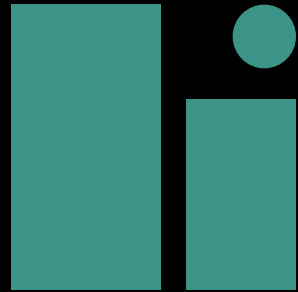


THE HOTEL SHOW

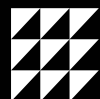


**HITEC**  
**DUBAI**  
— Produced by HFTP **dmg** events

# THE GLOBAL PLATFORM FOR HOSPITALITY INNOVATIONS IN THE MIDDLE EAST

2 - 4 JUNE 2026  
DUBAI WORLD TRADE CENTRE

CO-LOCATED WITH



INDEX



WORKSPACE

ORGANIZED BY

**dmg** events



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



# ABOUT THE HOTEL SHOW

## 20+ YEARS FORGING VALUABLE CONNECTIONS FOR THE HOSPITALITY COMMUNITY

The Hotel Show, with a legacy spanning over 20 years, is the longest-running and globally trusted business event for the hospitality industry in the Middle East.

This flagship event connects buyers with key suppliers, offering unmatched networking, product sourcing, and industry insights to thousands of hospitality professionals. The Hotel Show keeps evolving to meet customer needs, making it an exciting and dynamic platform for all.

A key highlight of The Hotel Show is its dynamic conference programmes, featuring premier events like HITEC Dubai, The Hospitality Leadership and F&B Forum, and The Engineering and Sustainability Summit (TESS). These platforms bring together global experts to discuss cutting-edge solutions in technology, sustainability, and operations fostering collaboration and innovation in the hospitality industry.



Networking opportunities were abundant, allowing us to connect with fellow professionals and exchange ideas. The collaborative atmosphere made it easy to form new relationships and strengthen existing ones.

Overall, this year's show exceeded all my expectations. It was a perfect blend of learning, networking, and inspiration. I am already looking forward to attending next year and highly recommend it to anyone looking to stay ahead in the industry.

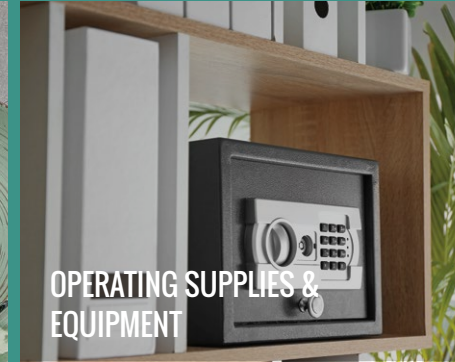
**Abid Ali Golandaj,**  
Assistant Manager - Group Procurement,  
Meydan Group LC



## PRODUCT SECTORS



TABLEWARE &  
KITCHENWARE



OPERATING SUPPLIES &  
EQUIPMENT



FACILITIES MANAGEMENT,  
CLEAN & HYGIENE



TEXTILE



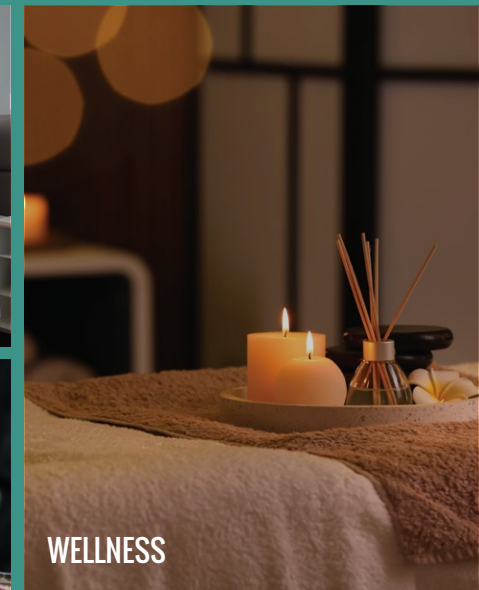
HITEC  
(HOSPITALITY TECHNOLOGY)



SLEEP



FOODSERVICE &  
EQUIPMENT



WELLNESS



# CONNECT AND COLLABORATE WITH THE HOSPITALITY INDUSTRY

## HERE'S WHAT TO EXPECT IN 2026:

**33,000+**

Visitors across co-located events

**7,600+**

VIPs across co-located events

**400+**

Exhibitors

**150+**

Industry Experts



The Hotel Show was an exceptional experience, showcasing the latest hospitality innovations and trends. The exhibitors offered invaluable insights and the unparalleled networking opportunities allowed us to connect with industry leaders and peers. An inspiring and enriching event that provided new ideas and partnerships to enhance our business—highly recommended for anyone in hospitality.

