



Find your audience



مركز دبي التجاري العالمي
DUBAI WORLD TRADE CENTRE

Advertising Services

MORE ADVERTISING OPPORTUNITIES

Focus and reach

Your spend goes much further when you know the right people are watching.

Each year, we host over 100 mega-events, attracting thousands of exhibitors and bringing more than 1.6 million people through our gates. With visitors from over 160 countries, it's hard to imagine a better, more focused way to position your brand on the global stage.

Location is everything

Dubai is the trade hub for the MENA region. And Dubai World Trade Centre (DWTC) provides the largest hosting platform in that region. Which means our events include many of Dubai's most acclaimed trade fairs, blockbuster consumer shows and prestigious international conferences. Big names such as GITEX, Arabian Travel Market, Gulfood, The Big 5, Cityscape, and the Dubai International Motor Show all make a regular home at DWTC.

Onsite advertising and branding provide unrivalled opportunities to reach your audience—at a time when they're most receptive to your message. With over 1 million square feet of covered event space, we can offer exactly the coverage you're looking for.



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INCREASING MINDSHARE

Be seen, be heard

Enjoy a better ratio of signal to noise.

Advertising within our closed system helps you cut through the noise of the external marketplace.

Launch your brand

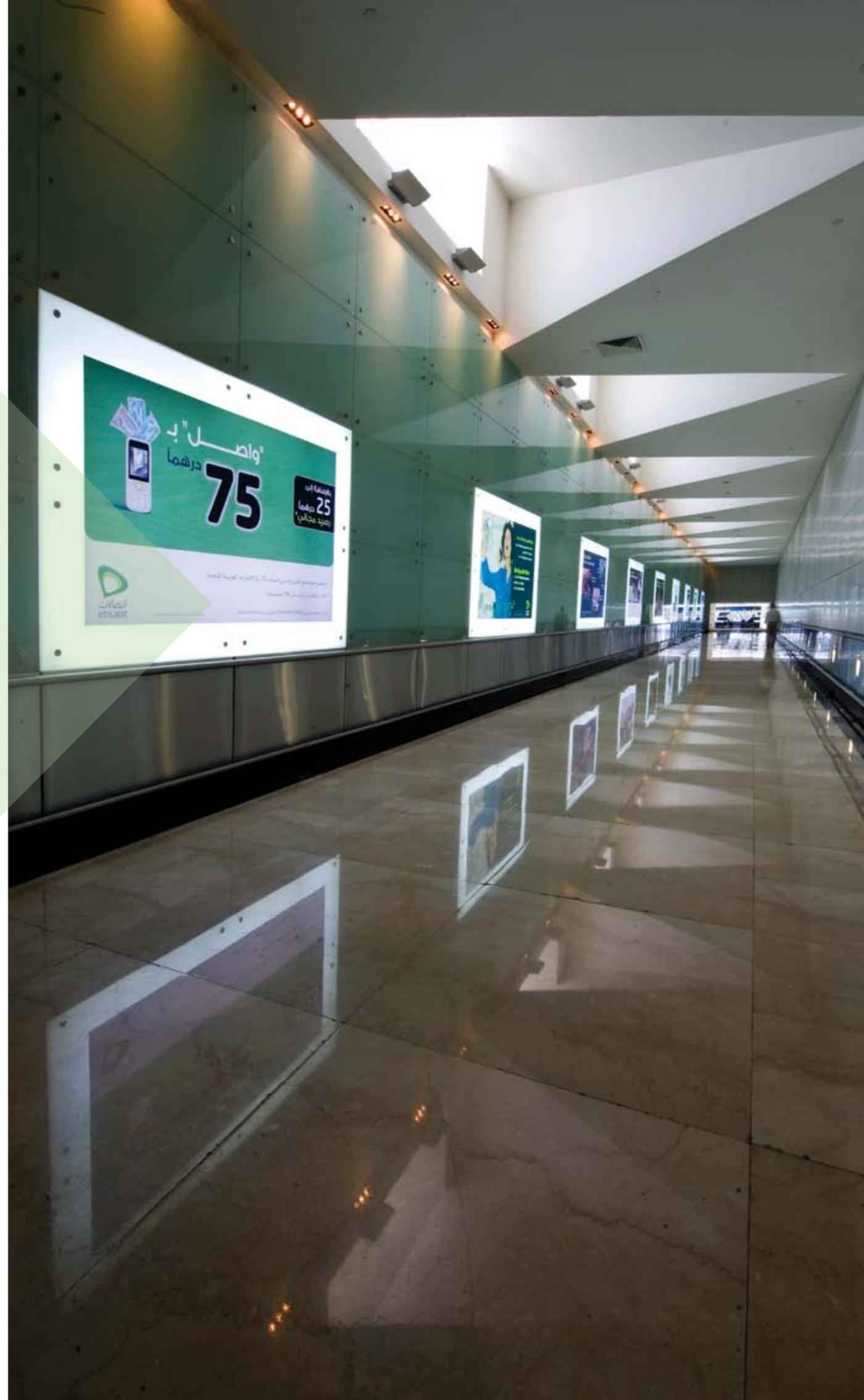
For companies new to the Middle East, DWTC provides the perfect springboard to the region. Create a focused impact on key decision-makers in your sector, or reach out to new customers through our high footfall events.

Established multinationals

Raise your profile by staking your claim to the high-exposure areas in our key sites. Or combine large key spaces with smaller networked areas to protect your hard-won share of mind.

Event partners

As a sponsor or partner, you can cement your relationship with an event through a variety of placements—from poles and billboards on approach roads, through to specific halls and breakout areas.





“Increase your chances of awareness and brand recall.”

THE NETWORK EFFECT

Smarter positioning

Over the years, we've refined our media formats and placement to maximize their impact.

We have total control of our environment. And with a complete calendar of events, we know exactly what visitors will be interested in—and where they'll be.

Our system of networked advertising creates coherent and subtly reinforced connections between your brand and your audience. You can increase your chances of awareness and recall by threading your messaging throughout our complex.

We group our media into three distinct portfolios: signature, strategic and performance.

From our initial recommendations, you're free to tailor the spaces you choose to suit your requirements.

Signature

A restricted number of high-impact sites allow you to become exclusively associated with an event.

Media spaces include: hall gates, entrance banners, plaza hoardings, columns and elevators.

Strategic

Connecting key high-traffic areas creates a powerful association with your brand.

Media spaces include: gate banners, entranceways, arches, escalators, panels, hanging banners, sliding doors, backlit posters and welcome signs.

Performance

Networked sites spread across the Venue to allow excellent reach to the largest audience

Media spaces include: banners (from panoramic to smaller hanging formats), column cladding, lampposts, flag poles, planter wraps and floor graphics.

For more details...

Please ask for our complete media portfolio which includes locator maps, formats and network details for all media, providing the best exposure for your brand.

To take the next step, visit www.dwtc.com

Or contact us direct:

- Email: advertise@dwtc.com
- Tel: +971 4 332 1000
- PO Box 9292, Dubai, UAE

Business hours:

8am to 5pm, Sunday to Thursday.

Getting here:

Dubai is well served by a major world-class airport, several ports and a choice of highways and bus routes throughout the UAE.

For more details, see our website.