

**INDEX** INTERIOR  
DESIGN  
SHOW 09



**14<sup>th</sup> – 17<sup>th</sup> NOVEMBER 2009**  
Dubai World Trade Centre

# **POST SHOW REPORT**

**Organised by:**



December 2009

# INTRODUCTION

Home to some of the most iconic interior design projects in the world, the Gulf region offers unique opportunities for innovation and pushing the boundaries in design. INDEX 2009 reflected this dynamic environment by focusing on design more than ever before.

2009 saw exciting changes for INDEX. Co-located with InRetail, a top quality event was staged with a high number of individually targeted interiors purchasers and specifiers visiting the event to do business with exhibitors.

Exciting new features adding design inspiration to the event included The Contemporary Majlis Competition, Jewellery 4 Architecture with Daniel Holguin and Victoria Simes, Design Talks and The Al Habtoor Student Challenge.

The introduction of the exclusive VIP programme contributed greatly to the quality of the visitors by ensuring that the top interiors specifiers and buyers working on the Gulf's biggest projects attended the show. For 2010 we will be investing substantially in growing our VIP programme to deliver even more qualified buyers to our exhibitors.

With a dazzling array of new exhibitors and fabulous innovative products from around the world, the show proved to be a resounding success with substantial orders being placed at the show and hundreds of millions of dollars of business in the planning for the next 12 months.

“The numbers speak for themselves. Not only did INDEX 2009 attract **5% more visits per day** than in 2008, but the quality was significantly better than in 2008. Exhibitors were delighted with the purchasing power of our visitors.” said Lu Buchanan, Event Director.

# THE MARKET

2009 saw major financial turmoil which impacted all areas of business globally. This of course affected the construction and interiors sectors not just in the Middle East but all around the world.

The impact on the INDEX and InRetail exhibitions was anticipated in advance. Many of our exhibitors are global, and where sizeable marketing budgets were available in the past, in many cases they were reduced for 2009 if not cut altogether. This resulted in a smaller but more focused event for 2009.

It must be noted that the strength of the INDEX and InRetail shows enabled us to deliver an excellent event in these difficult times, in a market where many trade shows are no longer running. Additionally, substantial investment was made in terms of developing the shows - the initial changes were highly visible at the 2009 event. These were in the form of interactive show features, international industry speakers and the VIP Key Buyer Programme which delivered an unprecedented high quality of influential buyers and key industry professionals.

The feedback from exhibitors and visitors alike has been exceptionally favourable. The Middle East has undoubtedly been affected by the global economic crisis, but despite the financial turmoil, the interior design contracting (IDC) and fit-out industry prospects in the GCC remain strong. The total expected conservative spend on IDC and fit-outs to all segments (hospitality, commercial, retail and residential) across the GCC is expected to exceed **US\$14.38 Billion** in 2010.\*

*\* GCC Interior Design Contracting & Fit-out Industry Overview', Ventures Middle East LLC, October 2009*

# EXHIBITOR STATISTICS

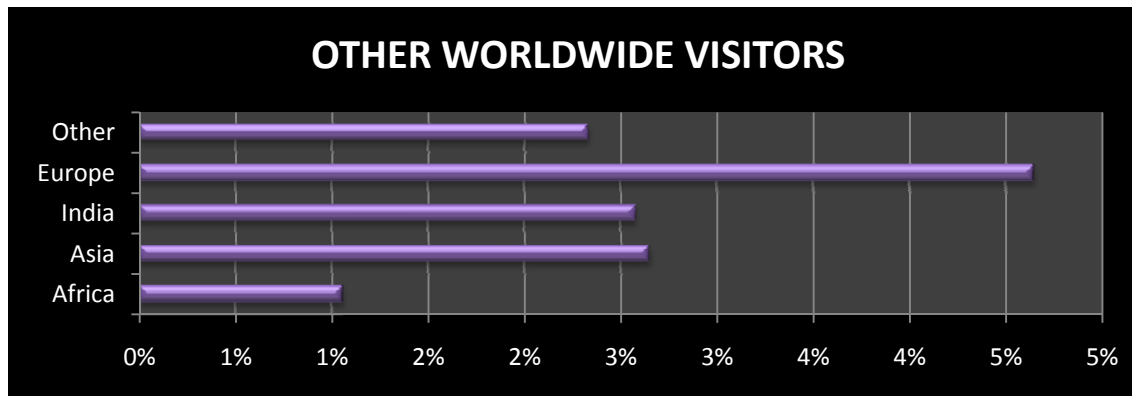
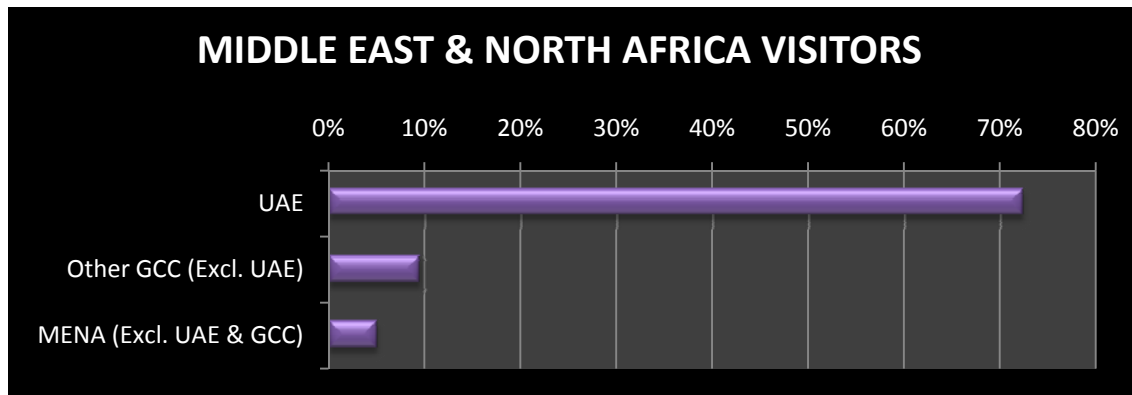
INDEX and InRetail welcomed 1,002 exhibitors who showcased a wide range of stunning products and services. A total of 55 countries were represented, demonstrating the true global reach of the exhibition. Exhibitors showcased the best the world has to offer across all sections of the interior design industry including:-

- Furniture - Contract and Residential
- Lighting
- Textiles
- Outdoor Living
- Flooring and Wall Coverings
- Art and Accessories
- Kitchens & Bathrooms
- Interior Design Services
- Shopfitting
- Retail Products



