

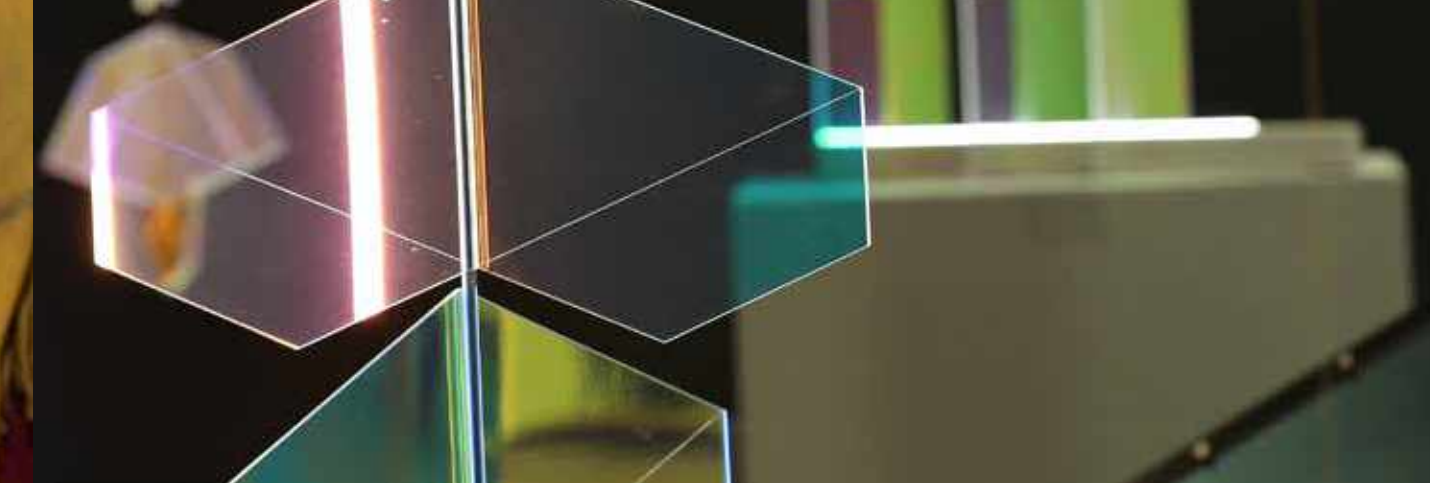
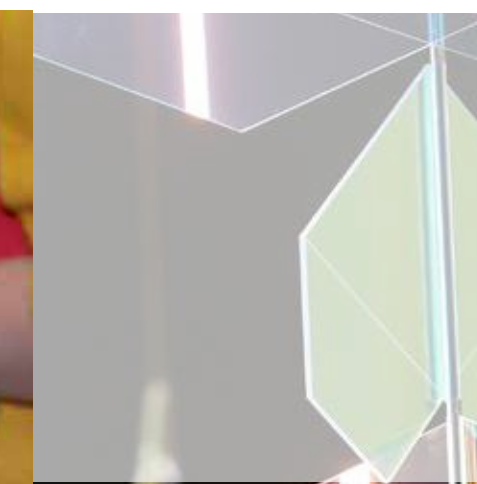


31 MAY - 2 JUNE
2021
DUBAI WORLD TRADE CENTRE

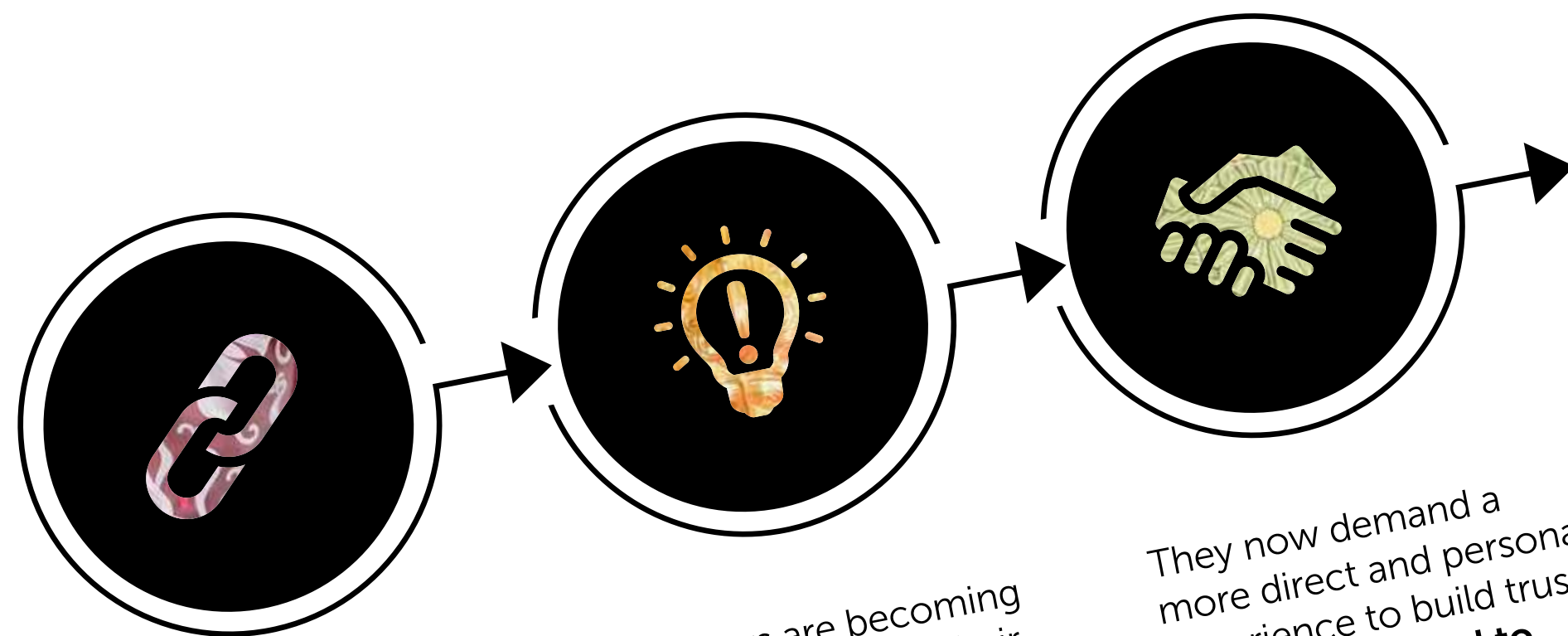


CONNECTING YOUR COMPANY
WITH THE MIDDLE EAST
DESIGN COMMUNITY

INDEX Dubai has been defining culture and changing the landscape of interior design in the Middle East for **30 years**



THE CHALLENGE



To build a more **meaningful connection with potential customers** at the earliest opportunity.

