



**INDEX**  
S A U D I  
A R A B I A

**6 – 8  
SEPTEMBER  
2022**

RIYADH INTERNATIONAL  
CONVENTION &  
EXHIBITION CENTER



# SAUDI ARABIA'S FLAGSHIP INTERIOR DESIGN, FURNITURE AND FIT-OUT EXHIBITION





# TAKE A TOUR OF INDEX SAUDI ARABIA 2021





# CONNECTING YOU TO SAUDI ARABIA'S \$1.5 TRILLION PROJECT MARKET

INDEX Saudi Arabia is the Kingdom's flagship interior design, furniture and fit-out trade event, where global furniture, furnishing, kitchen, lighting, homeware, décor, bedroom, covering, flooring, textiles companies meet interior designers, buyers, retailers, distributors, consultants and fit-out contractors. The event is part of the INDEX family of events where INDEX Dubai has been running for over 30 years and is well established as the Middle East's largest trade interiors event.

Saudi Arabia is one of the world's fastest-growing real estate market with an active \$1.5 trillion worth of construction projects, planned and ongoing in the Kingdom. Of this market share, \$10.7 billion alone is being invested in the construction of residential and commercial projects, leading to the rise in urgent demand for interiors.

The Kingdom's burgeoning increase in development of interior projects justifies the need for a platform connecting project specifiers to suppliers and manufacturers. There is no other event in Saudi Arabia that gives the sourcing and design community direct access to global interior and furniture brands.

INDEX Saudi Arabia runs alongside The Hotel Show Saudi Arabia, offering enhanced access to hospitality buyers, while event features include the INDEX Design Talks conference curated to attract serious and senior buyers and specifiers.





# AN IMPORTANT EVENT

## FOR SAUDI ARABIA'S SOURCING AND DESIGN PROFESSIONALS

### ATTENDEE VOLUME BREAKDOWN

**4,127**

Total unique visitors across the 3 days



**4,394**

Total visits across the 3 days, including multiple days entry

**4,584**

Total participants across the 3 days (visitors + exhibitors)

**63%**

Visitors say that live events are the most effective method in finding new partners and generating new business

**85%**

Visitors say that attending INDEX Saudi Arabia is important to their business

**89%**

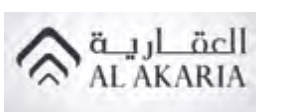
Visitors plan to return to INDEX Saudi Arabia in 2022

*It has been more than 18 months since live events returned to the Kingdom. For us, it's been amazing to meet people once again face-to-face, have conversations and do business deals directly. INDEX Saudi Arabia has very successfully managed to bring the people within the industry together once again.*

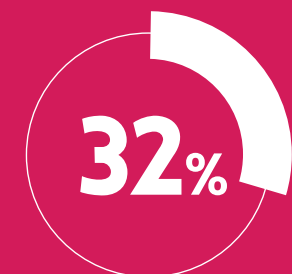
**OSAMA ALSOUBI**  
Ebreez  
Exhibitor 2021



