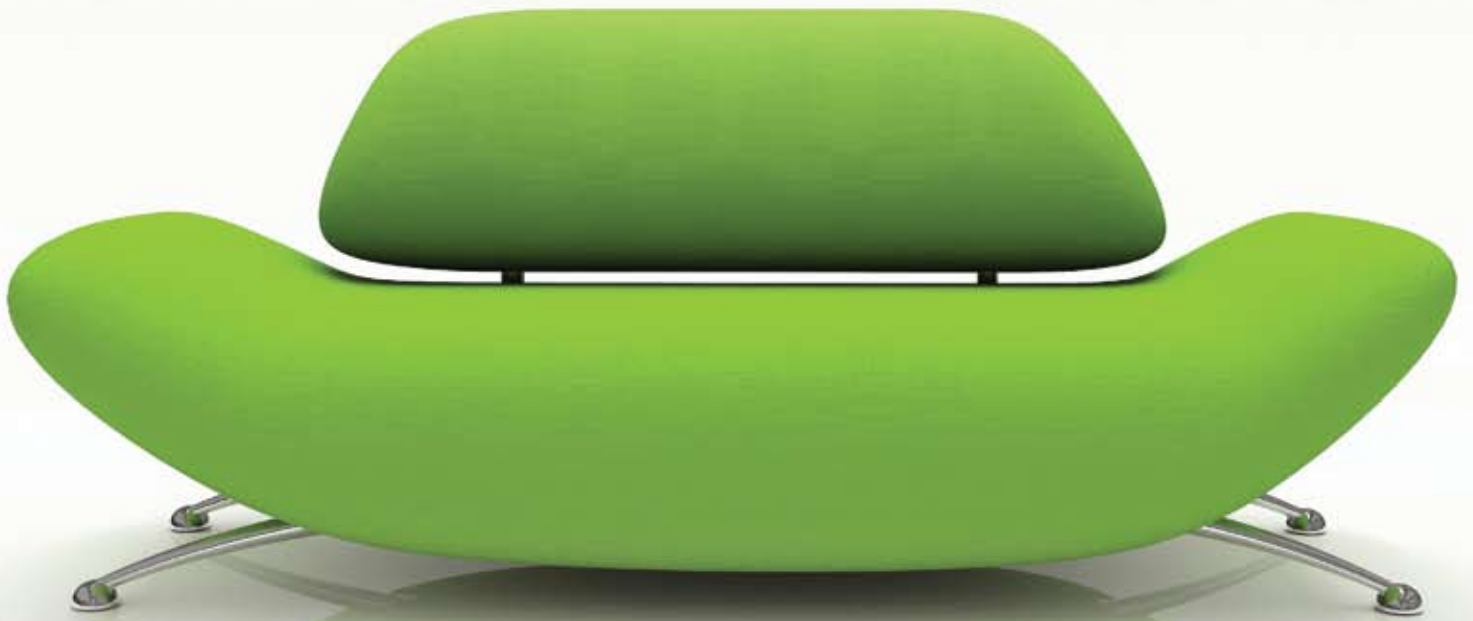


INDEX INTERIOR DESIGN SHOW 09



14-17 NOVEMBER 2009
DUBAI WORLD TRADE CENTRE
www.indexexhibition.com

INDEX 2009

A GROWING MARKET

- The UAE's GDP growth is forecast to average 5.1% a year from 2009 to 2013 (Source: The Economist, March 2009)
- The economies of the wider MENA region including the GCC are forecast to grow by 3.6 per cent in 2009 (Source: IMF, February 2009)

This healthy GDP growth translates into significant business opportunities:

- In the GCC there are 1,878 ongoing projects worth a total of \$1,571 billion*
- In the UAE the total value of projects in operation is \$698 billion*
- A further \$582 billion projects currently being planned in the UAE*

By participating at INDEX 2009, you will create an unparalleled opportunity for your company to maximise its business potential in this thriving and economically powerful market.

BENEFITS OF EXHIBITING

- Meet qualified buyers seeking interiors products and solutions from the Middle East and beyond
- Be part of the GCC's most influential and established professional design event
- Take advantage of the thriving Middle East economic climate
- Highlight and promote your company along with other top world class brands

* Source: Proleads March 2009





\$698 BN

Ongoing projects
in the UAE

\$1,597 BN

Ongoing projects
in the GCC

WHO WILL VISIT?

INDEX 2008 delivered 30,348 international key trade buyers and specifiers from around the globe.



UAE - 20,940 (69%)

GCC (exc. UAE) - 2,734 (9%)

Rest of World - 6,674 (22%)

INDEX 2008 visitors planned spend \$ for 2009

\$1 million+	7,285
\$501,000 - \$1 million	3,945
\$301,000 - \$500,000	2,731
Up to \$300,000	6,980
Other	9,407

An extensive international marketing campaign to attract key buyers and specifiers will include direct mail, online and email activity, newspaper, magazine and radio advertising. This will be supported by an 8 month, highly visible PR campaign.

30,348
Trade Buyers
in 2008

PARTICIPATION

EXHIBITING

Participation is easy and cost effective. We offer various exhibiting options as below:-

Space only sites at \$385 per m²

Open area for you to construct your free build stand.

Shell scheme stands at \$450 per m²

Includes shell scheme panel walls, carpet, fascia name plate, spotlights and power socket.

Premium Concourse \$575.00 per m²

Highly visible, prime positions located at the entrance to the exhibition halls.

Whether you are new to exhibiting or have participated in previous trade events, if you need any advice or assistance we have a highly experienced team and a worldwide agent network on hand to help you all the way. Please do contact us with any specific requirements that you may have.

SPONSORSHIP

We have a wide range of sponsorship opportunities to highlight your presence and build brand awareness before, during and after the event.

For more information on how to maximise your presence at INDEX 2009, please contact us on + 971 (0)4 438 0355 or email naomibarton@dmgworldmedia.com

CONTACT

dmg world media Dubai Ltd
5th Floor, The Palladium, Cluster C,
Jumeirah Lakes Towers,
PO Box 33817, Dubai, UAE

Tel: + 971 (0)4 438 0355

Event Director – Lu Buchanan
lubuchanan@dmgworldmedia.com

Event Manager – Naomi Barton
naomibarton@dmgworldmedia.com

www.indexexhibition.com

Organised by



Media Partner

gulfinteriors

WELCOME

Now in its 19th year, INDEX is the number one business interior design show in the Middle East. In 2009, INDEX will host over 1,800 exhibitors from more countries than ever before. Stunning collections along with innovative and state of the art design will be the key elements of the show, creating inspiration for the tens of thousands of visiting buyers.

NEW TO INDEX IN 2009

- Show floor seminars with world renowned interior experts
- Stunning room sets created by top designers
- Trade buyer VIP programme targeting the key interior designers and architects working on the GCC's biggest projects
- Enhanced and improved website allowing visitors to plan their visit in advance

WHO SHOULD EXHIBIT?

Design-led manufacturers and suppliers of:-

Accessories, art, bathrooms, bedroom furniture, carpets, contemporary and classic collections, dining room furnishings, fabrics, flooring, interior design services, interior decorations, kitchens, lighting, living room furnishings, outdoor furnishings, residential design, retail furniture, rugs, sculptures, shopfitting and retail equipment, textiles, upholstery, wall finishes and all companies involved in the creation of stunning interior design solutions.