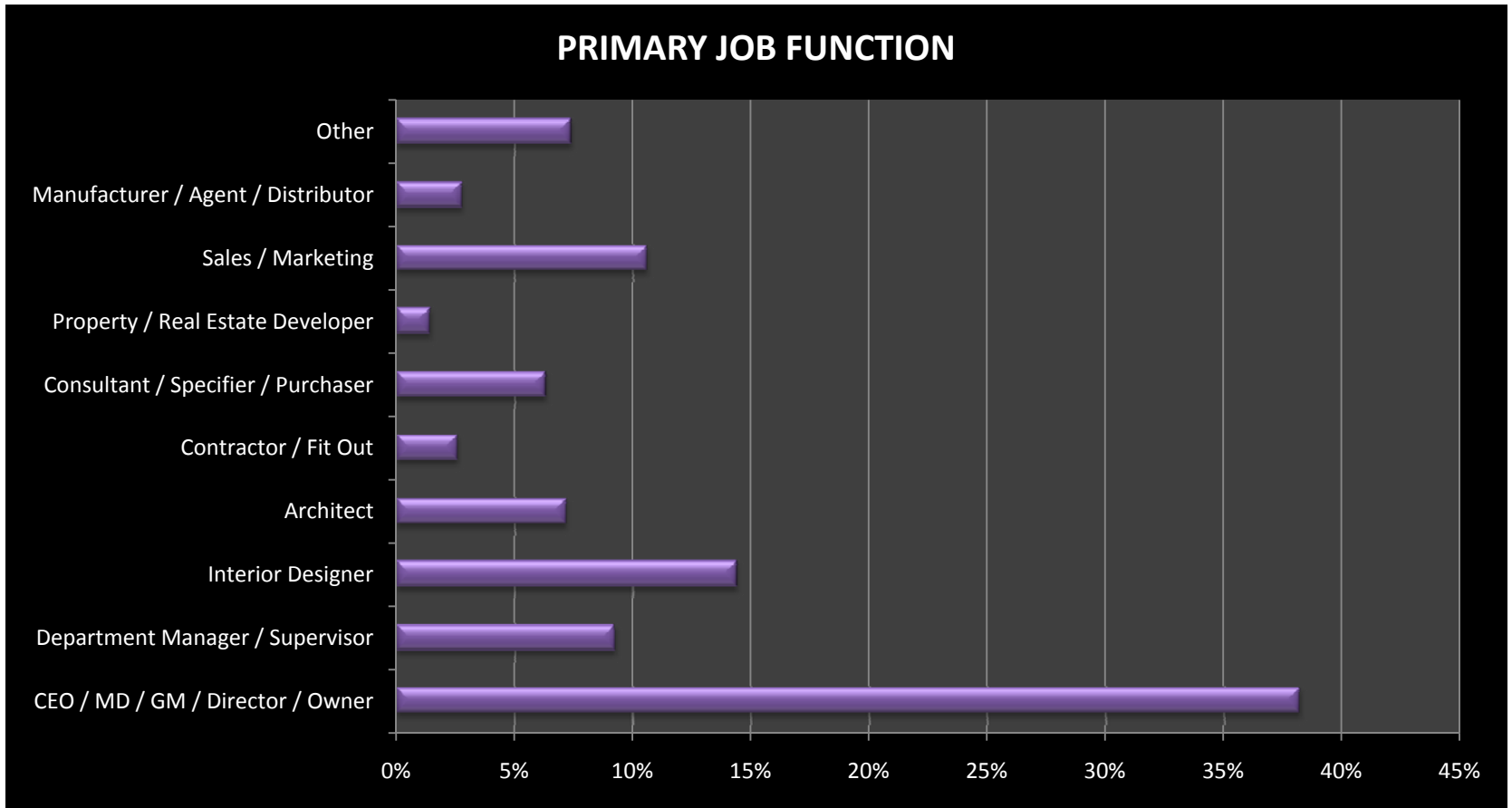
# VISITORS INDEX

DESPITE THE CHALLENGING ECONOMIC CLIMATE INDEX 2009 DELIVERED A TOTAL OF 25,456 BUYERS VISITING THE SHOW ON MORE THAN ONE DAY



