



## Dubai's First Ever Sleep Challenge Seeks the City's Best Snoozer

**Dubai, 05<sup>th</sup> August 2017:** Are you that person who could sleep through a fire drill? The chronic snoozer? The type who can fall asleep anytime, anywhere?

On 16<sup>th</sup> September 2018, the first ever INDEX Dubai Sleep challenge, sponsored by DeRUCCI, will pit Dubai's best nappers against one another to see who can enjoy the longest, most peaceful snooze right in the middle of the exhibition floor, abuzz with exhibitors and visitors at the autumn edition of, the Middle East's leading interiors exhibition, INDEX.

In the UAE, 90 per cent of people are not getting enough sleep, according to the results published by researchers at the University of Michigan in the United States based on comparing global sleep patterns. A good start for the sleep-starved could be a good quality bed. According to the Sleep Health Foundation, 'an important factor that contributes to a good night's sleep is the right mattress'.

INDEX event director, Samantha Kane-Macdonald, said, "Increasingly, the 'right bed' is gaining importance in homes as well as hotels worldwide. A recent survey by Mattressadvisor.com found that nearly 81 percent of travelers say a comfortable bed is the "single most important" feature in a hotel room.

"DeRUCCI has just opened its flagship shop in Dubai and this unique contest taking place at the first autumn edition of INDEX, is a great way for the bed superstore to showcase its superior quality bed range that promises to make a good night's sleep a breeze".

To participate, all you have to do is share your most memorable or bizarre sleep story in 150 words on [www.facebook.com/INDEXDubai](http://www.facebook.com/INDEXDubai). An eventful sunset snooze, unforgettable hotel stay, a gripping fireside camp-out, or the time you slept on the floor of a train for a 16-hour journey, all tales of slumber are welcome!

*Entries have to be submitted before 02<sup>nd</sup> September 2018.*

Four contestants will be shortlisted from the entries received, to go head-to-head in a three-hour siesta contest that will take place on mattresses from DeRUCCI. The winner will take home a brand new bed which will be perfectly matched to the individual's sleep requirement assessed by DeRUCCI's signature digital Mattress Selecting System.

September's INDEX exhibition will be running alongside The Hotel Show Dubai, The Leisure Show and the FIM show at Dubai World Trade Centre from 16<sup>th</sup> – 18<sup>th</sup> September 2018. Together, they will offer three-days of B2B product sourcing and networking opportunities for professionals working across the interiors, design and hospitality industries.

For more information, visit [www.indexexhibition.com](http://www.indexexhibition.com)

## ENDS

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### **About dmg events**

dmg events is a leading organiser of face-to-face events and a publisher of trade magazines

We aim to keep businesses informed and connect them with relevant communities to create vibrant marketplaces and to accelerate their business across multiple platforms.

dmg events organises more than 80 events across 25 countries, attracting over 350,000 attendees and delegates every year. The company's portfolio of products includes many industry leading events such as the Big 5 construction shows and the ADIPEC and GASTECH energy events.

Founded in 1989, the company is headquartered in Dubai, UAE, and is a wholly-owned subsidiary of the Daily Mail and General Trust plc (DMGT, [www.dmgmt.co.uk](http://www.dmgmt.co.uk)), one of the largest media companies in the United Kingdom.

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DMGT manages a diverse, multinational portfolio of companies, with total revenues of around £1.5bn, that provide businesses and consumers with compelling information, analysis, insight, events, news and entertainment.

DMGT is also a founding investor and the largest shareholder of Euromoney Institutional Investor PLC and ZPG PLC.