



The Office
Exhibition

The Office Exhibition 2012 Post-show Report

15-17 May 2012 | Dubai World Trade Centre, UAE

“ The Office Exhibition exceeded
all of our expectations. ”

Bill Bundy, President and CEO, Trendway.



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The Office Exhibition confirms its position as a global office & commercial interiors event with a strong regional focus



“The Office Exhibition offers unparalleled value when it comes to genuine enquiries. We were pleased to rekindle connections with existing customers as well as form new relationships which we can look to move forward.”

Dustin Brinkley, Industrial Designer,
Powerlogic SA (PVT) LTD.

Enjoying its eleventh consecutive year as the Middle East & North Africa region's must-attend office and commercial interiors exhibition, The Office Exhibition took place at the Dubai World Trade Centre, 15-17 May 2012.

25%

of visitors to The Office Exhibition 2012 visited on more than one day of the event.

The Office Exhibition 2012 hosted 100 companies from 20 countries and attracted more than 4,000 trade visitors from across the Architecture & Design, Facilities Management and wider business communities; from over 50 countries, seeking to source new products and services for their office and commercial interior design, fit-out and upgrade projects.

The exhibition also remained the premier forum in the MENA region for industry professionals to meet and network with each other, as well as discuss the latest innovations via the range of onsite features and events; including: The Middle East Office & Hospitality Product Design Awards, The Design Executive Roundtable, and a comprehensive, free-to-attend workshop and seminar programme

The Office Exhibition 2012 Attendance

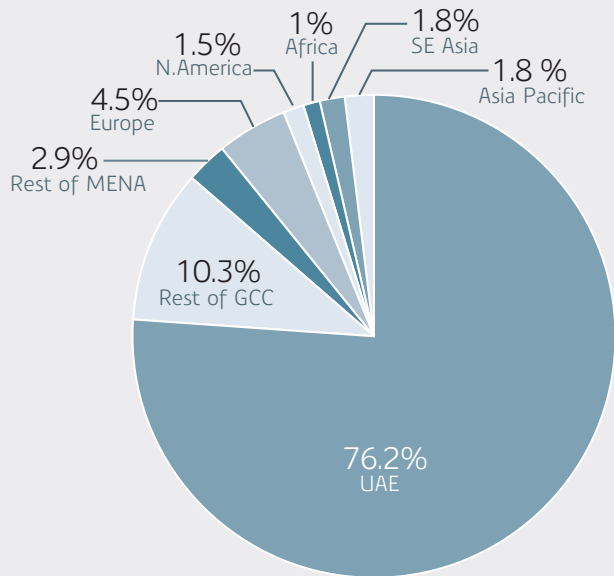
The Office Exhibition 2012 attracted 4,461 unique visitors across the three-day event, from 53 countries across the world, confirming the Office Exhibition as a truly global event with a strong regional focus.

Unique Trade Visitors	4,137
Non-trade Visitors	42
Delegates	180
Media / Press	102
Total Unique Visitors	4,461
Revisiting Trade Visitors	1,101
Exhibitors	1,059
Total Exhibition Attendance	6,621

Delivering the right audience for exhibitors



Visitors by region

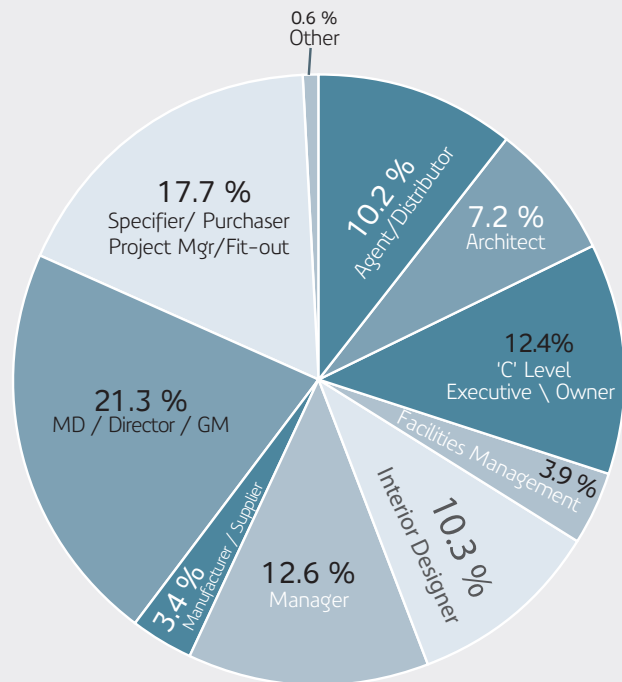


Over **20%** of visitors said that their company plans to spend more than US\$500,000 on office and commercial design product/projects in the next 12 months



