

THE HOTEL SHOW DUBAI



WHERE THE MIDDLE EAST'S
HOSPITALITY INDUSTRY REUNITES

24-26 MAY 2022
DUBAI WORLD TRADE CENTRE



EXPECTED VISITORS

10,000

HOSPITALITY PROFESSIONALS

6,000

HOTEL SENIOR MANAGEMENT

65%

COMPANIES

300+

COUNTRIES

50+

THE HEARTBEAT OF THE HOSPITALITY INDUSTRY

Over the last 20 years The Hotel Show Dubai has cemented its place as the largest, longest-standing and most prestigious hospitality trade event in the Middle East and Africa, and the ultimate meeting place for hospitality suppliers and buyers in the region.

The three day experience serves the industry by showcasing innovative products, content, features and inspiration, while acting as the definitive link for hospitality suppliers across the world looking to access the lucrative MEA market.



After a year of the pandemic and the resilience shown by the hospitality community, it's very rewarding to be a part of this show.

Federick Trzcinski

Marketing & Innovations Director
Ideal Standard
Exhibitor 2021



I wanted to network with hotel owners, leaders, operators, and professionals in the hospitality industry and I ended up achieving my objective ... I also met with developers in the hospitality sector. My mission was well accomplished.

Bilal Moti

Managing Director
Windmills Group
Visitor 2021



DISPLAY YOUR PRODUCTS TO ENGAGED BUYERS

Exhibiting and getting face-to-face with hospitality industry professionals is the most effective way to grow in the Middle East.

The Hotel Show Dubai helps you achieve a range of your business objectives all in one place:



GENERATE QUALITY LEADS

Attract new clients, sell directly from your stand and meet with existing clients, ultimately allowing you to generate sales and meet your targets.



EXPOSE YOUR BRAND TO A TARGETED AUDIENCE

Increase or maintain awareness of your brand, products and services.



ESTABLISH INVALUABLE RELATIONSHIPS

A rare opportunity for you to engage face-to-face with thousands of leading buyers, investors, regulators, distributors and Government officials.

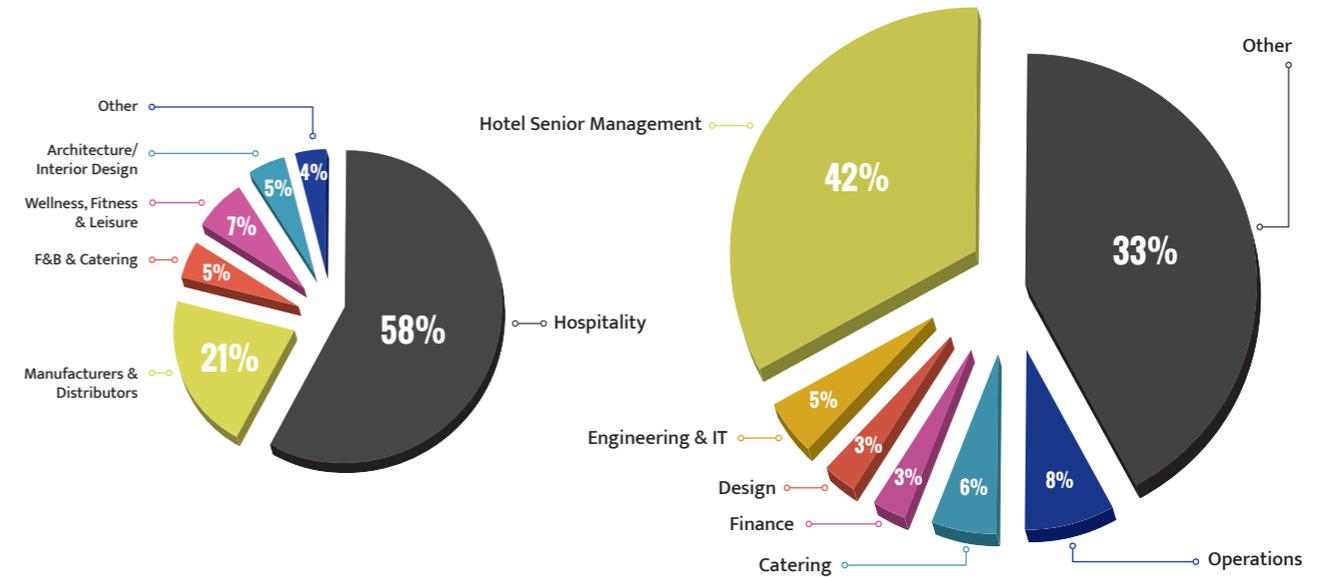


EXPLORE NEW BUSINESS OPPORTUNITIES

Use your time at the exhibition to launch or test new products, survey the market, find distributors and capture data with a purpose built app.