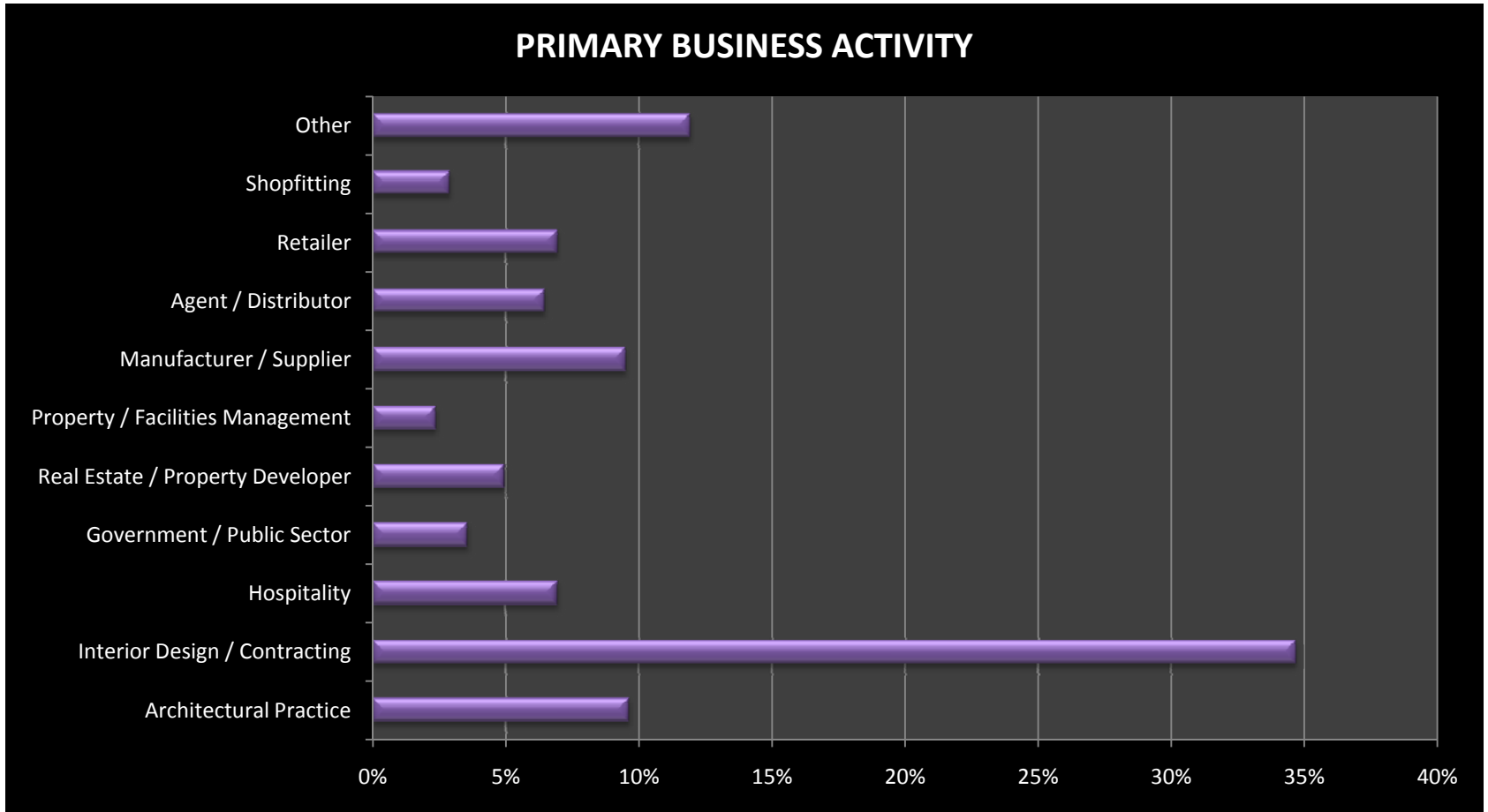
# VISITORS INDEX

OUR EXCLUSIVE VIP PROGRAMME AND HIGHLY TARGETED MARKETING CAMPAIGN DELIVERED TOP LEVEL BUYERS



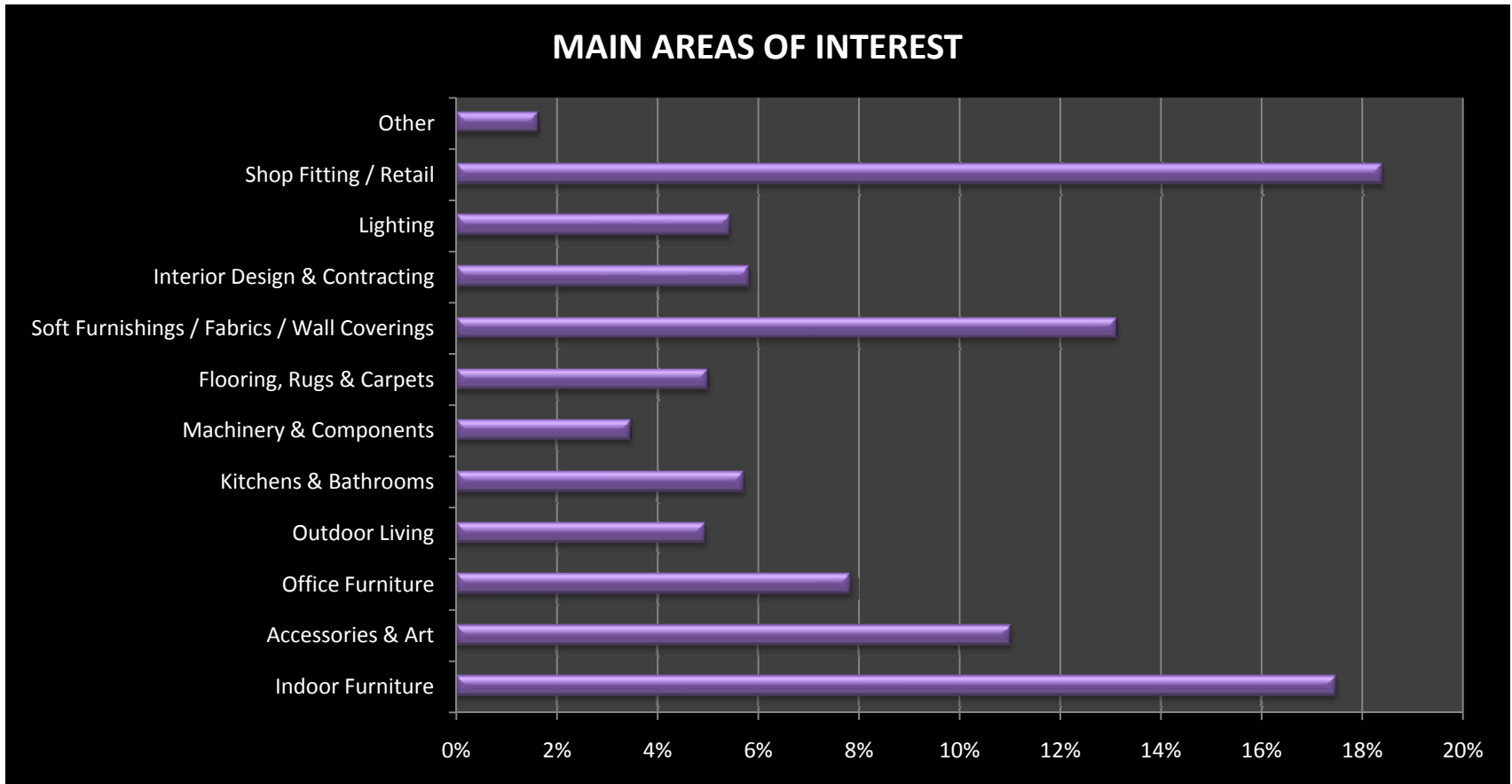
# VISITORS INDEX

INDEX VISITORS WERE INDUSTRY PROFESSIONALS RELEVANT TO OUR EXHIBITORS