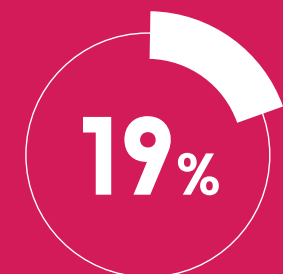
### SNAPSHOT OF ATTENDING COMPANIES



## BREAKDOWN OF JOB FUNCTIONS ATTENDING INDEX SAUDI ARABIA



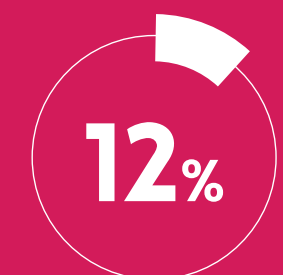
ARCHITECTURE  
& DESIGN



CONTRACTORS



OTHERS



HOSPITALITY



OWNER &  
DEVELOPERS



RETAILERS &  
DISTRIBUTORS



INVENTORS  
& GOVERNMENT

## TOP 3 REASONS VISITORS ATTEND INDEX SAUDI ARABIA

01

To identify new  
potential suppliers

02

To explore newly-launched  
products & innovations

03

To meet and network with  
other industry professionals

## PROJECTS BEING SOURCED FOR...



26%  
Residential



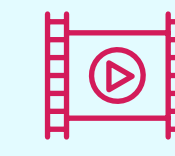
18%  
Office



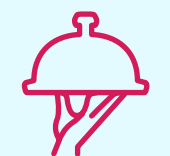
13%  
Hotel



13%  
Mixed Use  
Facilities



7%  
Entertainment  
& Amusement



6%  
Restaurant



6%  
Retail



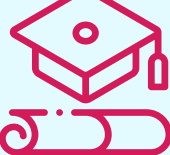
5%  
Healthcare



3%  
Private / Luxury



2%  
Public spaces

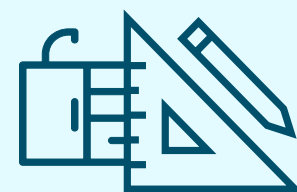


1%  
Education

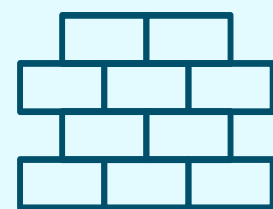


# PRODUCTS YOU CAN SHOWCASE

## PRODUCT SECTORS



**HOSPITALITY  
INTERIORS**



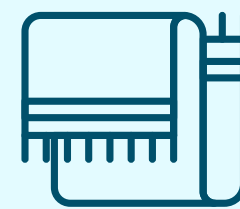
**STONE**



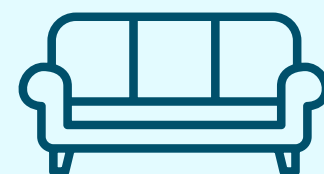
**SURFACES  
& FINISHES**



**TECHNOLOGY**



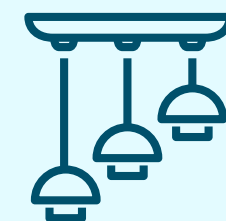
**FURNISHING  
TEXTILES**



**FURNITURE**



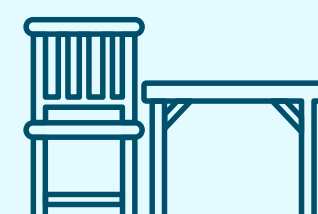
**ART**



**CONTRACT  
LIGHTING**



**OFFICE  
FURNISHINGS**



**OUTDOOR  
FURNITURE**

*INDEX Saudi Arabia is a must-visit for anyone working in the interior design industry. I attend every year, and this year, I got to see so many new materials and products, both local and international participants.*

**AMAL FAGEEH**  
Founder and Interior Designer  
Amal Design  
Visitor 2021



## INDUSTRY SECTORS



**FIT-OUT SERVICES**



**HOSPITALITY INTERIORS**



**MADE FOR RETAIL**



**OFFICE INTERIORS**



**RESIDENTIAL INTERIORS**



# JOIN WORLD-LEADING BRANDS

*We had a great networking experience at INDEX Saudi Arabia, meeting the exhibitors and researching what's new and trending. Thank you to the dmg events team for this wonderful opportunity, bringing the design community back together. We are already looking forward to the next show!*

**GHADA ALBAWARDI**  
Interior Designer  
Interiors In SA  
Visitor 2021



**Gerflor**  
theflooringgroup

**aimmp**  
Portuguese Association of  
Wood and Furniture Industries

LUXURY SHELL DESIGN

Ravelle

LOST COWBOYS.COM  
CREATIVE WALLS & SURFACES

**LISOWSKI**  
Glass Studio

*We have had interesting discussions with many new and potential partners who are keen to establish Eichholtz as a brand in the market. This region holds a lot of potential and the show was very well organised. We will be back next year at INDEX Saudi Arabia 2022 and we recommend other furniture brands to do the same as well. We would like to thank the dmg events team for their support and helping us out in everything we did here.*

**FRISO MAURITS**  
Sales Director  
Eichholtz  
Exhibitor 2021



**EICHHOLTZ**

complet\*  
furniture





# SAUDI ARABIA'S MOST ACTIVELY ENGAGED DESIGN FORUM

SPONSORED BY

**GEBERIT**

Back again in 2022, INDEX Saudi Arabia will bring together the country's topmost design-led creative minds to form panel discussions and debate about the future of interior design and architecture experiences in the Kingdom. This forum is held to ensure the right caliber of audience is attracted to the show.

