



# THE Leisure Show

SPORTS ♦ RESORTS

31 May - 2 June 2021  
Dubai World Trade Centre

The Region's Premier Exhibition for the Leisure,  
Sports, Resorts and Pool & Spa Industries

Part of



MIDDLE EAST  
DESIGN &  
HOSPITALITY  
WEEK

[www.theleisureshow.com](http://www.theleisureshow.com)

# Where the Region's Leisure Industry Unite

Returning for the 8th edition, The Leisure Show Dubai has cemented its position in the region as the most successful trade show dedicated to the leisure, sport, wellness, recreation and outdoor furniture industries.

The unmissable 3 days allow suppliers the rare opportunity to interact face-to-face with a steady flow of engaged industry professionals. It serves as a platform to increase brand awareness, attract new clients, generate leads and network with the industry to deliver real return on investment.

6,000+ Attendees | 200+ Exhibitors | 40+ Countries

## The Power of Middle East Design & Hospitality Week

The Leisure Show will once again benefit from being part of the Middle East Design and Hospitality Week, which brings the biggest and most important celebration of all things design and hospitality, through 5 co-located events across 3 days.





# 45m

U.A.E.'s leisure and entertainment market set to grow as 45 million visitors are expected by 2021, including **30 million international tourists**.



# \$1.4bn

CCC fitness market forecast to be worth \$1.4bn, with the UAE set to **double fitness outlets** to 1,400 by 2022.



# 15%

The Middle East is the world's fastest growing wellness and spa market, seeing **consistent 15% YOY growth**, and is expected to be worth \$18.7bn by 2022.



# Showcase Your Products to the Industry

Exhibiting and getting face-to-face with 6,000 leisure industry professionals is the most effective way to launch or grow in Middle East. The Leisure Show helps you achieve all of your business objectives in one place.

## Generate quality leads

Exhibiting at The Leisure Show allows you to attract new clients, sell directly on your stand and meet with existing clients, ultimately allowing you to generate sales and meet your targets.



## Establish invaluable relationships

Establishing new contacts and arranging meetings with top prospects is all a part of The Leisure Show. It's a rare opportunity for you to engage face-to-face with thousands of leading buyers, investors, regulators, distributors and Government officials.



## Expose your brand to a targeted audience

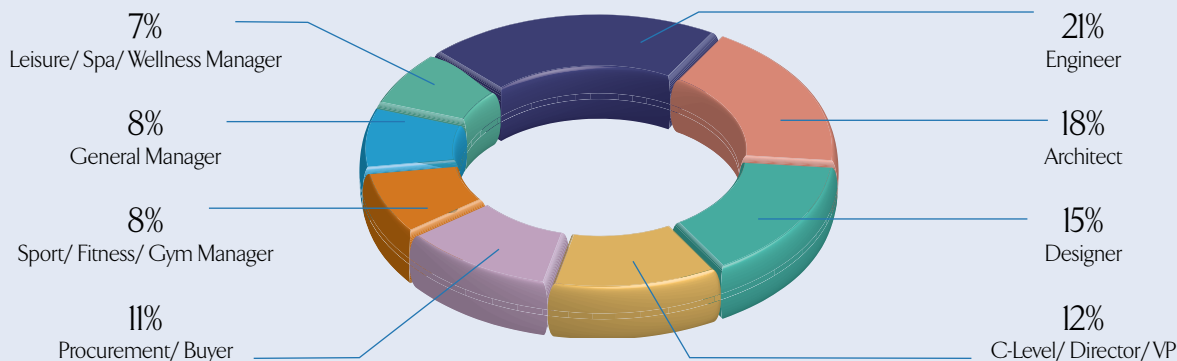
If one of your KPI's is to increase or maintain awareness of your brand, products and services then The Leisure Show is the perfect platform. You will benefit from extensive PR and marketing coverage as well as putting your brand and products in front of over 6,000 relevant industry professionals.



## Explore new business opportunities

Use your time at the exhibition to generate new leads, find distributors, capture data with our purpose built app and assess demand for different product types.

## A Track Record of Attracting the Right Buyers for you



## Representing the Following Industries



Hotels / Leisure  
Resorts



Gym, Fitness Centres,  
Sports Facilities



Golf Resorts



Developers



Spa, Wellness  
Centres & Pools

## What the Event means to the Industry

86%

of visitors said The Leisure Show plays an important role for their organization

73%

attend to source new products

38%

attend to meet with existing suppliers

# Aligning the Needs of Leisure Buyers and Suppliers

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The Leisure Show Dubai features dedicated product sectors to easily introduce your products to the right buyers.



## Sports & Fitness

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- Sport, fitness, weight training equipment & cardio machines
- Lockers and storage
- Sports and gym flooring
- Golf-Carts, equipment & accessories
- Auditorium, public seating, stadium solutions
- Cleaning & hygiene equipment & solutions
- EMS body solutions
- Entertainment and audio systems
- Guest toiletries
- Health supplements, proteins & nutrition
- Physio and medical equipment
- POS systems