# VISITORS INDEX

INDEX 2009 MATCHED VISITOR REQUIREMENTS WITH THE CORRECT MIX OF EXHIBITOR PRODUCTS

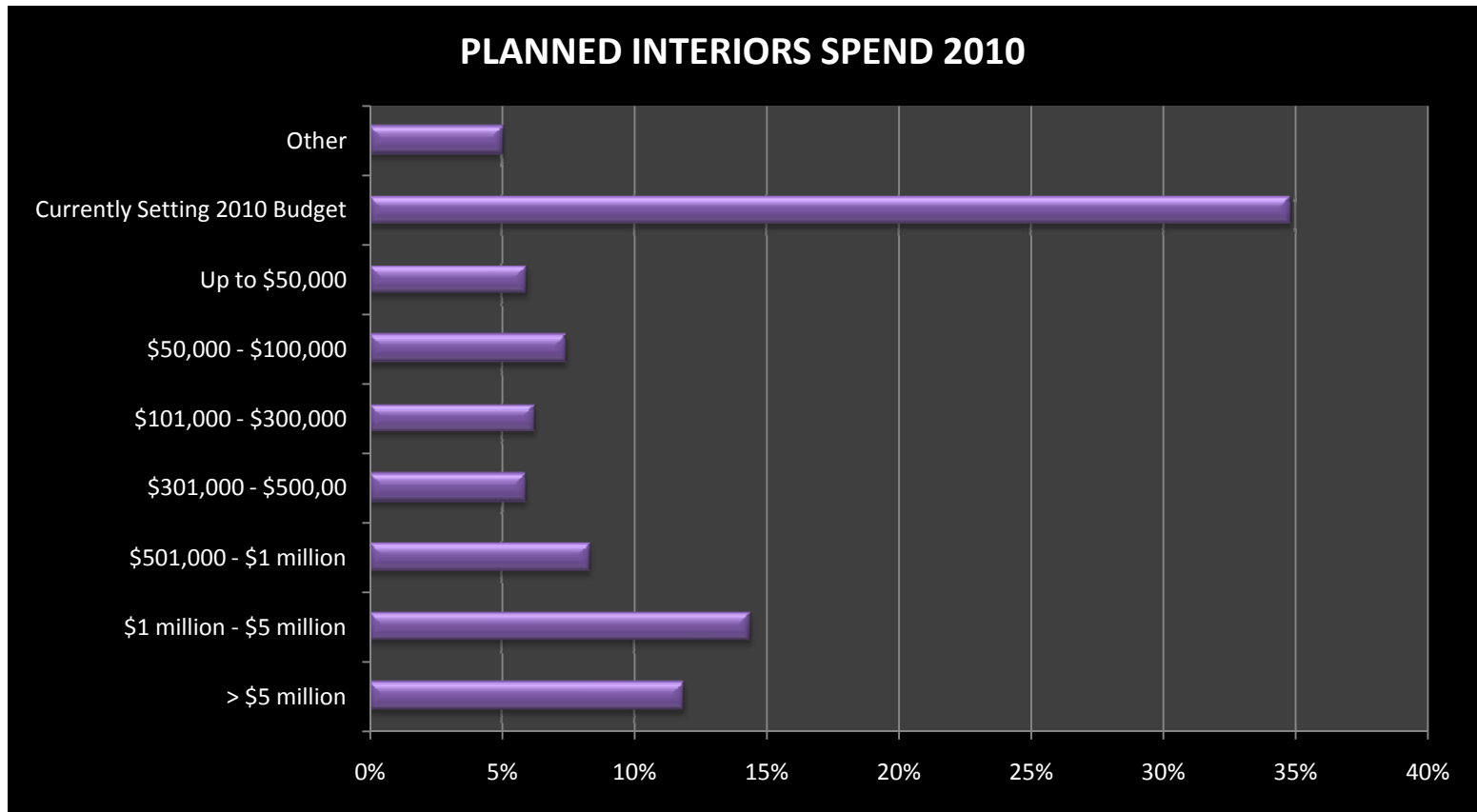


December 2009



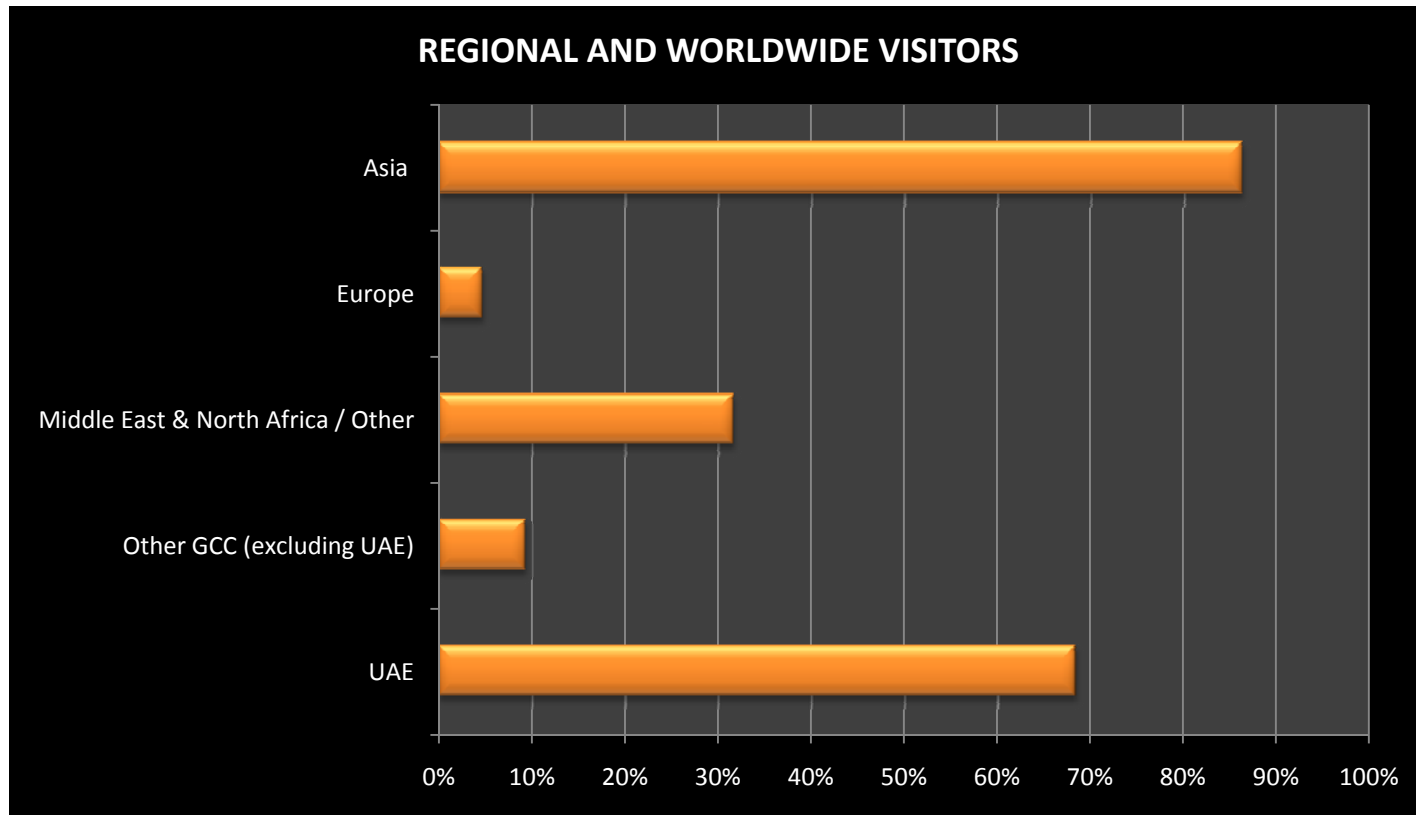
# VISITORS INDEX

INDEX BUYERS CAME TO THE SHOW TO SPECIFY AND BUY INTERIORS PRODUCTS



