







WHERE THE MIDDLE EAST'S HOSPITALITY INDUSTRY REUNITES

24-26 MAY 2022 DUBAI WORLD TRADE CENTRE



EXPECTED VISITORS

10,000

HOSPITALITY PROFESSIONALS

6,000

HOTEL SENIOR MANAGEMENT

65%

COMPANIES

300+

COUNTRIES

50+

THE HEARTBEAT OF THE HOSPITALITY INDUSTRY

Over the last 20 years The Hotel Show Dubai has cemented its place as the largest, longest-standing and most prestigious hospitality trade event in the Middle East and Africa, and the ultimate meeting place for hospitality suppliers and buyers in the region.

The three day experience serves the industry by showcasing innovative products, content, features and inspiration, while acting as the definitive link for hospitality suppliers across the world looking to access the lucrative MEA market.





HITEC.





After a year of the pandemic and the resilience shown by the hospitality community, it's very rewarding to be a part of this show.

Federick Trzcinski

Marketing & Innovations Director Ideal Standard

Exhibitor 2021











I wanted to network with hotel owners, leaders, operators, and professionals in the hospitality industry and I ended up achieving my objective ... I also met with developers in the hospitality sector. My mission was well accomplished.

Bilal Moti

Managing Director Windmills Group **Visitor 2021** THE HOTEL SHOW DUBAI 2022

DISPLAY YOUR PRODUCTS
TO ENGAGED BUYERS

Exhibiting and getting face-to-face with hospitality industry professionals is the most effective way to grow in the Middle East.

The Hotel Show Dubai helps you achieve a range of your business objectives all in one place:



GENERATE QUALITY LEADS

Attract new clients, sell directly from your stand and meet with existing clients, ultimately allowing you to generate sales and meet your targets.



EXPOSE YOUR BRAND TO A TARGETED AUDIENCE

Increase or maintain awareness of your brand, products and services.



ESTABLISH INVALUABLE RELATIONSHIPS

A rare opportunity for you to engage face-toface with thousands of leading buyers, investors, regulators, distributors and Government officials.



EXPLORE NEW BUSINESS OPPORTUNITIES

Use your time at the exhibition to launch or test new products, survey the market, find distributors and capture data with a purpose built app.



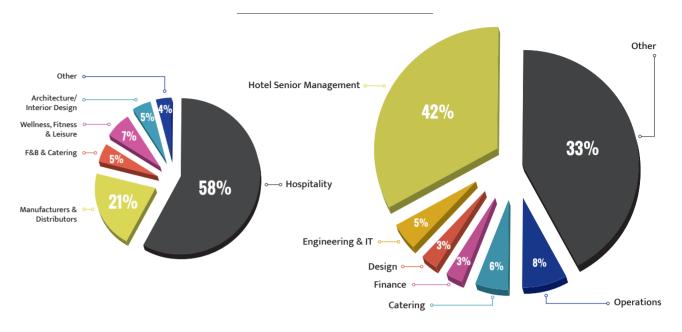








DRIVING THE RIGHT BUYERS TO YOU



2021 SUPPORTING ASSOCIATIONS & PARTNERS



































THE POWER OF LIVE, IN PERSON EVENTS

85%

of visitors agree that in-person events are more important than ever in re-establishing contacts and rebuilding networks 827.

of visitors agree that the most effective channel to find new partners and generate new business is in-person events 66%

of visitors agree that the absence of in-person events has negatively affected their ability to market and generate new business

FIND OUT MORE ABOUT DISPLAYING YOUR PRODUCTS: DUBAI@THEHOTELSHOW.COM | +971 4445 3625

THE HOTEL SHOW DUBAI 2022 THE HOTEL SHOW DUBAL 2022

MATCHING THE **DEMANDS OF** THE HOSPITALITY **INDUSTRY WITH** YOUR PRODUCTS

To enable the correct positioning of your products, The Hotel Show Dubai features dedicated product sectors to easily allow buyers to find the products they need.

The exhibition covers every aspects of the hotel buying chain for new-builds, refurbishments, retrofitting and existing properties.