Customers are becoming **more strategic** with their spending choices, and are becoming **less receptive** to advertising.

They now demand a more direct and personal experience to build trust and become **loyal to new suppliers**.

THE SOLUTION

Connecting with customers in a live, direct, face-to-face experience that will educate and captivate

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INDEX



INDEX
creates direct and personal experiences
between **brands, suppliers,**
manufacturers and
distributors
that empowers
interior designers,
architects and
procurement specialists
to make informed choices through
a source that they trust.



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WHY INVEST IN THE MIDDLE EAST?

THE SCALE OF OPPORTUNITY FOR SALES AND PROCUREMENT IN THE INTERIOR DESIGN SECTOR IN THE UAE

USD 26BN

is the value of projects currently in research and development

USD 41BN

is the value of projects currently in bid that will be constructed and ready to design and furnish in 2020 - 2022

USD 443BN

is the value of current projects in design & fit-out phase and requiring interior products and solutions over the next year

Source: MEED Projects



41BN worth of contracts are currently in bid, highlighting a very active and thriving construction industry



Longer term, **\$26bn** worth of projects are known to be at study stage, highlighting a healthy pipeline in the region



Expo 2021 is being seen as a catalyst for providing a boost to the economy, with strong sentiment generated around sectors such as real estate (76%), tourism (24%), hospitality (18%) and construction (12%). This will result in more projects, more spending and more investment in the UAE.

Source: Gulf Business

59%

INDEX Exhibitors predict increased spending in the region between 2020 - 2023

Source: INDEX Survey

UAE Fit-out & Interiors Market estimated to be worth

973 MILLION by 2022.

Source: Ventures Onsite

1.1TN

is the latest (2019) value of construction projects in Saudi Arabia, propelled by Saudi Vision 2030

Source: ProTenders

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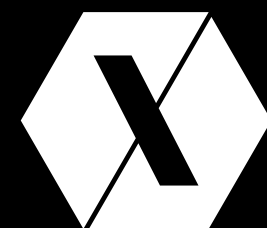
MIDDLE EAST
DESIGN &
HOSPITALITY
WEEK

31 MAY - 2 JUNE
2021
DUBAI WORLD TRADE CENTRE

INDEX IS THE FLAGSHIP
EVENT OF MIDDLE EAST
DESIGN & HOSPITALITY WEEK.

Setting the stage for the multi-million-dollar growth
expected in the GCC's design and hospitality sectors.

The combination of events offer exhibitors and visitors
a comprehensive and highly specialised platform for
industry leading discussions, knowledge-sharing, B2B
introductions, direct sales and lead generation.



INDEX

The full spectrum of interior
design: homeware, furniture, surface
materials, lighting, fixtures, technology
& hospitality interiors



WORKSPACE

Inspiring the future of
commercial interiors for office,
education & healthcare

THE
**HOTEL
SHOW**
DUBAI

Where the hospitality industry
meets to source products,
find solutions and learn about
critical topics

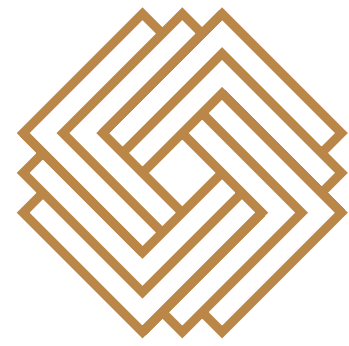
THE
**Leisure
Show**
SPORTS • RESORTS

Highlighting the latest innovations
in leisure supplies for pools,
resorts, gyms and spa

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MIDDLE EAST
DESIGN &
HOSPITALITY
WEEK

