

COMMERCIAL  
CLEANING  
& HYGIENE

The Middle East's Cleaning Expo

18 - 20 MAY 2015  
DUBAI WORLD TRADE CENTRE

# UNITING CLEANING PROFESSIONALS



EXHIBITION | CONFERENCE | TRAINING

CO-LOCATED WITH:

**FM EXPO**

Facilities Management Solutions



[www.middleeastclean.ae](http://www.middleeastclean.ae)

Healthcare • Hospitality • Residential • Retail • Industrial • Environmental • Transportation

# THE LEADING CLEANING AND HYGIENE EVENT IN THE MIDDLE EAST

## WHAT IS COMMERCIAL CLEANING & HYGIENE? THE VISION.

Now in its second year, **Commercial Cleaning & Hygiene** has rapidly become the largest event in the region that attracts every part of the cleaning industry.

Co-located with FM EXPO, Middle East Waste & Recycling and Elevators & Access Control, the event brings together buyers and suppliers of a wide and diverse type of cleaning businesses thus offering a truly unique business opportunity.

"This was the first event of this type that KLEENEX® has attended in the Middle East, and I have to say it was definitely worthwhile!"

**Joel Corsan**, End User Marketing Manager,  
**Olayan Kimberly-Clark**

## WHY EXHIBIT? THE BENEFITS.



**Showcase your products** – to thousands of active buyers and decision makers



**Generate new business** – meet new customers and develop relationships with existing clients



**Save time and money** – meet more contacts in three days than you could do in many months



**Generate media interest** – not just at the event but as soon as you confirm your participation



# MORE THAN JUST A STAND. FREE MARKETING OPPORTUNITIES.

Marketing is key to attracting visitors to your stand and creating opportunities to do business. That's why we offer you over 15 **free** marketing options that will greatly enhance your profile while saving you time and money, including:

-  Listing on the event website
-  Profile in the event guide
-  Postal client invites
-  Html client invites
-  Email signature banners
-  Web banners
-  PR support
-  Social media promotion

## FOUR EVENTS UNDER ONE ROOF. EVEN MORE DECISION MAKERS.

### FM EXPO

Facilities Management Solutions

The Middle East's largest and longest running facilities management event. Bringing together the top regional providers of FM services, this event is the stage for industry professionals to network, learn and source products.

### middle east WASTE & RECYCLING

Waste Management & Recycling Expo

Addressing the needs and challenges of the waste and recycling industries in the Middle East, the event showcases a wide range of products and services, attracting government official and decision makers.

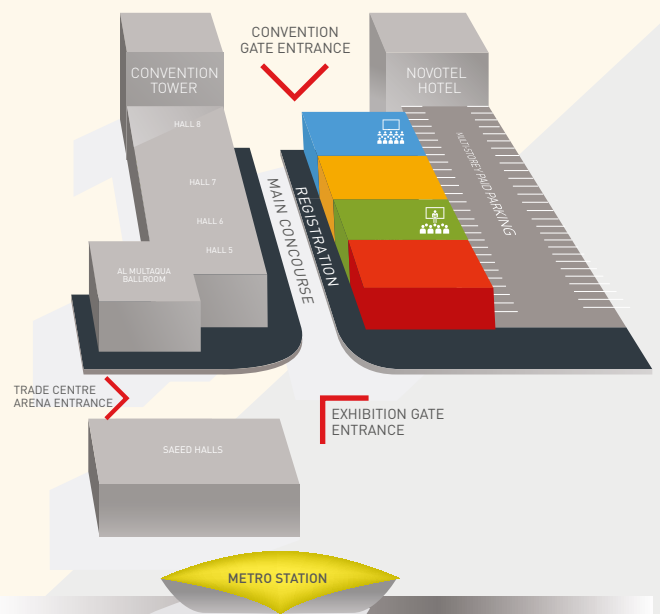
### NEW FOR 2015

### ELEVATORS & ACCESS CONTROL







Building Access & Mobility Solutions Expo

A platform for suppliers of elevators and escalators, as well as access control systems, to showcase their products and technologies, attracting a new and relevant audience to the show.

## FLOOR PLAN. WHERE WE ARE.



### LEGEND

-  Conference Hall
-  Innovation Zone
-  Middle East Waste & Recycling
-  Commercial Cleaning & Hygiene
-  FM EXPO
-  Elevators & Access Control

# MORE FEATURES. MORE VISITORS.



## **Certified workshops**

Certified workshops and training sessions will take place at the show, drawing visitors that are active in the industry.



## **Free interactive seminars**

Visitors can stay up to date with the latest industry advancements with our free to attend seminars and panel sessions.



## **Live product demonstrations**

Exhibitors can get involved in the live product demos, bringing the most innovative products closer to the buyers in this hands on and live environment. Giving you more ways to engage with your customers.



# MEET THE DECISION MAKERS. GROW YOUR BUSINESS.

**93%** of visitors influence the purchasing of products

**93%** of visitors consider the show important to their business

**97%** of visitors will return to the show next year



\*Source: online visitor survey

## THE HIGHEST CALIBRE OF VISITORS. GUARANTEED.

**7,523 visitors attended in 2014, including:**

- Facilities & Cleaning Manager – **Serco Middle East**
- Director of FM & Cleaning – **ADNH Compass**
- Operations Manager – **Al Tayer Group**
- Facilities Management Director – **American Hospital**
- General Director of Riyadh City Cleaning – **Riyadh Municipality**
- Head of Facilities – **Hamdan Bin Mohammed University**
- Head Facility Care – **Dubai Airports**
- Head of Maintenance Department – **Al Noor Hospital**
- Director of Health and Safety – **Ministry of Labour**
- Operations Manager – **Etihad**

## IN DEMAND. WHAT VISITORS ARE LOOKING FOR.

- Carpet & Upholstery Equipment & Services
- Catering & Food Hygiene Equipment & Services
- Cleaning Chemicals & Agents
- Cleaning Machinery, Equipment & Systems
- Cleaning Services and Support
- Commercial Laundry Equipment & Services
- Computer Software
- Dispensers & Disposable (Paper, Soap, Wipes, Chemical)
- Fire & Flood Equipment
- Hard Floor Cleaning Equipment
- Industrial Cleaning Products & Machines
- Insurance Services
- Janitorial Supplies
- Pest Control Products & Services
- Pressure Washers
- Technical Equipment
- Training & Education
- Uniforms & Protective Clothing
- Vehicles
- Washroom Equipment
- Waste Disposal Equipment
- Window Cleaning Equipment

“The ideal opportunity to showcase what we can offer to potential customers.”

**Mazen Harake**, Managing Director, **Spider Access**

# YOUR INVESTMENT. MAXIMISE YOUR SALES PIPELINE.

We are able to offer a number of different exhibiting options to suit every need and budget. Please speak to a member of the sales team for more information.

## SHELL SCHEME

**\$475**  
(per sqm)

## SPACE ONLY

**\$415**  
(per sqm)



## BE WHERE THE CLEANING INDUSTRY COMES TOGETHER. CONTACT US.

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## SUPPORTING ORGANISATIONS. SPREADING THE WORD.



## MORE EVENTS, MORE VISITORS. CO-LOCATED WITH.



## OTHER EVENTS IN THE DMG EVENTS CONSTRUCTION PORTFOLIO