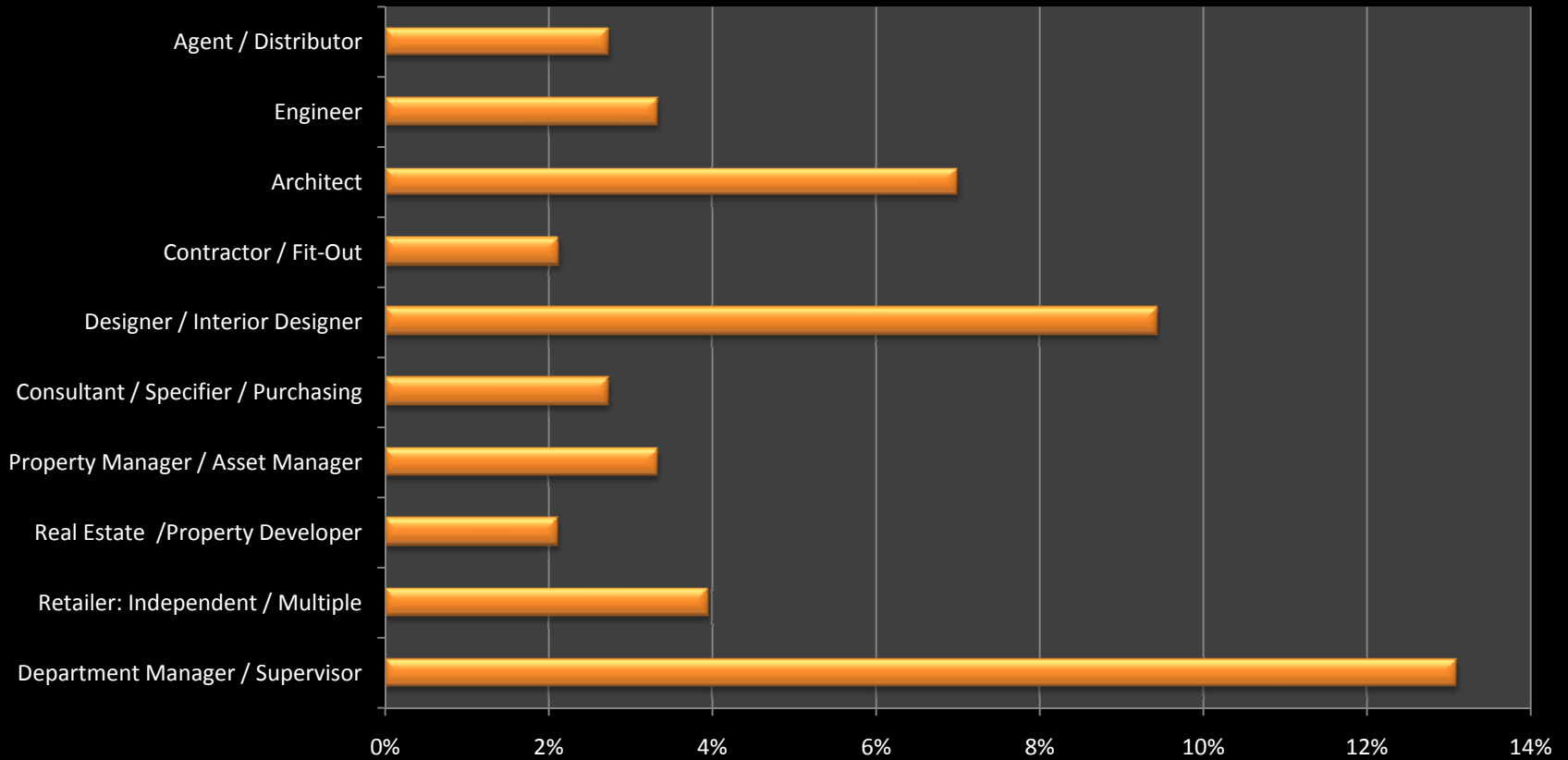
# VISITORS INRETAIL

INRETAIL SAW A TOTAL OF 3,885 UNIQUE VISITORS REGISTERED AS DEDICATED INRETAIL ATTENDEES. A HIGH PERCENTAGE OF INDEX VISITORS ALSO ATTENDED INRETAIL – THESE ARE NOT INCLUDED IN THE FIGURES BELOW



