



LEARNING | NETWORKING | PRODUCTS

23 - 26 NOVEMBER 2020  
11:00 - 18:00 (GST)

# REDEFINING CONSTRUCTION

[www.thebig5digitalfestivalglobal.com](http://www.thebig5digitalfestivalglobal.com)

Organised by **dmg::events**

 **LIVE ANYWHERE**



# REDEFINING CONSTRUCTION

In 2020, The Big 5 will run digitally to keep supporting and empowering the global construction community during these challenging and crucial times.

From **23 to 26 November**, The Big 5 Digital Festival Global will connect industry stakeholders, fostering dialogue, providing leading-edge education, promoting innovation, and facilitating business around the world.

The event will provide an extensive product showcase alongside an inspiring conference programme. The four-day long “Redefining Construction” programme will explore market outlook, digital & smart, architecture & design, sustainability, and project management strategies to build the construction industry of the future, while best practices for facilities management during a pandemic will be discussed across a consecutive two day programme.

Join thousands of companies and peer professionals at the most crucial construction industry gathering to expand your network, increase your brand awareness, and grow your business from the comfort of your office or home.



# WHAT TO **EXPECT**



4 days of product  
showcasing, networking,  
and live premium content



**20,000+**  
attendees



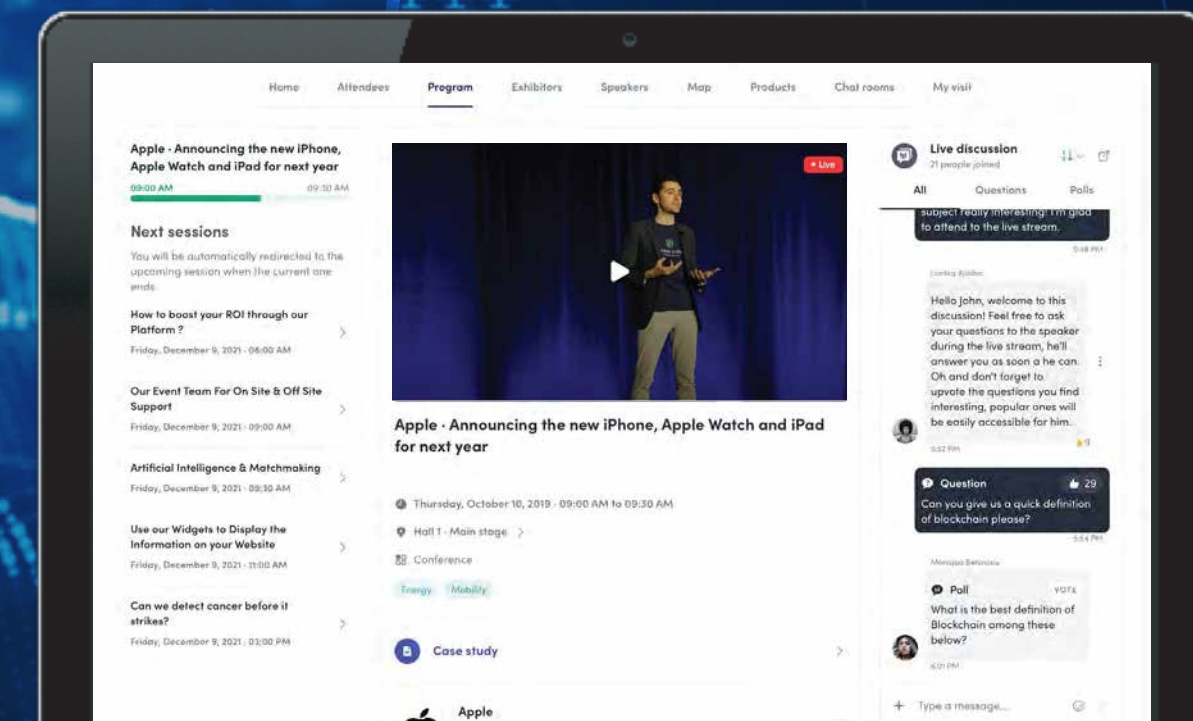
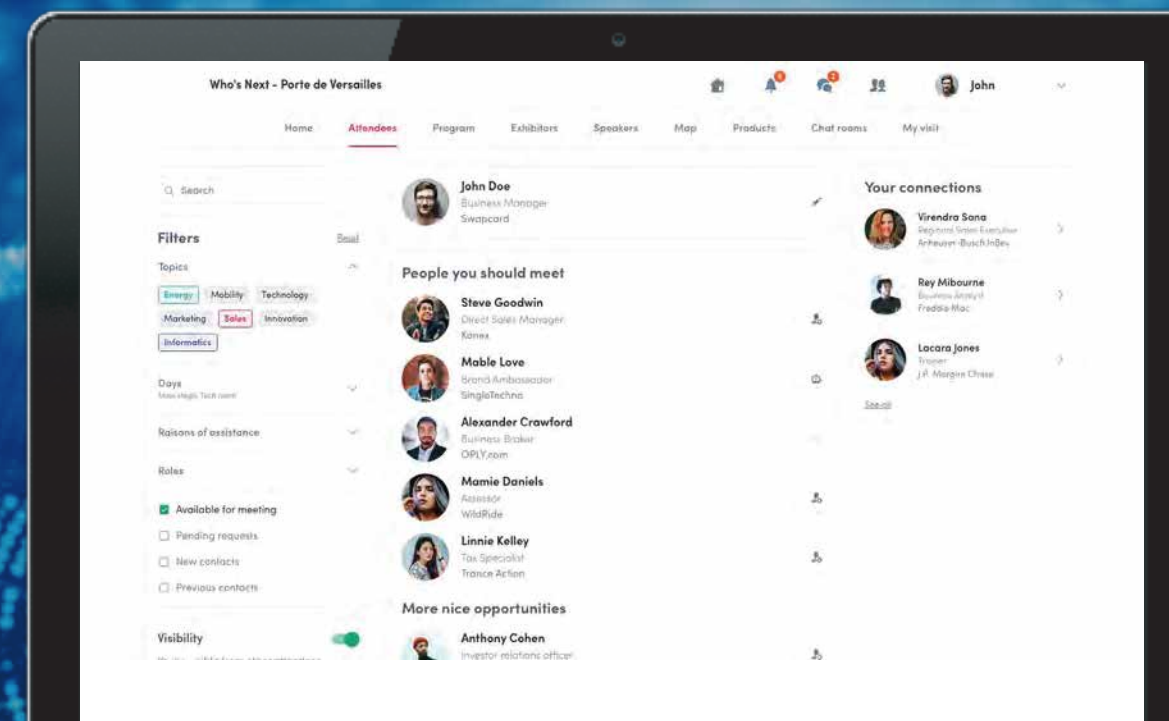
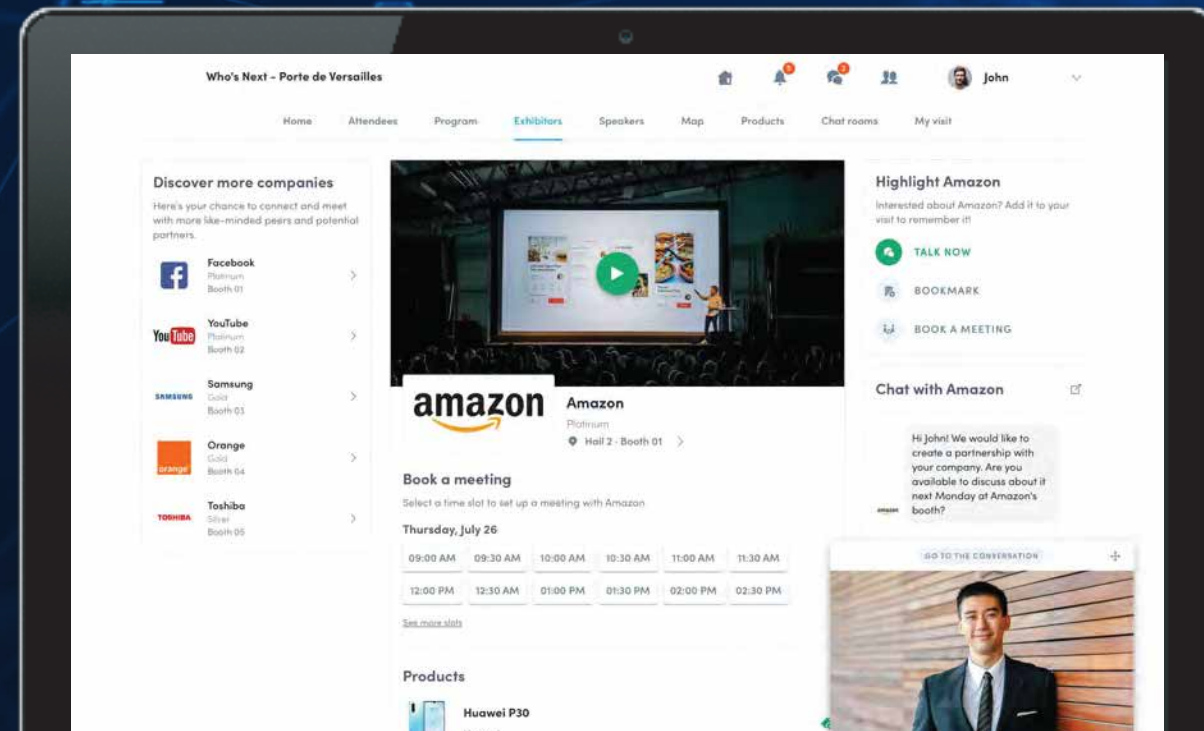
**500+**  
companies showcasing  
their products



