

**30th ANNIVERSARY
CABSAT**

**13-15
MAY 2025**
DUBAI WORLD
TRADE CENTRE

CO-LOCATED WITH

**INTEGRATE
MIDDLE EAST**

SATEXPO

**CREATIVE
CONSCIOUS
CONNECTED**

**CABSAT 2024
POST SHOW REPORT**



YOUR GATEWAY TO BUSINESS OPPORTUNITIES IN THE MENA REGION'S **BOOMING MEDIA AND ENTERTAINMENT INDUSTRY**



18,751

TOTAL
PARTICIPANTS



450

EXHIBITING
COMPANIES



120

EXHIBITING
COUNTRIES



700

EXHIBITING
BRANDS



25,000

SQM OF TOTAL
SPACE

TOP EXHIBITING COUNTRIES



RUSSIA



FRANCE



USA



UK



CHINA



CANADA



TÜRKIYE



ITALY



GERMANY



UAE

EXHIBITOR OVERVIEW

REASONS FOR EXHIBITING:

Find new customer / contract work



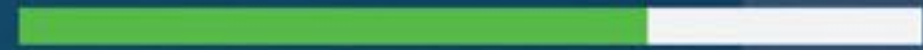
92%
Achieved this

Find new distribution



77%
Achieved this

Brand Awareness



70%
Achieved this

Learn industry trends and innovations



65%
Achieved this

Launch new products



61%
Achieved this



Exhibitors are likely to return in 2025



Exhibitors said the event is important for their business



VISITOR OVERVIEW

REASONS FOR EXHIBITING:

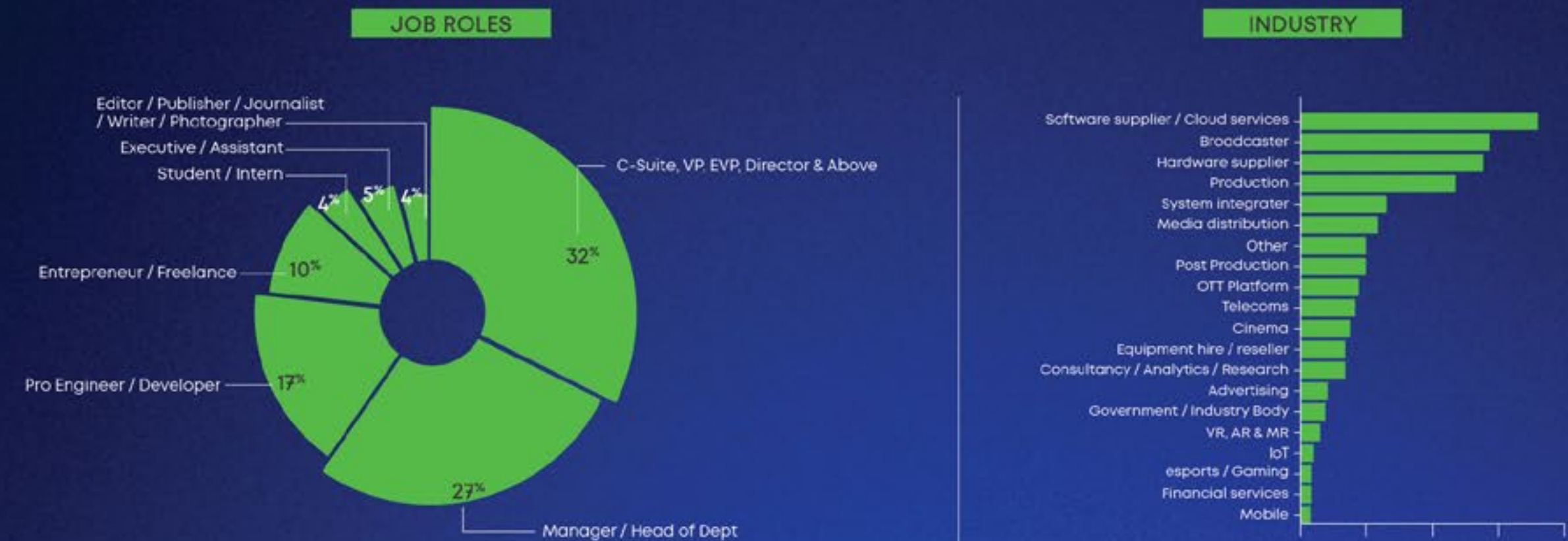


“I had the pleasure of attending CASBAT 2024, and it was truly amazing. I met numerous professionals from the broadcast industry, and those involved in audio-video and satellite communication. Comparing it to my visit last year, this year's event was even more impressive, with a greater number of companies and individuals to engage with.”

TAIMUR HASHIM
CEO
FRACK Technologies

VISITOR BREAKDOWN

PURCHASING AUTHORITY



“CABSAT 2024 was excellent. It was a great opportunity to discover new companies and the latest media solutions, including television. I made valuable connections with several companies and found new products that could benefit my business. I hope to attend this exhibition every year.”

ABDULLAH BIN MERDHAH
CEO
SATLINK

EXPERT INDUSTRY DISCUSSIONS IGNITE INNOVATION AND FOSTER GROWTH



85

Expert Speakers



Over 20

Hours Content



30

Pressing Topics



2 STAGES

Content Congress
SATEXpo



It's my first experience at CABSAT and the amount of technologies here is fascinating. I could spend a couple of days looking around.

