
WHERE INSPIRATION THRIVES

22 - 25 OCTOBER 2011
Halls 1, 2, 3, 4, 5, 6, 7, 8, Rashid Hall, Maktoum Hall
Dubai World Trade Centre, United Arab Emirates
www.indexexhibition.com

A REGION BURSTING WITH OPPORTUNITY

The Gulf Region, located between Europe and the Indian sub-continent, remains a strategically important area of the world, possessing **over 65% of the world's oil reserves**.

The main trading block in the region is the Gulf Cooperation Council (GCC) comprising **Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the United Arab Emirates**. To the north of the Gulf are **Egypt, Jordan, Lebanon and Syria**.

Dubai is globally recognised as the established trading hub for this lucrative market. Dubai is where solutions are sourced and re-exported to the large scale development projects happening across the region.

INDEX, now in its 21st year, remains the Middle East and North Africa's largest and most diverse international design exhibition. **Over 25,000 professionals attended in 2010**, illustrating the event's continued importance to the region and a substantial achievement in the current climate.

INDEX EVOLVES IN 2011

Long established as the principal trade event for the design and interiors industry in the MENA region, INDEX played host to **829** exhibiting companies in 2010. In total there were **20 national pavilions** with companies coming from **49 countries** occupying **18,921 net sqm** of floor space.

As part of our continued drive to improve INDEX and to offer more return on investment for our clients, we are implementing a number of new initiatives in 2011. We are excited to announce the launch of our brand new line-up of products, each offering a unique platform for our clients to demonstrate, educate and generate even more business in the region:

FURNISHINGS | 

IN RETAIL | 

textiles | 

outdoor living | 

Kitchen & Bathroom | 

LIGHTING | 

TOTAL ATTENDANCE INDEX 2010

Trade Visitor	17,401
Non-trade Visitor	1,494
VIP / Key Buyer	843
Agent / Distributor Exhibitor	991
Manufacturer Exhibitor	4,008
Press / Media	132
Student	145
TOTAL	25,014

90% OF VISITORS TO INDEX 2010 THOUGHT THE SHOW IS A 'MUST ATTEND' EVENT.*

*Independent visitor research conducted by Vivid Interface Ltd. at INDEX 2010



"INDEX is a very interesting show. We had lots of visitors from different countries like Oman and India, we made lots of contacts and generated orders. People are closing deals with us!"

*Roberto Garcia, Business Development Manager
Middle East, Andreu World*

"It was our first time at INDEX and it has been a positive participation. The show gave us the chance to be in contact with professionals from the interiors sector, coming from the entire GCC region and also to receive initial feedback on our product. We seem to have met many interior designers working in residential and hotel projects based in the UAE and we are happy to have taken the decision to come to INDEX."

Dott. Luca Bonfanti, Product Manager Lamiflex



OPENING DOORS TO UNLIMITED BUSINESS POSSIBILITIES...

INDEX Furnishings is the ultimate platform for suppliers and manufacturers of residential and commercial furnishings to showcase products and services to a dedicated audience of interior design professionals.

EXHIBITOR PROFILE

Residential Furniture

- Bedroom
- Living Room
- Dining Room
- Baby & Child Room

Commercial Furniture

- Educational
- Government
- Hospitality
- Institutional
- Medical
- Office

Residential & Commercial Interiors

- Accessories & Decor
- Art & Antiques
- Components
- Design, Installation & Technology
- Finishes & Coatings
- Fixtures & Fittings
- Floors, Flooring & Flooring Systems

Take advantage of this unique opportunity to meet key buyers and decision-makers responsible for designing, supplying and out-fitting a vast array of residential, commercial, government, medical and hospitality projects across the Middle East region.

Connect with architects, consultants, contractors, distributors, interior designers, procurement professionals, project managers, real estate developers, retailers, space planners, specifiers and wholesalers.

COUTURE | @INDEX

luxury [luhk-shuh-ree, luhg-zhuh-ree]
- noun, plural -ries:

Indulgence in and enjoyment of rich, comfortable and sumptuous living.

A dedicated showcase for the finest and most luxurious furnishings, COUTURE@INDEX offers an outstanding opportunity to meet with designers and collectors who are sourcing luxury and high-end furniture and accessories for their next exclusive project – 5 star hotels, royal residences, executive offices, mansions, majlis and boutiques.