TECHNOLOGY/SECURITY

2D & 3D printing, security systems, 3D models, software, AV - conferencing - PA & sound system, commercial security, customer loyalty & dinner programs, e-commerce & web app

FACILITIES MANAGEMENT & CLEANING

control systems & services, health & safety, security systems, maintenance & repair systems & services, recycling systems & facilities, safety &







HOTEL SERVICES

Car-parking facilities.car-rental & services.contracting services, door accessories, event services, interior decorators, modelling & staffing, photography & video services, valet parking services, virtual reality

ARTISAN

Art, artwork curatorship, custom hand painted canvas art, graffiti art, hand-painted mural art, handmade tableware, visual illustration & design art



TFRIORS

Acoustic screens, glass doors, moveable walls & partitions, raised access floors, suspended ceilings



Bases, beds, bed linen, headboards & accessories, mattresses & bedding, pillows.sofa-beds.technology&tools



HOSPITALITY FRANCHISF

Coffee & bar, fashion & jewellery, flowers & ribbons, souvenirs, photography & video services, restaurants & hotel franchisers, tobacco & souvenirs



HORECA & FOOD SERVICES

Cutlery & crockery, F&B services & equipment, kitchen utensils, menu systems, tableware and accessories, bar & restaurant equipment, buffetware, flatware & chinaware, catering services & equipment



OPERATING EQUIPMENT & SUPPLIES

Amenities, bed & table linen, bedroom & bathroom textiles, cleaning - hygiene equipment & solutions, F&B & restaurant consultants, laundry equipment & solutions, mini-bars, room service equipment, table & kitchen linen, uniform & clothing, vending machines



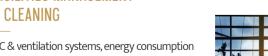
KITCHEN & BATHROOM

Automatic hand dryers, baths, bathroom accessories, bathroom cleaners & dispensers, bathroom supplies & toiletries, cabinets, cooking accessories & cooking utensils, commercial kitchen ovens & cooktops, dishwashing machines, fixtures and fittings, guest toiletries, hardware & worktops, kitchen accessories, kitchen cabinets, kitchen worktops, refrigeration & storage, sinks



HOTFI BUILD

Wall panels, architecture glass, architectural and design practices/interior landscaping, building systems, design software, facades, FF&E: fitting - fixture equipment & supplies, green building systems, hotel building materials suppliers, hotel real estate developers, lifts, signage, turnkey/joinery services, window and door manufacturers



A/C & ventilation systems, energy consumption security, waste disposal & management systems



IF YOU SUPPLY ANY OF THESE PRODUCTS AND WANT TO REACH LEADING HOTELIERS, PLEASE CONTACT: DUBAI@THEHOTELSHOW.COM | +971 4445 3625

WWW.THEHOTELSHOW.COM

THE HOTEL SHOW DUBAI 2022

HITEC Dubai 2022

HITEC Dubai, the Middle East's premier hospitality technology conference, will once again take the center stage at The Hotel Show Dubai.

HITEC Dubai will feature interactive presentations, discussions and demonstrations centered around lessons from diverse real-world case studies, results from the hottest technology implementations and pilots planned by an Advisory Council comprised of world-renowned hospitality technologists from some of the region's best hotels and resorts.



HITEC D U B A I Co-located with The Hotel Show Dubai

The Hospitality Leadership Forum

The Hospitality Leadership Forum is a 3-day free-to-attend business conference that will provide a better understanding of how industry leaders are adapting to change, implementing innovative strategies and embracing new approaches to ensure the survival and future success of the hospitality industry.





The F&B Stakeholders Summit

The F&B Stakeholders Summit will bring leading industry experts and practitioners to one place for a series of highly focused and candid live discussions revealing their plans and strategies for the next year and beyond. All F&B professionals are welcome to attend and take advantage of the opportunity to network with their peers and colleagues in the industry at its first major live event in over a year.

The Hospitality Engineers Middle East Conference

The Hospitality Engineers Middle East Conference is a is highly concentrated one-day meeting that will provide all hospitality engineering professionals with an opportunity to network and learn from leading technical and management staff from across the region. A series of short, solution focused discussions and debates will address key technical, management, communication and career advancement techniques and issues facing this vital profession at this vital time.



THE HOTEL SHOW DUBAI 2022

UAE Professional Housekeepers Meeting

UAE Professional Housekeeping Group Meeting is where leading housekeeping experts and practitioners will hold interactive, indepth discussions and tutorials on all aspects of the industry. Experts will share insights on key topics that will include maintaining excellence in the face of new market conditions, new technologies, new techniques, constraints, regulations and products.





The Chefs Table

The Chefs Table is back for its forth edition at The Hotel Show Dubai this year.

Once again, we will have a number of judges, who will score the participating teams for mise en place, culinary skills, presentation and, of course, taste throughout the 3 days of the competition.

Housekeepers League of Champions

The Middle East Housekeepers League of Champions returns for the 2022 edition of The Hotel Show Dubai - providing housekeeping teams the opportunity to showcase their skills and the technicalities involved in guest room cleaning and maintenance. Experience teams will compete live with one another to spruce-up ransacked rooms.





STHE OTEL HOW DUBAI

FIND OUT MORE TODAY

dubai@thehotelshow.com +971 4445 3625

www.thehotelshow.com