A cornerstone of the event, the INDEX Design Talks conference is an unmissable source of knowledge for the A&D community. Going from strength to strength, the 2022 conference will include new business streams, international headliners and interactive breakout sessions.

## TOP INDEX DESIGN TALKS ATTENDEE NATURE OF BUSINESS:

- › Interior Designer or Agency
- › Interior Contractor/ Fit-out
- › Manufacturer & General Trading
- › Architectural Firm
- › Consultant

## INDEX DESIGN TALKS

*INDEX Design Talks is one of the most engaging platforms for the design community in the Middle East. Through the previous talks I've met many wonderful speakers, who gave audiences insightful views on the industry's outlook.*

Marketing Director  
**ISG**  
INDEX Design Talks Attendee





# GET IN FRONT OF SAUDI ARABIA'S INTERIOR DESIGN AND FIT-OUT MARKET

INDEX Saudi Arabia exhibitors gain a massive amount of marketing and promotional opportunities, targeting the Saudi Arabian architecture, fit-out and design trade professionals. When you sign up early, you get to leverage a brand marketing campaign pre-show, during show and post-show based on your predefined event objectives.



**VIDEOS**



**NEWSLETTER  
BLOG**



**81,930**

Email / newsletter reach



**127,085**

Website Traffic



**1,349,354**

Instagram Engagements  
For 2021 Show



**NETWORKING  
EVENTS**

**OPPORTUNITIES  
TO GET INVOLVED  
IN YEAR-ROUND**



**INDUSTRY  
CONTENT**



**REPORTS**

**BOOK EARLY FOR MAXIMUM  
EXPOSURE AND ADDITIONAL  
FREE MARKETING  