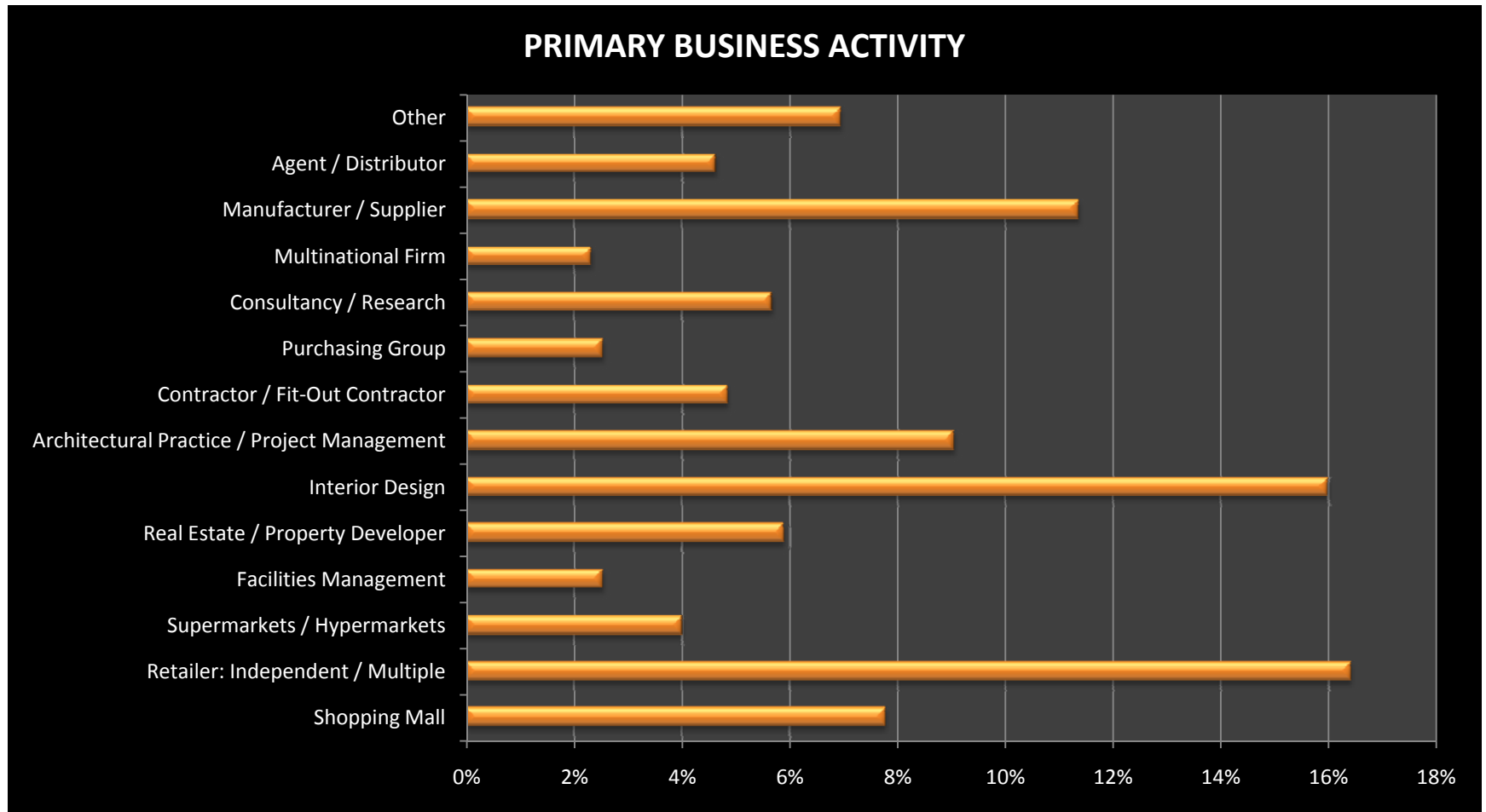
# VISITORS IN RETAIL

## PRIMARY JOB FUNCTION



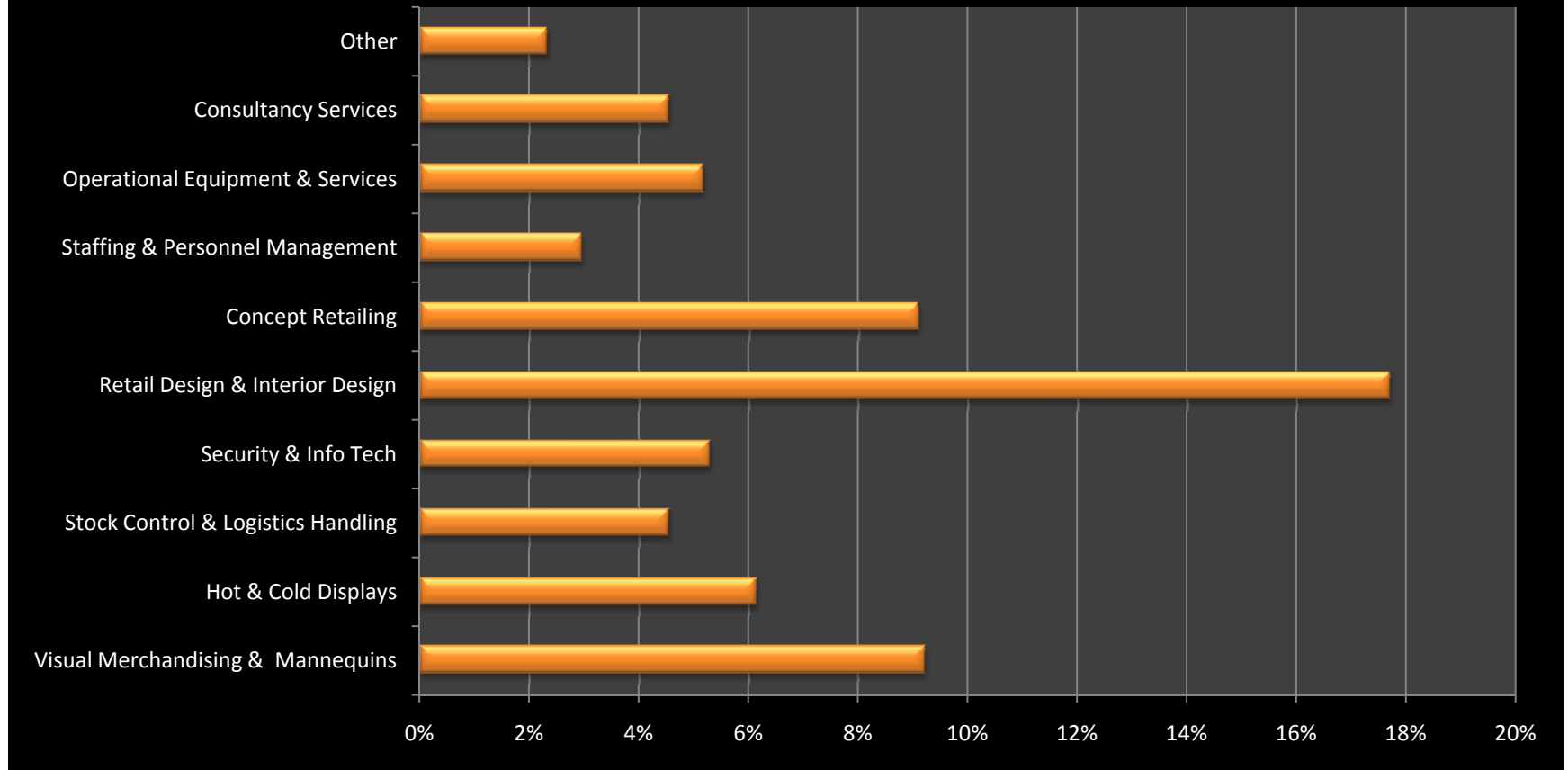
# VISITORS IN RETAIL

## PRIMARY BUSINESS ACTIVITY



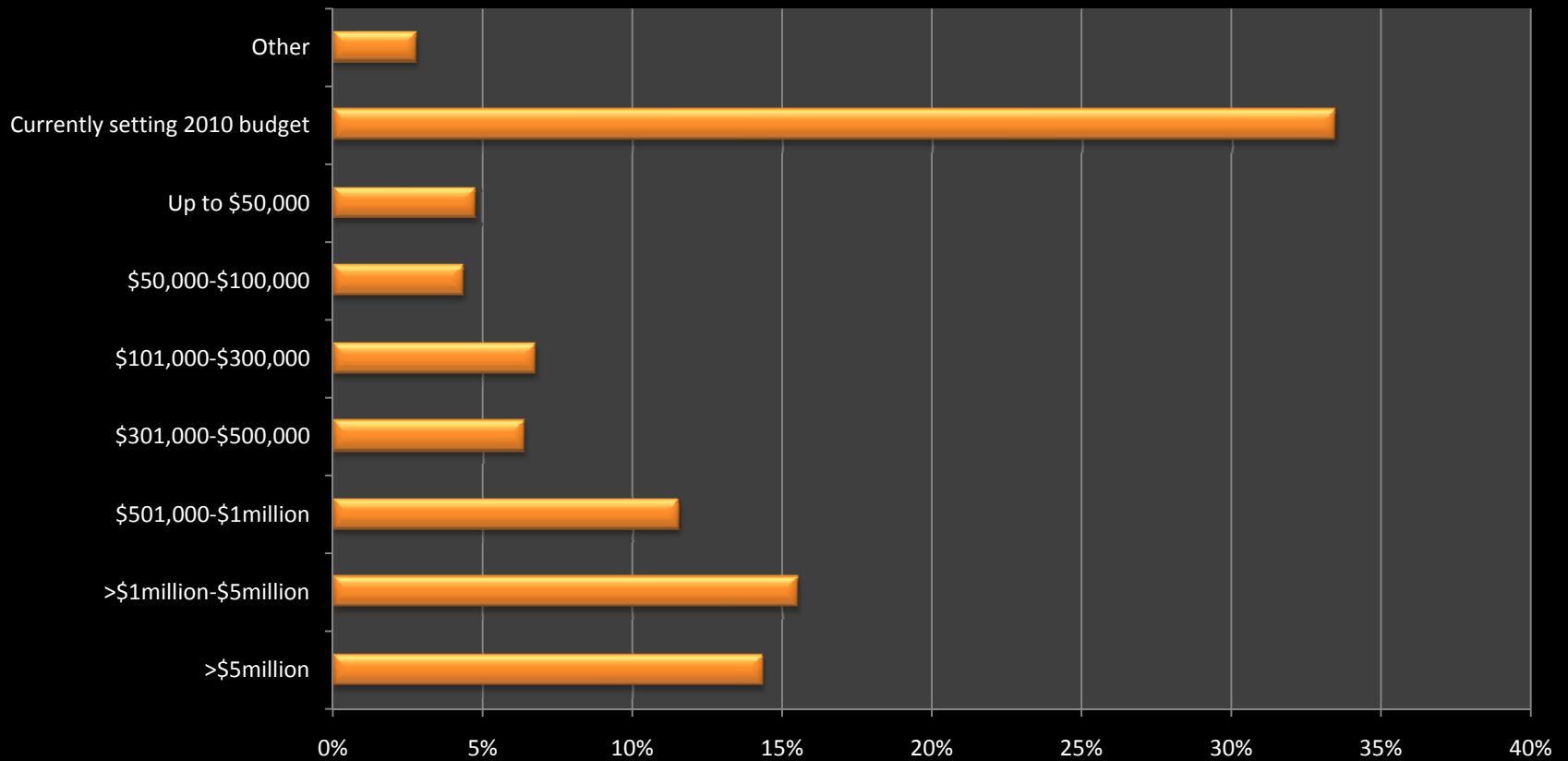
# VISITORS IN RETAIL

## MAIN AREAS OF INTEREST



# VISITORS IN RETAIL

## PLANNED RETAIL SPEND 2010



# EXHIBITOR QUOTES

“Our Singapore Pavilion had a great show at INDEX Dubai 2009. We pulled in a commendable amount of on-spot orders and are certainly looking forward to sealing many more deals in the next year, thanks to the new relationships forged at INDEX Dubai.” Business leads garnered are expected to generate additional sales of \$26.95 million over the next 12 months. Notably, up to 80 per cent of the leads obtained by the Singapore exhibitors were with new potential partners.

***Singapore Furniture Industries Council (SFIC)***

“The British Group at INDEX received good-quality enquiries from professional visitors who attended the show, with numbers well up from 2008. The new concept was superbly executed against a difficult economic backdrop and has really launched the show into a new future direction. The organisation by dmg was first-class – we look forward to returning next year.” ***BCFA***

“This year’s INDEX show has generated much better business for my company than last year. I have been participating at INDEX for many years, and I must say that INDEX 2009 was extremely well-organised – INDEX looks really promising for future events”.

***Ronen Art Vision, Netherlands***

“INDEX attracted the right visitors to the show. We are definitely exhibiting in 2010, and confident that we will once again receive good support and promotion from the show team. My compliments and thanks to the organisers!” ***Alpha Crystal, UAE***

“I would like to congratulate the organisers because INDEX is one of the most well-organised fairs in the world. You are definitely one step ahead of your competitors!” ***Classic Light SRL, Italy***

“I once again had a superb INDEX show. I participate in nearly 20 shows per year throughout the GCC and INDEX is definitely the most successful. I was busy for all four days of the show – the visitors that came from far and wide were serious and professional.” ***Alomi, UK***

“An excellent exhibition, perfect organisation. Congratulations!” ***Muguet, France***

# MARKETING & PR OVERVIEW

The INDEX & InRetail 2009 Marketing and PR campaign had a combined value of over **\$5.25 million** and reached over **2.2 million** individuals. It consisted of a multi-lingual, comprehensive and creative marketing mix including:-

- Media Partner – Gulf Interiors
- Trade magazine and newspaper advertising
- Online Marketing
- Email Marketing
- Telemarketing
- SMS - shot campaigns
- Fax - shot campaigns
- Radio
- Direct mail
- 8 months dedicated PR activity plan



The 2009 INDEX and In Retail marketing and PR plan was the most targeted and strategic campaign to date.



# TRADE AND MAGAZINE ADVERTISING

**Total Circulation - 1,900,500**

**Total Value of \$870,000**

The INDEX & InRetail trade and consumer magazine advertising campaign consisted of full page advertising, inserts, advertorials and editorials in key international and national media which combined, reached a circulation of **over 1.9 million individuals**. Publications included the following:-

