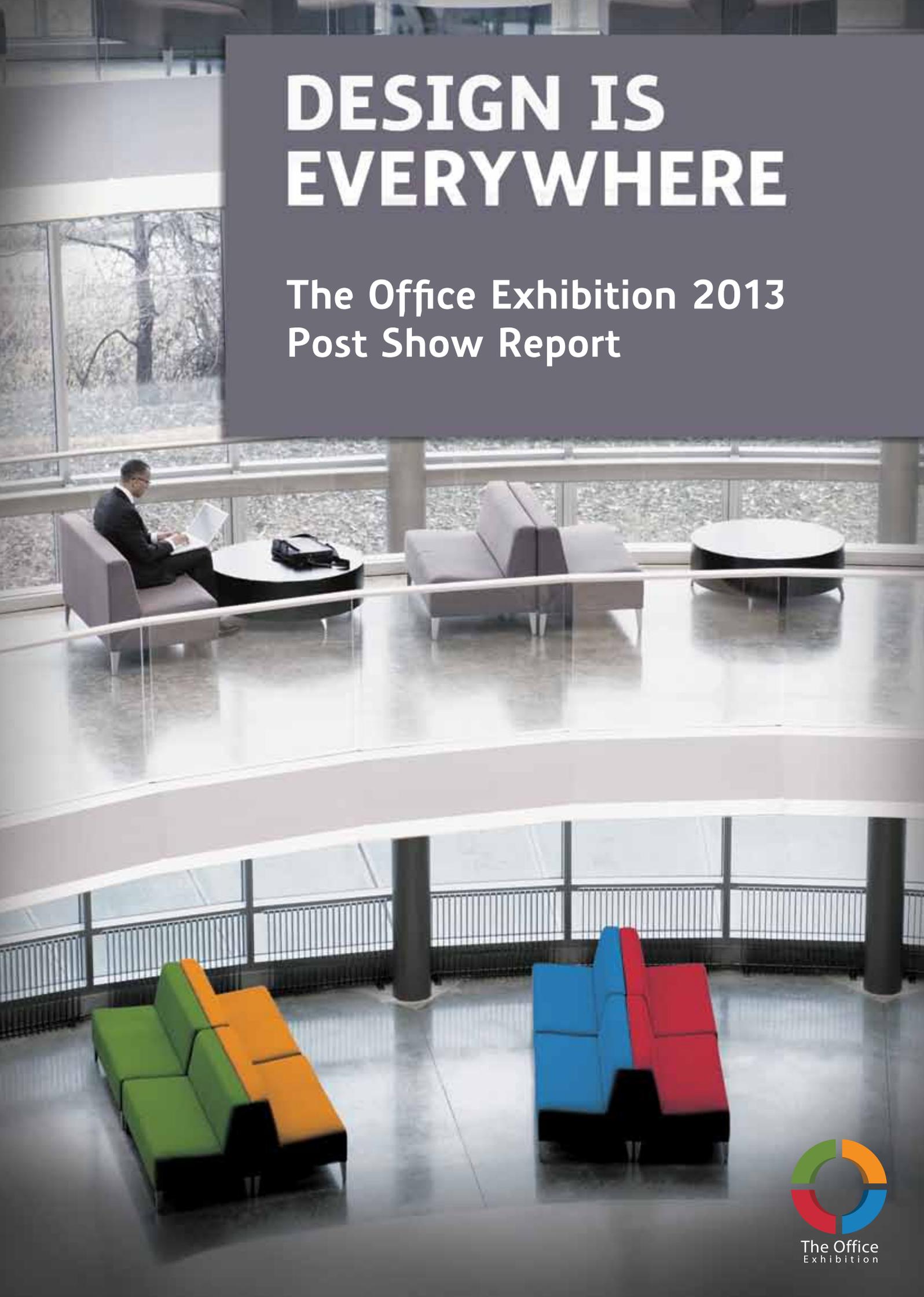


DESIGN IS EVERYWHERE

The Office Exhibition 2013 Post Show Report



The region's premier commercial interiors exhibition



The 13th edition of The Office Exhibition; which ran alongside its new co-located partner event the INDEX International Design Exhibition, was officially opened by His Excellency Humaid Mohammed Obaid Al Qatami, Minister of Education United Arab Emirates, on Monday 20th May and continued until Thursday 23rd May.

Office 2013 hosted over 140 companies from 24 countries and attracted more than 5,000 trade visitors from across the Architecture & Design, Facilities Management, Retail, and wider business communities; seeking to source new products and services for their commercial interior design, fit-out and upgrade projects.

The Office Exhibition facts & figures:

Dates:	20-23 May 2013
Location:	Sheikh Saeed Halls 2 and 3, Dubai World Trade Centre, UAE
Exhibition Floor Space:	8409sq.m. (gross)
Number of Exhibiting Companies:	146
Number of Exhibiting Countries:	24
Number of National Pavilions:	10

The Office Exhibition's inaugural co-location with the INDEX International Design Exhibition proved to be a resounding success, with more than 3,600 INDEX visitors also visiting The Office Exhibition.