DRIVING THE RIGHT BUYERS TO YOU



2021 SUPPORTING ASSOCIATIONS & PARTNERS



THE POWER OF LIVE, IN PERSON EVENTS*

85%

of visitors agree that in-person events are more important than ever in re-establishing contacts and rebuilding networks

82%

of visitors agree that the most effective channel to find new partners and generate new business is in-person events

66%

of visitors agree that the absence of in-person events has negatively affected their ability to market and generate new business

* Data from visitor surveys taken post show.

MATCHING THE DEMANDS OF THE HOSPITALITY INDUSTRY WITH YOUR PRODUCTS

To enable the correct positioning of your products, The Hotel Show Dubai features dedicated product sectors to easily allow buyers to find the products they need.

The exhibition covers every aspect of the hotel buying chain for new-builds, refurbishments, retrofitting and existing properties.

TECHNOLOGY/SECURITY

2D & 3D printing, security systems, 3D models, software, AV - conferencing - PA & sound system, commercial security, customer loyalty & dinner programs, e-commerce & web app



FACILITIES MANAGEMENT & CLEANING

A/C & ventilation systems, energy consumption control systems & services, health & safety, security systems, maintenance & repair systems & services, recycling systems & facilities, safety & security, waste disposal & management systems



HOTEL SERVICES

Car-parking facilities, car-rental & services, contracting services, door accessories, event services, interior decorators, modelling & staffing, photography & video services, valet parking services, virtual reality



ARTISAN

Art, artwork curatorship, custom hand painted canvas art, graffiti art, hand-painted mural art, handmade tableware, visual illustration & design art



INTERIORS

Acoustic screens, glass doors, moveable walls & partitions, raised access floors, suspended ceilings



SLEEP

Bases, beds, bed linen, headboards & accessories, mattresses & bedding, pillows, sofa-beds, technology & tools



HOSPITALITY FRANCHISE

Coffee & bar, fashion & jewellery, flowers & ribbons, souvenirs, photography & video services, restaurants & hotel franchisers, tobacco & souvenirs



HORECA & FOOD SERVICES

Cutlery & crockery, F&B services & equipment, kitchen utensils, menu systems, tableware and accessories, bar & restaurant equipment, buffetware, flatware & chinaware, catering services & equipment



OPERATING EQUIPMENT & SUPPLIES

Amenities, bed & table linen, bedroom & bathroom textiles, cleaning - hygiene equipment & solutions, F&B & restaurant consultants, laundry equipment & solutions, mini-bars, room service equipment, table & kitchen linen, uniform & clothing, vending machines

KITCHEN & BATHROOM

Automatic hand dryers, baths, bathroom accessories, bathroom cleaners & dispensers, bathroom supplies & toiletries, cabinets, cooking accessories & cooking utensils, commercial kitchen ovens & cooktops, dishwashing machines, fixtures and fittings, guest toiletries, hardware & worktops, kitchen accessories, kitchen cabinets, kitchen worktops, refrigeration & storage, sinks



HOTEL BUILD

Wall panels, architecture glass, architectural and design practices/interior landscaping, building systems, design software, facades, FF&E: fitting - fixture equipment & supplies, green building systems, hotel building materials suppliers, hotel real estate developers, lifts, signage, turnkey/joinery services, window and door manufacturers



The Leisure Show

The Leisure Show serves as a fundamental platform that connects the industry's key suppliers with architects, designers, commercial developers and key decision-makers. When you come to visit the show, you'll have the opportunity to network with key stakeholders of the industry, source the latest products, and find the latest equipment to build, operate and maintain all types of leisure facilities.



Connect with powerful decision makers

From key industry figures to vital buyers within the leisure sector, The Leisure Show is dedicated in helping you meet the right decision maker for your business. It can often be difficult to reach those key stakeholders who can help increase your companies brand awareness and exposure. Visit The Leisure Show to easily connect with a range of powerful decision makers to help excel your brand in 2022.

