

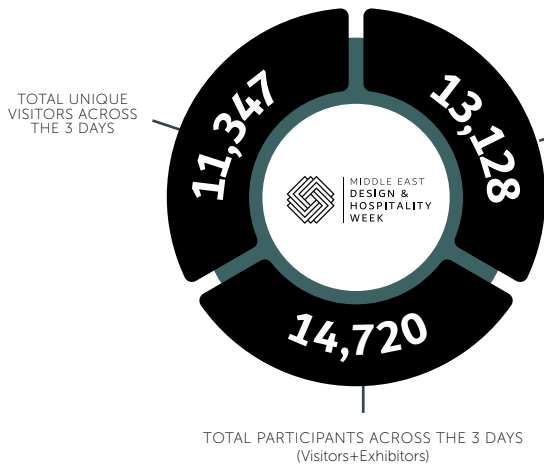


CONNECTING THE WORLD WITH THE MIDDLE EAST DESIGN COMMUNITY

TOPLINE REPORT DESIGN 2021

The industry was reunited LIVE and in-person this year with visitors and exhibitors from the interior design industry showing that they were ready to resume business. INDEX, co-located with Workspace, The Hotel Show and The Leisure Show, meant that visitors could source from the full spectrum of interior products, ranging from commercial interiors in Workspace and the full range of interior products at INDEX.

Middle East Design & Hospitality Week INDEX, Workspace, The Hotel Show & The Leisure Show combined



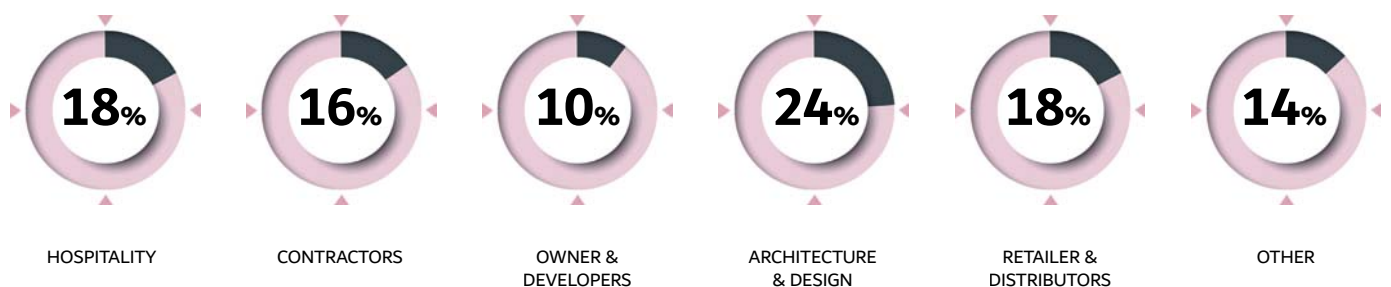
A snapshot of brands that exhibited at, and visited the event



“We’re extremely happy to be back part of physical events! For everyone in interiors INDEX is the main exhibition for the Middle East. For a product like COSENTINO, it is very important to be at a physical event where we can showcase the full format of our materials. It makes a real difference to be back at a live show together with the design and architecture community.”

Miriam Llano
Middle East Marketing Manager,
Cosentino Group, Exhibitor 2021

Breakdown of attendees across INDEX and Workspace





INDEX



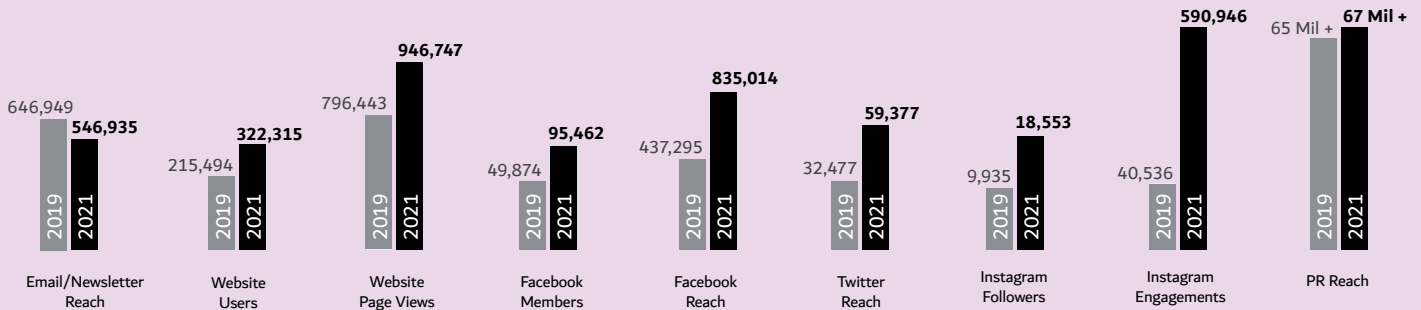
WORKSPACE

TOPLINE REPORT DESIGN 2021

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The Power of Online Presence



Influencer Campaign

We invited the country's most influential social media content creators, who are experts in interiors to visit INDEX and capture the event through their eyes. The aim for the campaign was to have high visibility, targeted audience, original content and high engagement around the event which we achieved successfully:

485,427

IMPRESSIONS

115,489

REACH

1337

SHARES, BOOKMARKS

422

STORIES SHARED OVER THREE DAYS

49

POSTS

6

INFLUENCERS IN ATTENDANCE



“

We're proud to have been a part of INDEX, the first major interiors trade show in Dubai after the pandemic. I got to spend the show networking with the industry leaders from across the globe, and interacted with some extremely talented interior designers, buyers, retailers, and distributors.

Rizwan Sajan

CEO, DANUBE Home,
Exhibitor 2021

“

INDEX 2021 was a great opportunity to meet customers (finally!), face-to-face once again. The past year has been frustrating, we've not being able to interact and engage with people to demonstrate the quality and benefits of our solutions. INDEX enabled us to do that once again. The event was very well organized and we cannot wait for the next one.

Paul Haslam

Partner, Bauporte Gulf LLC
Exhibitor 2021

WANT TO BE A PART OF THE NEXT REUNION?
CONTACT US TODAY

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