

EG MediaTech

Under the patronage of



وزارة الدولة للإعلام



2021
Mövenpick Hotel Cairo - Media City,
Giza, Egypt

The second edition of Egypt's only
media technology show



www.egmediatech.com.eg



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About

EG MediaTech is a second-edition event dedicated to the media and entertainment technology sectors. The industry show offers the opportunity for key players in the industry to meet and debate the various challenges facing the industry and source the latest equipment and services available to the market.

Egypt has one of the most established and influential media industries in the Middle East and North Africa. Its broadcasting industry has witnessed exponential growth throughout the past decade.

2019 Supporter



NAB Show, the global event for the Media, Entertainment and Technology community will be joining the EG MediaTech show as a supporter and will be showcasing a NAB Show educational track as part of the programme. This will include exciting information on the current state of the broadcasting industry, where it's heading, and will cover both TV and Radio topics including:

- Hybrid TV and streaming
- Digital and internet radio
- New standards
- Networking set-up of broadcasting stations
- IP Broadcasting Infrastructure – Proprietary vs. Standard Based

Sectors:

Broadcasting

Showcasing equipment for every link in the broadcast value chain; from content acquisition to play-out and storage.

Sound and Light

Suppliers of sound, lighting, video and rigging equipment to the rental and production markets for a range of live events and productions.

AV Integration

Suppliers of audio visual, networking, control and other equipment for fixed installations in a wide variety of spaces and sectors.

Film and Video

Professionals who are focused on post-production will find the best hardware and software to cater to their editing, grading, animation and sound mixing needs.

Digital Media and Advertising

Keeping up with the continual convergence between digital media and traditional broadcast, with over-the-top (OTT) and video on demand (VOD) services seemingly set to supplant broadcast as we know it.

Studio / DJ / Music Production

The audiophile sector is stringent about sound quality standards and technologies, and the equipment used by both the DJ sector and professional sound engineers in the studio sector meets high-end specifications.

Exhibition:

Egypt has one of the most established and influential media industries in the Middle East and North Africa. The industry sector has witnessed exponential growth throughout the past decade.

Benefits of Exhibiting

- Introduce and showcase new products to potential buyers
- Strengthen your presence within the market
- Meet face-to-face with buyers and investors
- Keep up-to-date with industry developments and innovations
- Take advantage of the excellent networking and business opportunities



To get your products and services in front of thousands of industry professionals with real buying power, **book your stand today.**

Sponsor:

Sponsoring an event like this is a great way to get your brand in front of people with buying power who need your services.

We have a host of options available depending on your budget and marketing needs. You could sponsor a specific area, an entertainment lounge, a give-away, registration desks etc.

The options are limitless.

Who you will meet:

Visitors to EG MediaTech will include high-level representatives from Egyptian state and privately owned TV companies, online and satellite channels, radio, the National Media Authority, consultants, embassies and anyone involved in the media technology industry including:

DJs, Technicians, Musicians, Artists, Advertisers, Creatives, Entrepreneurs, Investors, Media Analyst, Marketers, Media Professionals, Animators, Graphic Designers, Video Producers, Photographers, Art Directors, TV Producers and many more.

To book an exhibition stand or a sponsorship package, please contact **Mamdouh Elgohary**

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Seminars:

EG MediaTech 2021 Industry Show will feature a dedicated seminar area where exhibitors will be able to showcase their products and services, give interesting and informative talks, provide industry updates and demonstrate the latest technology and equipment.



If you are an exhibitor and interested in presenting a seminar or would like more information, please contact:

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