

INDEX.

THE HOME OF INTERIOR DESIGN FOR THE MIDDLE EAST

23 - 26 MAY 2016
DUBAI WORLD TRADE CENTRE

indexexhibition.com

INSPIRING
CREATIVE
ORIGINAL

 **INDEX**
INTERNATIONAL DESIGN EXHIBITION
UNITED ARAB EMIRATES

INDEX IN NUMBERS.

VISITOR ATTENDANCE BREAKDOWN

28,993*

TOTAL
ATTENDANCE



VISITOR PURCHASING POWER

60%

OF ATTENDING
VISITORS ARE EITHER
A DECISION MAKER OR
A PURCHASER/BUYER



19,694

UNIQUE VISITORS

24%

OF VISITORS HAVE A
PURCHASING AUTHORITY
IN EXCESS OF \$1M

4%

OF ATTENDING VISITORS
HAVE A PURCHASING
AUTHORITY IN EXCESS
OF \$100M

1,944

ATTENDING VIP'S
& DESIGN BUYERS



\$2.9bn

IS THE VALUE OF ORDERS
EXPECTED TO BE PLACED
IN THE NEXT 12 MONTHS
AS A RESULT OF INDEX 2015

ON AVERAGE EACH
VISITOR AT INDEX SPENDS

\$72,000

DURING THE 4 DAYS ONSITE



726

EXHIBITING
COMPANIES



* This figure includes unique visitors, re-visits, cross-overs and exhibitors

INDEX MARKETING & BRAND VISIBILITY

INDEX employs a full 12 month global marketing campaign across all key promotional channels to ensure you meet the people that matter to your business, including:

Email, SMS, Radio, Print Advertising, Digital Marketing, Telemarketing, Direct Mail, Public Relations **and much more...**

The 2015 INDEX marketing & PR campaign had a value in excess of \$2.5m and reached millions of architecture and design professionals world-wide. INDEX featured in many high-profile international and regional media publications including:



Exhibitor: Svad Dondi



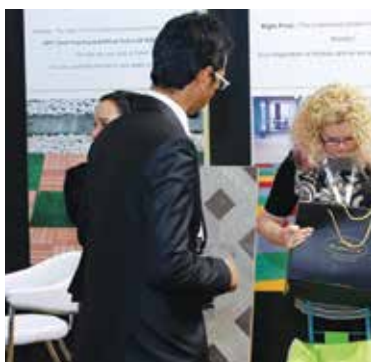
INDEX partners with many respected publications, associations and knowledge-providers including, but not limited to:



