



**27 OCTOBER**  
**AL BUSTAN PALACE – A RITZ CARLTON HOTEL**

OERLive.com

For more information, contact Sanjeev on 92637189, 97221630, sanjeevrana@umsoman.com or Chandni on 93204670, chandni.maniar@umsoman.com

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**ONLINE  
RETAIL**



**5G  
NETWORKS**



**BLOCKCHAIN  
TECHNOLOGY**



**UX/UI  
INNOVATION**



**CYBERSECURITY**



**FINTECH  
SOLUTIONS**



**CLOUD  
SERVICES**

## OVERVIEW

**OERLive** Conference highlights the challenges and opportunities in digital transformation and aims to provide a knowledge-based networking platform that will bring the Oman's digital front at par with its counterparts across the globe.

The conference will empower organisations from both corporate and government sectors to devise strategies that will help them keep pace with the evolving digital ecosystem.

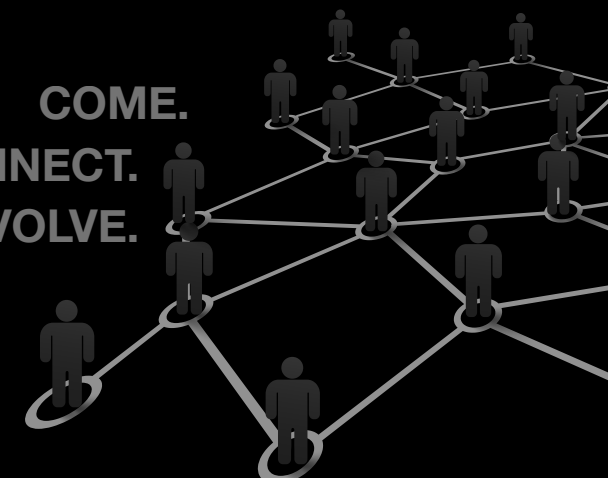
Digital transformation is redefining how companies operate: from better data collection to improved customer interaction, businesses are experiencing both cost savings and increased profitability.

The conference aims to explore new technologies and methodologies that can further help the digital transformation movement to continue and accelerate. Focus will be on how the organisations can be future ready by adopting digital strategies, innovating in products and services offered and reaching customers on digital channels while proactively combating cyber risks.

From top-ranking officials, trendsetters and luminary panelists and industry stalwarts, the event will set the tone for an afternoon of sharing insights across industries that are pioneering in creating a synergy between the physical world and the Internet of Things (IoT).



**COME.  
CONNECT.  
EVOLVE.**



**OERLive** Conference 2021 will also present our guests with an opportunity to network with business leaders, alongside offering an opportunity to pick up the tricks of the trade from the very best.

**OERLive** Digital Transformation Awards benchmarking the Top 15 technology pioneers for 2021



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## EXPECTED ATTENDANCE

# 120

Physical Presence

# 500

Online Guests

### ENGAGEMENTS

- Exhibition & Sponsored Spaces
- Attendees Networking
- Knowledge Sharing Sessions

### EVENT HIGHLIGHTS

- Keynote address by an eminent personality
- CEO Panel Discussion
- Participation of the leaders from top companies in Oman
- Felicitating the top 15 brands powered by **OERLive.com**
- Interactive presentations on digital transformation
- Participation of key decision makers from top corporates and technology companies
- Simulcast on Zoom & YouTube

### FOCUS AREAS

- Collaboration between top-ranking corporates and tech companies
- Online retail (e-commerce) brands
- Digital innovators
- Breakthrough technology implementors
- Application integration (mobile apps) with legacy systems
- Digital transformation across industries
- Artificial Intelligence and Virtual Reality integration for digital and physical experiences
- 5G Implementation
- Blockchain
- Enhanced UX/UI specialists
- Digital payments
- Enterprise data architecture
- Cyber-security



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## WHO WILL ATTEND?

- CEOs of leading corporates
- COO/CIO - Technology and Business Integration
- Chief Risk and compliance Officers
- Directors, Executive Directors – IT
- AGMs, DGMs, Senior General Managers
- Managers - IT, Strategic Planning, Digital marketing
- Product Managers
- Technology solution providers
- Consultants
- Innovation Evangelists

## WHY ATTEND?

- Hear from renowned national and international business leaders and gain exclusive insights.
- Fine-tune your strategies and map your technology roadmap by learning from successful case studies.
- Address the challenges faced by organisations in order to help you to tailor better solutions.
- Acquiring & retaining customers in the digital age.

