



Interior Design & Hospitality

Middle East North Africa & India

17th- 18th September 2012
at the Dubai Park Hyatt

Exclusive one-to-one meetings
With interior design & hospitality stakeholders

www.boudoirprestige.com

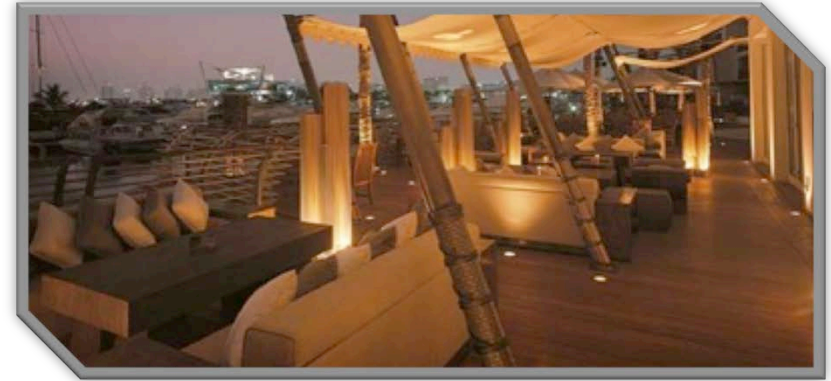
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ABOUT BOUDOIR PRESTIGE



- The finest of **Interior Design & Hospitality**
- A **two-day business-meeting** event
- A **business booster**
- A **unique opportunity** to meet with **selective** suppliers and purchasers
- **High-quality suppliers** from *France, Germany, Italy, UK, Austria, South Africa, Brazil, Australia...*
- Carefully selected **senior decision makers*** from *KSA, Jordan, Syria, Turkey, Qatar...*
- A privileged location: the **Park Hyatt Dubai*******

THE CONCEPT



- Business meetings

- **15+ appointments:** meet with a maximum of the selected partners
- **Face-to-face meetings:** you have all your partner's attention
- **20mn duration:** present your company, introduce your products, get to know each other

- Networking

- **A 2-day event:** get to know each other **without rush**
- Multiply the **networking opportunities:** lunch & coffee breaks, dinners, cocktails...
- The **best setting** to enjoy a relaxed business relationship and connect at an other level

- Showroom

- Seize the opportunity to **highlight** what you do best
- **A complementary offer:** show your products in their real environment
- **Always available:** at the center of the room
- End your meeting with a **sneak-peak** at your products

SUPPLIERS' PROFILE

Fine quality, fine design, a style to suit the buyers' needs



Coming from the **best international locations** for design & hospitality, a limited number of 50 suppliers will be offering an **alternative range** of products.

France, Italy, Germany, UK, Austria, South Africa, Australia... Known for their quality, their craftsmanship and expertise, they represent **what know-how, innovation & exclusivity do best.** *(limited to only 50 participants)*

A large product offer for interior design & hospitality:

Accessories	Audio/Video/Sound	Bathroom accessories
Carpeting & Flooring	Fabrics	Frame & Art Products
Decorative Fireplace	Furniture & Furnishing	Household linen
Lighting	Outdoor Furniture & decoration	Tableware
Wall Covering	Wine Cabinet	...

BUYERS' PROFILE

Carefully selected to optimize business opportunities

Who are they?

Only 50 senior decision makers among the best project holders in the design & hospitality sector.

F&B Managers, Hotel Procurement, Interior Architects & Designers, Retail Managers, Yacht Interior Designers... are carefully selected for the potential of their future projects and their significant purchasing power.

Where are they from?

Various countries holding the **best pipelines of projects** for hospitality, residential, commercial, yachting...

- KSA, Oman, Qatar, Abu Dhabi, Dubai, Sharjah, Jordan, Syria, Turkey, India...

Why are they invited?

They are selected & invited by the organization because they hold the **best business potential** for our suppliers. Present during the two days **only by invitation**, they are **fully available**.





THE UNIQUE OFFER OF BOUDOIR PRESTIGE

What is included for suppliers?

- A minimum of 15 meetings
- Select who you want to meet
- A pre-scheduled agenda of meetings
- Hotel accommodation for 3 nights
- Event catering (breakfasts, coffee breaks, cocktails, lunches, dinners)
- Event directory with contact information

But, can I have more?*

Available:

- An additional 5-meeting package
- Product displaying showroom
- Additional hotel nights at preferred rates

What is included for buyers?