31 MAY - 2 JUNE
2021
DUBAI WORLD TRADE CENTRE

THE PIONEERING PLATFORM
FOR THE LIFESTYLE, HOSPITALITY
AND INTERIORS INDUSTRIES



1,175
EXHIBITORS



2019
IN NUMBERS:



61
EXHIBITING
COUNTRIES

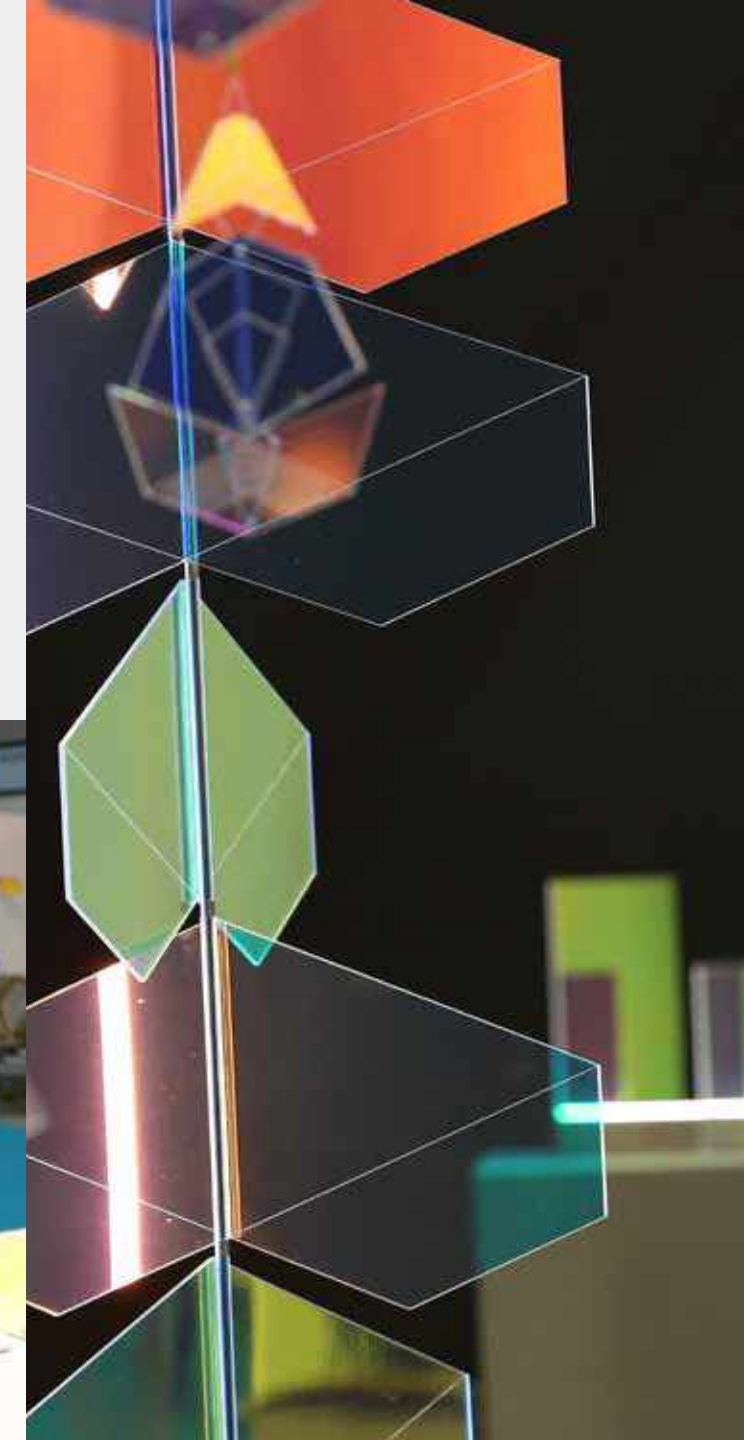
39,973
TOTAL FOOTFALL ACROSS
CO-LOCATED EVENTS

81
COMBINED YEARS
OF HERITAGE IN UAE

64,613
GROSS SQM
SPACE



4
INDUSTRY-LEADING
EVENTS



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INDEX



We had an incredibly positive response at the show, and saw a great number of visitors. The support of INDEX marketing team was fantastic.

OWNER & FOUNDER
New Citizen Design - Exhibitor 2019

SEE AND BE SEEN
BY THE MIDDLE EAST DESIGN COMMUNITY



At INDEX 2019, I found new products and a solution provider we've been searching the market for!

PROJECT ARCHITECT
NHBI Group, VISITOR INDEX 2019

VISITORS TOP THREE REASONS FOR ATTENDING



To source potential suppliers for future projects



To conduct product research



To buy products for specific projects



23%
HAVE PURCHASING
POWER OF **MORE**
THAN \$500K

VISITORS FROM ACROSS THE GCC, AND THE GLOBE

2%
EUROPE

3%
AFRICA

2%
ASIA

1%
AMERICAS

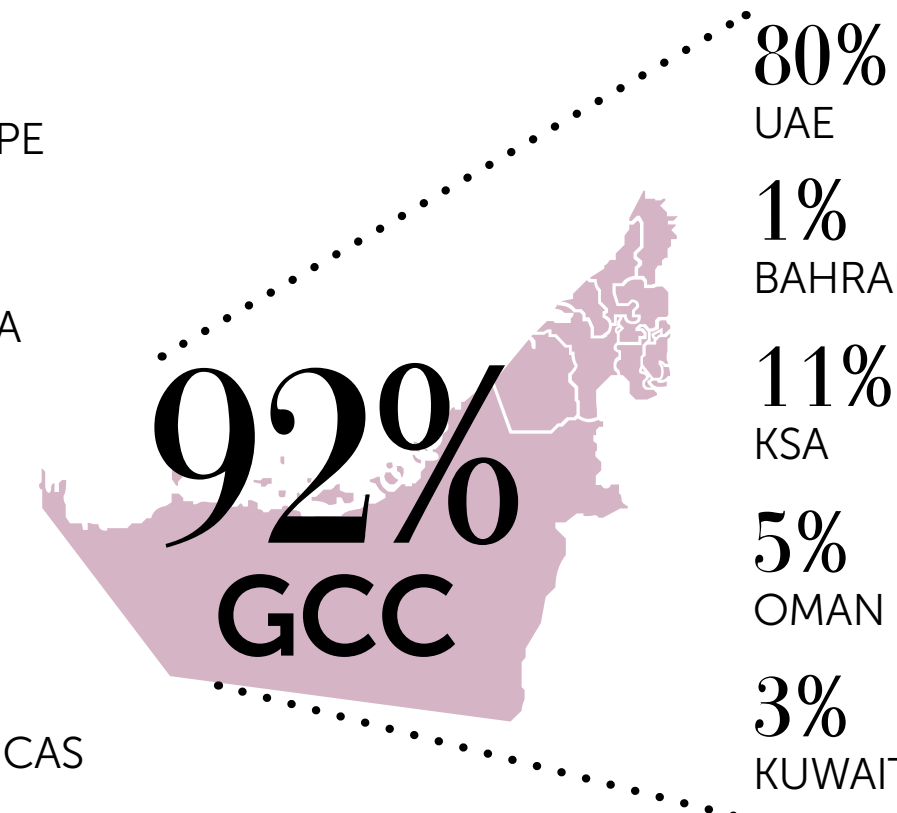
80%
UAE

1%
BAHRAIN

11%
KSA

5%
OMAN

3%
KUWAIT



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INDEX



106,977+
Fans & Followers

With a marketing & PR campaign that spans 12 months, social media channels remain active before, during & after the show as a platform for engaged designers to learn about market trends & updates.



INDEX is very good for networking with existing business partners, alongside collecting quality leads from potential new customers, not just in the UAE but from all over the Middle East. Overall an excellent show!