## WHY SPONSOR?

- Establish Dominion
- Raise Your Business Identity
- Future Collaborations
- Enhance Brand Awareness
- Get recognition on a unique industry platform
- Expanding Your Customer Database

## WHO SHOULD SPONSOR?

- IT Solution & Service Providers
- Cloud Service Providers
- Cybersecurity Service Providers
- Application Developers
- Technology Consultants
- Blockchain Solution Providers
- Digital Payment Solution Providers

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# SPONSORSHIP

## PRESENTING PARTNER

### BENEFITS: BRANDING & MARKETING:

Highest level of branding including your logo presence exclusively as part of the event logo unit on brochure, event website, email marketing, advertisements, e-invites and event backdrop.

Event brochure will have a 250-word company profile and full page ad.

2 exclusive email blasts to the entire event database promoting your products and services.

2 social media posts (LinkedIn, Facebook, Twitter and Instagram) announcing your sponsorship. A video interview (3-minutes) of C-level executive to be posted on **OERLive.com**.

Two-page editorial in Oman Economic Review (OER).

Banner ad on [www.OERLive.com](http://www.OERLive.com) for one month.

Run video (2 minutes) in the event.

### THOUGHT LEADERSHIP:

Participation of the company CEO in the exclusive

CEO Panel Discussion

One 20-minute speaking slot

### AWARDS:

- Nomination for a relevant award in the digital transformation powered by **OERLive.com**.

### LEAD GENERATION:

- The list of delegates attended the event with contact details will be shared after 2 days of the event.

### EXHIBITION & NETWORKING:

- Seating for the company CEO among the VIPs
- A prime networking space (3mtrx3mtr) within the main networking area to do display & product/service demonstrations (LCD TV, Projector screens and other learning materials to be arranged by sponsor).
- The list of delegates attended the event with contact details will be shared after 2 days of the event.
- One table or total 4 passes to the event for your staff including the speakers and key clients.

# 1

### SPONSORSHIP COST

TRUE EXCLUSIVITY – ONLY ONE LEAD SPONSOR FOR THE EVENT

**RO 8,000** (Omani Riyals Eight Thousand Only)/USD 21,000 (US Dollars Twenty One Thousand Only)



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# SPONSORSHIP

## STRATEGIC PARTNER

### BENEFITS: BRANDING & MARKETING:

- High level of branding including your logo presence on brochure, event website, email marketing, advertisements, e-invites and event backdrop.
- Event brochure will have a 100-word company profile and full page ad.
- 1 exclusive email blasts to the entire event database promoting your products and services.
- 1 social media posts (LinkedIn, Facebook, Twitter and Instagram) announcing your sponsorship. A video interview (2-minutes) of C-level executive to be posted on OERLive.com.
- Run video (2 minutes) in the event.

### THOUGHT LEADERSHIP:

One 20-minute speaking slot

### AWARDS:

Nomination for a relevant award in digital

transformation

### LEAD GENERATION:

The list of delegates attended the event with contact details will be shared after 2 days of the event.

### EXHIBITION & NETWORKING:

Seating for the company CEO among the VIPs

A prime networking space (3mtrx3mtr) within the main networking area to do display & product/service demonstrations (LCD TV, Projector screens and other learning materials to be arranged by sponsor).

The list of delegates attended the event with contact details will be shared after 2 days of the event.

One table or total 4 passes to the event for your staff including the speakers and key clients.

# 2

### SPONSORSHIP COST

**RO 5,000** (Omani Riyals Five Thousand Only)/USD 13,000 (US Dollars Thirteen Thousand Only)



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# 3

## SUPPORT PARTNER

### BENEFITS:

#### BRANDING & MARKETING:

- High level of branding including your logo presence on brochure, event website, email marketing, advertisements, e-invites and event backdrop.
- Event brochure will have a -100word company profile.
- 1 social media posts (LinkedIn, Facebook, Twitter and Instagram) announcing your sponsorship. Run video (2 minutes) in the event.

#### THOUGHT LEADERSHIP:

- One -20minute speaking slot on company's offerings to the BFSI sector

#### LEAD GENERATION:

The list of delegates attended the event with contact details will be shared after 2 days of the event.

#### EXHIBITION & NETWORKING:

A prime networking space (3mtrx3mtr) within the main networking area to do display & product/service demonstrations (LCD TV, Projector screens and other learning materials to be arranged by sponsor).

The list of delegates attended the event with contact details will be shared after 2 days of the event.

Total 4 passes to the event for your staff including the speakers and key clients.

#### SPONSORSHIP COST

**RO 3,000** (Omani Riyals Three Thousand Only)/USD 8,000 (US Dollars Eight Thousand Only)

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