Additional benefits of the co-location with INDEX included extending The Office Exhibition to a four-day event, the extension of the INDEX ONE VIP programme to include visitors to The Office Exhibition, the introduction of The Office Exhibition Trend Tour, and a revamped programme of free-to-attend seminars, 'Design Talks'.

Innovation within the industry was also recognised and honoured through two awards programmes, the Middle East Interior Design Competition, and the INDEX & Office Product Design Awards.

19%

more visitors attended The Office Exhibition in 2013 than in 2012

24%

of visitors to INDEX 2013 also visited The Office Exhibition 2013

The Office Exhibition 2013 attendance:

The 2013 edition of The Office Exhibition attracted over 5300 unique visitors from 56 countries, representing a 19% increase in footfall compared to the last edition of The Office Exhibition.

Unique Trade Visitors:	3853
Public Visitors:	46
VIP Visitors:	1350
Press/Media:	65
Total Unique Visitors:	5314
Revisiting Trade Visitors:	634
Exhibitors:	1351
Total Exhibition Attendance:	7299

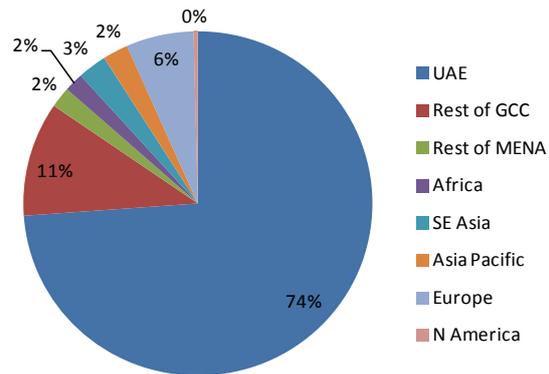
Delivering more of the right audience for exhibitors

73%

of EXHIBITORS were satisfied with the quality of visitors at The Office Exhibition 2013



Visitors by country / region:

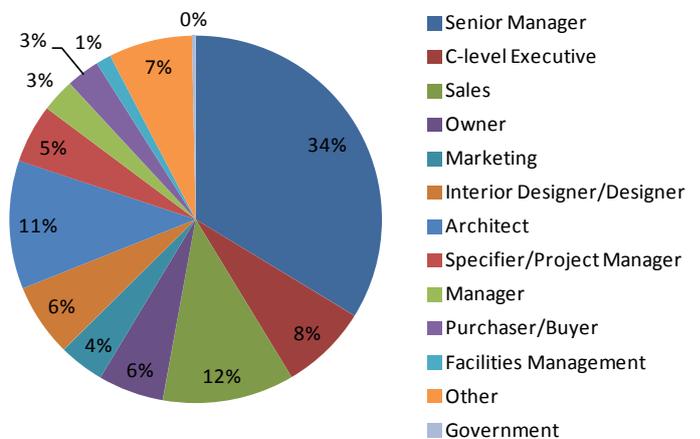


38%

of visitors said their company will spend more than US\$500,000 on interiors products in the next 12 months



Visitors by job function:

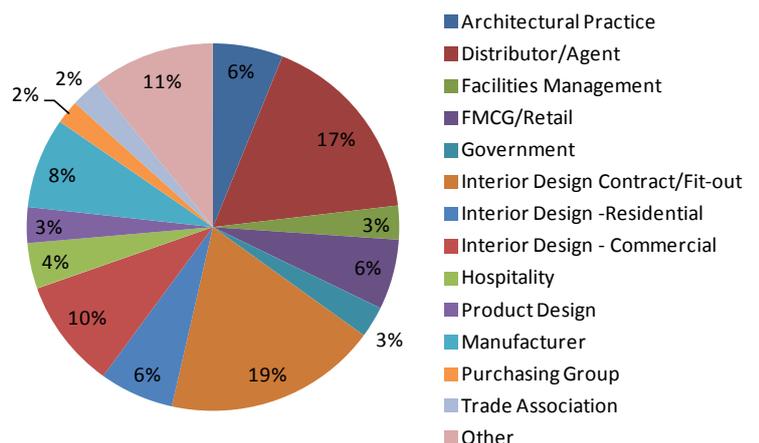


66%

of visitors said their company is in the advance stages of the buying cycle; specifying or purchasing products



Visitors by primary business activity:



60%

of visitors to The Office Exhibition 2013 stated they have purchasing authority for their company

Increased participation at The Office Exhibition 2013



With a 46% increase in the number of exhibiting companies compared to the 2012 edition, The Office Exhibition 2013 re-affirmed its position as the MENA region's leading business-to-business platform for commercial interiors product manufacturers and suppliers; hosting 146 companies from 24 countries across the world.