BUSINESS DEVELOPMENT MANAGER,
Najmi Furniture

29,943
FOOTFALL TO
INDEX & WORKSPACE
IN 2019

AUDIENCE
JOB TITLE
BREAKDOWN

56%
Architect
Retailers
Interior Designer

15%
CEO
General Manager
Managing Director

11%
Product Designer
Furniture Designer
Wholesalers

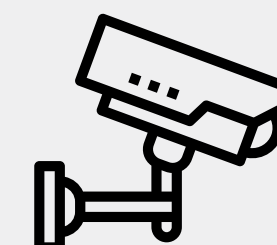
12%
Export Manager
Procurement Officer
Purchasing Director

SEE AND BE SEEN BY THE MIDDLE EAST DESIGN COMMUNITY

A PLATFORM FOR
EXHIBITORS FROM FROM
KEY INDUSTRY SECTORS



HOMEWARE



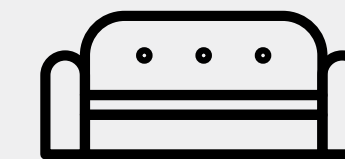
TECHNOLOGY



LIGHTING



DESIGN & FIT-OUT



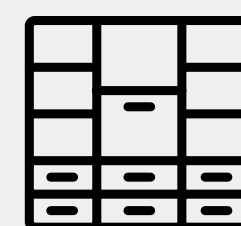
FURNITURE



HOSPITALITY
INTERIORS



SURFACE MATERIALS



FIXTURES & FITTINGS



INNOVATIVE IDEAS



SUSTAINABLE
PRODUCTS

#INDEXDUBAI

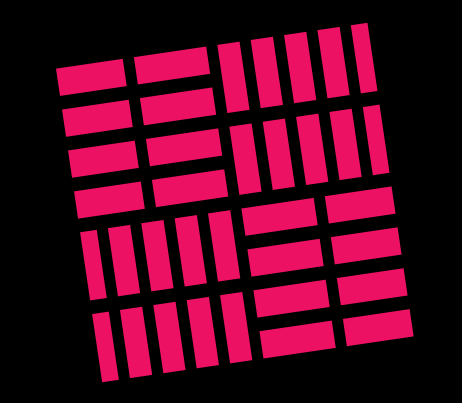
WWW.INDEXEXHIBITION.COM



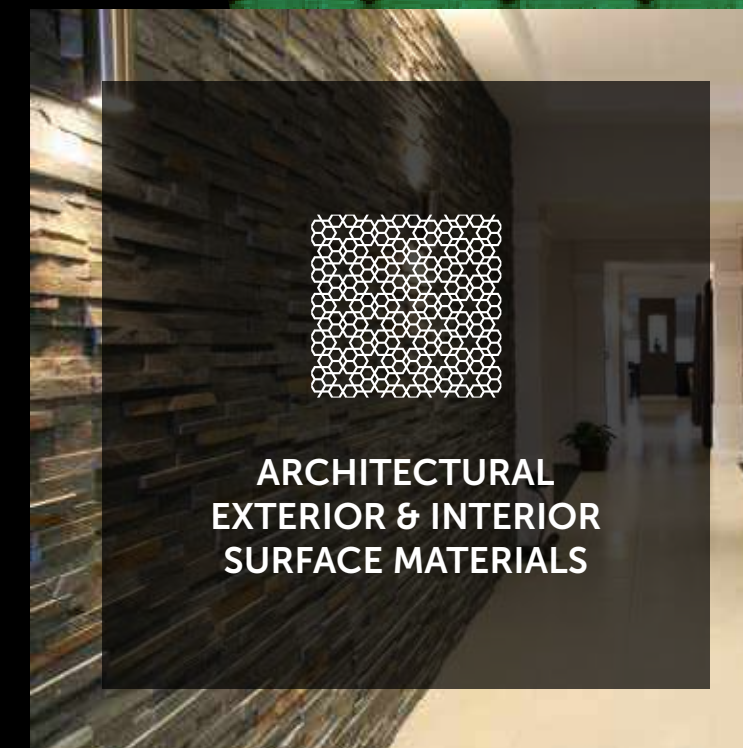
THE LATEST TRENDS IN MATERIALS AND SURFACE SOLUTIONS AT INDEX

The region's premier platform for the
flooring and contract surface market.

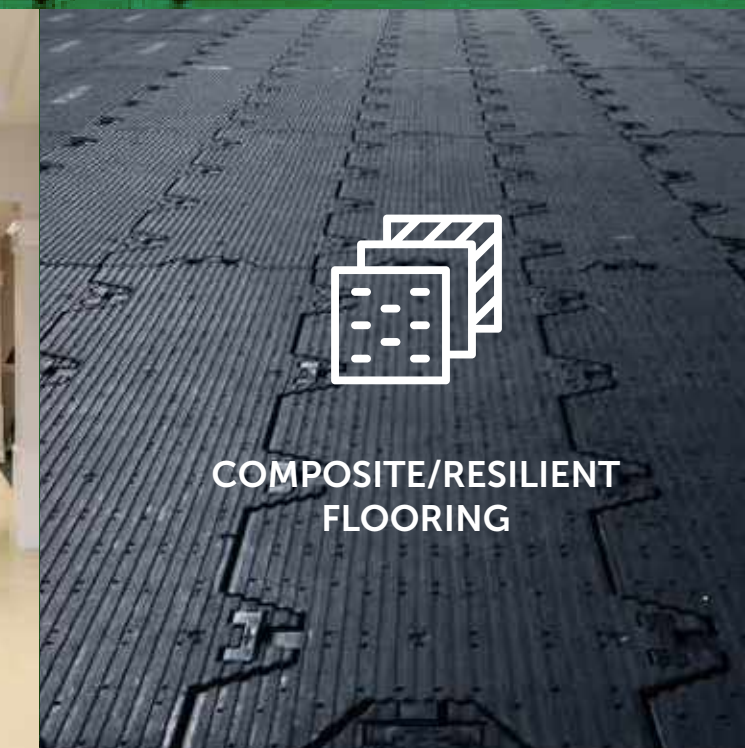
Surface materials are integral to interior design solutions, whether it's flooring, ceilings, walling, textiles or innovative product solutions – it's a key hub at the heart of INDEX. The dedicated zone features a showcase of innovative material solutions in a dedicated gallery feature designed specifically to draw the crowds and attract the right profile of audience.