PROJECTS CURRENTLY UNDER CONSTRUCTION IN THE GCC*:

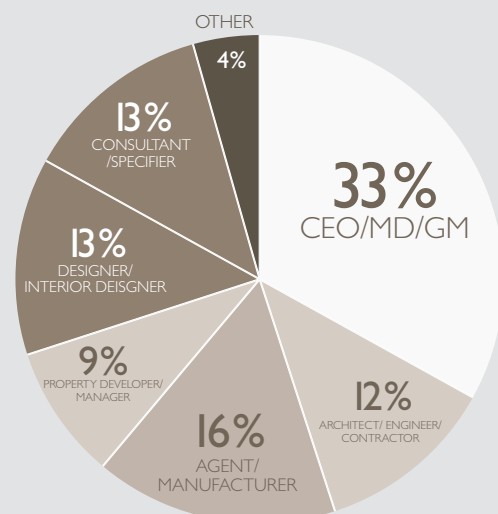
Government Offices	127
Healthcare Facilities	122
Heritage & Cultural Buildings	135
Educational Facilities	184
Commercial Properties	200
Residential Properties	200
Mixed-use Properties	200
TOTAL	1168

*BNC Network, December 2010

THERE ARE CURRENTLY 540 PROJECTS AT THE DESIGN STAGE ACROSS THE GCC REGION*

*BNC Network, December 2010

INDEX 2010 VISITORS BY PRIMARY JOB FUNCTION





"The show is amazing actually. A lot of clients and designers were interested in our work so it has been very good for us. We have met the exact people we were expecting to meet. It's our first time and it's a very good start for us in the Middle East!"

Anton Gayvoronskiy, Creative Director, HD Interiors



"We've had very good visitors from Saudi Arabia, Qatar, Bahrain, Lebanon and Syria. Our product range is very much tailored for the Middle East market and the GCC, and we have seen the reaction we've been expecting. It's very exciting!"

Paul O'Brien, Managing Director, Casa Shamuzzi



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PROMOTE YOUR BRAND, EXPAND YOUR CLIENT BASE AND SELL TO A LARGE NUMBER OF TRADE BUYERS!

INDEX Kitchen & Bathroom is the region's only dedicated event that addresses the demand for top-end K&B companies with innovative design solutions. INDEX Kitchen & Bathroom has been designed specifically for the needs of kitchen and sanitary ware companies.

EXHIBITOR PROFILE

KITCHEN

- Kitchen Furniture & Appliances
(stoves, ovens, cooking ware, cabinets)
- Kitchen Equipment, Fittings & Accessories
(sinks, work surfaces, kitchen design, counter tops)

BATHROOM

- Bathroom Equipment & Accessories
(sanitary ware, sinks, water heaters, work surfaces, baths, shower accessories, shower units, storage units, bathroom design, saunas, mixers)
- Fittings - decorative & ornamental
- Furniture - cabinets & joinery
- Ceramics, Tiles & Mosaics

PLUMBING

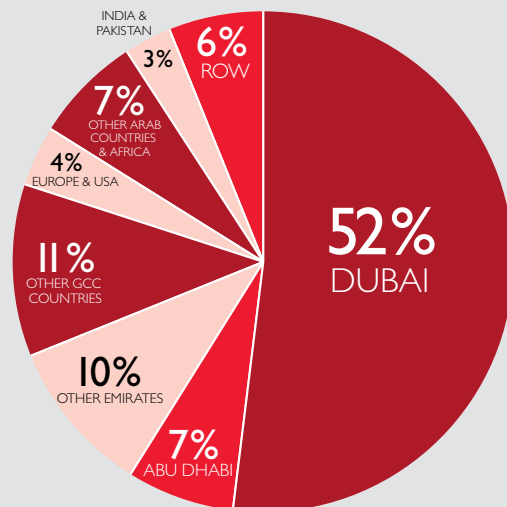
- Faucets
- Taps & Plumbing Fittings

INDEX offers exhibiting companies the opportunity to facilitate new business with **over 25,000** key architects, interior designers, design consultants, hospitality project developers, retailers, wholesalers and distributors from the regions fastest growing economic markets.

