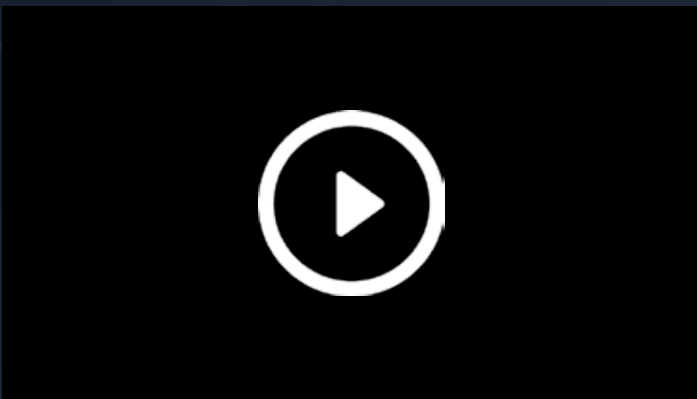
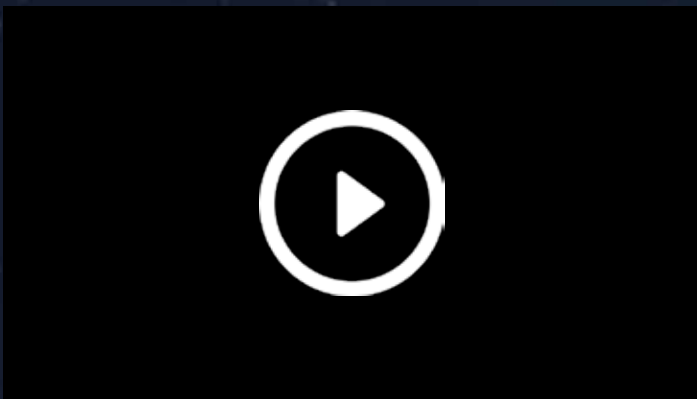
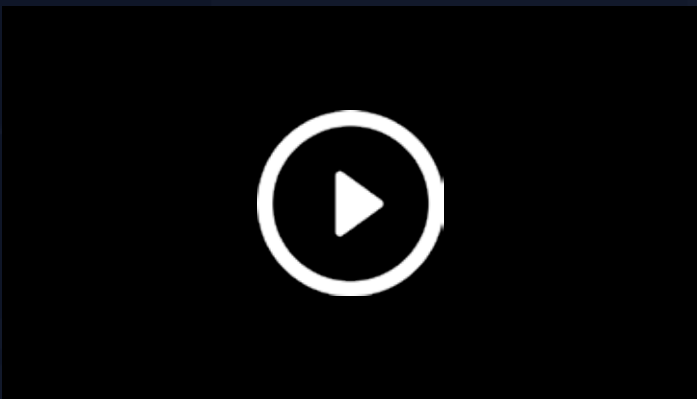
Virtual Production Studio (Partnership with PixoJam)

The pioneering on-site virtual production studio set demonstrations and educational talks.

Sound Studio Tour

A guided tour of Dubai Studio City’s world class production and post-production facilities – the largest in the MENA region – featuring boutique studios, a five-meter-deep water tank studio, green screen equipment and elephant doors

Show Highlight Videos



COMING UP FOR 2024

Next *up*

CABSAT is proud to bring startup companies and investors together for the NEXTUP space. This dynamic entrepreneur pitch competition has been crafted with the aim of fostering investment and driving growth in the industry.

Youth *Program*

CABSAT will conduct youth programs and internships for regional graduates to promote growth of the media & satellite industries.

Short *Film festival*

A Film Festival is dedicated to the promotion of Arabic Content and the film industry in the MENA region.

Tech *Innovation zone*

Demonstrating the most cutting-edge technology, including AI, Metaverse and media, film & satellite start-ups in the region.

Podcast *Live streaming*

Live podcasting from the show, onsite sound bite competition and focused conference day specifically on radio.