60%
of INDEX Visitors are looking
to source Surface Materials,
Fixtures & Fittings



ARCHITECTURAL
EXTERIOR & INTERIOR
SURFACE MATERIALS



COMPOSITE/RESILIENT
FLOORING



TECHNOLOGY &
EQUIPMENT



TEXTILE COVERING
(WALL TO WALL)



WOOD FLOORING



WALL COVERING



For us, INDEX exhibition was more than successful. This is our first participation in the exhibition, where we presented wooden floor and wall covering from the unique Caucasian Elm. Our products aroused great interest among visitors and we acquired a large number of contacts. Such interest in our product motivated us to open a company in Dubai in the near future. This exhibition is a perfect opportunity to get contact with companies from all around the world. And of course we plan to take part in the exhibition every year!

MANAGING DIRECTOR AND PARTNER
Karragach Design

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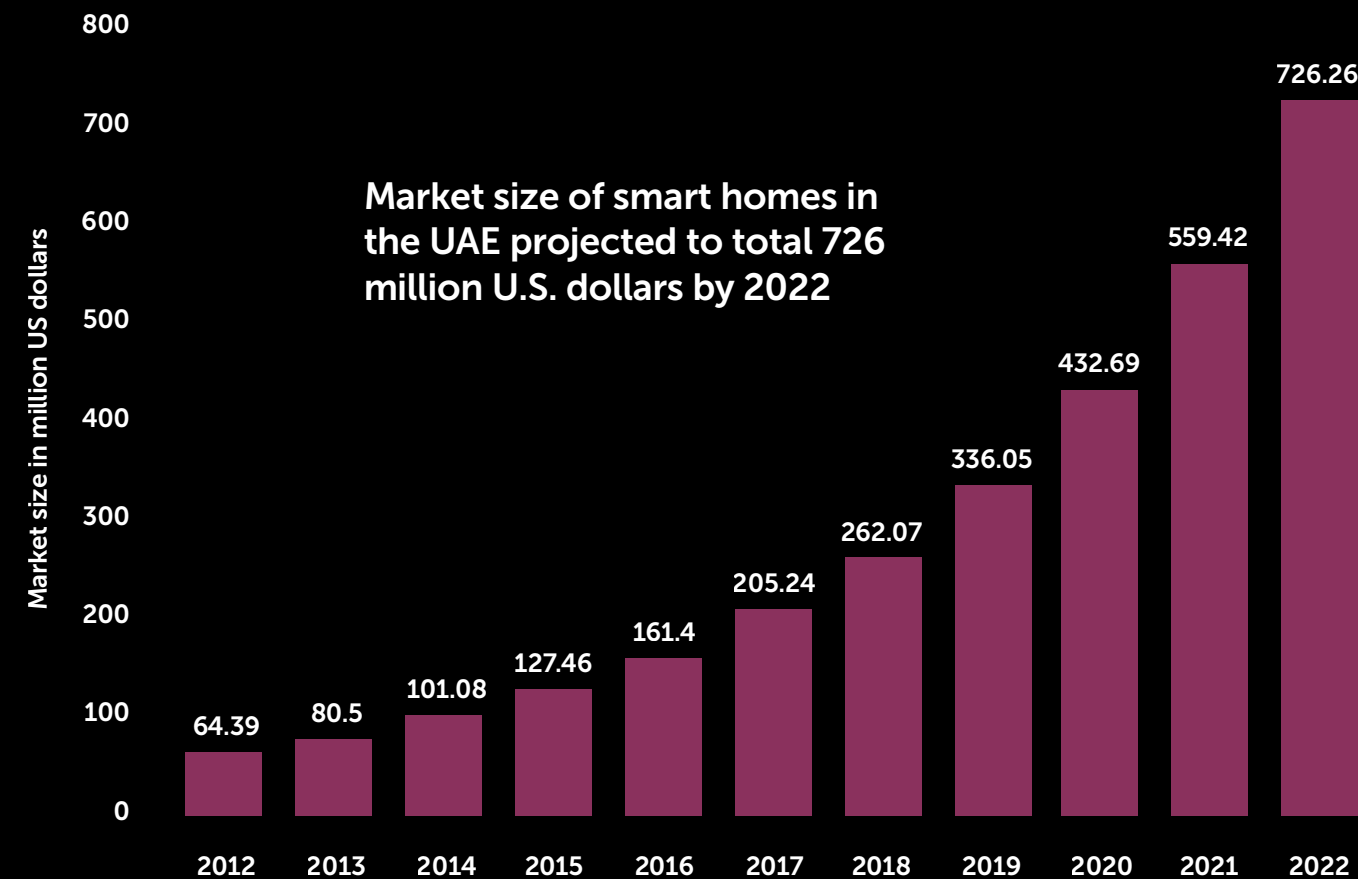
SMART INTERIORS

THE FUTURE OF HOME, HOTEL AND WORKPLACE TECHNOLOGY & SOLUTIONS AT INDEX.