93% OF INDEX 2010 VISITORS RATED THE SHOW AS BEING IMPORTANT FOR FINDING NEW PRODUCTS*

*Independent visitor research conducted by Vivid Interface Ltd. at INDEX 2010

INDEX 2010 VISITOR PROFILE BY COUNTRY



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"It wasn't an easy decision to participate at INDEX, but the visits of architects, designers and even hotel chains confirmed the value of the design show. INDEX is definitely the place to show our high end design brand AXOR and we were able to point out that it is very unique with its designer products. Even the visitor flow in our flagship store in Dubai increased with potential GCC clients within the first two days of INDEX. I can definitely say that the INDEX design show was the right address and a big success for Hansgrohe."

Ebru El Khodragi, Manager RO Dubai, Hansgrohe AG



"INDEX 2010 was very satisfying for us! The timing of the show was comfortably chosen from 11.00 am till 8.00 pm and we had a lot of visitors. The show was very well supported by the Dubai Government and we received great support from the organisers and the distributors for INDEX. Market conditions are booming and we think there is good business ahead in 2011."

Ayman Ibrahim Malkat, Designation - Manager, Scavolini Dubai



THE MIDDLE EAST'S DEDICATED LIGHTING DESIGN EVENT

INDEX LIGHTING is a brand new event targeted at interior designers, architects, specifiers, lighting consultants and design industry professionals who will visit the show to source and purchase lighting products, network with other industry professionals and discover new design trends and innovations in lighting.

INDEX LIGHTING is the MENA region's **only** dedicated lighting event for influential design professionals to discover innovation, inspiration and creativity. Visitors to INDEX LIGHTING will find a dynamic event packed with cutting edge design solutions.

EXHIBITOR PROFILE

INDEX LIGHTING exhibitors will comprise all companies who create lighting products including:

- Decorative Lighting
- Indoor & Outdoor Lighting
- LED Lighting
- Architectural Lighting
- Urban Lighting
- Technical Lighting
- Lighting products with a strong focus on design

Key Buyers at INDEX 2010 included:

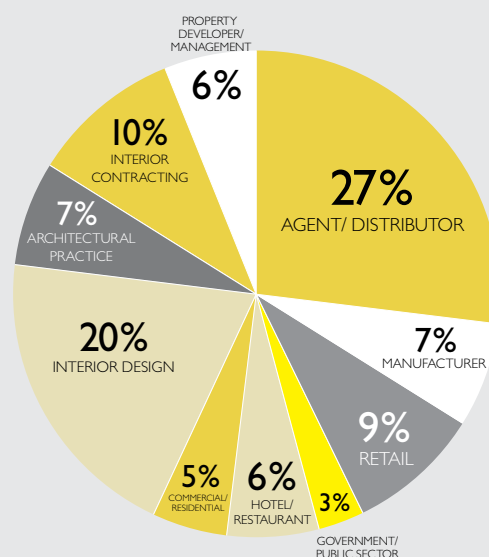
- Aecom
- Arabtec
- Atkins
- Burt Hill
- dwp
- fino International
- Godwin Austen Johnson
- Hamilton
- Hirsch Bedner Associates
- HOK
- KCA International
- Khatib & Alami
- LW Design
- NORR
- The Parker Company
- Teo A Khing Design Consultants
- WA International
- Woods Bagot

41% OF TRADE VISITORS TO INDEX 2010 WERE SPECIFICALLY INTERESTED IN SEEING LIGHTING COMPANIES AT THE SHOW*

3,300 DEDICATED LIGHTING PROFESSIONALS ATTENDED INDEX 2010*

*Independent visitor research conducted by Vivid Interface Ltd. at INDEX 2010

INDEX 2010 VISITORS BY COMPANY/ACTIVITY



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"INDEX Dubai 2010 confirmed itself as a very important show to enforce business relationships in the entire GCC. This area is strategically important because it presents many opportunities for a niche and high quality product such as Murano glass. Infrastructure, building and construction development plans are, after a deceleration period, restarting again, demonstrating a new growth trend. This also applies to the tourist industry. In the Middle East, mainly in Saudi Arabia and the United Arab Emirates, but also in Bahrain, Qatar, Oman and Kuwait, new important job opportunities are available. This is undoubtedly a really interesting market either for the home furniture or contract sector."