- Up to 20 meetings
- Choose who you want to meet
- A pre-scheduled agenda of meetings
- Flights
- Hotel accommodation for 3 nights
- Event catering (breakfasts, coffee breaks, cocktails, lunches, dinners)
- Event directory with contact information

*Price available upon request



What will Boudoir Prestige bring you more than a trade show participation?

✓ Boudoir Prestige

- ✓ An all in package (hotel, catering, meetings)
- ✓ Everything is settled – you just have to come and do business.
- ✓ 15 meetings guaranteed with your core target
- ✓ 2 full days of networking with senior decision makers
- ✓ Save your energy, everything is on site and focus on doing business (meetings, rooms, catering)
- ✓ Limited number of competitors

✗ Trade Shows

- ✗ Numerous hidden cost to the booth (electricity, equipment, hostess, food, invitations...)
- ✗ Weeks of preparation before the show (set up of the booth, calls, invitations...)
- ✗ No guarantee to meet the right contacts
- ✗ Limited time to present your company & products
- ✗ Waste of energy: run through the halls & through the town
- ✗ High number of competitors

A WINNING FORMULA

BY INVITATION ONLY



Face to face meetings with high-end designers & project decision makers: A unique event for a unique design.

– **Efficiency**

- 15+ appointments
- Senior decision makers
- YOUR core target

– **Quality**

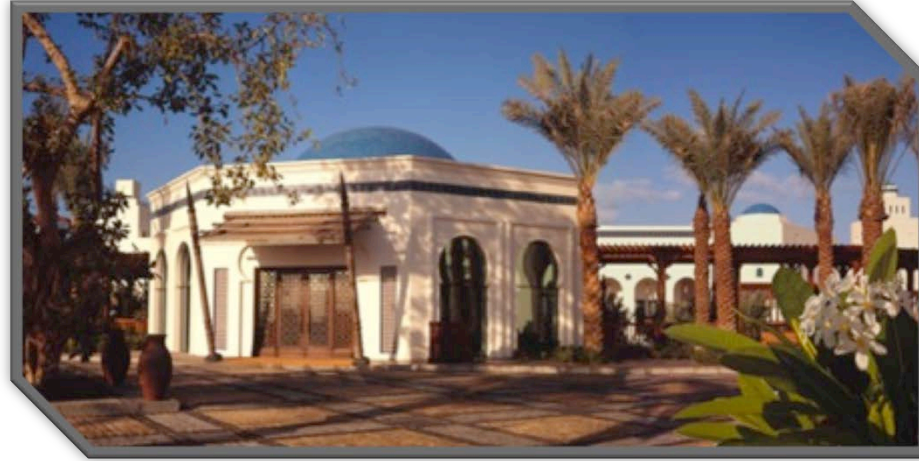
- selected participants
- a prestigious location
- meet with usually unavailable people

– **Time saver**

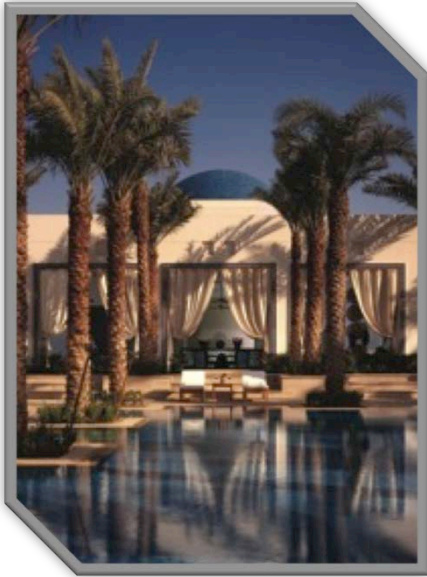
- a real all-in-package
- everything on site
- seize business opportunities

– **Cost-effective**

- all is included
- no extra costs on booth, catering, accommodation...
- showcase your products with a complementary offer



THE PARK HYATT HOTEL*****



- **The Dubai Park Hyatt** is a luxury, seafront hotel
- It is located just four kilometres from Dubai International Airport
- Park Hyatt Dubai stands for the ideal resort destination in Dubai

More information: <http://dubai.park.hyatt.com>

A DYNAMIC MARKET ENVIRONMENT

The Building construction industry in the GCC has remained in the **forefront of aesthetic design** combining elegance and convenience while retaining the regional flavor. It thus remains at the top of classic architectural designs and developments.

Hosting some of the most spectacular construction masterpieces, the GCC countries offer a sheer visual delight to its investors, thus **leading the global architectural development** with its elegant, sophisticated state of the art structures.

The GCC Hospitality sector is witnessing a **high growth phase**. The focus on tourism is feeding into the hospitality industry of the GCC countries as Qatar is preparing to host the **FIFA World Cup 2022**, UAE remains a top tourist destination of the Middle-East and Oman bases its future growth plans by projecting the country as a top tourist destination.