DEDICATED PRODUCT SECTORS



**OUTDOOR
DESIGN &
FURNITURE**



**RECREATION &
ADVENTURE**



**WELLNESS &
SPA**



**SPORTS &
FITNESS**

Generate quality leads

Our visitors attend The Leisure Show to source new products, providing you more opportunities than ever, to connect face-to-face with thousands of qualified purchasers, influencers and recommenders, from across the GCC region, Africa, Asia and the Levant regions, and generate invaluable leads.



Reach global audience of more than 1.2 million

The Leisure Show marketing & PR campaign reaches 1.2 million people across the resorts, sports & fitness, pool & spa sectors. We actively promote all our exhibitors and their products to drive the right quality visitors to their stand and ensure maximum results from their participation.

Develop and strengthen your brand

Discuss your products, innovations and industry issues directly with your buyers. Let your prospect and new clients know about your organisation's existing and future plans with our extensive pre-show marketing campaigns designed to provide you incredible brand visibility.



Network with industry leaders

The Leisure Show provides you the best networking opportunities with the people that matter to your business. Meet, greet and mingle with the industry's influencers, buyers and decision makers including Architects, Developers, Engineers, who attend the event to source new and innovative product and service solutions, stay in touch with the latest trends, network and do business.

HITEC Dubai 2022

HITEC Dubai, the Middle East's premier hospitality technology conference, will once again take the center stage at The Hotel Show Dubai.

HITEC Dubai will feature interactive presentations, discussions and demonstrations centered around lessons from diverse real-world case studies, results from the hottest technology implementations and pilots planned by an Advisory Council comprised of world-renowned hospitality technologists from some of the region's best hotels and resorts.



The Hospitality Leadership Forum

The Hospitality Leadership Forum is a 3-day free-to-attend business conference that will provide a better understanding of how industry leaders are adapting to change, implementing innovative strategies and embracing new approaches to ensure the survival and future success of the hospitality industry.



The F&B Stakeholders Summit

The F&B Stakeholders Summit will bring leading industry experts and practitioners to one place for a series of highly focused and candid live discussions revealing their plans and strategies for the next year and beyond. All F&B professionals are welcome to attend and take advantage of the opportunity to network with their peers and colleagues in the industry at its first major live event in over a year.

The Hospitality Engineers Middle East Conference

The Hospitality Engineers Middle East Conference is a highly concentrated one-day meeting that will provide all hospitality engineering professionals with an opportunity to network and learn from leading technical and management staff from across the region. A series of short, solution focused discussions and debates will address key technical, management, communication and career advancement techniques and issues facing this vital profession at this vital time.



UAE Professional Housekeepers Meeting

UAE Professional Housekeeping Group Meeting is where leading housekeeping experts and practitioners will hold interactive, in-depth discussions and tutorials on all aspects of the industry. Experts will share insights on key topics that will include maintaining excellence in the face of new market conditions, new technologies, new techniques, constraints, regulations and products.



The Chefs Table

The Chefs Table is back for its fourth edition at The Hotel Show Dubai this year.

Once again, we will have a number of judges, who will score the participating teams for mise en place, culinary skills, presentation and, of course, taste throughout the 3 days of the competition.



Housekeepers League of Champions

The Middle East Housekeepers League of Champions returns for the 2022 edition of The Hotel Show Dubai - providing housekeeping teams the opportunity to showcase their skills and the technicalities involved in guest room cleaning and maintenance. Experience teams will compete live with one another to spruce-up ransacked rooms.



POSITION YOUR BRAND IN FRONT OF LEADING HOTEL & HOSPITALITY PROFESSIONALS

Stand Package		Standard price (US\$) per SQM	
Space only (0 – 24 sqm)	<input type="checkbox"/>	480	These options are for companies who wish to build their own stand.
Space only (25 – 49 sqm)	<input type="checkbox"/>	470	
Space only (50 – 71 sqm)	<input type="checkbox"/>	442	
Space only (72 sqm & above)	<input type="checkbox"/>	420	
Premium shell scheme	<input type="checkbox"/>	560	This option includes shell construction, carpet, walling, fascia with company name and stand number, power point and spotlights.

SECURE YOUR PLACE AT THE HOTEL SHOW 2022
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FIND OUT MORE TODAY

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