



THE WILSON FABRICS STORY: WHY WE CHOSE INDEX AS OUR FIRST EXHIBITION

Established in 1926 in Australia, Wilson Fabrics has a long-standing passion for designing and developing exciting ranges of innovative, decorative and functional quality fabrics.

Having successfully established an office here in the GCC, they decided that it was the right time to begin participating in local exhibitions as they wanted to launch their product to the interior design industry. For this they chose INDEX, because of its outstanding reputation over the past 25 years, along with it being a key trade show for the design community in the GCC.

With launching a product into a new industry, it is important that you put in place objectives to achieve them; Wilson Fabrics had four objectives in place to help them with the launch:

1. To launch to the interior designers and project fulfillment market
2. To test the acceptance of the product range within the market
3. To use the exhibition as a showcase as well as to also meet with new and existing clients
4. To set up 50 meetings with Interior Designers

Having a pre-show strategy plays a crucial role in making your presence known at an exhibition. Wilsons Fabrics put in place a marketing email campaign where they directly emailed 2000 industry contacts, using the exhibition to tell the "Wilson Story"; along with that, they put aside budget for paid advertisements in well-known publications in the Middle East.

For any company looking to participate in INDEX for the first time, Wilson Fabrics recommends that you directly market to companies you would like to work with, and invite them to join you at the exhibition.

With a successful end result, Wilson Fabrics landed 100 meetings, and used the exhibition to successfully launch Wilson Fabrics Middle East office and double their target. "Taking the time to pre-promote our participation and market to clients, really made a difference in our objectives."

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INDEX IS THE KEY TRADE
SHOW FOR INTERIOR
DESIGNERS MARKET
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