

Immerse your business in the world of the hotel show

Event marketing remains the number one channel for accelerating and retaining customer relationships and overall return on investment. It is one of the most cost-effective ways to connect with customers and build trust.

Take advantage of the expertise of our dedicated marketing team and enhance your participation and brand exposure through The Hotel Show Dubai's unique marketing and PR opportunities, pre, during and post show.

As an exhibitor you will benefit from the dedicated Marketing and PR campaign delivering: A media campaign targeted at trade and lifestyle publications; international trade press; business, local and international press. Increased visibility through the extensive Hotel Show marketing campaign. Focused communications encompassing pre-show VIP invitations and newsletters targeted at affluent worldwide buyers and extensive direct mailings.

Book Your Stand Today

Stand Rates

Space only stand	US\$ 405/sqm
Space only - blue line stand	US\$ 425/sqm
Space with shell	US\$ 455/sqm
Space with shell - blue line	US\$ 475/sqm
Upgraded shell scheme	US\$ 500/sqm

Contact Us

To book your stand or for any further information, please contact The Hotel Show team directly on:

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All the leading hospitality solutions in one place



the hotel show

15th - 17th MAY 2012

DUBAI WORLD TRADE CENTRE

Regional Hospitality Industry Connects in Dubai

+ US\$22 billion GCC Hospitality Revenue by 2012

+ 437 Hotels in the GCC Pipeline

+ GCC Interior Design Spend + US\$55 billion

With over \$6 billion worth of hotel projects, mainly in the UAE, Saudi Arabia and Qatar, the outlook for the hospitality industry remains positive.

Hotel room revenues in the GCC hospitality sector are set to hit \$22 billion in 2012, rising to \$27 billion by 2015, with revenue set to grow at a rate of 11% from 2010, Saudi Arabia and UAE remain the two largest markets accounting for 89% regionally. Source: Alpen Capital.

The Gulf region continues to retain its stronghold worldwide for hospitality developments and projects with Dubai currently presenting an impressive 97 upscale hotel projects. The Emirate is also at the forefront regionally, leading the construction of hotel projects in the wider UAE, closely followed by Abu Dhabi with 66 projects and Ras Al Khaimah with 14, bringing the total to 177 under construction. Dubai is the region's import and re-export hub with world-class logistics, trade and business infrastructure.

"Dubai is the only place that has an international visitor profile, as such we consider The Hotel Show to be the most important hospitality trade show that we participate in." **Syed Anwar Ahsan, General Manager, Poly Product, Oman**

"This is a vital platform, not only for dealers but also to network with industry professionals from the region. It is an excellent place to source materials for Middle East projects." **Roberto Garcia, Manager, Andreu World, Spain**



Proven Track Record of Delivery

+ Over 45 Exhibiting Countries

+ 420 Brands Showcased

+ 14,800 Hospitality Professionals

The Hotel Show is the sole catalyst for the hospitality industry, providing a unique networking and sourcing platform within the region. The event gathers over 14,800 hospitality professionals for 3 days of intensive business networking, industry awards, conferences and hospitality functions. With its proven track record of delivery, spanning 13 years, The Hotel Show is the largest full spectrum hospitality supplies event for the Middle East and North Africa region.

The Hotel Show covers over 20,000 sqm of space presenting over 420 leading international and regional brands for Operating Equipment and Supplies; Interiors & Design; the Outdoor Living & Resort Experience; Technology & Sustainability and the Hospitality Experience.

The event is supported by regional and international associations such as the International Design Association, APID, Dubai Tourism Commerce Marketing, The Emirates Culinary Academy, The Concierge Association, The Emirates Hospitality Management Academy; it also welcomes 11 national pavilions and 45 exhibiting countries.

The Hotel Show Overview

Number of years the show has run	12
Floor space	10,620 net sqm
Number of exhibitors (incl brands)	420
National pavilions	11
Exhibiting countries	45
Number of visitors	14,801 (BPA audited)
Visiting countries	93



A Global Platform for Global Business

92% of exhibitors rate The Hotel Show as a vital part of their sales & marketing strategy

86% of exhibitors expect their business to grow as a direct result of participation

83% rate the event as the best place to meet and conduct business in the region

80% rate the quality of visitors as good to excellent

Visitors by Job Title

Hospitality	27.09%
General Managers/Owners	24.03%
Hospitality Suppliers	13.94%
Interior Designer/Architect	13.94%
Buyers/Specifiers	11.16%
Distributors	4.38%
Head of Hotel Department	2.79%
Spa Owner/Manager	1.20%
Restaurant Owner/Manager	1.20%