Al Handasah (Saudi Arabia)	Gulf Interiors (GCC)	Middle East Architect (GCC)
Al Maskan (Pan Arab)	First Look Magazine (Lebanon)	Middle East Interiors (GCC)
Arabesque (GCC)	Furniture & Accessories World (India)	Ottagono (Italy)
Architect & Interiors (India)	L'arreda Negozi (Italy)	Property Monthly (UAE)
Casarredo & Design (Italy)	Lamasat (Pan Arab)	Retail ME (GCC)
Compasses (International)	Furniture and Furnishing Export International (Singapore)	Showcase (Italy)
Commercial Interior Design (GCC)	Global Market Trade Show Sourcing Catalogue (China)	Sleepers Magazine (UK)
Compolux (Italy)	Hotelier ME (GCC)	SNOB Al Hasna - Décor Magazine (Pan Arab)
Construction Week (GCC)	Identity (GCC)	South East Asia Furniture Manufacturers & Exporters Directory
Design Diffusion News (Italy)	Inside Out (GCC)	The Gulf (GCC)
Décor Magazine (Italy)	Illuminotechnica (Italy)	Touch Décor (Pan Arab & Europe)
Dossier Habitat (Italy)	Italian Lighting (Italy)	UAE Freezones Directory
Emirate Homes (GCC)	Khaleej Times (UAE)	World of Décor (UAE/GCC)
European Magazine (GCC)	Mac (Italy)	World of Engineering (UAE)
Evteks Magazine (Turkey)	Malaysia Furniture Manufacturers & Exporters Directory	
Facilities Management (GCC)	Moebelmarkt (Germany)	
GDA Magazine (Italy)		
Gulf Construction (GCC)		
Gulf News (GCC)		

# ONLINE MARKETING

## Total Value of \$120,000

As websites become an increasingly effective method of reaching a targeted business audience, the INDEX & InRetail 2009 marketing campaign reflected this trend with significantly more online presence with online banners, pay-per-click campaigns, editorial and search engine optimization.

The new show website ([www.indexexhibition.com](http://www.indexexhibition.com)) led the way with enhanced features such as an exhibitor search function by company or product. Additionally INDEX and InRetail were promoted on the following sites, to name just a few: -

ifi-dubai.org  
apid.ae  
Arabianbusiness.com  
archimedia.com  
asiafurniture.biz  
compasses.ae  
compositori.it  
Constructionweekonline.com

Contessamagazine.com  
Designdiffusion.com  
Ehotelier.com  
facebook.com  
furniture.co.in,  
furnitureglobal.com  
globalmarket.com  
Google.com

Gulfinteriorsmagazine.com  
Gulfnews.com  
Indiamart.com  
Linkedin.com  
middleeastinteriorsmag.ae  
retailme.com  
sleepermagazine.com  
thebigfiveexhibition.com

thehotelshow.com  
thenational.com  
theofficeexhibition.com  
tradedarabia.com  
Uaesocietyofengineers.com  
venturesme.com  
Worldofdecor.com  
Yahoo.com

### E-Newsletter Banners:

Commercial Interior  
Design Mag  
Construction Week  
Facilities Management  
Hotelier Middle East  
Middle East Architect

# REGIONAL NEWSPAPERS

**Total Circulation - 97,000**

**Total Value of \$95,000**

INDEX & InRetail partnered with Al Nisr, publishers of the region's largest and most established newspaper, Gulf News. A campaign ran in both the printed and online versions of Gulf News including colour adverts, editorial and promotions. The events were also promoted in the influential Khaleej Times.