7+ high-level keynotes  
50+ expert speakers  
35+ certified sessions



# SHOWCASE | NETWORK | EDUCATE



## PRODUCT SHOWCASES

Focussed around lead generation, the exhibitor's products and services can be uploaded with all kinds of information to allow potential buyers to browse and learn more.

## NETWORKING

The purpose-built platform enables one-to-one video calls and a chat functionality to connect you with buyers and other industry professionals, using AI-powered matchmaking.

## KEYNOTE SESSIONS, PANEL DISCUSSIONS AND CERTIFIED TRAININGS

An unmissable programme set around key themes of market outlook, digital & smart, architecture & design, sustainability, project management and facilities management.



# AN INSPIRATIONAL AGENDA

underpinned by six themes:

## Construction Market Outlook

The construction market is going through an unprecedented period of transition. Future-proof your business strategies by accessing the latest market insights and projections for the post-Covid era.

## Architecture & Design

Join our experts from RIBA, discover the future of architecture & design and its role addressing climate change, embracing sustainability, implementing new technologies, and promoting wellbeing.

## Facilities Management

Join us and discover how to manage FM during a pandemic, with efficient built environments, digital transformation, health & safety, and sustainability at heart.

## Project Management

With unexpected delays in projects across the globe, expert project management is paramount today. Lead your organisation toward a successful transformation with our PMI accredited sessions.

## Digital & Smart

Learn how organisations can succeed in this era of disruption, discover the role of digital technologies, and the influence that data driven decision making, digital twins, AR and 3D printing have on projects.

## Sustainability

Gain insights in the strategies and the leadership approaches from the best of the best around the world and join us for discussions that will help the construction sector become more sustainable.





# WHY EXHIBIT OR SPONSOR?



## LEAD GENERATION

Receive analytics and all the data of attendees to your booth and/or session, on your dedicated online dashboard



## BE SEEN AS A THOUGHT LEADER

Position your company as the authority in your field of expertise via pre-recorded presentations followed by live Q&A promoting attendee interactions



## CONNECT & COLLABORATE

Connect your company with the industry's most important stakeholders and forge new collaborations over live video conferences and chat options



## BRAND AWARENESS

Showcase your brand in front of a global audience of professionals actively seeking innovation and inspiration



# UNPARALLELED PARTICIPATION OPPORTUNITIES

The construction industry is transforming rapidly. The pandemic has shaped irreversible changes in both the market and the business models, and new ways to connect with buyers are rapidly emerging while traditional lead generation tactics are simply no longer enough.

