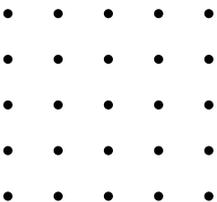
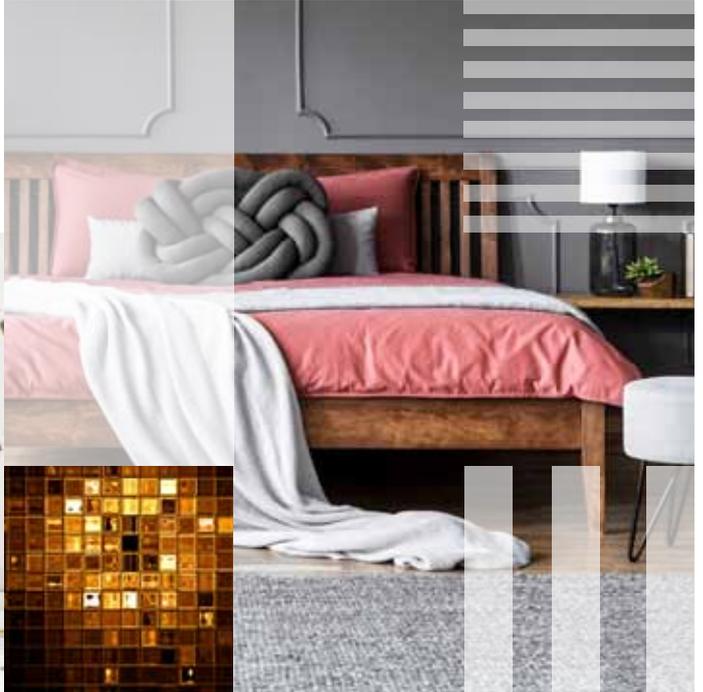


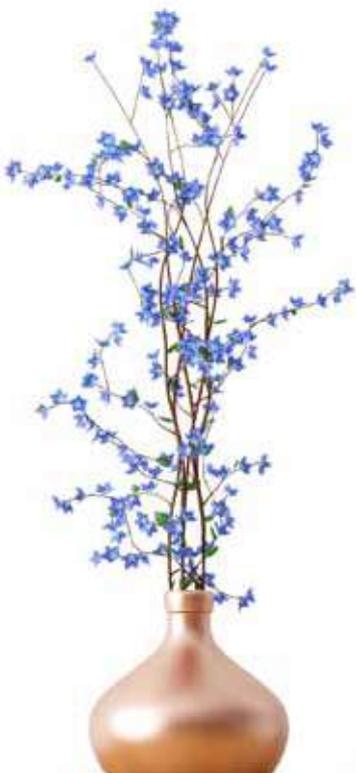
INDEX

17-19 SEPTEMBER 2019
DUBAI WORLD TRADE CENTRE

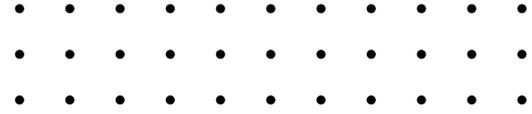


IN THE BUSINESS OF DESIGN

CONNECTING THE WORLD WITH THE
MIDDLE EAST DESIGN COMMUNITY



02



CELEBRATING DESIGN

Being part of INDEX means being part of Design & Hospitality Week 2019 – the biggest and most important celebration of all things Design & Hospitality in the GCC.



MIDDLE EAST
DESIGN &
HOSPITALITY
WEEK 2019



7 BRANDS TOGETHER FORM MEDHW

The combination of the shows will see 1000s more exhibitors, 50,000+ visitors and more inspiration, creativity, innovation and networking opportunities than ever before.



INDEX

Who attends: Interior designers, architects and retailers from across the globe.

Products you will find: Furniture, lighting, homewares, accessories and textiles.



Who attends: Hotel General Managers, Owners and Operators, F&B Managers, Procurement Directors, Architects, Interiors Designers and Houskeeping Professionals.

Products you will find: Interiors, lighting, design, technology, security, kitchen and laundry equipment.



WORKSPACE

Who attends: Professionals looking for products for commercial, office, healthcare or educational sites.

Products you will find: Desks, chairs and storage systems to security software and fit-out solutions.



Who attends: Architects, engineers, developers and designers.

Products you will find: The latest products needed to build, operate and maintain their resort, fitness centre, spa, outdoor area, theme park and other leisure facilities.