December 2009

# RADIO

## Total Value of \$35,000

As part of the media partnership with the Al Nisr Group, INDEX & InRetail ran a high-profile campaign on Radio 2. This featured 243 ad slots, live interviews and a listener competition. Other key radio stations promoting INDEX included Dubai Eye 103.8.



# DIRECT MAIL, EMAIL & SMS CAMPAIGNS

**Total Value of \$65,000**

One of the strengths of the INDEX & InRetail marketing campaigns are our up-to-date and targeted databases. These databases consist of **over 100,000** current contacts who have either:-

- Attended INDEX or InRetail in the last five years
- Have attended other dmg Dubai shows and are specifiers relevant to INDEX or InRetail

Additionally we also personally contacted and invited:-

- 507 interior design professionals from Qatar and Saudi Arabia
- 700 top trade buyers as part of the INDEX & InRetail VIP programme

# DIRECT MAIL, EMAIL & SMS CAMPAIGNS

## Activities included:-

- Postcard invitation (hard and soft copy) to:-
  - Database of previous visitors to INDEX & InRetail
  - Previous visitors of other dmg Dubai shows with related job titles
- 24 page show preview giving full details of the seminar programme, features and selected exhibitors. This was sent by email and post three weeks prior to the show.
- Regular email shots, direct mailers and inserts in trade magazines to over **300,000 potential visitors** sourced from the following lists:-

<p>Alliances with partners [media partners, intelligence partners] Commercial Interior Design Construction Week Delegates to the 2009 APID/IFI Design Congress</p>	<p>Facilities Management Gulf Interiors Inside Out ITP Design database Middle East Architect</p>	<p>Middle East Interiors Retail ME Ventures ME</p>
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# DIRECT MAIL, EMAIL & SMS CAMPAIGNS

## Email shots to INDEX & InRetail dmg world media databases

- A total of **56** individual email shots (including two country-specific newsletters to Germany and Italy) sent to our database of **100,000** recipients each highlighting key show features and reasons to visit.

## SMS shots to INDEX & InRetail internal databases

- 2 x personalised SMS shots sent to **8,315** contacts inviting recipients to visit INDEX & InRetail.

## Fax shots

- English and Arabic to external database of architects and interior designers in Saudi Arabia and Qatar.

### Breakdown of fax shot recipients by country:

Fax – Qatar	5,500
Fax – KSA	8,500
<b>TOTAL</b>	<b>14,000</b>

### Breakdown of SMS shots by country:

UAE	7,566	Kuwait	89
Qatar	97	KSA	349
Bahrain	100	Oman	114
<b>Total = 8,315</b>			

# PUBLIC AND MEDIA RELATIONS CAMPAIGN

**Total Value of \$3,968,815**

Coverage in over **94** different publications and websites in the Gulf region, with total ad value of **\$882,000** and total editorial value at **\$3,086,815**.

7 days	Al Wasat	Arabian Business	Eye of Dubai (Arabic)	Middle East Architect
Akhbar Al Arab	Al Watan	Bayt.com	Gi Dubai	Middle East Events
Akhbar al Khaleej	AL-Sharq	BI-me	Go Dubai	Middle East Interiors
Al Bayan	Albawaba	Business Maktoob	Gulf in the media.com	Saudi Gazette
Al Bayan (Website)	Alkhaleej	Commercial Interior Design	Gulf Interiors	The Big Project
Al Bilad	Alroya Aleqtissadiya	Construction Week	Gulf News	The Peninsula
Al Fajr	AlShabiba	Dubai City Guide	Gulf Today	Touch Décor
Al ittihad	Alyaum	Emarat Al Youm	Identity	Travel and Tourism Middle East
Al Khaleej	Ameinfo	Emirates Business	Inside Out	UAEToday
Al Madina	Ameinfo (Arabic)	Emirates Business 24/7	istockanalyst.com	Wam.com
Al Madina (Website)	AmeInfo.com	Emirates Economy Forum	Kuwait Times	Zawya.com
Al Rayah	Annahar	Emirates Home	Lamasat Decoration	
Al Sabah	Arabian Business.com	Eye of Dubai	Menaport	



# THE INDEX & IN RETAIL VIP PROGRAMME

## Total Value of \$100,000

Our exclusive VIP programme identified over **700 of the top interiors trade buyers** working on the biggest projects in the GCC.

VIP's were offered:-

- Fast track entry to the show
- Assistance with travel and accommodation
- Priority parking
- Access to the exclusive VIP Lounge
- Complimentary refreshments
- Invitation to exclusive VIP Gala Dinner



In addition, we arranged meetings for VIP's with appropriate exhibitors to ensure that they could easily facilitate business with personally matched suppliers.



# REVIEW

The 2009 visitor marketing campaign was a resounding success. Our data identified that **19,617 unique visitors** attended INDEX 2009 **in 4 days** versus 21,851 in 2008 in 5 days. Over the 4 days, INDEX saw a total of **25,456 visits** including those who attended on more than one day.

“The numbers speak for themselves. Not only did INDEX 2009 attract **5% more visits per day** than in 2008, but the quality was significantly better than in 2008. Exhibitors were delighted with the purchasing power of our visitors.” said Lu Buchanan, Event Director.

The new VIP programme contributed greatly to the quality of the visitors by ensuring that the **top interiors specifiers / buyers** working on the Gulf’s biggest projects attended the show. For 2010 we will be investing substantially in growing our VIP programme to deliver even more qualified buyers to our exhibitors.



# VISITOR MARKETING CAMPAIGN 2010

The INDEX & InRetail 2010 visitor marketing campaign will build on the success of the 2009 edition with even more emphasis on the VIP programme, online marketing and international press relations.



# INDEX AND INRETAIL 2010

Building on the success of INDEX and InRetail 2009, the region's next premier event for the interior design industry will take place from 8 - 11<sup>th</sup> November 2010 at the Dubai World Trade Centre.

INDEX and InRetail 2009 delivered **25,456** qualified trade buyers and high net worth individuals over 4 days who visited the show and purchased products from over 1,000 inspiring and innovative exhibitors.

INDEX and InRetail 2010 will continue to focus on the business of design and matching senior decision-makers with an eclectic mix of unique exhibitors.

Celebrating its 20<sup>th</sup> Anniversary, INDEX 2010 will prove to be a vibrant, exciting and stunning showcase of the best interior design inspiration that the world has to offer.

Further development of the exhibition will enhance both the visitor and exhibitor experience and ensure that business contacts and partnerships are forged within the region.

For more details on exhibiting at INDEX and InRetail 2010 and to guarantee a prime location please contact the organisers on +971 (0)4 438 0355 or email [naomibarton@dmgworldmedia.com](mailto:naomibarton@dmgworldmedia.com)