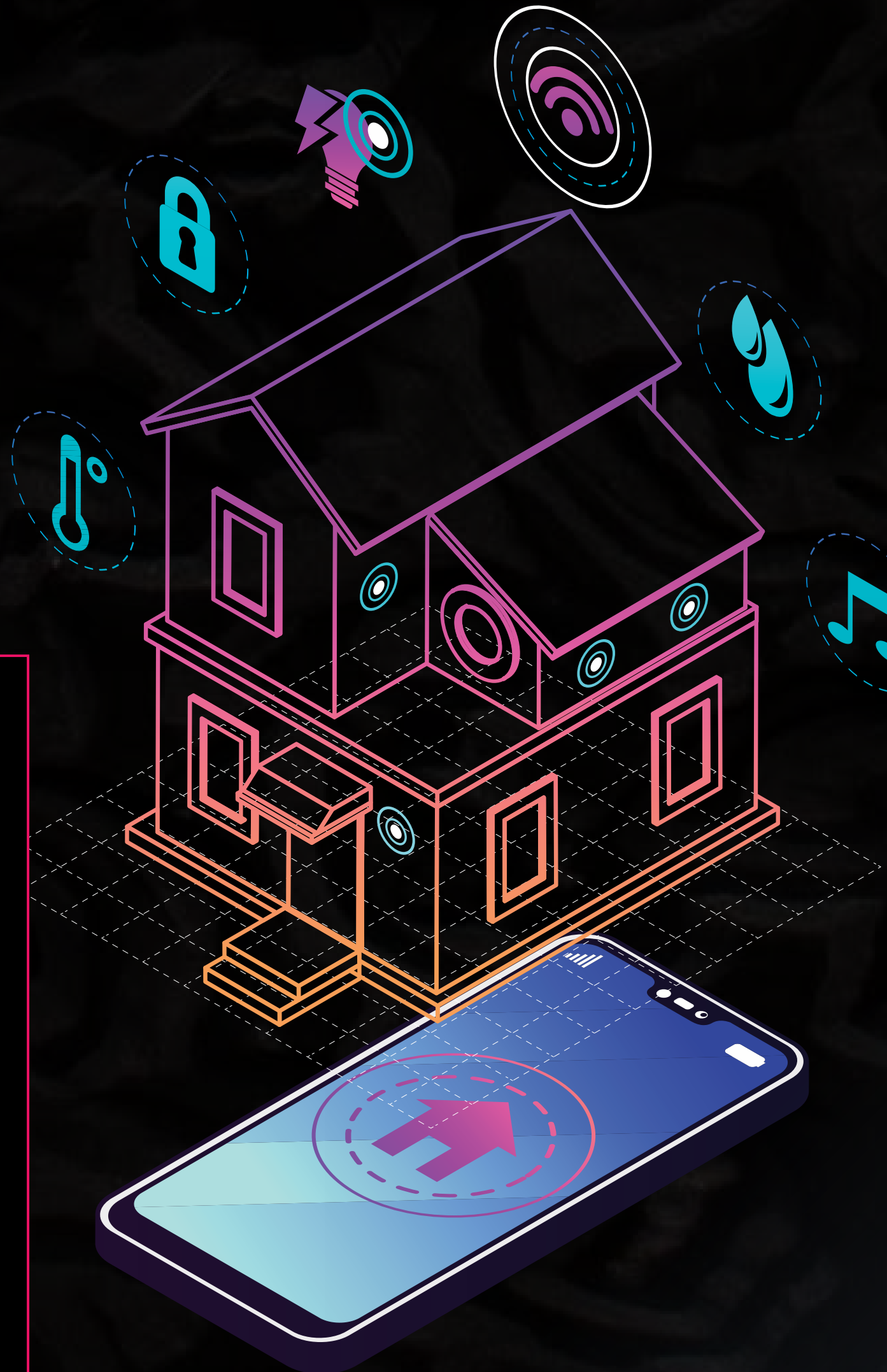


46%

of INDEX visitors are looking to source new technology & innovations for home, hotel and office.



Source: Statista



SECTORS AT INDEX SMART INTERIORS



Home Automation Companies



Smart Home Theatre & AV



Smart Lighting Companies



AR/VR



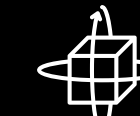
Smart Glass Companies



Smart Mirrors Companies



Smart Furniture Companies



3D Companies



I visit INDEX every year to find new ideas, new inventions and new products. Technology is where where my spend is increasing for 2020.

Zubair Furnishing LLC
INDEX Visitor 2019

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INDEX

WHY FACE-TO-FACE MARKETING?

When a person becomes part of an experience, they become part of your company and brand narrative. Few things are as enticing as being part of something innovative and meaningful



CASE STUDY: FLYVISION exhibited at INDEX Exhibition Dubai to launch their award-winning compass table. Through the event, they attracted huge interest from visitors and media. The results? FLYVISION collected over **400 business cards** offering a host of new connections and opportunities to expand their distribution in the Middle East.

WILSON
FABRICS

CASE STUDY: Wilson Fabrics exhibited at INDEX Exhibition Dubai to launch a new product, but also meet with existing clients to test out their product range. With a target of 50 meetings, their expectations were doubled – gaining **over 100 meetings** and leaving with insights, new connections, new partners and a very happy team.



70%

of customers that engage with a company at a business or experiential event become a long term advocate rather than sourcing online

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HOW TO GET INVOLVED: EXHIBITING

Whether you're launching a new product, expanding into the Middle East, growing your customer base or looking to engage with your existing audience, there are exhibiting options for you.



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OPTIONS TO PARTICIPATE

OPTION 1

SHELL SCHEME (PRE-BUILT):

- Stand walls, fascia with company name, carpeting, lights & electricity
- Marketing Power Pack
- Exhibition insurance
- Lead retrieval App
- Enhanced online listing

**SHELL SCHEME FROM USD \$550 PER SQM
+ \$595 ADMIN & MARKETING FEE**



OPTION 2

SPACE ONLY:

- Premium space for building stand to your own specifications
- Marketing Power Pack
- Exhibition insurance
- Lead retrieval App
- Enhanced online listing
- Additional marketing if feature is included within stand