OPPORTUNITIES**





# EXHIBITOR MARKETING EXAMPLES

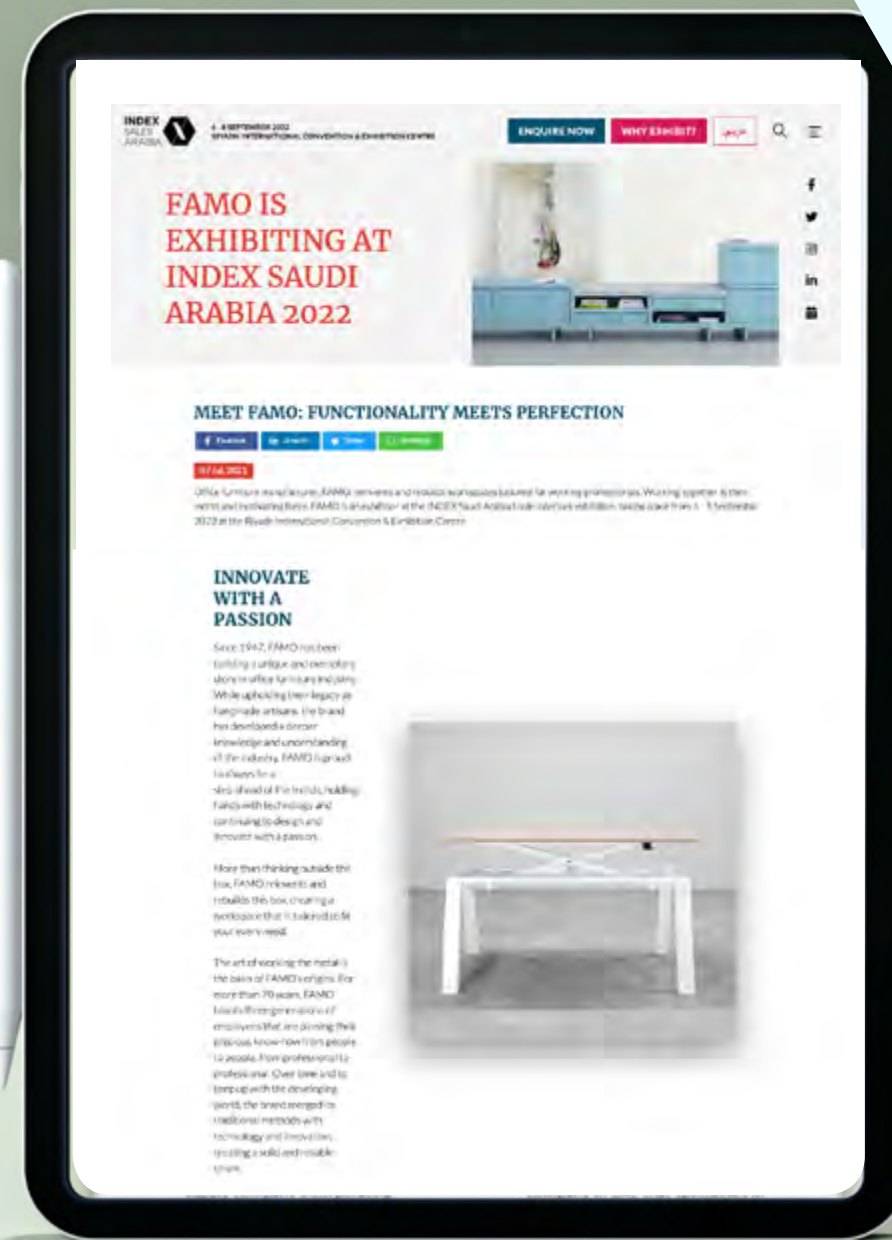
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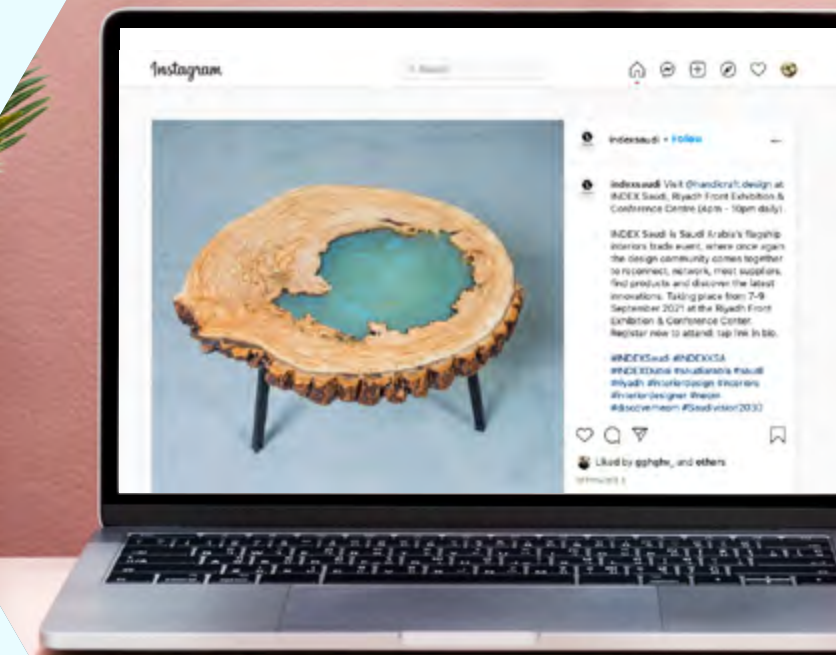
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 [CLICK HERE TO VIEW](#)





# OPTIONS TO PARTICIPATE



## OPTION 1

### SHELL SCHEME (PRE-BUILT):

- › Stand walls, fascia with company name, carpeting, lights & electricity
- › Marketing Power Pack
- › Exhibition insurance
- › Lead Retrieval App
- › Exhibitor Directory Listing

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**SHELL SCHEME FROM USD \$540 PER SQM  
+ \$595 ADMIN & MARKETING FEE**

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## OPTION 2

### SPACE ONLY:

- › Premium space for building stand to your own specifications
- › Marketing Power Pack
- › Exhibition insurance
- › Lead Retrieval App
- › Exhibitor Directory Listing

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**SPACE ONLY FROM USD \$480 PER SQM  
+ \$595 ADMIN & MARKETING FEE**

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SAY  
HELLO  
TO FIND OUT MORE...

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**LAURA COLLINDER**

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**LESLIE PARKS**

Senior Sales Manager

+971 4 445 3761

**LUCY ADAMS**

Sales Manager

+971 4 445 3624

**BRENDAN JACKSON**

Sales Manager

+971 4 445 3612

**KATIE MCBRIDE**

Director

+971 4 445 3613

✉ [sales@index-saudi.com](mailto:sales@index-saudi.com)

ORGANISED BY

**dmg** :: events