Visitors by Industry Interest

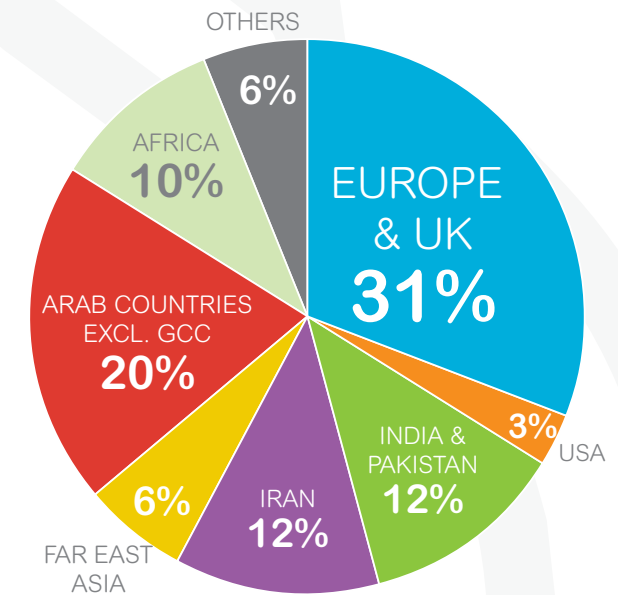
Operating Equipment & Supplies	39.07%
Interiors & Design	37.82%
Security & Technology	11.95%
Outdoor & Resort Experience	11.16%

"This is my first visit to The Hotel Show and it's really amazing. I'm very impressed with all the innovations and the really good designs and quality. I came here to learn more and see new things, and I'm taking back lots of new ideas." **Hadil Elmasry, CEO, Harmony Architects, Designers & Contractors, Egypt (visitor)**

Visitors by Region

Visitors International Breakdown excl. GCC

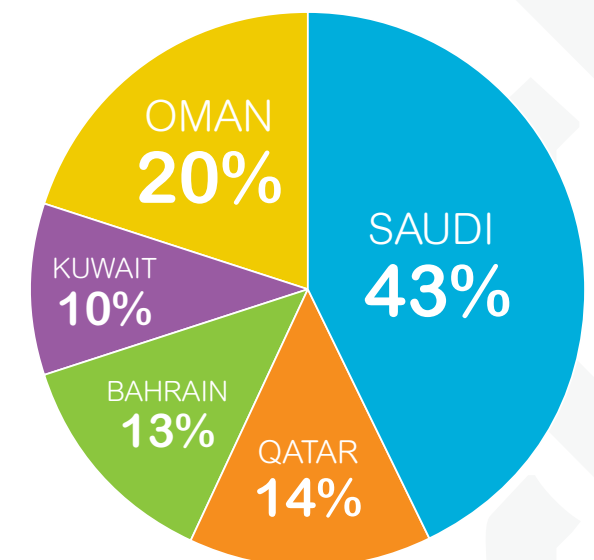
	Percentage
Europe & UK	31%
USA	3%
India & Pakistan	12%
Iran	12%
Far East Asia	6%
Arab countries excl. GCC	20%
Africa	10%
Others	6%



Visitors by Region

Visitors GCC Breakdown

	Percentage
Saudi Arabia	43%
Qatar	14%
Bahrain	13%
Kuwait	10%
Oman	20%



"There are many products or companies here that we are not normally aware of, and at this exhibition you are exposed to so many new products and innovations, which is great for awareness and it gives people lots of options for their projects." **Sheela Nair, Sales, Al Nabooda Interiors, UAE (visitor)**

VIP & Key Buyers Programme

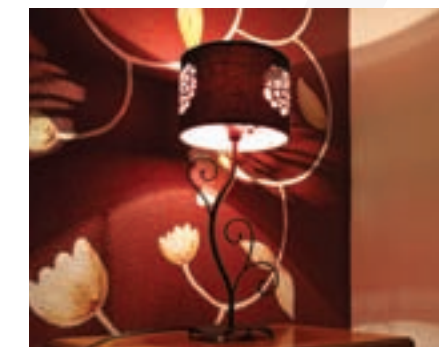
In 2011, our exclusive VIP & Key Buyers Programme attracted over 500 of the region's top hospitality buyers, working on the biggest projects in the GCC and MENA region. All VIPs & Key Buyers were provided with access to the VIP Lounge as well as access to networking functions.





