



THE PREMIER EVENT FOR THE LEISURE INDUSTRY

28-30 SEPTEMBER 2015
DUBAI WORLD TRADE CENTRE





WELCOME

In 2014, thousands of buyers of commercial and residential products and equipment visited The Leisure Show to source everything they need to build, operate and maintain pools, spas, aqua, theme parks, recreational facilities, adventure areas, fitness & sports and outdoor spaces.

The Leisure Show provides local, regional and international suppliers with a unique opportunity to do business in a world class destination in a region that is investing massively in leisure facilities.

With an increased number of tourists and growing demand from residents for family entertainment and leisure, major projects across the GCC are underway. The \$2.7 billion Dubai Parks and Resorts development will boast the region's first 'Legoland' whilst the \$6.8 billion Mall of the World project will boast over 100 hotels, a major theme park and numerous entertainment facilities for tourists and residents alike - all requiring pools, spas, adventure, fitness and recreational areas.

As mega events such as Expo 2020 and FIFA World Cup boost growth and demand, the leisure industry continues to be a highly lucrative market for suppliers, investors and developers.

For 2015, we have a larger exhibition floor, more visitors, exciting features, more speakers and delegates and for the first time we are hosting the Middle East Pool & Spa Awards during the first evening of the show to reward and celebrate leading pools and facilities. Co-located with The Hotel Show Dubai, The Leisure Show will continue to draw visitors and exhibitors from around the globe.

To be part of this exciting market, call the team today to secure your space at the only leisure event in DUBAI - the trade tourism and leisure hub of the world.

I look forward to welcoming you to the show.

Christine Davidson
Event Director
dmg hospitality group | **dmg**events



STRATEGIC PARTNER DEPARTMENT OF TOURISM AND COMMERCE MARKETING



“In recent years we have seen a whole range of new leisure developments, projects and attractions open their doors to the public, and there are plenty more in the pipeline. The number of visitors is continuing to increase, as is the average length of stay, which means we are well placed to realise our Tourism Vision of 2020 with its goal of attracting 20 million annual visitors by the start of the next decade.”



Issam AbdulRahim Kazim
CEO, Dubai Corporation for
Tourism and Commerce Marketing

DEPARTMENT OF TOURISM AND COMMERCE MARKETING

As Strategic Partner to the event, the DTCM is heavily involved in the show and supports its position as a must attend event for the industry. The team works closely with the DTCM to drive its show features and educational content and ensures it reflects the region's growing leisure need.

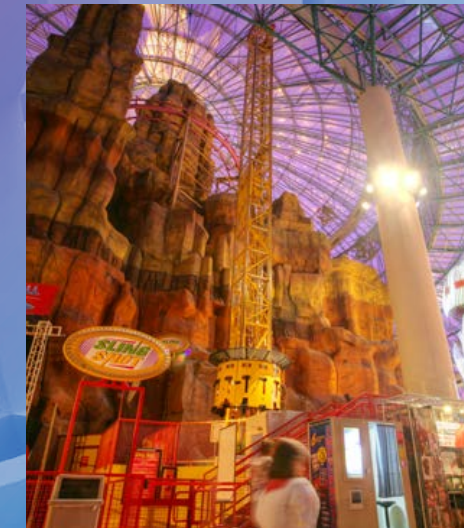


PROJECTS IN THE PIPELINE



DUBAI PARKS AND RESORTS

Dubai Parks and Resorts by Meraas Holding is a \$2.7 billion complex of five theme parks. Phase one, due for completion in 2016 will boast of a Hollywood themed Motiongate Dubai, Bollywood Parks Dubai and the region's very first 'Legoland'.



DUBAI MALL OF THE WORLD

Dubai's \$6.8 billion development will boast 48 million square foot and will provide residents and tourists to the region with a theme park, the world's biggest mall, 100 new hotels and a theatre district.