*Dr. Franco Accetta, Sales Manager,
Arte di Murano*

"INDEX 2010 was an excellent event for Alpha Crystal. We are the exclusive dealer for several top European brands including Swarovski and INDEX 2010 provided us with the perfect platform to meet with the design industry, network and conduct business with trade buyers. The new INDEX LIGHTING event is an exciting opportunity for us to be involved with a dedicated lighting show – we will definitely be back for 2011!"

A M Shafi, Chairman, Alpha Crystal



PROVIDING COUNTLESS WAYS TO CREATE AND IMPROVE OUTDOOR LIVING SPACES

INDEX Outdoor Living is a new international landscaping and outdoor design event, offering outdoor products, services and solutions to specifiers and decision-makers for commercial, leisure, retail and residential projects in the MENA region.

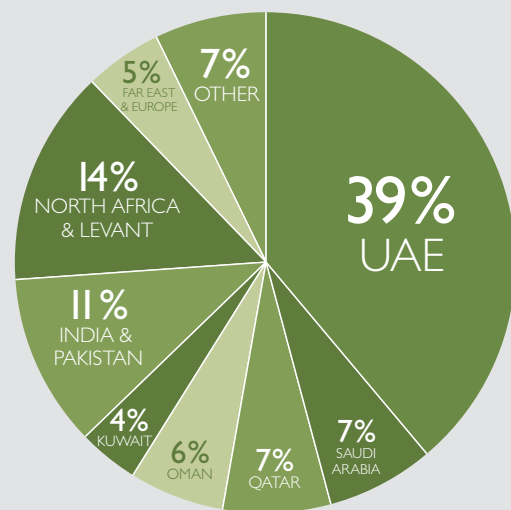
Modern business parks, luxurious hotel resorts, stunning residential projects and expansive urban infrastructure are integral parts of this region's features. Especially in a climate where people spend a lot of time outdoors all year, the design of outside spaces is as important as the design for indoors.

EXHIBITOR PROFILE

- Architectural Landscaping
- Barbeques and Products
- Children's Play Equipment
- Exterior and Architectural Street Lighting
- Exterior Design Services
- Garden Buildings
- Garden Machinery
- Garden Plants and Seeds
- Gates and Barriers
- Hard and Soft Landscaping Solutions
- Horticultural and Nursery Products
- Hydroponics
- Irrigation Systems
- Ornamental Ironwork, Sculptures, Public Art
- Outdoor Furniture/Shades/Parasols
- Paving, Decking and Hard Landscaping Material
- Sports/Safety and Artificial Surfaces
- Street Furnishings
- Swimming Pools, Plunge Pools, Outdoor Spas

The MENA region displays some of the best landscape design architecture, ranging from exotic tropical gardens and expansive swimming pools to extravagant water features amid towering office buildings. Enable the region's outdoor designers to choose your products by exhibiting at INDEX Outdoor Living!

INDEX 2010 VISITOR PROJECT ACTIVITY BY COUNTRY/REGION



4,240 VISITORS AT INDEX 2010 EXPRESSED A SPECIFIC INTEREST IN LEISURE, OUTDOOR AND GARDEN FURNITURE AS WELL AS LANDSCAPING AND GARDENING SOLUTIONS*

*Independent visitor research conducted by Vivid Interface Ltd. at INDEX 2010

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"I have to say for us in general INDEX 2010 was very busy. We made good contacts and explored very good opportunities. We definitely met the right kind of people at the show!"

*Gina Vaduva, Sales & Marketing Manager,
Robert Allen Middle East*



"Excellent fair! We are very happy and getting several orders at this moment! Before INDEX we went to the most important design show in England, but INDEX was 100% better for us by far. Thank you!"

*Alejandro Estrada Valenzuela, Design Director,
piegatto mobiliario*



SHOPPING IN THE GCC IS NOT JUST A PASTIME BUT A CULTURAL WAY OF LIFE OFFERING RETAILERS A CAPTIVE AUDIENCE

Leading retailers understand the importance of creating the perfect shopper environment to ensure they achieve optimum success and customer loyalty.

InRetail is the only dedicated exhibition within the MENA region for retailers to explore products and design solutions that influence the behaviour of purchasers.

The retailers in the region have expressed the need to select new suppliers both internationally and locally. Take this opportunity to inspire, network and engage with crucial specifiers working on new and current projects in the MENA region.