21 – 23
MAY 2024
DUBAI WORLD
TRADE CENTRE

CREATIVE. CONNECTED. CONSCIOUS.

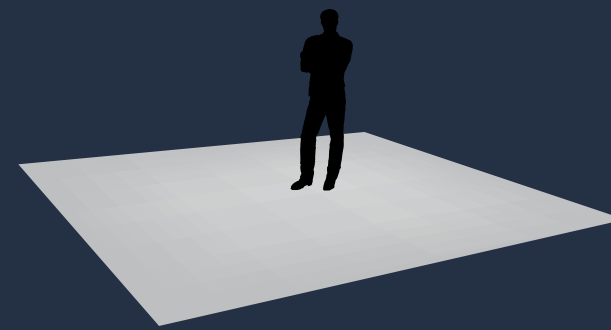
Be part of 30th Anniversary celebration

CABSAT is an annual event that brings together global media, entertainment, and technology industry in the MEASA region. It has been organized since 1993 and has evolved over the years to keep up with the latest trends and technologies in Media & Satellite communications industry in the region.

CABSAT is built on three pillars: creative, connected, and conscious. These pillars shape the purpose and focus of the event, which serves as a platform for learning, collaboration, and networking within the media and entertainment industry.

The event attracts participants from more than 140 countries and aims to provide critical insights, facilitate knowledge sharing, and create business opportunities for the show visitors.

2024 PRICING & FLOOR PLAN SAEED HALL 1 – HALL 3 + TRADE CENTRE ARENA



SPACE ONLY

(Min. 24 Sqm)

Use your own suppliers to design and construct the stand to meet your requirements

LOYALTY RATE (UNTIL 28 FEB 2024)

AED 1,670 PER SQM

EARLY BIRD (UNTIL 22 SEP 2023)

AED 1,710 PER SQM

STANDARD RATE

AED 1,780 PER SQM



SHELL SCHEME

(Min. 15 Sqm)

Basic Fittings and Supplies included

LOYALTY RATE (UNTIL FEBRUARY 28, 2024)

AED 2,280 PER SQM

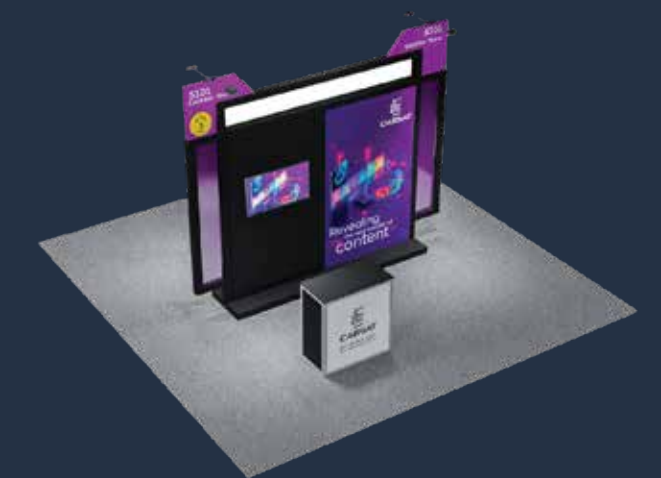
EARLY BIRD (UNTIL SEPTEMBER 22, 2023)

AED 2,320 PER SQM

STANDARD RATE

AED 2,455 PER SQM

Carpet tiled floor, walls - Name plate in English - 1 x 13 amp power point - 3 spotlights - 1 lockable counter - 1 x table & 2 x chairs



POD PACKAGE

Available in 2 size's
8sqm or 16sqm

STANDARD RATE

AED 2470 PER 8 SQM

Terms:

- Minimum 25% payment needs to be made against the invoice before the deadline to qualify for any promotional pricing.
- Prices mentioned are exclusive of 5% VAT

ENQUIRE TODAY TO EXHIBIT AT CABSAT 2024!

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