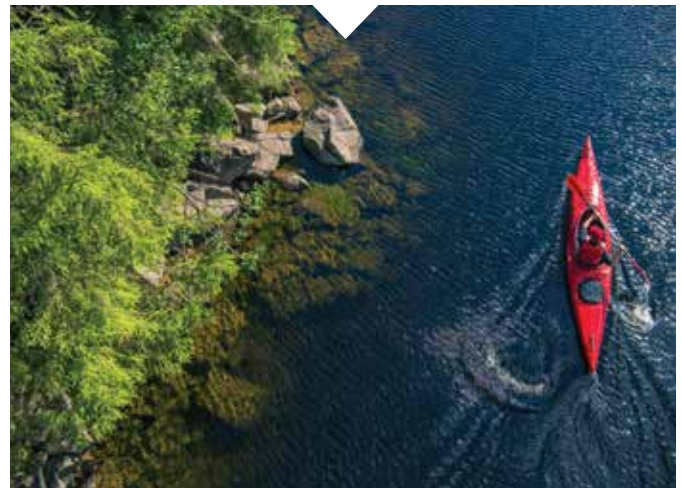
## Wellness & Spa

- Hot tubs, Jacuzzis, saunas & hammams
- Wellness & spa equipment
- Spa furniture, massage tables, treatment beds
- Hair salon equipment
- Manicure pedicure stations
- Scented oils and relaxation therapy
- Interior spa design and lighting
- Maintenance and water treatment
- Maintenance products and equipment
- Pool construction and installation
- Water filtration systems



## Recreational Fun & Adventure

- Adventure, theme/waterpark design & construction
- Aquatic structures installation & equipment
- Cleaning & hygiene equipment & solutions
- Jet skis, kayaks, surf kites watersports
- Scuba diving
- Food and beverage
- Gaming and amusement equipment
- Health & safety systems
- Indoor & outdoor play equipment
- Playground equipment, supplies & services
- Virtual reality
- Management systems



# The Outdoor Furniture Showcase

To maximize exposure for the outdoor furniture, decking and design companies, the 2021 edition of The Leisure Show will now feature a dedicated Outdoor Furniture Showcase area.

The Outdoor Furniture Showcase will be a dedicated area on the border of The Leisure Show and The Hotel Show and will have distinct onsite branding and signage to direct attendees and bring awareness to the companies exhibiting within.



## Outdoor Furniture, Decking & Design

- Furniture - sun loungers, hammocks & pagodas, dining, recreational
- Parasols, umbrellas & outdoor sun protection system
- Outdoor decking
- Outdoor living - artificial grass, landscaping services, play equipment
- Outdoor lighting
- Pergola & fences
- Water features and décor



# More Than An Exhibition

The 12 month marketing and PR campaign means The Leisure Show is constantly generating awareness and engaging with our community of professionals to ensure long-lasting results before, during and after the event.

Every exhibitor benefits from a landing page on The Leisure Show website with logo, product photos and links. The marketing team will also create bespoke collateral for you to promote your involvement and invite your clients on your behalf.

Continued collaboration with government entities, associations, magazines and media channels is used to promote the event through online, print and outdoor advertising.

A specialised local PR team ensured articles are featured in leading local and international media. The event consistently hits the front pages of major newspapers, websites, social media and radio.

## Brands That Use The Leisure Show to Generate New Business




## What They Say



It's the most popular fitness and leisure event in the Middle East market, and all the biggest brands in the industry are here showing their latest products.

**Faez Abdulahad, Senior Manager,  
Al Yousuf Sports Equipment**



The show is the Middle Eastern hub for the leisure industry and the biggest event of its kind in the region.

**Lofti Hamrouni, Sales & Marketing Director,  
Johnson Health Tech UAE**



A great opportunity to meet our existing clients and new clients from different industries and regions.

**Yasir Hanif, Materials Specialist – MENA,  
Moso Middle East**



We use The Leisure Show to introduce our latest products, innovations and solutions to the Middle East. It's a very important event for us in the yearly calendar.

**Michele Moro, Managing Director, TechnoGym**

# The Scale of the Middle East Opportunity

Leisure, recreation, sports, wellness and spa projects are reaching fever pitch in the Middle East. As a region that's been relatively late to the game, there is now a period of explosive growth that has seen the launch of some mega-projects:



Project:  
**AMAALA, SAUDI ARABIA**

**Purpose:** Wellness tourism  
**Budget:** Part of \$500bn NEOM development  
**Completion:** 2028

Project:  
**AL-QIDDIYA ENTERTAINMENT CITY,  
SAUDI ARABIA**

**Purpose:** Resort, Hospitality,  
Recreation, Theme Park  
**Budget:** \$8bn  
**Completion:** 2023



Project:  
**WORLD LEGENDS THEME PARK, UAE**

**Purpose:** Theme park  
**Budget:** \$1bn  
**Completion:** 2020





Project:  
**WARNER BROTHERS WORLD,  
ABU DHABI**

Purpose: Theme park  
Budget: \$1bn  
Completion: 2021



Project:  
**SEAWORLD ABU DHABI, UAE**

Purpose: Theme park, resort  
Budget: \$1.55bn  
Completion: 2022

Project:  
**KUWAIT OLYMPIC VILLAGE**

Purpose: Sport, Stadia  
Budget: \$1.2bn  
Completion: 2020





## Stand Pricing

Contact us today to participate in the 2021 edition of The Leisure Show

Stand Package		Standard price (US\$) per SQM	Blue Line prices (US\$) per SQM
Space only (0 - 24 sqm)	<input type="checkbox"/>	470	480
Space only (25 - 49 sqm)	<input type="checkbox"/>	460	470
Space only (50 - 71 sqm)	<input type="checkbox"/>	432	442
Space only (72sqm & above)	<input type="checkbox"/>	410	420
Premium shell scheme		550	560

Speak to the team to secure your place  
at The Leisure Show 2021

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