Position your brand as a **thought leader** and put your brand in front of global construction stakeholders by sponsoring The Big 5 Digital Festival Global: build new and meaningful relationships and gain the competitive advantage.

## THE FOLLOWING SPONSORSHIP OPPORTUNITIES ARE AVAILABLE:

- Digital showcase packages
- Premium content packages
- Profile booster add ons
- 360° sponsorship packages



For more information email us at [info@thebig5digitalfestivalglobal.com](mailto:info@thebig5digitalfestivalglobal.com)

[www.thebig5digitalfestivalglobal.com](http://www.thebig5digitalfestivalglobal.com)

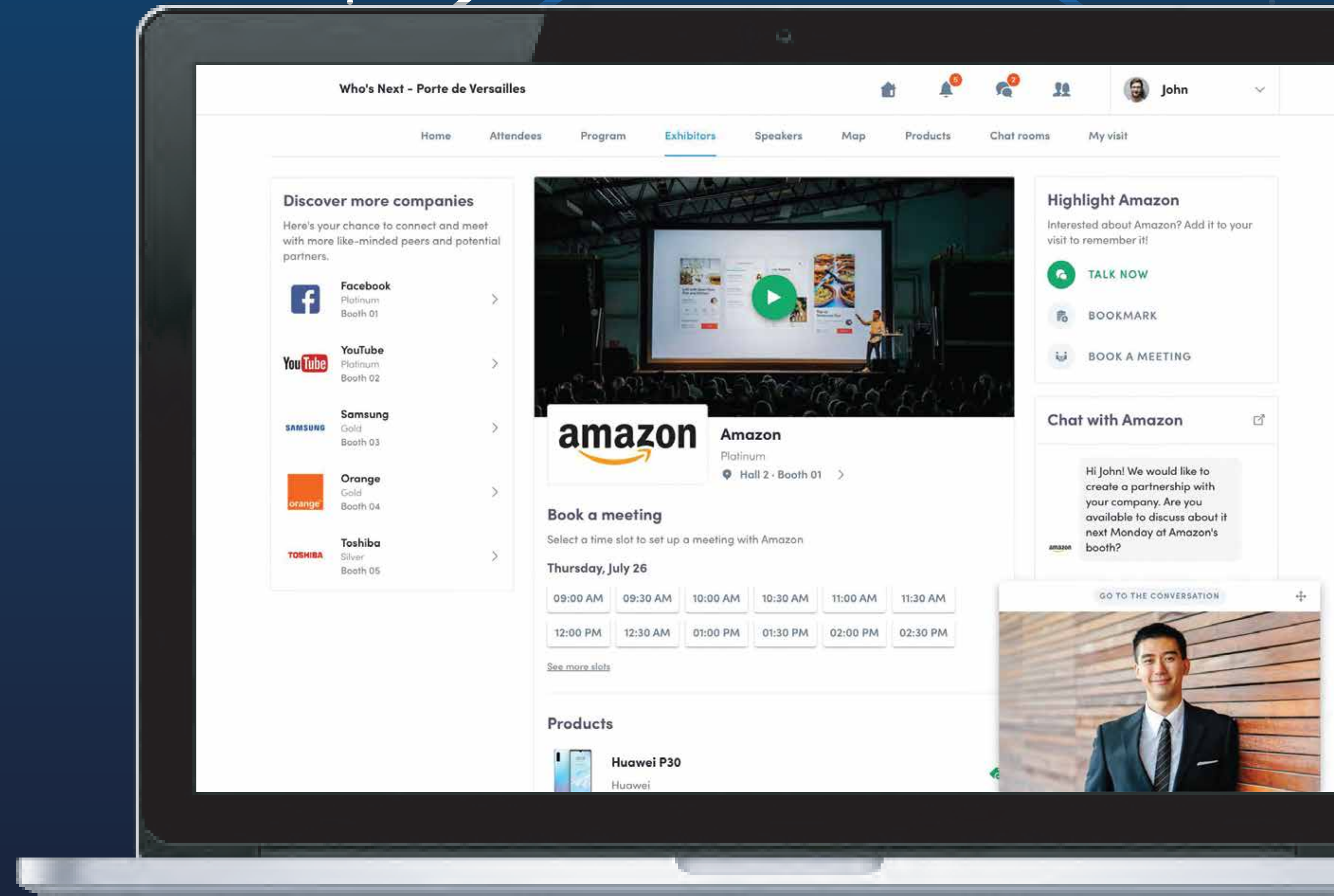


# DIGITAL SHOWCASE PACKAGES

Reach new markets, engage with buyers and generate qualified leads by joining us as a digital exhibitor.

There are two packages available for you to participate as an exhibitor, with the following main benefits:

|   | STANDARD<br>PACKAGE | PREMIUM<br>PACKAGE |
|---|---------------------|--------------------|
| Company profile, logo, contact details  | ■                   | ■                  |
| Show your products and services in the product marketplace  | 2                   | 10                 |
| Company representative to manage your virtual stand - MORE representatives mean more LEADS  | 1                   | 10                 |
| Data of attendees that directly interacted with your company's profile by liking and favouriting, scheduling meetings or messaging, sent post festival. |                     | ■                  |





# PROFILE BOOSTER **ADD ONS**

Maximise your brand visibility to your target audience with the below boosters and stay a step ahead of your competitors, with:



## FEATURED LISTING

Company logo listed on top of the exhibitors' listing visible 2 weeks prior and during the digital event

Company logo listed on The Big 5 Digital Festival Global website as Featured exhibitors