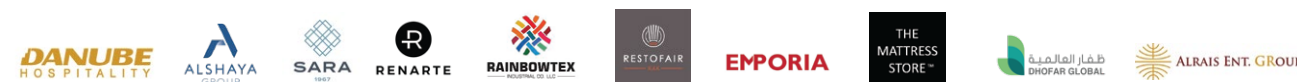
- Mohamad El Ghazzaoui, Executive Chef, IFFCO Group



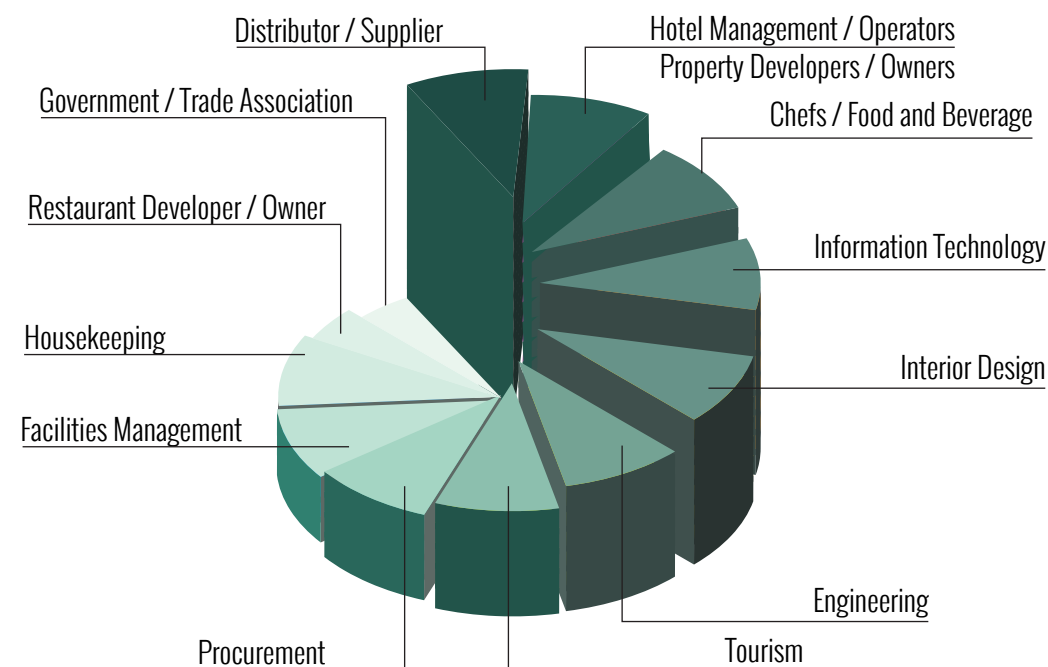
## VISITING BRANDS INCLUDE:



## VISITING DISTRIBUTORS INCLUDE:



## WHO WILL YOU MEET?



# LEADING BRANDS TRUST US TO SHOWCASE THEIR HOSPITALITY INNOVATIONS AND SOLUTIONS

84%

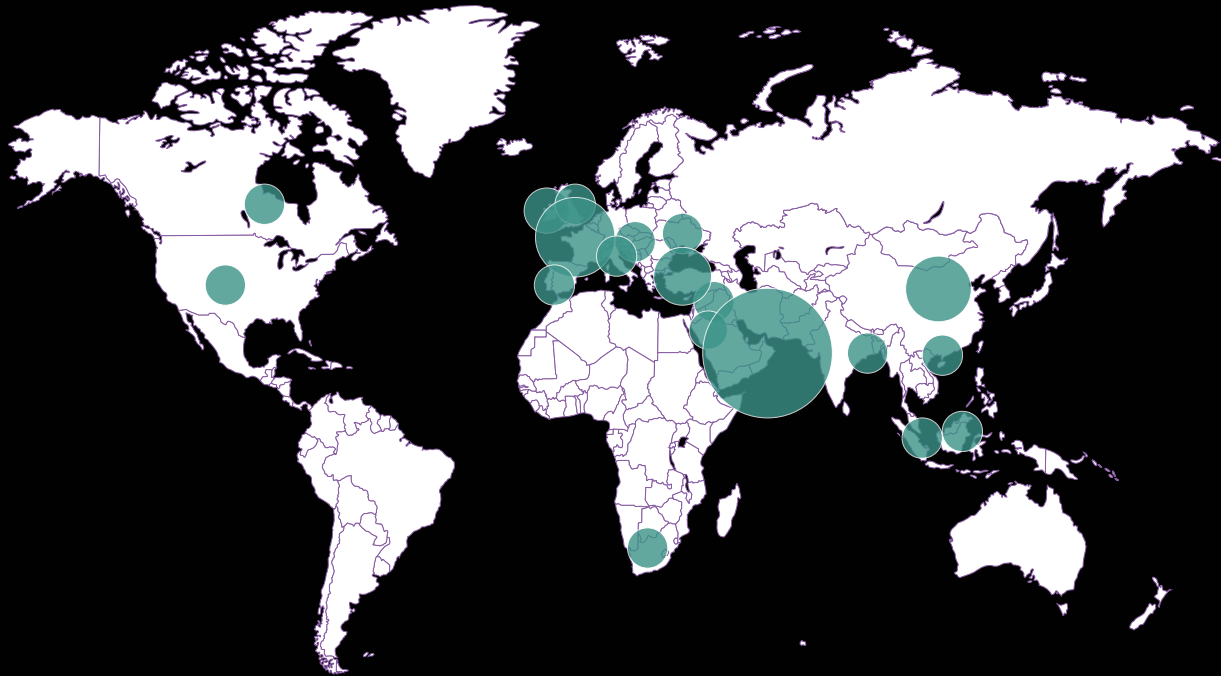
of exhibitors participate to forge new contacts, benefiting from the show's extensive networking opportunities.