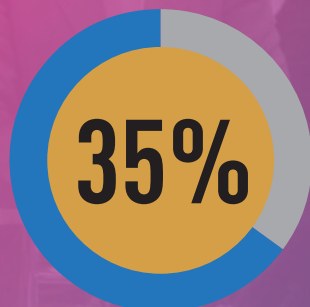
QATAR WORLD CUP 2022 SPORTS STADIUM

Qatar will be the first Arab state to host the world cup in 2022, costing \$22bn the event is set to bring thousands of visitors to the Middle East. Following the tournament in 2022, the modular upper tiers of 20,000 seats will be disassembled and distributed to nations in need of sporting infrastructure.

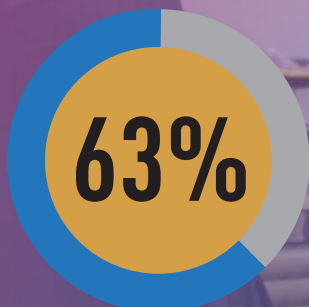
THE 2014 SHOW AT A GLANCE



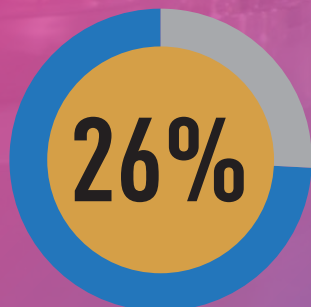
more attendees than last year



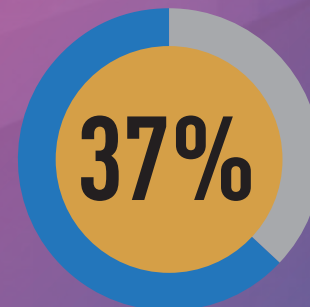
visitors sourcing new suppliers



visitors are key decision makers, purchasers or buyers



attendees have a purchasing power in excess of \$5m



attended to research new products and services



WHO VISITS THE SHOW RESIDENTIAL AND COMMERCIAL ATTENDEES

Designers	Engineers	Owners
Architects	Developers	Directors
Consultants	Operators	

Heads of department and Managers from:

- Hotels
- Leisure resorts
- Swimming pools
- Spas
- Theme/adventure parks
- Water parks
- Yacht clubs
- Bowling alleys
- Cinemas
- Golf resorts
- Gaming areas/arcades
- Playgrounds
- Sports complex/stadium
- Gym and fitness centres
- Health clubs
- Aquariums
- Entertainment centres
- Shopping malls
- Residential

THE 2015 EVENT - GETS BIGGER AND BETTER

RESIDENTIAL AND COMMERCIAL LEISURE
FOUR SECTORS ONE SHOW



POOL & SPA

As new hotels, resorts, independent spas and aqua leisure facilities continue to be built across the Middle East, the growth in this market is significant. Suppliers looking to take advantage of this demand for products, equipment, services, materials and solutions will find The Leisure Show provides direct access to potential buyers.

The Pool and Spa industry across the UAE is worth in excess of \$723m, with the Hotel & Resort Spa market alone accumulating a retail value of \$353.8m.

POOL & SPA

NEW POOL AND SPA FEATURE



The Leisure Show is proud to announce Aqua Middle East as Headline Partner for the Pool & Spa sector for the 2015 show.

An exciting and visionary live feature will be recreated on the exhibition floor to show visiting commercial and residential developers and facility owners and managers, the future in architectural design and the possibilities for aqua leisure whether at home or within a hotel or waterpark.

NEW FOR 2015



MIDDLE EAST
POOL AND SPA
AWARDS 2015

MIDDLE EAST POOL AND SPA AWARDS

Recognising outstanding achievement and excellence is essential in raising standards across the industry. For 2015, The Middle East Pool & Spa Awards will highlight the very best in design, products, experience and operations of commercial and residential pools and spas across the region.

Open to all types of facilities providing commercial and residential water & spa leisure from hotels and independent spas to private and public pools, attendees will meet during the event to acknowledge and celebrate winning facilities.