LIMITED  
AVAILABILITY



## PUSH NOTIFICATIONS

Company's logo and message sent to all attendees as a push notification

LIMITED  
AVAILABILITY



## WEBSITE HOMEPAGE BANNER

A 1080 x 1920 rotating banner

LIMITED  
AVAILABILITY



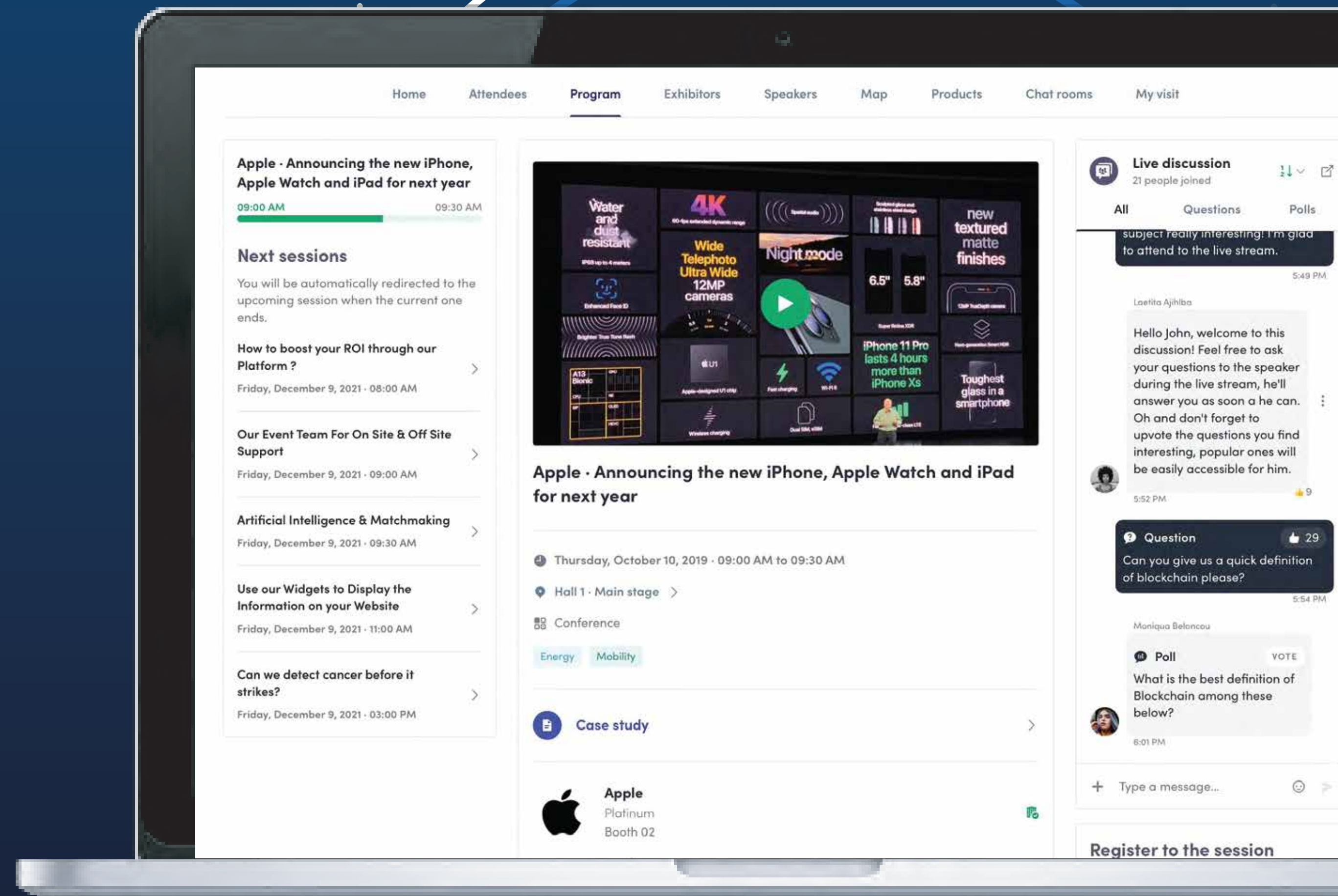
# PREMIUM CONTENT PACKAGES

Be part of an exclusive group of companies shaping the future of construction and redefining the industry in the years to come.

Share your company's messaging with the most influential and thought-leading construction leaders by joining our well-curated, premium content agenda.

## A FEW OF THE EXCLUSIVE BENEFITS INCLUDE:

- Dedicated branding before, during and after the festival
- Join the premium content as keynote or panelist, with your choice of theme/topic dependent on your business objectives and get in front of your target audience
- Generate leads by receiving data of attendees to your sponsored sessions





# 360° SPONSORSHIP PACKAGES

These sponsorship opportunities offer exclusive and prime branding opportunities throughout the complete marketing and PR campaign, during and after The Big 5 Digital Festival Global.

## ONLY A LIMITED NUMBER OF HIGH-IMPACT SPONSORSHIP ARE AVAILABLE, AND HERE'S WHY:

- Reach a global audience of key industry leaders and stakeholders
- Capture qualified sales leads throughout the live and on-demand event
- Demonstrate thought leadership and enhance your brand image by aligning your company with this high profile event



# WHO WILL BE ATTENDING?

We expect **20,000+ attendees** from across the globe spanning various nature of businesses, including:



Agent/Distributor



Architecture &  
Design Firm



Consultancy



Contractor



Engineering Firm



Facilities  
Management



Government



Project Management  
Firm



Real Estate  
Developer



Trade Association

*And more...*



## BROUGHT TO YOU BY THE TEAM BEHIND THE BIG 5:



The leading construction exhibition that has been running in Dubai for **40 years**



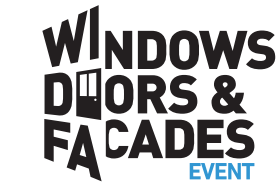
The most influential, global building and construction event focused on opportunities across the MEASA region



Attracts over **67,000 international participants** & **2,500 exhibitors** from **132 countries**



Specialised events running alongside The Big 5, covering the full construction cycle and beyond



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# CONTACT **US**

**EXPLORE THE BEST ROUTE  
TO MARKET FOR YOUR  
BUSINESS THIS NOVEMBER**

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