WHY DOING BUSINESS IN THE MIDDLE EAST IS THE SMART CHOICE

US\$430bn

The overall budgeted spending of the GCC countries increased to **US\$430bn** in 2018, registering **7% growth** from 2017.

US\$178.8bn

The GCC has firmly established itself as one of the leading and most exciting tourist destinations in the world. **Already valued at US\$178.8bn** the hospitality, leisure and recreation industries are only set to grow.

US\$8.7bn

Overall GCC interior contracting and fit-out spend across all sectors is forecast to **grow by 9% in 2018** and is estimated to be **worth US\$8.7bn** by the end of the year.

US\$77bn

The GCC building construction projects expected to be completed across all sectors are forecast to increase to **US\$77bn** in 2019.

03



SURFACE
DESIGN
MIDDLE EAST

Who attends: International visitors from architects, contractors, designers, hoteliers, retailers and wholesalers.

Products you will find: Carpets, rugs & flooring plus decorative & innovative surfaces.



FIM

Who attends: Furniture manufacturers, carpenters, joineries and retailers.

Products you will find: Interiors components, fixtures, fittings, materials, semifinished products and manufacturing technologies.



Who attends: A consumer audience looking to buy interiors.

Products you will find: Furniture & furnishings, kitchen & bathrooms, homewares, home improvement and design.



04



INDEX happened to be the best interior design exhibition I have ever attended. Well organised with world-class brands. It's a place to get yourself acquainted with the best manufacturers and suppliers in the interior design industry.

Abayomi Ibronke, CEO, Nuel Interior

YOUR TIME HAS COME...

BE PART OF THE LARGEST GATHERING OF DESIGN PROFESSIONALS IN THE MIDDLE EAST.

The most inspired, creative and influential members of the design community will be joining us. Be there to meet and connect with them, building your network and your customers.



INDEX 2018 IN NUMBERS



27,448
Attendees



65m+
PR Reach worth
\$2.6million



38,887
Gross SQM



566
Exhibitors from
50 countries



91
Visiting Countries



INDEX helps us to increase the awareness of our brand, and to enter new market industries.

Maha Al Sahi, Spark Trading



ACCESSORIES, DECOR & HOMEWARES

POSITION YOUR BRAND AT INDEX IN ONE OF 7 SECTORS FULL OF DESIGN INSPIRATION

Whether purchasing chandeliers, a painting for a hotel lobby or replenishing stocks of dining tables for a retail outlet, every link of the supply chain is represented at INDEX through seven key show sectors.



ARCHITECTURE, DESIGN & FIT-OUT



CABINETS, CLOSETS & STORAGE



FURNITURE & FURNISHINGS



RETAIL & FIT-OUT INTERIORS



LIGHTING & TECHNOLOGY

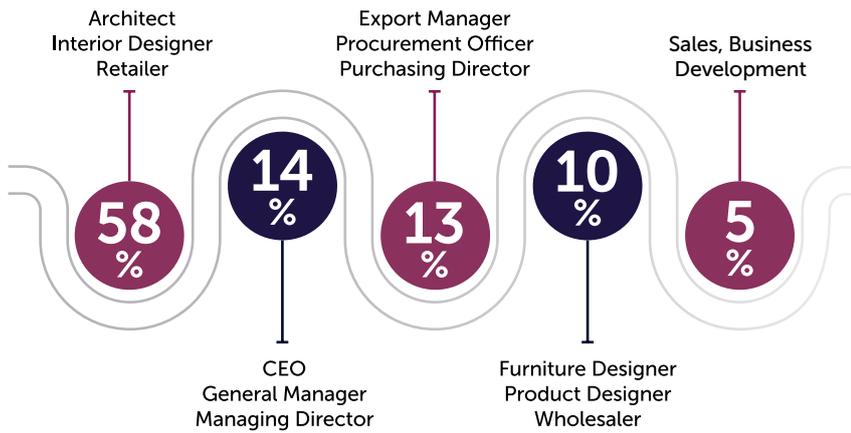


TEXTILES

A SNAPSHOT INTO OUR AUDIENCE

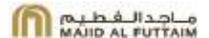
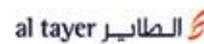
INDEX is in the business of Design. The show is there to provide a platform for senior decision makers that attend to find new products and make purchases at the event.