**SPACE ONLY FROM USD \$410 PER SQM
+ \$595 ADMIN & MARKETING FEE**



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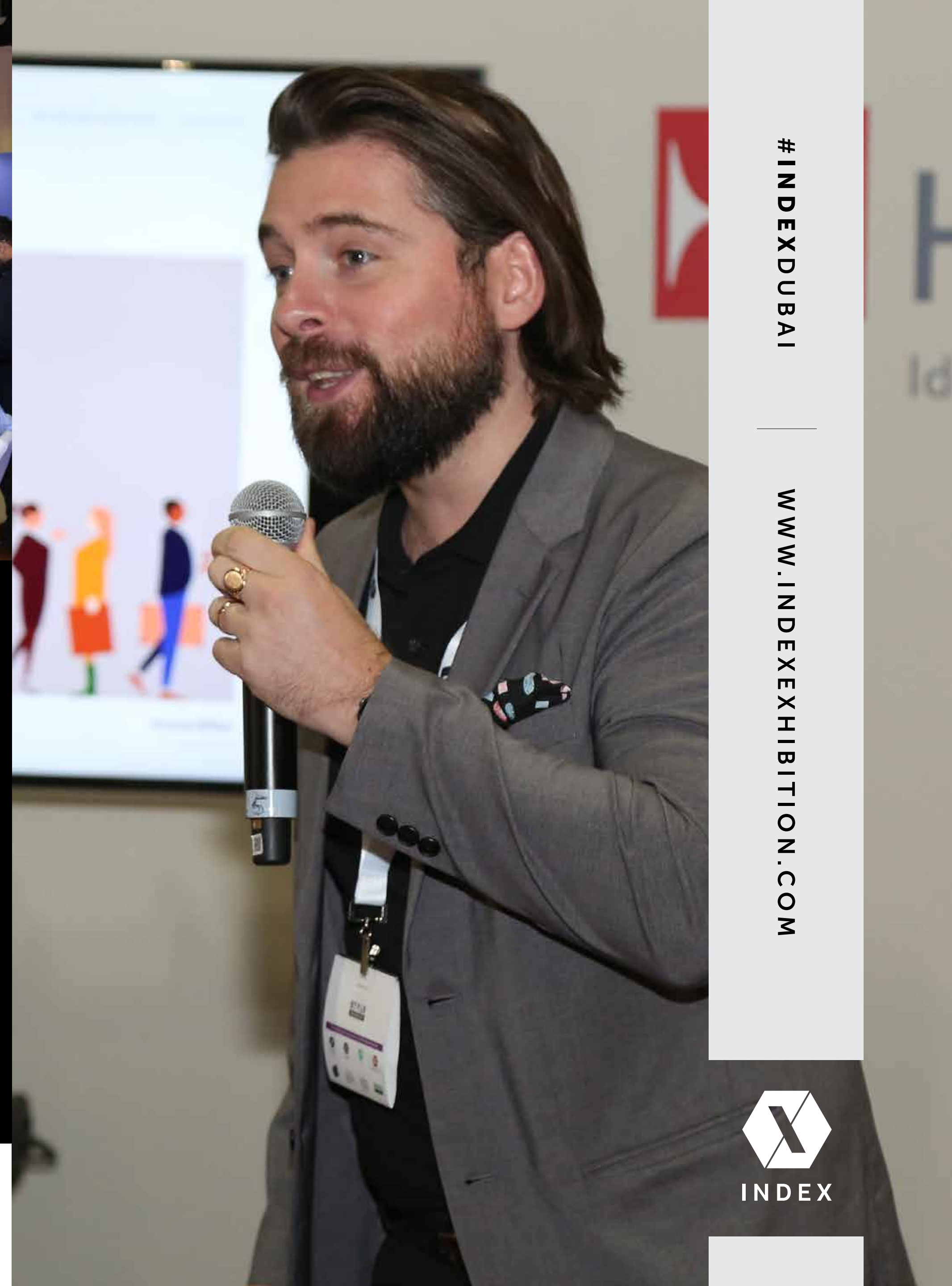




HOW TO GET INVOLVED: FEATURE SPONSORSHIP

INDEX conceptualizes and establishes a 360° campaign around each show feature, that conforms to the long term vision of your brand and fulfills your audiences' needs.

Outshine competitors and showcase solutions while building new, valuable connections.



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LIVE EXPERIENCES TO **AMPLIFY REACH, CONVERT CUSTOMERS AND DRIVE SALES**

ROUTE 1: DESIGN TALKS

The flagship feature of INDEX is visited by over 1,200 professionals over the three days. Headline sponsor and session sponsors are available depending on level of investment. The branding is integrated through the entire visitor marketing campaign.

DESIGN TALKS
SPONSORED BY DANUBE HOME



MATERIALDISTRICT
BY MATERIALDISTRICT



WORK DESIGN STUDIO
BY HERMAN MILLER



VENTURA DUBAI EXHIBITION



**BRAND EXPOSURE WHERE YOU WILL BE SEEN IF
YOU PARTICIPATE AS A FEATURED SPONSOR:**

646,949
Email/Newsletter Reach

215,494
Website Users

796,443
Website Page Views

49,874
Facebook Members

10,259
Instagram Followers

40,536
Instagram Engagements


65M+
PR Reach

437,295
Facebook Reach



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LANYARD
SPONSORSHIP



FLOOR TILES

SPONSORSHIP OPPORTUNITIES

There are hundreds of ways you can get extra exposure at the event. Get in touch for a ratecard of options suited to your brand needs.



REGISTRATION
DESK SPONSORSHIP



PILLAR
BRANDING



DIGITAL SIGNAGE

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INCREASE YOUR ROI WITH THE MARKETING POWER PACK INCLUDED WITH EACH STAND, SPACE AND SPONSORSHIP BOOKING AT INDEX.

With INDEX we received great marketing coverage on social media - not only that, the lead retrieval app was really useful and worked fantastic for us - an excellent benefit of being part of this event.

CEO, Corexpo Italia

Our lead retrieval tool provides a tangible return on investment. It helps you to justify your investment and generate more qualified leads with faster follow-up.

