

PRELIMINARY POST SHOW SUMMARY www.indexexhibition.com | info@indexexhibition.com

INDEX INTERNATIONAL DESIGN EXHIBITION 2015



The INDEX International Design Exhibition celebrated its 25th anniversary year, 18-21 May at the Dubai World Trade Centre. INDEX remains the number one architecture, design, and interiors exhibition for residential, retail, and hospitality projects, with 96% of visitors stating that attending the exhibition is important to their business.

INDEX 2015 created an amazing experience for its visitors. The exhibition was 13% larger than in 2014, showcased over 200 brand new exhibiting companies, and delivered 15 feature installations, providing invaluable education and networking opportunities for visiting professionals.

DELIVERING REAL BUYING POWER

66%

OF VISITORS HAVE PURCHASING AUTHORITY 63%

OF VISITORS CAME TO SOURCE NEW SUPPLIERS \$70.5K

WAS THE AVERAGE SPEND PER VISITOR AT THE SHOW 51%

OF VISITORS SPENT 2 OR MORE DAYS AT THE SHOW

US\$4 BILLION

IS THE EXPECTED TOTAL VALUE OF PRODUCT ORDERS THAT HAVE OR WILL BE PLACED BY VISITORS TO BOTH INDEX & WORKSPACE AT INDEX WITH EXHIBITING COMPANIES OVER THE NEXT 12 MONTHS AS A RESULT OF VISITING THE EXHIBITIONS

EXHIBITOR SATISFACTION

71%

OF INDEX EXHIBITORS
DO NOT EXHIBIT
AT ANY OTHER
TRADE EVENT IN THE
MENA REGION

89%

OF EXHIBITORS HAVE OR ARE IN THE PROCESS OF CONFIRMING THEIR PARTICIPATION AT INDEX 2016 86%

OF INDEX 2015
EXHIBITORS HAVE
STATED THAT THEY WERE
ENTIRELY SATISFIED WITH
THE QUALITY OF VISITORS

^{*} Total unique visitor audience includes: unique visitors to INDEX 2015, unique visitors to co-located exhibitions who also visited INDEX, and exhibitors of co-located exhibitions who also visited INDEX.