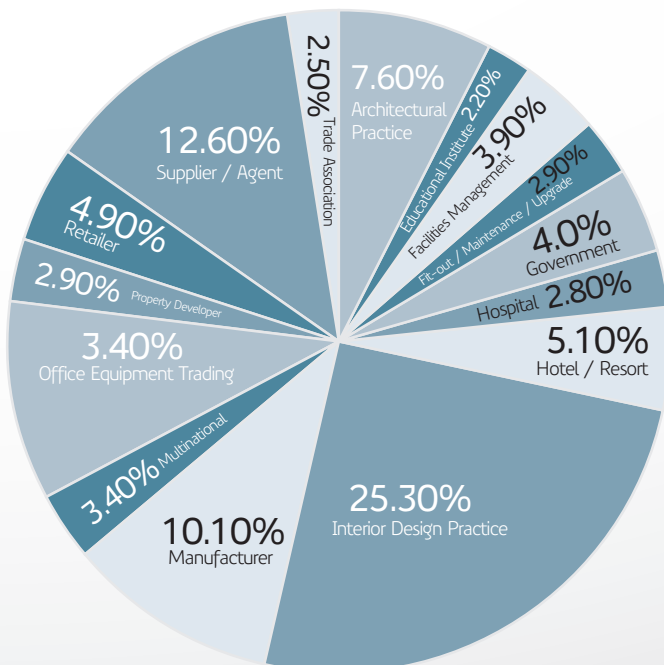
More than **64%** of visitors stated that their company is currently in the advance stages of the buying cycle and are either specifying or purchasing products for their office and commercial projects

Visitors by job function



More than half of the visitors to The Office Exhibition 2012 stated they are either Purchasers or Decision Makers

Visitors by primary business activity



“The show was a great success, good quality visitors, we had a chance to meet a lot of people across the MENA region. Our aim was to approach the distributors positively and we succeeded.”
Myron Krost, Director, Safipro SA

Global Participation

The Office Exhibition 2012 cemented its position as the region's leading business-to-business platform for office and commercial interiors product manufacturers and suppliers, hosting 100 international companies from 20 countries, from every continent of the world.

'Generate new sales leads', 'Promote company/brand', and 'Meet with existing clients' were the top three reasons for companies exhibiting at The Office Exhibition 2012; further illustrating the importance that many international brands place on participating at the region's number 1 office and commercial interiors exhibition.

Companies from the following countries exhibited or were represented at the exhibition:

Canada, China, Columbia, Denmark, Egypt, Germany, India, Italy, Korea, Lebanon, Malaysia, Pakistan, Portugal, Singapore, South Africa, South Korea, Turkey, United Arab Emirates, United Kingdom and the United States of America.



More than **87%** of exhibitors at The Office Exhibition 2012 were pleased with the **QUALITY** of visitors to the show

43% of companies exhibited in order to launch new products or services

Over **55%** of exhibiting companies expected to generate more than US\$100,000 in business as a result of exhibiting at Office 2012 – 14% of which expected to generate more than US\$1 million in revenue

More than **56%** of exhibiting companies met their objectives for exhibiting at Office 2012

“Congratulations to DMG on a well-organised and thoughtfully executed trade show. IIDA spoke to many exhibitors and attendees who were enthusiastic about the business opportunities that were available to advance the interior design profession and new working relationships that were developed.”

Dennis Krause, Senior Vice **President**, **IIDA**.

Features & Events At The Office Exhibition 2012



The Office Exhibition Interior Design Competition recognises and rewards outstanding interior design/architecture projects in the Middle East and encourages new ideas and techniques in the design and furnishing of interior space. Interior Designers, Architects and Interior Architects from across the region were invited to enter any of the nine competition categories:

- Corporate space large
- Corporate space small
- Cultural/Institutional/Educational
- Healthcare
- Hotels
- Municipal/Public spaces
- Restaurants
- Retail
- Spas/Fitness/Wellness centres



Product Design Awards

Exhibiting companies at The Office Exhibition 2012 were invited to submit entries for the Product Design Awards to honour and recognise manufacturers and designers for excellence and innovation in product design for the commercial office.