Overall there exists a healthy pipeline of projects still on the growth path forging ahead with ambitious plans and worldwide investors showing interest in this segment.

Source: VENTURES Middle-East

Inbound tourism and reverse flow from the slowing down European market is likely to contribute to the healthy growth of projects in the hospitality segment into 2015. The impending development of the GCC hospitality sector is set to have an **extremely positive impact on the interior development, hotel refurbishment and fit-outs sector**.

Hotel projects completed in the year 2010 will involve an interior spend of US\$ 406.6 million, an approximate 22.5% of total project costs. The GCC interior designs spend forecast reached \$5.67 billion in 2011.

With the GCC market set for a staged recovery followed by an investment led approach in the construction, restoration and refurbishment of the hotel industry, **the prospects for the interiors development in this sector remain highly vibrant**.

Dubai remains the **economic hub for the GCC area** as decision makers and key players from the interior design & hospitality sector come back year after year to source new products.

ABOUT US

informa
exhibitions



ITEC Informa operate around 135 trade and consumer events in over 38 cities across the globe: *London, Sao Paulo, Dubai, Abu Dhabi, Mumbai, Singapore and Beijing.*

Each year across the group we bring together approximately **1 million professionals** from every corner of every continent, all looking to **meet, network and do business.**

ITEC Informa is the organizer of **SPAMEETING**, a **b2b meeting event in the spa & wellness sector.** It gathers the leading hotel chains buyers such as *Starwood, Shangri-La, Accord...*

Faubourg Design is the official Middle East agent for a group of **French brands** specialized in **luxury** products manufacturing for **interior design.**

Based in Dubai, they offer complementary products with different price levels to answer accurately the diversity of needs on projects.

Faubourg Design clients include *hotels, interior designers, VIPs, retailers...*

SUPPLIER PARTICIPATION FEES

	Early Bird Rate**	Normal rate
1 attendee* <i>For 15 meetings</i>	5 490 €	6 100 €
2 attendees*	7 200 €	8 000 €
Additional Guest <i>not attending the meetings</i>	<input type="checkbox"/> Sharing Double Room 600 € <input type="checkbox"/> Single Room 1 200 € Rate includes 3 nights, cocktail & dinner	
Additional 5-meeting package	765 €	850 €

*Price includes: 15 meetings, 3 nights accommodation, breakfasts, cocktails, lunches and networking dinners – flights are not included

**Early Bird rate available until March, 30th 2012

SPONSOR THE EVENT

GOLDEN SPONSORSHIP

Boost your visibility before the event:

- Logo on the promotional pdf brochure as official sponsor (presentation of the event)*
- Logo on website as official sponsor:
www.boudoirprestige.com
- Logo on e-news
- E-news Interview

Communication on site:

- On arrival : logo on a welcoming board set at reception*
- One advertising page on the Boudoir Prestige Directory distributed to all participants
- Distribution of your product gifts or brochure in each buyer welcome pack
- One Lunch or Diner sponsored – « Your Lunch/diner is offered by : SPONSOR NAME »*

5 300 €

EARLY BIRD RATE

3 445 €

SILVER SPONSORSHIP

Boost your visibility before the event:

- Logo on the promotional pdf brochure as official sponsor (presentation of the event)*
- Logo on website as official sponsor:
www.boudoirprestige.com
- E-news Interview

Communication on site:

- On arrival : logo on a welcoming board set at reception*
- One advertising page on the Boudoir Prestige Directory distributed on site to all participants
- Distribution of your flyer in each buyer welcome packs

3 900 €

EARLY BIRD RATE

2 535 €



BOOST YOUR VISIBILITY

- Your logo on the Boudoir Prestige website – 2 months minimum: **350 €**
- Advertising in the Boudoir Prestige Directory distributed to all the delegates: **750 €**
- Insert of flyer or product in the delegates bags: **250 €**
- **Welcome Packs sponsorship:**
You supply the 200 bags for the delegates (insert of a flyer included – size and capacity to confirm with ITEC): **1 000 €**
- **Product display:**
Showroom with your products along with a complementary offer: **850 €**
- **Room gifts:**
Place your products in the participants room: **700 €**



TEAM CONTACT

How to register?

Are you a **decision maker** regarding interior design and hospitality? Do you wish to meet with new suppliers?

Do you wish to **meet right decision makers** and buyers from the MENA region?

Contact our team who will review your eligibility for Boudoir Prestige Interior Design & Hospitality MENA.

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