MEET THE ATTENDEES



27,448
Attendees

FROM COMPANIES INCLUDING



REPRESENTING THE FOLLOWING INDUSTRIES



Commercial
Real Estate



Contractor
& Fit-Out



Education



Healthcare



Hotel Spa
& Hospitality



Residential
Real Estate



Retail &
Shopping Mall



Trade
Association



Wholesale &
Distribution

HOW WE ATTRACT DECISION MAKERS AND BUYERS.

Using highlights and features
that **engage**, **inspire** and
educate our attendees



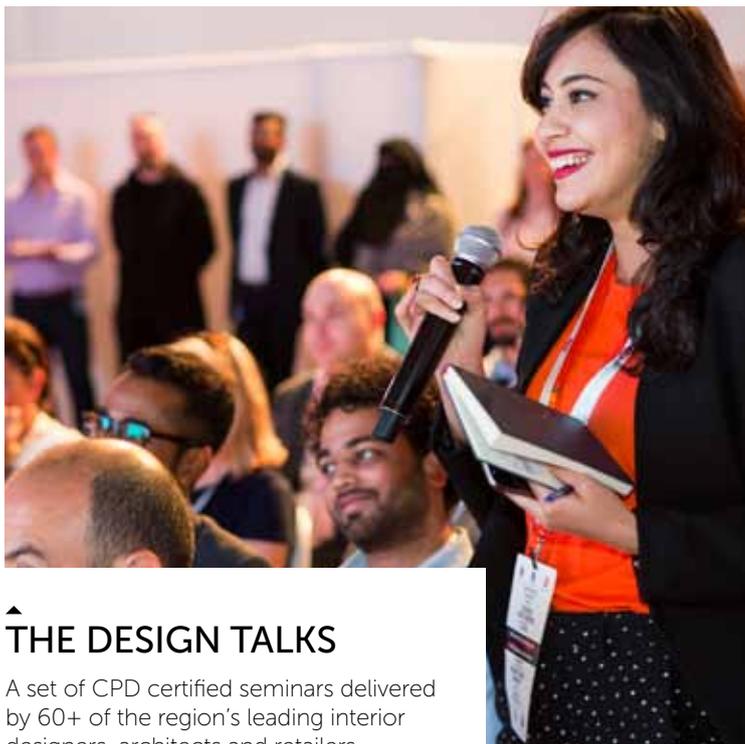
^ VENTURA DUBAI

The Middle East will see the return of what will be its second ever Ventura Project – a one-off collection of 40-plus exciting European contemporary designers brought exclusively to Dubai for the event by Organisation in Design.



^ THE DESIGN HUB

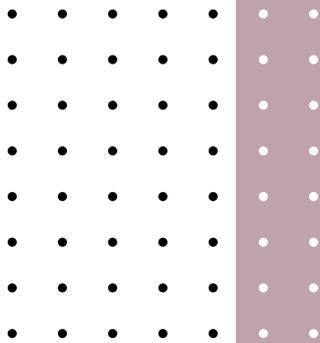
Focusing on future trends, the Design Hub will bring with it inspiration, innovation and knowledge through a variety of showcases, seminars and installations.



^ THE DESIGN TALKS

A set of CPD certified seminars delivered by 60+ of the region's leading interior designers, architects and retailers.

THE EXPOSURE FOR YOUR BRAND



OUR REACH



Email/Newsletter Reach

270,000 +



Website Users

235,000



Website Page Views

887,703



Facebook Members

47,724



Facebook Reach

334,089



Twitter Reach

38,400



Instagram Followers

5,296



Instagram Engagements

40,536



PR Reach

65 Million +



08

HIGHLIGHTS FROM LAST CAMPAIGN

REACHING MILLIONS WORLDWIDE

200+ dedicated stories were published across print and online media, featured in titles including Elle Décor, Harper's Bazaar Interiors and designMENA.com

50+ pages of previews in the region's leading design and lifestyle magazines ahead of the show and PR stunts that put INDEX in front of 500,000+ social media users

Coverage in the UAE's 5 biggest newspapers during the show – including 1 front page story

120 radio adverts in English and Arabic reaching a cumulative audience of 2,433,264

203 targeted emails sent to an audience of 1,381,861 design industry professionals

A digital advertising campaign that generated **6,000,000+ impressions**



WHAT WE CAN DO FOR YOU

When you sign up with INDEX we will work together pre-show, promoting you to our enormous database of contacts through various formats that include:

- Social
- Website
- Email
- Newsletters
- Look books
- Show catalogue
- PR and more.