Workshop & Seminar Programme

A full programme of free-to-attend seminars and workshops were conducted on the exhibition floor during Office 2012. A&D professionals from a variety of well known companies and organisations gave presentations and hosted panel discussions centered on commercial interior design.

Speakers at the 2012 workshop and seminar programme included professionals from: IIDA, American University of Sharjah's College of Architecture, Art & Design, Summertown, Emirates Green Building Council, Pringle Brandon, Dubai Chamber of Commerce, ISG, Human Space, Stride Treglown, Bluehaus Group and Aedas.

Marketing, Advertising & PR Campaign Overview

The Office Exhibition marketing, advertising and PR campaign consisted of a comprehensive and creative marketing communications mix to ensure maximum awareness of the show and its features throughout the MENA region and beyond.

With an overall promotional value of more than US\$3.12 million and a reach of more than 1.4 million individuals, there is no other office and commercial interiors trade show in the region that delivers a level of coverage close to that of The Office Exhibition campaign.

The Office Exhibition 2012 campaign included:

- Trade magazine advertising
- Trade newspaper advertising
- Editorial in magazines and newspapers
- Online advertising and social media
- Email marketing
- Telemarketing
- Direct Mail
- SMS and fax-shot campaigns
- A 6-month PR campaign
- Promotion of two awards programmes
- Promotion of the workshop and seminar programmes
- A YouGov end-user research project



Print Advertising – Magazines

A full range of display adverts, advertorials and editorials were placed in 16 key international and national trade magazines, covering 20 countries (UAE, KSA, Kuwait, Bahrain, Qatar, Oman, Jordan, Lebanon, Syria, India, Germany, Spain, Egypt, China, Italy, Singapore, UK, Iran, China, and US).

“It was a great show. We have got many good enquiries and this is the reason we will surely participate next year.”

Sumit Sarda, Marketing Manager,
Mayur Uniquoters Limited.

Marketing, Advertising & PR Campaign Overview

Print Advertising – Newspapers

The Office Exhibition partnered with the region's largest and most established newspapers including: Gulf News, The National, Al Ittihad, Khaleej Times and 7 Days.

Online Marketing

The show's official website (www.theofficeexhibition.com) is the main communications tool for the show and included an exhibitor search facility by company, hall, country, product or brand. The website also delivered the latest industry news, provided by the official intelligence partners JLL, YouGov and IIDA.

The Office Exhibition 2012 campaign also maintained an extensive additional online presence via web banners, online editorial, social media, Search Engine Optimisation (SEO), Search Engine Marketing (SEM) and exhibitors' websites.



Email Marketing

The Office Exhibition email marketing campaign included regular e-shots to the exhibition's extensive exhibitor prospect and visitor prospect databases. The visitor email campaign included e-invitations, show highlights, key visitor attractions, exhibitor-focused e-shots, as well as regular newsletters.

Additional email communications were achieved via third-party email broadcasts through 38 media/intelligence partners across 20 countries.



PR Campaign

The Office Exhibition 2012 PR campaign achieved high quality, targeted and extensive press coverage across the entire MENA region. Clear, targeted messages were delivered to relevant industry professionals via a 6-month PR campaign that incorporated press releases, editorial and features, advertorials, Q&A sessions, interviews and media roundtable discussions.

The overall PR campaign achieved an editorial value of **US \$818,000** and an advertising equivalent of **US \$727,000**.

The Office Exhibition 2012 Partners & Sponsors

The Office Exhibition 2012 was supported by the following partners and sponsors:





See you next year!

The Office Exhibition 2013 will run alongside
the INDEX International Design Exhibition,
20 - 23 May 2013.



The Office
Exhibition

www.theofficeexhibition.com

For more information contact
Rebecca Lockwood,
Project Manager, The Office Exhibition
tel: +971 (0)4 438 0355 or
email: rebeccalockwood@dmgeventsme.com

UFFICIO DI RAPPRESENTANZA ESCLUSIVA IN ITALIA

COREXPO ITALIA srl

Tony Fiorella (Managing Director)
Tel: +39 0422 718019 Fax: +39 0422 717606 Email: info@corexpo.it

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