FAYE BLACK, Vice President - Marketing, dmg events

1 LEAD RETRIEVAL APP

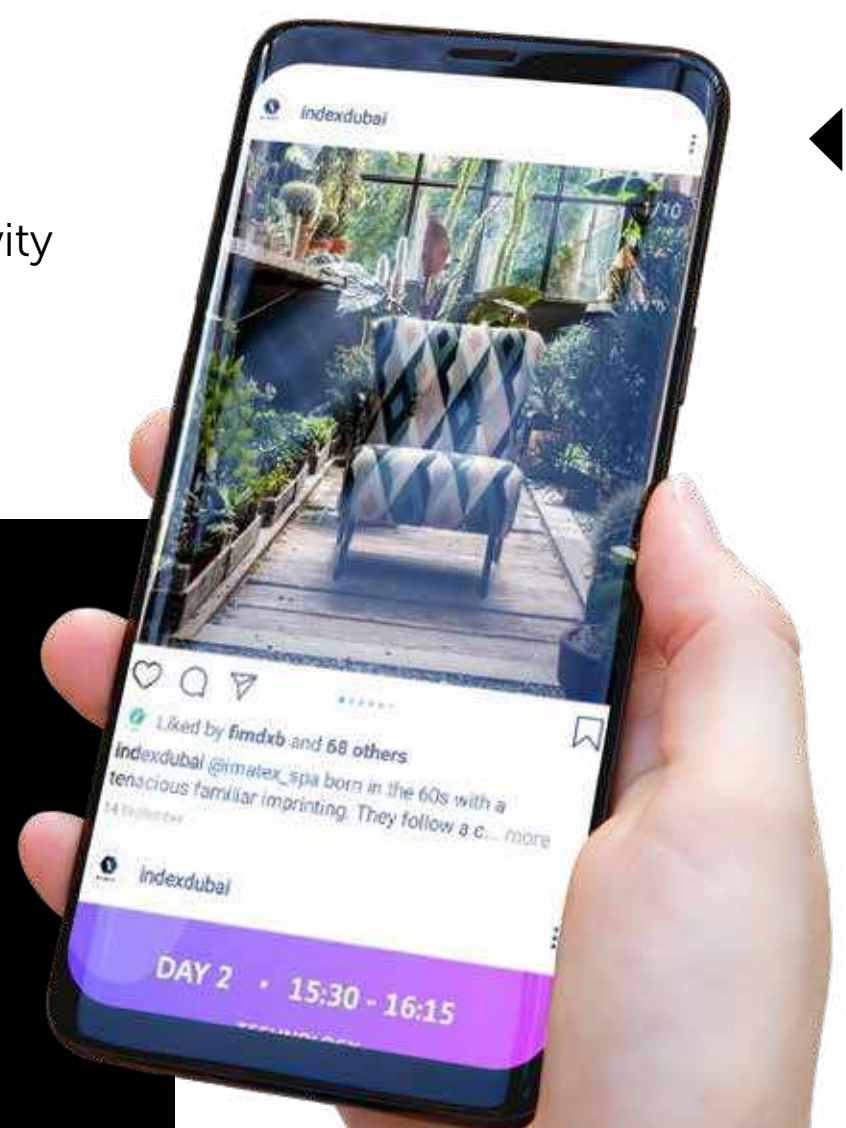
A powerful and easy way to capture sales leads using your own smartphone!



- Capture and view lead information in real-time on and off the show floor
- Export leads into excel for easy follow up
- Send an email immediately to your prospects from the system with a request to follow-up post show
- Real time reporting and analytics
- Edit and qualify leads with notes
- Use your own iPhone or Android device
- Works with or without internet connectivity
- One login for multiple users in a single company

2 PROLONGED EXPOSURE

When you book you will be added to the online exhibitor directory and printed show catalogue. The exhibitor list will be kept on the website for up to six months after the event for continued visibility.



3 PRODUCT IMAGES

Make sure you share your product images to be included in the show marketing campaign - including email, paid digital adverts, printed leaflets and social media.

4 CUSTOMIZED FREE MARKETING OPTIONS TO INCREASE VISITORS TO YOUR STAND



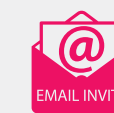
TELEMARKETING

Share a list of the guests you would like to invite to your stand and our trained telemarketers will give them a call.



WEB BANNER

Choose from five sizes and display on your website to promote your location at the show.



EMAIL INVITATIONS

You have the option to send a personalised invitation from INDEX to a list of guests of your choosing (data to be provided).



ONLINE PRESS RELEASE DISTRIBUTION

Share your press releases with us and we will host them on the show website.



SOCIAL MEDIA PROMOTION

Get featured on our social media channels. We will also share your posts related to the exhibition.



SMS CAMPAIGN

We can send SMS messages on your behalf to your top clients with details of your stand location.



EMAIL SIGNATURE

Add a customised signature to your emails to boost your stand number in every email.



YELP (BESPOKE LANDING PAGE)

We will create a bespoke landing page on your behalf - this page will have information about your company and a link for users to register to attend the exhibition.

FOUR SIMPLE STEPS TO DOWNLOAD YOUR SCANNER

- Search for 'dmg events lead retrieval' in your App store
- Download the App from the App store
- Enter the logins provided to you by the organiser
- You are now ready to scan your leads

YOUR LOGIN DETAILS WILL BE SENT TO YOU ONE WEEK PRIOR TO THE EVENT.

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PLAN AHEAD FOR A BIG IMPACT ON YOUR SUCCESS

Increase your reach by confirming your stand space
as far in advance as possible

35+ WEEKS TO GO

AWARENESS:

The further in advance you confirm your participation, the bigger your impact. Enjoy a multitude of additional marketing benefits - from participating in, and contributing to content marketing - to having the option for additional marketing. There's also the possibility of having your products featured in the master marketing creative (applications open now!)

REACH OPPORTUNITY:

65+ MILLION

Between 6-12 months before event

16-35 WEEKS TO GO

IMPACT & INTEREST:

Booking between 6-4 months you'll still have the opportunity to feature your products as part of the marketing collateral (subject to availability and editorial discretion of the organiser), in addition to all activities in your Marketing Power Pack. Bonus: send your press releases for extra PR opportunities

REACH OPPORTUNITY:

22+ MILLION

Within 6 months pre-event

LESS THAN 16 WEEKS

LAST CHANCE:

Within 1 month to the event, the printed show catalogue will be closed for entries, and onsite signage approved for printing. It's the last chance for sponsors to get that extra brand awareness pre-event. By now the marketing channels will be fully booked, and only limited stand spaces will remain at the event.

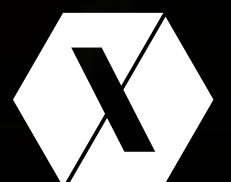
REACH OPPORTUNITY:

50,000

Within 1 month pre-event

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INDEX

INDEX at **Middle East Design & Hospitality Week** offers a simple but powerful proposition: connecting designers, buyers and architects to brands, products and services from across the globe.

And it's easy for you to be part of it today...

1

Let the INDEX team know your target audience and objectives.

2

The team will let you know available options that suit your objectives and your budget.

3

Your booking contract will be created, along with an invoice for the activities and you'll be introduced to the marketing team to kick-start your campaign.

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**SAY
HELLO**
TO FIND OUT MORE...

INDEX DUBAI
E: info@indexexhibition.com
T: +971 4 445 3648

ORGANISED BY
dmg events