69%

of exhibitors consider participating crucial for advancing their business, making it a key event to help drive their business forward.

60%

of our exhibitors were thrilled with the success of the show and will return in 2026.



## LEADING BRANDS THAT HAVE EXHIBITED WITH US:



## TOP EXHIBITING COUNTRIES:





# JOIN US IN 2026

2 - 4 JUNE

DUBAI WORLD TRADE CENTRE

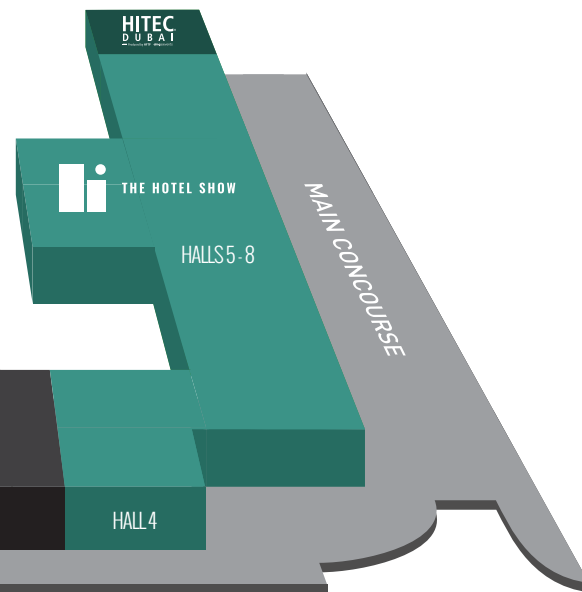
The Hotel Show is located at the iconic Dubai World Trade Centre, positioned in the heart of the Middle East's premier business hub. With Dubai's strategic role as a global gateway and innovation powerhouse, this vibrant location ensures the show is a driving force for opportunity, progress, and groundbreaking advancements in the region.

## THE HOTEL SHOW



- Tableware & Kitchenware
- Operating Supplies & Equipment
- Facilities Management, Clean & Hygiene
- Textile

- HITEC (Hospitality Technology)
- Sleep
- Wellness
- Foodservice & Equipment



# BENEFITS OF EXHIBITING

MAKE THE RIGHT CONNECTIONS



## BRAND EXPOSURE:

Amplify your brand in one of the world's fastest-growing markets. A chance to shine and leave a lasting impression on potential customers of this exciting region.



## GENERATE QUALITY LEADS:

Increase your sales pipeline and reach your ideal audience, elevate your business, and leave a lasting impression in this growing market.



## TARGETED AUDIENCE:

Capture the attention of Hospitality and F&B Sector Audience who are eager to discover what's new and exciting for their projects. Meet buyers that are looking for suppliers and manufactures and are in their sourcing stage.



## NETWORKING OPPORTUNITIES:

Engage with fellow exhibitors, industry influencers, and potential clients. Build valuable connections that can elevate your brand and open doors to new collaborations.



# DRIVING INNOVATION IN HOSPITALITY TECHNOLOGY

**HITEC DUBAI**  
— Produced by HFTP & dmgs events

HITEC is dedicated to hospitality technology, bridging buyers and suppliers with groundbreaking innovations like smart solutions and advanced security systems. In partnership with HFTP, HITEC showcases industry-leading brands, interactive demos, and practical case studies that shape the future of the industry.