The Hotel Show has the Hospitality Industry Covered

Five Sectors – One Business Platform



Interiors & Design

Furniture, fittings, lighting, walls & papers, flooring, carpets, art & décor, bathroom & kitchen, fit out.



Outdoor & Resort Experience

Outdoor furniture and fittings, outdoor entertainment facilities, spas, health & fitness equipment, pool and landscape.



Operating Equipment & Supplies

Uniforms, F & B equipment, laundry, hygiene, amenities, beds & bedding, table top & cutlery.



Technology & Sustainability

In-room entertainment systems, communications, AV equipment and lighting, security and fire systems, reservations systems, energy control systems, in-room automation systems and software.



Hospitality Experiences

Concierge services & experiences, car rental, event, banquet & conference facilities furniture & supplies, marina services & experiences, retail.

“At The Hotel Show you see what are the latest trends and designs at various levels from linen and accessories to uniforms, and it gives you fresh ideas. You meet people not just from the hotel industry, but from industries that connect with the hotel, and not just from Dubai but internationally as well.”
Michael Monsod, Cluster Spa & Recreation Manager, The Address Hotels & Resorts, UAE



the hotel show

INTERIORS & DESIGN

Interiors & Design

The Middle East region's interior design industry is currently witnessing rapid growth and development – strongly reflected in the high number of hotel projects currently in development. The forecasted spending on interior design projects alone for all six GCC countries is estimated in excess of **\$56.9 billion in 2010** and is set to further increase in 2011 and beyond.

Exhibitors profile

- Furniture & Furnishings
- Art & Decorative Accessories
- Curtains, Upholstery & Fabrics
- Flooring, Carpets & Rugs
- Wall Coverings
- Lighting
- Interior Fit Out Companies
- Architectural & Design Services
- Fixtures & Fittings (bathroom)
- Consultants



innovation in design

Looking for what's new? Experience interiors novelties, innovative design concepts, creativity and avant-garde technology at the Innovation In Design feature to get a unique and live taste of 'what's next' for the hospitality industry.



We've been present in this region since 1992 and this is a very important market for us. So, for us, The Hotel Show is very important and there are many visitors who have the opportunity to see our products." **Carlo Carloni, Export Director, Catalano, Italy**





the hotel show
OUTDOOR & RESORT EXPERIENCE

Outdoor & Resort Experience

Boosted by large scale infrastructure, growing airlines and active tourism boards, the region also benefits from a unique climate. Hotels have turned into resorts, boasting large outdoor areas, gardens, pools, as well as catering for health conscious individuals, families and business travellers.

Exhibitors profile

- Outdoor Furniture, Furnishings & Accessories
- Fitness & Health Clubs
- Spa Equipment, Accessories & Products
- Outdoor Sport Equipment
- Water Features
- Landscaping
- Tents, Marquees, Awnings & Canopies
- Swimming Pools



the middle east spa awards

The highly popular Middle East Spa Awards recognise the outstanding quality of services and amenities provided by spas across the region. The awards ceremony received full attendance and excellent press coverage. In 2010, submissions reached over 50 entries from spas in the UAE, Oman, Egypt, Jordan, Saudi Arabia and Bahrain.



"This area is fast growing, all the specialists and customers are here. This is the first international show that we have participated in since our product was launched 11 months ago. We've made many professional contacts and received many leads." **Thierry Favreau, President, Aquaroll, France**



the hotel show

OPERATING EQUIPMENT & SUPPLIES

Operating Equipment & Supplies

With over 450 hotels in the pipeline in the MENA region and 1,500 restaurants and F & B outlets currently in development, Operating Equipment and Supplies is the most sought after segment at The Hotel Show with an extensive range of innovative products and solutions on display.

Arts de la Table & Catering Equipment:

- Food & Beverage Equipment, Catering Equipment, Services & Supplies
- Buffetware, Chinaware, Cutlery & Crockery
- Glassware, Crystalware & Flatware
- Room Service Equipment & Minibars

Housekeeping Equipment, Supplies & Services

- Bathroom Supplies & Toiletries
- Bed Linen, Table Linen & Towels
- Bedding & Mattresses
- Bedroom Supplies
- Cleaning Washing, Laundry Equipment & Products
- Guest Amenities

Back of House & Maintenance, Equipment Supplies & Services

- Air Conditioning, Ventilation & Fans
- Back-of-house Machinery & Equipment
- Building Materials
- Laundry, Hygiene Equipment