SHEKHAR KAPUR

Award-winning Filmmaker and Actor



This is my first time at CABSAT and I must say I am impressed by the scale and attendance of the show. I enjoyed the panel discussions taking place and it's really exciting to be here at CABSAT this year."

KABIR KHAN

Noted Film Director

CABSAT 2024 FEATURES



VIRTUAL PRODUCTION STUDIO

The pioneering on-site virtual production studio at CABSAT 2024 gave filmmakers and directors the space to create new worlds and explore their visions on the show floor, combining practical sets and props with virtual backgrounds.



CO-PRODUCTION SALON

The Co-Production Salon was a dedicated meeting lounge at CABSAT 2024 for business opportunities in investment in Arabic content. The event also attracted foreign TV and film projects to the MENA Region with key innovations like the Virtual Production Studio.



DUBAI STUDIO CITY TOUR

Visitors took part in a guided tour of Dubai Studio City's world-class production and post-production facilities. Featuring boutique studios, a five-metre-deep water tank studio, the sound stages enabled global and regional production houses and homegrown freelancers alike to produce cutting-edge works.



CABSAT PODCAST AND CABSAT TV

The CABSAT Podcast featured discussions with technologists, conversations with creatives, in-depth interviews with industry leaders, and provided the inside track on the show.



BULLET TIME ACTIVATION

The Bullet Time activation at CABSAT was a hit! Positioned at the main entrance, Bullet Time drew crowds and encouraged social media sharing, significantly enhancing engagement and visibility.



BROADCASTPRO AWARDS

The BroadcastProME Manufacturer Awards celebrated the companies whose products were at the core of the region's broadcast sector – at the forefront of innovation, or truly making a difference to the industry and its operations day-in, day-out.

MARKETING OVERVIEW



Over **30,186,684** impressions
across google and social media platforms



1,5M contacts reached
through the email campaign



Over **260K** unique
users worldwide

PIONEERING THE
FUTURE OF MEDIA AND
ENTERTAINMENT IN ME



SHEIKH SAAD
HALLS 1,2

21-24
MAY 20

وزارة الثقافة
EXHIBITION GATE

30th ANNIVERSARY
CABSAT

CABSAT IS AN AWARD WINNING SHOW MADE HEADLINES IN THE TOP TIER PRINT & ONLINE MEDIA OUTLETS



14+M Arabic Media Coverage | **66+M** English Media Coverage

الإمارات اليوم

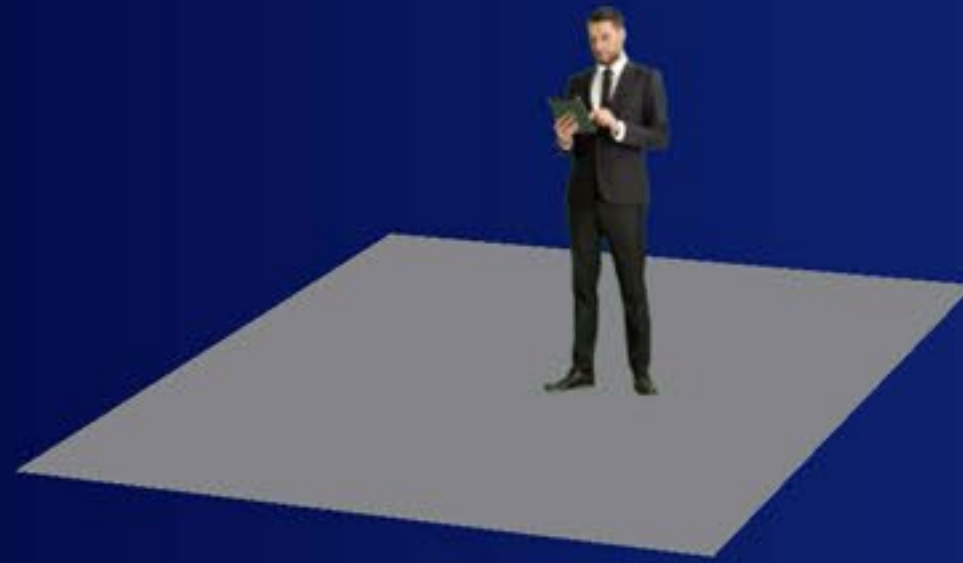


BROADCAST ME AWARDS



2025 PRICING

SAEED HALL 1 - HALL 3 + TRADE CENTRE ARENA



SPACE ONLY

(Min. 24 Sqm)

STANDARD RATE

AED 1,850 PER SQM

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



SHELL SCHEME

(Min. 15 Sqm)

Basic Fittings and Supplies included

SPACE + SHELL RATE

AED 2,560 PER SQM

Carpet tiled floor, walls - Name plate in English - 1x13 amp power point - 3 spotlights - 1 lockable counter - 1 x table & 2 x chairs



POD PACKAGE

(Standard 8 sqm)

STANDARD RATE

AED 2,470 PER SQM


Standard 8 sqm turn key exhibition package includes TV/Counter/Power socket, 2x chairs

ENQUIRE TODAY TO EXHIBIT OR PARTNER AT CABSAT 2025

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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.

SEE YOU IN CABSAT 2025



CABSAT

13-15 MAY 2025

DUBAI WORLD TRADE CENTRE

cabsat@dwtc.com

@CABSATOFFICIAL



ORGANISED BY



مركز دبي التجاري العالمي
DUBAI WORLD TRADE CENTRE

CO-LOCATED WITH

INTEGRATE
MIDDLE EAST

SATEXPO