EXHIBITOR PROFILE

Looking to get results, then showcase your solutions for:

- Shop Fitting and Fixtures
- Retail Design and Consultancy
- Retail Lighting and Furniture
- Signage and Printing
- Visual Merchandising and In Store Marketing, Epos, Pos, Pop
- Technology and Online Retailing
- Security and Surveillance
- Supply Chain Management, CRM and Logistics
- Sustainable Products and Services

Do not miss this unique opportunity to meet with design professionals and senior decision makers from:

Malls, Brand Retailers, Hyper/Supermarkets, Interior Design Companies, Architectural Firms, Contracting Companies, Shop Fit Out Companies, Banks and Finance Institutes, Food and Beverage outlets amongst other stores and showrooms at the forthcoming InRetail 2011.

OVER **20 MILLION SQM** OF GROSS LEASABLE AREA DUE TO BE COMPLETED IN THE MENA REGION BY 2015.*

* Retail International, The Annual Report 2010, Volume 18, Edition 1

EUROPEAN RETAILERS ARE PRIORITISING THEIR INVESTMENT IN THE MENA REGION AS IT REPRESENTS **83%** OF THEIR NON-EUROPEAN TARGET MARKETS.**

** CB Richard Ellis 2010, 'How Global is the Business of Retail'

INDEX & INRETAIL 2010 VISITORS BY PLANNED SPEND IN THE NEXT 12 MONTHS (USD)

Over \$10 million	14%
\$5 - \$10 million	19%
\$1 - \$5 million	17%
Under \$1 million	50%

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“At MXN Middle East we have done a number of trade shows in the region. This was the first time we decided to exhibit at InRetail and found that the show was an excellent opportunity to showcase our services to the retail market. We viewed it as an opening to talk to various retail customers about using our digital signage and audio solutions to improve the customer experience in their retail locations. As the only exhibitor in our industry we will definitely return in 2011.”

Raad Raad, Managing Director, MxN Middle East



“InRetail is a great platform to meet potential clients. During the show we met people not only from the United Arab Emirates, but also from the whole Middle East and even from Africa. This reach would not have been possible without being part of InRetail.”

Aiva Svete, Managing Director MEA, Expo Equipment FZE



THERE IS NO OTHER WAY FOR EXHIBITORS TO TARGET KEY TEXTILES BUYERS FACE TO FACE IN THE MENA REGION, OTHER THAN EXHIBITING AT INDEX TEXTILES 2011.

Recognising the demand for a bespoke event in the MENA region for the booming textiles sector, INDEX is pleased to announce the launch of INDEX Textiles in 2011. A stand alone show located within the MENA region's largest and most successful interiors event, INDEX Textiles will address the issues faced by today's textiles industry, and showcase the latest trends, products and developments within the market.

EXHIBITOR PROFILE

INDEX Textiles will feature exhibitors from these core sectors:

- Fabrics & Textiles
- Soft Furnishings
- Wall Coverings
- Floor Coverings
- Textiles Manufacturing

By being a standalone exhibition at INDEX, INDEX Textiles 2011 will ensure valuable face-to-face time with the top buyers and specifiers for the textiles industry.

Key Buyers at INDEX 2010 included:

- Abu Dhabi National Hotels
- Aecom Middle East
- Arabian Construction Engineering Co.
- Gemaco Interiors
- Grand Millenium Hotels
- Hamilton International
- Jumeirah Group
- Laing O'Rourke
- Rotana Hotels
- Qatar Design
- Wade Adams Contracting

OVER **7,400** OF INDEX'S AUDIENCE OF ARCHITECTS, DEVELOPERS, MANUFACTURERS AND INTERIOR DESIGNERS VISITED INDEX IN 2010 SPECIFICALLY TO SOURCE AND PURCHASE TEXTILE SOLUTIONS.*

* Independent visitor research conducted by Vivid Interface Ltd. at INDEX 2010

WITH THE GLOBAL HOME TEXTILES MARKET EXPERIENCING AN ESTIMATED GROWTH FROM \$8.6 BILLION TO **\$23 BILLION** IN 2010, THE HOME TEXTILES INDUSTRY HAS CEMENTED ITS POSITION AS A CRUCIAL SECTOR WITHIN THE INTERIORS INDUSTRY.**

** www.info.com

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“In our opinion INDEX is the most important show related to the interior design industry in our region. We have been taking part in INDEX every year for the past two decades. As Middle East representatives for some of the world’s best known brands for furnishing fabrics and furniture, exhibiting at INDEX is an integral part of our brand building exercise. We not only want to be present at INDEX ourselves, we feel that we need to be there to showcase our products to the design industry and prospective customers.”