Complementing this is the HITEC Summit, a must-attend for hospitality IT professionals. Curated by our very own renowned Advisory Board of industry thought leaders, the summit offers an intensive collaborative space that dives deep into emerging trends, real-time applications, and forward-thinking strategies.

## SHOWCASING INNOVATIVE HOSPITALITY TECHNOLOGY PRODUCTS AND SOLUTIONS, INCLUDING:

- AV / AR / VR
- 3D Printing Models
- Conferencing - PA & Sound System
- Computer Hardware
- CRM Systems & Loyalty (Hotel and Restaurant Inventory Management)
- Mobile Apps
- Event Management Software
- Access Card & Loyalty Printing

## EXHIBITORS INCLUDE:



## VISITING COMPANIES INCLUDE:



## EMBRACE THE FUTURE OF HOSPITALITY TECHNOLOGY

By 2031, the global smart hospitality market is predicted to reach a substantial size of \$133.7 billion. This remarkable growth is projected to transpire through a consistent annual compound growth rate of 22% from 2023 to 2031.

Our ultimate hospitality platform offers an excellent opportunity to grow alongside this industry by increasing your brand visibility through showcasing your groundbreaking products and solutions to influential figures in the field, including IT professionals, hotel owners, and general managers, to establish meaningful connections and drive profitable business.





# THE HOSPITALITY LEADERSHIP & F&B FORUM

The Hospitality Leadership & F&B Forum is the ultimate platform for hospitality project leaders and independent restaurateurs looking to dive deep into transformative strategies and visionary leadership driving tomorrow's industry. This exclusive event is a hub of inspiration, connecting you with industry icons and trailblazers. Get ready for an unforgettable gathering that celebrates excellence, sparks innovation, and unveils the top trends set to redefine hospitality in the year ahead.

## KEY SPEAKERS:



**ADEEB AHAMED**  
MANAGING DIRECTOR,  
LULU FINANCIAL HOLDINGS &  
TWENTY14 HOLDINGS & TABLEZ



**PAUL FANNING**  
EXECUTIVE DIRECTOR OF ASSET  
MANAGEMENT  
MIRAL GROUP



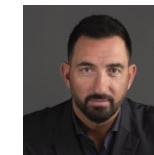
**AMIT NAYAK**  
VICE PRESIDENT ASSET MANAGEMENT  
HAMA MEA



**LYNNE BELLINGER**  
DIRECTOR, FOOD & BEVERAGE  
BUSINESS DEVELOPMENT,  
MARRIOTT INTERNATIONAL EMEA



**DAVID THOMSON**  
SENIOR VICE PRESIDENT OF  
COMMERCIAL FOR HOSPITALITY,  
THE FIRST GROUP



**EDDY TANNOUS**  
CHIEF OPERATING OFFICER,  
ROTANA HOTEL MANAGEMENT  
CORPORATION PJSC



**JAYDEEP ANAND**  
GROUP CFO, COO  
CSO FIVE HOLDINGS



**JOHN TIMSON**  
VICE PRESIDENT SUSTAINABILITY AND  
SAFETY, PREMIUM, MIDDLE EAST,  
AFRICA & ASIA PACIFIC, ACCOR



**KONSTANTINOS MICHAEL**  
CHIEF COMMERCIAL OFFICER,  
MILLENNIUM HOTELS AND RESORTS



**JAIME SIMPSON**  
HEAD OF HOSPITALITY,  
EMAAR HOSPITALITY GROUP



**MARK KIRBY**  
CHIEF COMMERCIAL OFFICER,  
MILLENNIUM HOTELS AND RESORTS



**MAYA ZIADEH**  
CHIEF DEVELOPMENT OFFICER,  
ACCOR



**NADEEM ZAMAN**  
GROUP CHIEF STRATEGY OFFICER,  
RUA AL MADINAH HOLDING



**PAUL BRIDGER**  
COO,  
ROVE HOTELS





# WELLNESS FORWARD: CREATING HOLISTIC GUEST EXPERIENCES

Discover the future of wellness at The Hotel Show – the global platform where innovation meets opportunity. With the wellness market valued at over \$1.5 trillion and growing annually by 5% to 10%, this dynamic industry is shaping the future of hospitality. Today's guests are seeking transformative wellness experiences, and hotels and wellness centers are rising to the challenge with cutting-edge solutions and elevated services.

Showcase your products and services to spa owners, hotel executives, and wellness specialists actively looking for the latest innovations to enhance guest experiences. From advanced wellness technologies to luxurious spa offerings, this is your opportunity to position your brand as a leader in the global wellness movement.