'Generate new sales leads', 'Promote company/brand in the region', and 'Meet with existing clients' were the top three reasons for companies exhibiting at The Office Exhibition 2013; further illustrating the importance that many international brands place on participating at the region's premier commercial interiors exhibition.

Companies from the following countries were represented at The Office Exhibition 2013:

Canada	China	Cyprus	Egypt	France	Germany
Hong Kong	India	Italy	Jordan	Korea	Lebanon
Malaysia	Pakistan	Portugal	Philippines	Singapore	South Africa
Spain	Taiwan	Turkey	UAE	United Kingdom	USA



81%

of exhibiting companies have confirmed, or are in the process of confirming, their participation at next year's exhibition

40%

of exhibitors expect to generate in excess of US\$100,000 as a result of exhibiting at Office 2013

81%

of exhibiting companies do not exhibit at any other trade show in the region, making Office MENA's number 1 commercial interiors exhibition

US\$45.57million

in new sales orders is expected to be generated by participating companies as a result of exhibiting at Office 2013

Features and events at Office 2013



Each year, The Office Exhibition delivers a range of features and events designed to add value to the overall visitors experience, encourage industry debate, celebrate innovation, and recognise and reward some of the key players in the industry. This year, The Office Exhibition hosted the following four brand new features and events:



NEW for 2013! The Middle East Interior Design Competition recognised and rewarded outstanding interior design/architecture projects in the Middle East. A total of thirteen awards were presented at the awards ceremony on the first day of the exhibition, across a range of competition categories, including: Best Restaurant, Best Educational Institution, Best Corporate Space (small and large), Best Healthcare Facility, and Best Hotel.



NEW for 2013! The INDEX and Office Exhibition Product Design Awards honoured manufacturers and designers for excellence and innovation in product design for the residential and commercial industries. The competition was open exclusively to exhibitors at Office and INDEX. A total of ten awards were presented at the awards ceremony that took place on the opening day of the exhibition.



NEW for 2013! The Design Talks at Office is a free-to-attend programme of seminar sessions, presented by international speakers, and aimed at key job functions within the architecture and design communities. This year's seminars centred around four main subject areas: retail design, commercial design, healthcare design, and education design.



NEW for 2013! The Trend Tour at The Office Exhibition is a self-guided tour of some of the most innovative products being showcased at the exhibition. Selected by independent industry experts, each product on the tour is highlight for its creativity, ease or use, innovative design, technological advancement, or sustainable qualities.

250

visitors to The Office Exhibition attended one or more of the nine Design Talks sessions

Marketing, advertising & PR campaign overview:



Each year, The Office Exhibition conducts an extensive marketing, advertising and PR campaign, designed to promote awareness of the event to the core target visitor audience across the MENA region and beyond. This campaign utilises almost every element of the marketing communications mix to ensure maximum media exposure and awareness.

With an overall promotional value in excess of US\$3 million and a reach of over 18 million people, there is no other commercial interiors trade event in the MENA region that delivers a level of coverage close to that of The Office Exhibition.

The Office Exhibition 2013 campaign included:

- Trade magazine advertising
- Newspaper advertising
- Editorial in magazines and newspapers
- Feature articles in magazines and newspapers
- TV and radio media interviews
- Radio advertising
- Online advertising
- Social media marketing
- Email marketing
- Telemarketing campaign
- Telereminding campaign
- Two regional awards programmes
- A six-month PR campaign
- Direct mail
- SMS broadcast campaign



2 hours

of TV and radio airtime was achieved during the four days of the show via this year's marketing, advertising and PR campaign

11 press releases

were issued and picked up 182 times across the region's print and online press and media

US\$3,202,597

is the overall value of the marketing, advertising and PR campaign for Office 2013

18,266,472

is the total audience reached across the MENA region through the 2013 campaign

Welcome to the transformation of The Office Exhibition

Following its successful inaugural co-location with the INDEX International Design Exhibition, and after extensive market consultation, dmg events, organisers of both INDEX and Office Exhibitions are delighted to announce the repositioning of The Office Exhibition under the INDEX umbrella brand.

workspace at INDEX will continue to deliver the region's number one commercial interiors exhibition, delivering the best in commercial, educational, and healthcare interior design solutions to the MENA region.

Don't miss your first opportunity to exhibit at:



Be part of workspace at INDEX 2014, book your stand today!

Make sure your company is engaging with the key industry players in the MENA region. Book your workspace at INDEX stand now and benefit from extensive marketing exposure before, during and after the event.

To discuss in more detail your company's participation options, please contact Rebecca Lockwood:

T: +971 (0)4 438 0355

E: sales@workspace-index.com

A range of tailored sponsorship and branding opportunities are also available, for more information, email:

sponsorship@workspace-index.com

or visit: www.workspace-index.com

Space only:

US\$415 per sqm

Boulevard space only:

US\$435 per sqm

Traditional Shell:

US\$495 per sqm

Boulevard traditional shell:

US\$520 per sqm