



DUBAI INTERNATIONAL MOTOR SHOW

معرض دبي الدولي للسيارات

FUELLED BY PASSION

www.dubaimotorshow.com

10 - 14 November 2011

Dubai International Convention and Exhibition Centre



LEADING THE EVOLUTION OF THE MOTOR INDUSTRY IN THE MIDDLE EAST

From **concept creations to global launches**, the evolution of the motoring industry in the Middle East has been fuelled by the **Dubai International Motor Show** for **22 successful years**.

Renowned as the manufacturer's event with a **proven track record for serious business**, this is where the **global automotive industry meets** with motoring enthusiasts and trade professionals from across the Middle East, Africa and South Asia.

The event is the **ultimate sales driven showcase** for global brands and the trusted voice for the industry delivering a quality audience of **passionate buyers**. The Dubai International Motor Show consistently delivers **new business, new markets and new opportunities**.



MANUFACTURED TO DRIVE YOUR BUSINESS

The Dubai International Motor Show will ensure the correct target audience is delivered directly to your stand through high brand visibility and sector specific mapping at the event.

- Participate alongside industry peers and competitors to create a spectacular showcase of new car models
- Align your brand with bespoke trends and technologies in vehicle tuning
- The most advanced spare parts and accessories to date will cater to the B2B and B2C aftermarket to bring direct sales opportunities
- Be part of the most impressive showcase of motorcycles in Dubai
- The motorsport area will host the most innovative equipment and technology

DELIVERING BUSINESS BENEFITS

- A marketing campaign that delivers the cut and thrust of motoring to a global market with international and regional trade and consumer focused campaigns
- Bespoke sponsorship opportunities to suit your brand
- Flexible, cost effective exhibition solutions designed to increase your sales



IN THE BUSINESS OF BUILDING ICONS

- The Dubai International Motor Show is the preferred platform for global launches from global brands; the 2009 edition experienced a 48% increase in exclusive launches with 13 world premieres, 40 regional launches, 5 of the latest concept cars and 220 new car models
- The Dubai International Motor Show has a valued reputation with over 22 years of experience at the forefront of bringing new brands and products to market. An unrivalled business platform for international exhibitors from over 33 countries



THE ESSENTIAL PLATFORM FOR GLOBAL BRANDS

The Dubai International Motor Show is the **Number 1** choice in the Middle East for every major global automobile manufacturer including:

- | | | | | |
|------------------|-----------|--------------|------------|--------------|
| ■ Audi | ■ Bentley | ■ BMW | ■ Chrysler | ■ Ford |
| ■ General Motors | ■ Hyundai | ■ Jaguar | ■ Kia | ■ Land Rover |
| ■ Mercedes Benz | ■ Toyota | ■ Volkswagen | | |

and many more...

SHIFT PASSION TO PROFIT

- The 2010 BMI report has forecast robust car sales growth in the Middle East from 2011 – 2014 with sales expected to reach US \$ 21.5 billion
- The Dubai Chamber of Commerce and Industry (DCCI) expects a 5% growth in sales in the automotive market for the region in 2011
- The GCC represents the largest untapped market for modification, tuning and speciality products in the world with approximately 8.7 million vehicles in the Gulf alone

Source: Business Monitor International and Dubai Chamber of Commerce & Industry

BUILDING A BRAND FOR YOUR BUSINESS

- Target over 100,000 serious buyers including VIPs, royalty and high net worth individuals
- Establish powerful partnerships
- Experience this tried and tested path to new markets and new opportunities
- 72% of visitors planned a new car purchase within 4 weeks of the 2009 show
- 94% of visitors rated the event as a 'must-attend' show

SUPER CHARGED HIGHLIGHTS

The Dubai International Motor Show is renowned for delivering the numbers to drive your business. The 11th edition of the show will continue to develop key elements to keep visitors inspired and engaged through interactive, fun and inspiring experiences:

- Take your audience on a thrilling journey with a unique test drive
- Align your brand with the high octane stunt shows
- Customise, modify and create dream rides to wow the audience
- Forge new business partnerships through networking events at the show



CUSTOMISED SOLUTIONS

SPACE ONLY: VEHICLE DISPLAY

AED 645 / USD 177 per sqm

Minimum space: 50 sqm

Electricity requirements charged separately

SPACE ONLY: PARTS, ACCESSORIES AND SERVICES

AED 1,035 / USD 284

Minimum space: 21 sqm

Electricity requirements charged separately

SHELL SCHEME

AED 1,215 / USD 333

Minimum space: 12 sqm

Includes stand construction, 13 amp socket with power supply,
3 x 100 w spotlight, carpet and company name with fascia

OPTIONAL SERVICES

- Additional Electrics ■ Furniture ■ Telephone/ Fax/ Data connections
- Audiovisual Systems ■ Design & Construction Services ■ Display Aids
- Temporary Promotional Staff ■ Stand Cleaning Service
- DTCHA Accommodation

Please note that services must be ordered by the deadline specified on the order form to avoid any surcharge or inconvenience.

SPONSORSHIP

The Dubai International Motor Show has developed an extensive sponsorship and advertising portfolio offering various ways of increasing brand awareness and maximising exposure pre show and at the event.

SPACE BOOKING AND INFORMATION

Tel: +971 4308 6354 / 308 6056

Email: motorshow@dwtc.com



DUBAI WORLD TRADE CENTRE - WORLD CLASS ORGANISER

The Dubai International Motor Show is professionally managed and hosted by the Dubai World Trade Centre (DWTC) which provides more than three decades of experience in delivering world-class events in the Middle East, featuring local, regional and international exhibitors with unmatched expertise and in-depth market knowledge. The extensive portfolio of leading trade and consumer brand events includes GITEX TECHNOLOGY WEEK, Gulfood and Dubai International Boat Show. DWTC's commitment to ongoing innovation within the exhibition industry has supported the rapid growth and development of a wide range of business-to-business and business-to-consumer shows, and delivered consistent satisfaction to exhibitors and visitors. DWTC works with the leading trade bodies and industry associations to ensure that all exhibitions deliver full value, and are built upon the real needs of their specific sector.

Organised by



مركز دبي التجاري العالمي
DUBAI WORLD TRADE CENTRE

www.dubaimotorshow.com/business