86%
OF EXHIBITORS ARE
SATISFIED WITH THE
QUALITY OF VISITORS



73%
OF EXHIBITORS ARE
SATISFIED WITH THE
QUANTITY OF VISITORS



71%
OF EXHIBITORS DON'T
EXHIBIT AT ANY
OTHER SHOW

113,093

WEBSITE VISITS



447,345

EMAILS SENT



12,212

DIRECT MAIL
INVITATIONS SENT



21,661

TELEMARKETING
CALLS



4,898,522

ADVERTISING CAMPAIGN REACH



224,314

SMS SENT



13,710

SOCIAL MEDIA LIKES
AND POSTS MADE



2,831,220

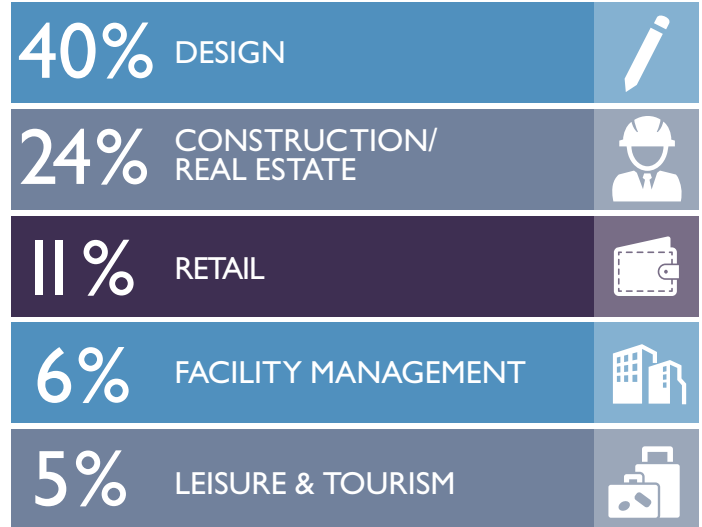
RADIO REACH



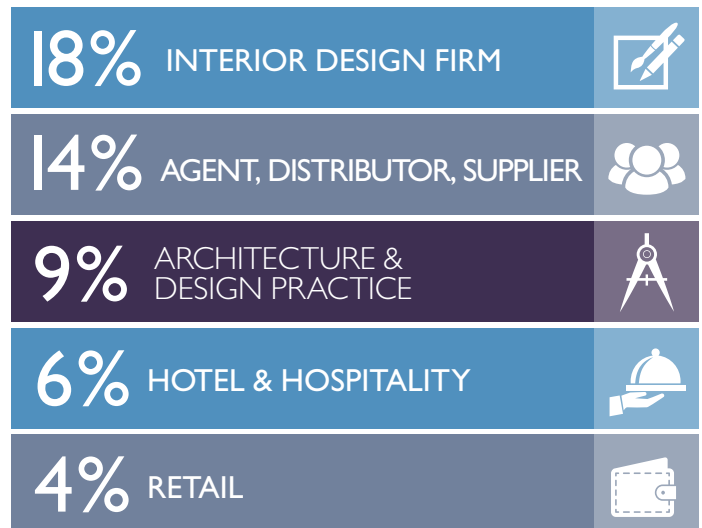


Exhibitor: Samuele Mazza Outdoor Collection

TOP 5 VISITORS BY INDUSTRY



TOP 5 VISITORS BY BUSINESS ACTIVITY



INDEX IS A GREAT OPPORTUNITY FOR DESIGNERS TO COME TOGETHER TO NETWORK AND BE EXPOSED TO THE LATEST PRODUCTS ON THE MARKET FROM AROUND THE WORLD. AS A DESIGNER, I'VE GOT THE INSIDE TRACK AS TO WHAT THE INDUSTRY NEEDS AND I ENCOURAGE OTHER DESIGNERS TO ATTEND. THIS YEAR INDEX IS EXHIBITING COMPANIES FROM OVER 50 COUNTRIES, SO IT'S A GREAT WAY FOR DESIGNERS TO EXTEND THEIR REACH.

Laila Al Yousuf, Young Interior Designer of the Year, Perkins + Will



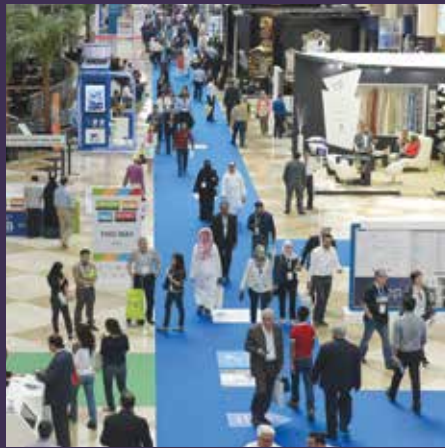
BRAND
AMBASSADOR



Exhibitor: Edition Bougainville



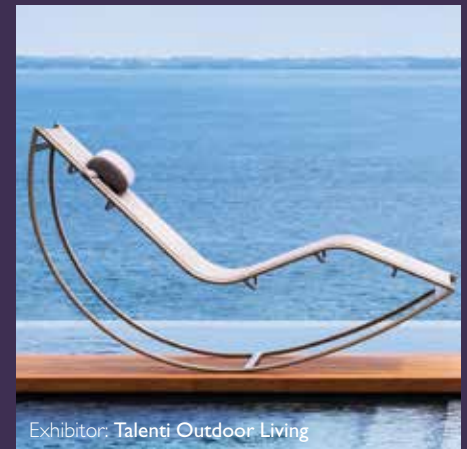
Exhibitor: Vanessa Mobilya



Exhibitor: Prime Selected Products



Exhibitor: Parla Design



Exhibitor: Talenti Outdoor Living



INTERNATIONAL DESIGN EXHIBITION
UNITED ARAB EMIRATES

2016 EXHIBITION STAND RATES:

Regular space only:.....	\$428 per sqm
Boulevard space only:.....	\$448 per sqm
Traditional shell scheme:.....	\$510 per sqm
Boulevard traditional shell scheme:.....	\$536 per sqm
Premium shell scheme:.....	\$561 per sqm
Boulevard premium shell scheme:.....	\$577 per sqm

To book your space at INDEX 2016, please contact:

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Organised by:

dmg events