



the hotel show

15<sup>th</sup> - 17<sup>th</sup> MAY 2012

DUBAI WORLD TRADE CENTRE

www.thehotelshow.com

# All the leading hospitality solutions in one place



## About the show

The Hotel Show provides a one stop shop business platform under 5 key product sectors:

- Interiors & Design
- Operating Equipment & Supplies
- Technology & Sustainability
- Outdoor & Resort Experience
- Hospitality Experience

The Hotel Show is the most important event in the industry's calendar where international and regional suppliers, manufacturers, distributors meet with qualified Contract Buyers, Procurement Directors and General Managers from dynamic markets such as the UAE, Saudi Arabia, North Africa and Levant.

## Why advertise in the Hotel Show Catalogue?

- Enhance your presence at the exhibition
- Direct potential clients to your stand
- The Catalogue has a long shelf life and is often used as a reference tool for many months after the event, thus guaranteeing longevity of your company message

8000 copies of the  
Official Show Catalogue  
will be distributed over  
three days of The Hotel  
show 2012

## Visitors profile

Hotel Directors, General Managers, Housekeeping Managers, Financial Controllers, F&B Directors, Financial Directors, Procurement Directors, Hospitality Department Managers, Architects, Interiors Designers, Consultants, Real Estate Developers, Distributors, Specifiers, Chefs, IT Managers, Spa Directors, Spa Managers, Trade Associations Representatives, Government Representatives, Contractors, Fit-out Professionals, Engineers, Purchasing agents, Manufacturers

## Catalogue Advertising Rate Card

Organised by:

dmg :: events

Sales & Marketing Agent:



# Advertising Rates

Advertising opportunities and rates in the Official Show Catalogue for The Hotel Show 2012 are as follows:

## Gate Fold - \$14,000

Client will receive this premium position along with a full page advert, enhanced print entry & online entry, along with listing in all sections of the product category.

## Front Cover - \$10,000

Client will receive the bottom banner of the front cover, full page advert and enhanced print entry & online entry.

## Inside Front Cover - \$6,000

Client will receive this premium position along with the print enhanced entry & online entry.

## Back Cover - \$8,000

Client will receive this premium position along with the print enhanced entry & online entry.

## Inside Back Cover - \$5,500

Client will receive this premium position along with the print enhanced entry & online entry.

## Section Dividers - \$4,500

These will be printed on a higher stock of paper giving the advertiser added value, including a print enhanced entry & online entry.

## Intro Pages - \$4,000

Client will receive a full-page color within the first 10 pages of the catalogue (placement is at the discretion of the publisher), includes a print enhanced entry & online entry.

## Special Insert Divider - \$5,000

Client will receive a double-sided full page (placement request by the advertiser but final discretion of placement will be with the publisher). These double sided advertisements will be printed on a higher stock of paper giving the advertiser added value, includes a print enhanced entry & online entry.

## Standard Advertising

- Double Page Spread - \$4,500
- Full Page - \$2,500
- Half Page - \$1,500
- Quarter Page - \$950
- Enhanced Entry with Logo (Print & Online) - \$500
- Additional Entry - \$50

## Show Catalogue – Enhanced Entry

Enhanced Entry includes: A 200-word profile, logo, highlighted tint box in the catalogue, to promote your company.

Enhanced entries highlight your position within the Catalogue and online, allowing visitors to the website to better understand what your company does and the products and services it offers both before the event and onsite during the event.

Benefits of an enhanced entry in the show catalogue/online profile:

- Higher profile in the catalogue
- Stand out from your competitors
- Higher visibility online before the show and in the show catalogue
- Increase footfall to your stand onsite
- More information equals visitors knowing more about you

- Product/services information means attracting quality visitors to your stand who want to see them after reading about them
- Logo: People will recognize your stand onsite

A standard entry is free and includes: contact details and a 50-word profile.

## Floor Plan Advertising - \$250

Company logo in full colour will be placed, to highlight your stand location in the respective hall.

## Exhibitor by Brand Advertising - \$250

Logo in full colour.

## Sizes

- Inside Front Cover
- Back Cover
- Inside Back Cover
- Section Dividers / Leaders
- Intro Pages
- Special Insert Divider
- Full Page

Trim Size: 148 mm (W) x 210mm (H)

Bleed Size: 154 mm (W) x 216mm (H)

- Gate Fold / Double Page Spread

Trim Size: 296mm (W) x 210mm (H)

Bleed Size: 302mm (W) x 216mm (H)

- Front Cover

Trim: 148 mm (W) x 60 mm (H)

Bleed: 154 mm (W) x 66 mm (H)

- Half Page - Horizontal

126mm (W) x 92mm (H)

- Half Page - Vertical

60mm (W) x 190mm (H)

- Quarter Page

60mm (W) x 92mm (H)

## Technical Requirements

- Files will be accepted on Macintosh formatted CD's/DVD's.
- Software: Illustrator, Photoshop and Press-quality PDF.
- All fonts must be converted to paths/outlines.
- Please ensure all graphic files or imported images are included.
- Photoshop imports must be saved as (.psd in layers), (.eps) or (.tiff) CMYK Images.
- Please include approved colour proof of the advertisement for colour matching.



For Advertising in The Hotel Show 2011 Catalogue contact:

**OUTREACH ADVERTISING LLC**

PO Box 487745, Dubai - UAE, Tel +9714 454 2964, Fax +9714 454 2963

Email [ads@outreachuae.com](mailto:ads@outreachuae.com)

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