In fact the more you give us to promote you with the more that we can do. We also create you personalized banners, email signatures, landing pages and more to help you market yourself to your network of prospects and get them to meet you at the show.



THE MORE YOU DO BEFORE THE SHOW, THE MORE RESULTS YOU WILL SEE WHILE YOU ARE THERE.

**NEW FOR
2019**



THE MIDDLE EAST'S **ONE-OF-A-KIND**, BRAND NEW CONSUMER RETAIL EVENT DEDICATED TO THE HOME

A brand new event bringing together thousands of consumers on the lookout for the latest and the best in home products and services.

INDEX HOME is poised to serve as the ideal platform for exhibitors who want to position their products in prime retail space at the Dubai World Trade Centre and enjoy the opportunity to sell to an unrivalled demographic of over **30,000+ visitors**.

10



FURNITURE

Residential furniture for bedrooms, nurseries, living rooms and outdoor spaces.



FURNISHINGS

Art, Accessories and décor, Blinds and curtains, Carpets and rugs, Lighting, Soft furnishings and textiles.



HOME IMPROVEMENT & MAINTENANCE

Landscaping services, BBQs, Pergolas, Pools, Jacuzzis, Paving and Cleaning companies.



HOUSEWARES

Cookware, Glassware, Home fragrances, Tableware, Utensils, Ornaments and Gifts.



KITCHEN & BATHROOM

Baths, Cabinets, Sanitary ware, Shower systems, Sinks, Water technology, Ceramics and Tiles.



DESIGN

Architectural consultancy, Contractors, Design courses, Interior design consultancy, Space planning and 3D printing.



INTERNET OF THINGS HOME

Home technology, Home automation, Home security, Appliances, Smart appliances and Entertainment systems.



ONLINE PORTALS

Renovation and contract services, Home maintenance, Property management, Real estate and Home delivery.

FIND OUT HOW YOU CAN BE PART OF OUR NEXT SUCCESS STORY

This single opportunity can make a huge difference to your business and with the support of INDEX from the day you sign up until after the show, your reach into the interiors market can grow exponentially.

11

THINK OUTSIDE THE BOOTH

If you're keen to put your brand forward as a thought-leader, trend setter or are trying to be different from the competition then one of our sponsorship opportunities may be exactly what you're looking for.

To find out more contact us at sponsorship@indexexhibition.com or using the contact details below.

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CONTACT US TODAY

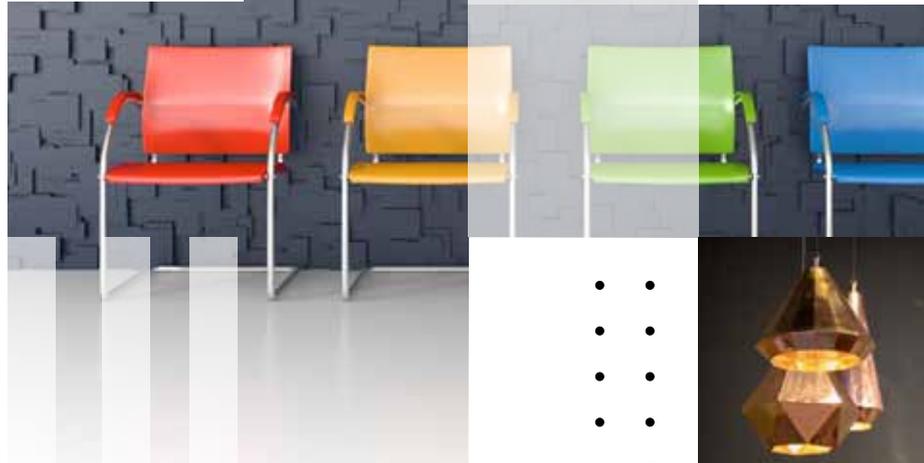
T: +971 4 445 3648
E: info@indexexhibition.com
W: indexexhibition.com

STAND PACKAGES

	PRICE (US\$) (PRICES PER SQM)
SPACE ONLY	470
SHELL SCHEME	550



JOIN US IN 2019



INDEX

17-19 SEPTEMBER 2019
DUBAI WORLD TRADE CENTRE

www.indexexhibition.com

ORGANISED BY

dmg events