OUTDOOR DESIGN,
FURNITURE & LIGHTING

OUTDOOR DESIGN, FURNITURE & LIGHTING

Design is not just about indoor space; properties today are expected to provide clean, well designed and modern furnishing and features for their exterior spaces. Visitors seek suppliers of luxury and outdoor specific furnishings, lighting and deco for lounge areas, outdoor terraces, cafés and pool areas.



SPORTS & FITNESS

SPORTS & FITNESS

With new government initiatives across the UAE to encourage residents to be more active and health conscious, this sector continues to see significant growth. Residential communities have gym and spa facilities and the number of commercial fitness chains is growing. Owners, Managers, Developers, Designers, Architects, Contractors and Engineers or commercial and residential facilities visit this show to source the latest products and solutions.



NEW SPORTS AND FITNESS FEATURE



REPs UAE is the Register of Exercise Professionals for the United Arab Emirates and will provide a program of events to run across the three days of the show. REPs is a public register which ensures that fitness trainers in the UAE are qualified and working to agreed fitness industry standards.

The register was initiated and established by Dubai Sports Council and is part of a global network of fitness registers now operating around the world. To find out more about registration and training visit REPs at The Leisure Show 2015. www.repsuae.com





RECREATIONAL FUN & ADVENTURE

RECREATIONAL FUN AND ADVENTURE

Recreational Fun & Adventure covers a multitude of aspects within the leisure industry. The leisure and amusement industry is worth billions to the region as targets are set to provide more and more attractions for international tourists. With mega events underway, such as Dubai Parks & Resorts and Mall of the World, the region is becoming increasingly attractive to outside project developers looking for suppliers.

With 52% space already rebooked for the 2015 event, 30% growth in attendees and last year's exhibitors taking larger spaces - Now is the time to join The Leisure Show.



VISION CONFERENCE 2015

THE VISION CONFERENCE

The 2015 Vision Conference will play host to more than 80 industry experts offering insight and market intelligence on the latest topics and trends driving and influencing the leisure market. Presentations, debates and panel discussions will keep delegates up to date and ahead of the competition.

2014 SPEAKERS SHARED KNOWLEDGE



GEORGE WALKER
Creative Director,
Farah Leisure Parks Management LLC



LENNARD OTTO
General Manager
Wadi Adventure



EMLYN BROWN
Director, Spa Operations
GOCO Hospitality



GRANT SALTER
Director, Head of Travel
Hospitality and Leisure Advisory
Deloitte Corporation Finance Ltd.

SALES

BOOK YOUR STAND

Standard Rate	Blue Line Rate	Package
\$435	\$455	Space only
\$485	\$505	Shell Scheme only
\$530	\$550	Upgraded shell scheme
\$630		Double decker
\$150		Administration fee



SPONSORSHIP





DRIVE EVEN MORE SALES THROUGH SPONSORSHIP

- Reinforce your brand awareness and image
- Network with industry leaders
- Generate new business leads
- Strengthen your existing customer relationships
- Drive visitors to your stand
- Stand out from the competition

FREE MARKETING SUPPORT

The marketing team offers our exhibitors a selection of dedicated marketing tools both pre-show and during the event. Our free of charge services are designed to help maximise your presence and generate business leads.

Some of our services include:

-  **Web banners** for your website to highlight your participation at the show
-  **Email signatures** branded with your stand number for you to add to your emails
-  **Product images** along with a short description will be uploaded to our Facebook page
-  **Email invitations** to your client lists informing them about your participation at the show

THE LEISURE SHOW CO-LOCATED WITH THE HOTEL SHOW DUBAI



The Leisure Show takes place alongside The Hotel Show Dubai. With more than 8,000 crossover visitors between the shows, the hotel industry demonstrates its interest in continuous improvement of its facilities to attract tourists.

The Hotel Show Dubai is the region's largest hospitality event for hotel, restaurant, café and foodservice industries. The event attracts Owners, Managers and Heads of departments from across all sectors of the hospitality industry including those with an interest in Leisure, Outdoor and Resorts.

HELP ACHIEVE YOUR BUSINESS OBJECTIVES AND ENQUIRE ABOUT STAND AND SPONSORSHIP OPPORTUNITIES TODAY

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