Veenu Kanwar, Design Manager, Warps and Wefts



“Robert Allen is proud to support RAME Designer Solutions at this year’s INDEX show. We have worked together for several years as RAME have expanded as distributors within the UAE market and we are very happy with the quality of the show as well as the high attendance and range of customers that we have been able to meet.”

Richard Cranefield, Managing Director, Robert Allen



EVER WANTED TO ENGAGE AND INTERACT WITH YOUR POTENTIAL CLIENTS FACE-TO-FACE?

INDEX provides your company with the unique opportunity to discuss your clients' needs, let them examine your products and understand your services. INDEX also helps you to learn more about your clients' individual requirements - in fact there is very little you can't do once you are face-to-face with your clients.

STAND OPPORTUNITIES

SPACE ONLY STAND

US\$ 398 per square metre

This option is for companies who wish to build their own stand. We can recommend professional organisations that can assist with design and construction.

UPGRADED SHELL SCHEME / ALL-IN PACKAGE STAND

US\$ 495 per square metre

This option is for companies who want their stand built for them. This option includes wood panel wall construction, painted finish, carpet tiles, fascia with company name and stand number, power point, power supply and spotlights.

ALL OPTIONS INCLUDE:

Access to regional PR services, company listing in the official show catalogue and on the website, visitor invitations to email and post to key clients and prospects, hall security, discounted travel & accommodation.

ADVERTISING OPPORTUNITIES

Online

With 198,572 unique users visiting the INDEX website in 2010, our online packages let you quickly and efficiently tap into this unique online community.

Website Banner

Prices from \$500 - \$2,000

Banner on e-Newsletter

\$4,000 (price includes x4 editions)

Email to Visitor Database

\$10,000 (price per email)

Print

By advertising in our official publications, you will have the perfect platform to heighten your visibility and generate positive publicity through our industry focused audience.

Show Catalogue

Advertising rates from \$300 - \$10,000

Show Daily Newspaper & Show Floorplan

Advertising rates from \$1,000 - \$20,000



"INDEX has been very interesting this year, more than last year - lots of trade people and interior designers, also a few private people. The show really is very important to us!"

*Cristian Pagliarin, Export Manager,
IDL@Italian Design Lighting*



EVER WANTED POTENTIAL CLIENTS TO NOT JUST LOOK AT YOU OR SEE YOU BUT TO KNOW YOU?

SPONSORSHIP OPPORTUNITIES

Our sponsorship opportunities provide prominent high level branding for your company, catering to all budgets. Opportunities range from direct access to our VIPs and key buyers to high impact branding across our mainstream visitor and exhibitor audiences.

SILVER SPONSORS

From \$7,000 each

1. Hall Directional Signage
2. Trade Centre Venue Branding

GOLD SPONSORS

From \$30,000 each

1. Key Buyers Lounge
2. Exhibitor Associate Sponsor

PLATINUM SPONSORS

From \$85,000+ each

1. Visitor Associate Sponsor
 2. Key Buyers Networking Luncheons
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More opportunities are being designed as we went to print, so to find out more information on all opportunities available please contact:

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dmg :: events

ABOUT THE ORGANISERS

dmg :: events (previously dmgt world media) is a wholly-owned subsidiary of the Daily Mail and General Trust plc (DMGT, www.dmg.co.uk), one of the largest media companies in the United Kingdom. dmg :: events was founded in 1989 and in 20 years has managed exhibitions, conferences and online platforms for many industries in up to 25 countries.

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DEMAND IS EXCEPTIONALLY HIGH

Ensure your presence by confirming your requirements early to avoid disappointment.



“We are very excited, as we had a lot of visitor traffic, it’s very encouraging and also the quality of visitors is very good. We are really happy about it because we have high expectations of the show. It’s our second year and I think INDEX is a good place to come to and find out about what’s the best and latest in the international interiors trade market.”

Basel Bitar, Area Manager, SMC Interiors



