























PRELIMINARY POST SHOW SUMMARY

www.workspace-index.com | info@workspace-index.com

WORKSPACE AT INDEX 2015 SHOW OVERVIEW



The 2015 edition of workspace at INDEX took place 18-21 May at the Dubai World Trade Centre. After 14 years in the marketplace, workspace at INDEX remains the number one business-to-business exhibition for commercial interior design, with 96% of visitors stating that attending the exhibition is important to their business.

This year, workspace at INDEX was co-located directly alongside the INDEX International Design Exhibition and both shows saw a combined total attendance of 28,000* across the four days of the exhibitions.

DELIVERING REAL BUYING POWER

66%
OF VISITORS HAVE

OF VISITORS HAVE PURCHASING AUTHORITY 63%

OF VISITORS CAME TO SOURCE NEW SUPPLIERS \$70.5K

WAS THE AVERAGE SPEND PER VISITOR AT THE SHOW 51%

OF VISITORS SPENT 2 OR MORE DAYS AT THE SHOW

US\$4 BILLION

IS THE EXPECTED TOTAL VALUE OF PRODUCT ORDERS THAT HAVE OR WILL BE PLACED BY VISITORS TO BOTH INDEX & WORKSPACE AT INDEX WITH EXHIBITING COMPANIES OVER THE NEXT 12 MONTHS AS A RESULT OF VISITING THE EXHIBITIONS

EXHIBITOR SATISFACTION

79%

OF WORKSPACE AT INDEX
EXHIBITORS DO NOT
EXHIBIT AT ANY OTHER
TRADE EVENT IN THE
MENA REGION

85%

OF EXHIBITORS HAVE OR ARE IN THE PROCESS OF CONFIRMING THEIR PARTICIPATION AT WORKSPACE 2016 82%

OF WORKSPACE AT INDEX 2015 EXHIBITORS HAVE STATED THAT THEY WERE ENTIRELY SATISFIED WITH THE QUALITY OF VISITORS

^{*} Total attendance figures stated include: all unique visitors to the exhibition, all unique visitors from co-located exhibitions that also visited the exhibition, revisiting visitors, exhibitors, and exhibitors from co-located events that also visited the exhibition.