## PRODUCT SECTORS:

- Spas & Pools
- Outdoor Sports & Adventure
- Fitness
- Wellbeing / Scents & Fragrances

## VISITING COMPANIES INCLUDE:



## VISITING COMPANIES INCLUDE:







## THE ENGINEERING & SUSTAINABILITY SUMMIT (TESS)

Hotel engineering and maintenance departments are the backbone of any hotel operation, which is critical in ensuring guest comfort, safety, security, and overall customer service. The Engineering and Sustainability Summit (TESS), emphasizes the latest technology and trends, encouraging progressive thought leadership while promoting best practices for engineers in the industry. This summit is curated for engineers and their teams who aim to stay ahead of the curve and achieve operational excellence.



## CHEFS TABLE

Witness the region's finest culinary talent at the Chefs Table, returning for its 9<sup>th</sup> edition at The Hotel Show. Over three thrilling days, top hotel teams will craft exquisite five-course menus, competing for the prestigious Hotel Culinary Team of the Year title. Organized by The Emirates Culinary Guild, this exclusive event celebrates innovation, artistry, and the passion of the Middle East's top chefs, delivering unforgettable dining experiences for VIP guests.

In association with:



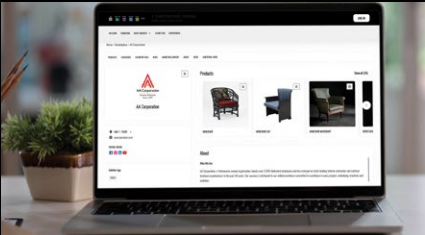
topia:™



# MARKETING AND PR

## ENHANCE YOUR BRAND'S VISIBILITY

With over 30,000 visitors from 107 countries and \$2.65 million in PR value, our sponsorships go beyond traditional marketing, fostering direct connections with key decision-makers. Reach over 1 million people through social media and engage 54,000 users globally, enhancing your brand's visibility and creating memorable experiences.



### WEBSITE BRANDING & CONTENT:

With over 300K website visitors, increase your brand's visibility to event buyers. Ensure your brand stands out to all visitors, making a lasting impression.



### SOCIAL MEDIA:

Maximize your brand visibility! Announce your participation, and we'll spotlight you in our daily show highlights across social platforms, connecting you with a wider audience and driving engagement.



### EMAIL PACKAGES:

Highlight your brand in newsletters and exhibitor features. Reach a targeted audience with tailored content, enhancing your brand's presence and impact.



**\$2.6m+**

PR Value

**1m+**

Total Social  
Media Reach

**54k+**

Users Engagement

## MEDIA PARTNERS:





# PORTFOLIO OF EVENTS

Our Design & Hospitality division at dmg events, have a wide portfolio of exhibitions in multiple markets connecting global manufacturers with regional distributors, interior designers and hospitality professionals



2 - 4 June 2026  
Dubai World Trade Centre



2 - 4 June 2026  
Dubai World Trade Centre



2 - 4 June 2026  
Dubai World Trade Centre



2 - 4 June 2026  
Dubai World Trade Centre



11 - 13 September 2025  
Marina Bay Sands, Singapore



16 - 18 September 2025  
Riyadh Front Exhibition & Conference Center



12 - 14 October 2025  
Doha Exhibition & Convention Center



16 - 18 September 2025  
Riyadh Front Exhibition & Conference Center



11 - 12 June 2025  
Sandton Convention Centre, Johannesburg



16 - 18 September 2025  
Riyadh Front Exhibition & Conference Center



3 - 5 February 2026  
Jeddah Superdome



11 - 14 February 2026  
Waldorf Astoria Ras Al Khaimah

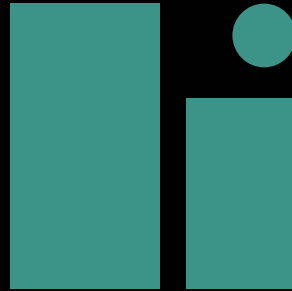


11 - 14 June 2025  
Miraggio Thermal Spa Resort, Greece



29 October - 1 November 2025  
Thailand

# THE HOTEL SHOW



**HITEC**  
**DUBAI**  
— Produced by HFTP **dmg::events**

2 - 4 JUNE 2026 | DUBAI WORLD TRADE CENTRE

**SECURE YOUR PLACE AT THE HOTEL SHOW**

[sales@thehotelshow.com](mailto:sales@thehotelshow.com)

**BOOK YOUR STAND**

CO-LOCATED WITH



INDEX



WORKSPACE

ORGANIZED BY

**dmg::events**