Others

- Clothing & Uniforms
- Signage



"The quality of visitor is high with general managers, area directors and more specifically, the industry, who are the people that we need to target." **Tony Billingham, CEO, BonCafe, UAE**



the corporate catwalk

2012 will mark the fifth edition of The Corporate Catwalk, an exclusive fashion show showcasing hospitality work wear. In 2011, 6 companies had the opportunity to bring their designs to life and showcase the latest trends in uniforms for all departments.





the hotel show
TECHNOLOGY & SUSTAINABILITY

Technology & Sustainability

Tap into one of the fastest growing segments of the hospitality market, from entertainment, Internet connectivity, reservation systems, in-room technology, to in-room safes. Investment in Technology & Sustainability remains high, providing a means of differentiating brands, increased customer experiences and keeping a competitive edge.

Exhibitors Profile

- In-room Entertainment Systems & Services
- Room Automation Systems
- Internet Applications, E-commerce & Web Solutions
- Inventory & Control Systems, Accounting & Payroll
- Reservations Systems
- Security Systems, Fire & Safety Systems
- Telecommunication Systems, Services & Equipment
- Audio Visual, Video Conferencing, PA & Sound Systems
- Computer Hardware & Software
- Management Systems & Technical Support
- In-room Safes & Room Access Technology
- Energy/Consumption Control Systems
- Recycling Systems and Facilities



The Green Initiative launched at The Hotel Show 2011, was reflected through a 'green track' which mapped out exhibiting companies presenting solutions, design or products which answer the sustainable needs of the hospitality industry. A successful initiative, it attracted over 15 international companies and brands to participate in this new show feature.



"This has served as a chance for us to support our local retailer here, as well as to build our own brand presence. Time is valuable and limited and offered the chance to come to a city and meet many contacts at one time in a venue like this, that's great." **Luis Carlos Segredo, President, MTech, USA**



the hotel show
HOSPITALITY EXPERIENCES

Hospitality Experiences

This is a NEW sector to the show which will highlight the growing trend for beyond-luxury and unique hospitality experiences. More than just a hotel stay, consumers are increasingly targeted with a wealth of additional opportunities from lavish weddings, banqueting, private parties and concerts, to luxury yachting and marina excursions.

Incorporating

- Concierge Services
- Car & Limo Rental
- Special Event Services (wedding & private parties)
- Business Events Services
- Marina, Yacht, Helicopter and Luxury Experiences
- Gifts & Giveaways



“It’s an excellent opportunity to meet people we already know but also meet potential clients from different regions. We have seen business coming from Africa and other parts of the Middle East and we wouldn’t be meeting these clients otherwise”
Hassan Al-Hazeem, Managing Director, Intercoil International, UAE



MIDDLE EAST
hotel awards

NEW to the event this year, the Middle East Hotel Awards will be held on the first night of the exhibition and will focus on the impressive innovations, developments and achievements within the hotel & hospitality industry.



More Than Just a Trade Show



student design awards

Celebrating the future of the hospitality industry, the Awards recognise students from local universities and fashion institutes through a careful selection and judging process during a well attended awards ceremony to be held on the second day of The Hotel Show 2012.



The 2011 Winner Nida Ifthikar from the Centre for Executive Education

VIP Hospitality Cocktail Party

Our exclusive VIP cocktail party offers a glittering evening of entertainment and business networking away from the exhibition floor. Connecting buyers and suppliers in salubrious surroundings, it is the ultimate industry gathering.

Key Buyers Programme

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HITT:Hotel Innovation Technology Trends

The Hotel Show Summit

With over 100 participants in 2011, HITT is the only event in the market which engages the entire hospitality industry. From owners to authorities, delegates can capitalise on new market trends and opportunities as well as meet with the key industry shapers. The Summit is divided into streams, case studies and workshops to provide multiple networking sessions for a targeted audience.

HITT 2012 will be held during The Hotel Show from May 15th - 17th, 2012.

Key Association Meetings

The Hotel Show is also the meeting point for the industry's leading associations. The assemblies held at The Hotel Show include:

- The Emirates Culinary Guild
- Amicale Internationale des Chefs de Reception et Sous Directeurs des Grand Hotels (AICR) - Front Office Managers Meeting
- Spa Panel Discussion
- Concierge's Meeting

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"This is our first time here and we came to attend the Middle East Spa Awards. It's a great place to network. The exhibition is beautiful, and we're looking for gym machines and new spa products; basically new ideas, which is what the exhibition is all about." **Ahmed Ramzi, Senior Sales & Marketing Manager, Spa Aquatonic, Kuwait (visitor)**