

## SPACE ONLY (MINIMUM SIZE 18m<sup>2</sup>)

STAND SIZE (m <sup>2</sup> )	DIMENSIONS	STANDARD RATE (US\$860 per m <sup>2</sup> )	EARLY BIRD RATE (US\$785 per m <sup>2</sup> )	YOU SAVE!
18	6x3	\$15,480	\$14,130	\$1,350
24	6x4	\$20,640	\$18,840	\$1,800
27	9x3	\$23,220	\$21,195	\$2,025
30	6x5	\$25,800	\$23,550	\$2,250
36	6x6	\$30,960	\$28,260	\$2,700
42	6x7	\$36,120	\$32,970	\$3,150
54	6x9	\$46,440	\$42,390	\$4,050
60	6x10	\$51,600	\$47,100	\$4,500

### STAND APPROVAL FEE

THE DUBAI WORLD TRADE CENTRE HAVE INTRODUCED A FEE FOR APPROVING STAND DESIGNS FOR GESS DUBAI 2026. THEREFORE A US\$250 +5%VAT COMPULSORY FEE WILL BE ADDED.

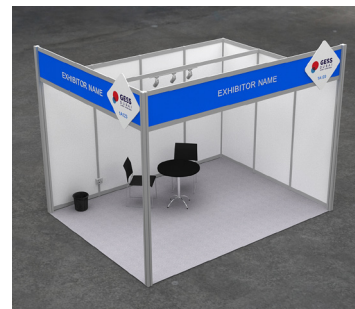
- MULTIPLE STANDS (TWO OR MORE), THE APPROVAL FEE WILL BE US\$250 +VAT PER STAND.
- DOUBLE DECKER STAND DESIGNS, THE APPROVAL FEE WILL BE US\$300 +VAT AND ADDITIONAL EXPOSURE FEES.
- COUNTRY PAVILIONS WITH MULTIPLE STANDS, THE APPROVAL FEE WILL BE US\$300+VAT PER PAVILION.

\*EXCLUSIVE OFFER FOR 60M<sup>2</sup> EXHIBITORS - MAXIMISE YOUR ROI WITH:

- COMPLIMENTARY 20 MINUTE-TALK ON PRODUCT SHOWCASE STAGE
- X3 EXCLUSIVE, PRE-ORGANISED 1:1 MEETINGS

## SHELL SCHEME (MINIMUM SIZE 9m<sup>2</sup>)

STAND SIZE (m <sup>2</sup> )	DIMENSIONS	STANDARD RATE (US\$895 per m <sup>2</sup> )	EARLY BIRD RATE (US\$830 per m <sup>2</sup> )	YOU SAVE!
9	3x3	\$8,055	\$7,470	\$585
12	4x3	\$10,740	\$9,960	\$780
15	5x3	\$13,425	\$12,450	\$975
18	6x3	\$16,110	\$14,940	\$1,170
24	6x4	\$21,480	\$19,920	\$1,560
27	9x3	\$24,165	\$22,410	\$1,755
36	6x6	\$32,220	\$29,880	\$2,340



CARPET



SHELL SCHEME



NAME BOARD



SPOTLIGHT  
2 PER 9SQM



TABLE  
1



CHAIRS  
2



SOCKET (STANDARD  
BRITISH SQUARE 3 PIN)  
1 PER 9SQM



WASTE BIN  
1

## STANDARD PROMOTIONAL PACKAGE \$750 (COMPULSORY)

- **UNLIMITED SCANNING APP LICENSES:** capture leads at your stand in seconds. Qualify, rate, and take notes on each lead
- **ACCESS TO CONNECTME EVENT APP:** Send & receive meeting requests and instant messages – Build your personal profile and schedule - Receive important event alerts
- **ACCESS TO LEAD INSIGHTS PLATFORM:** Informa's industry-defining lead reporting and insights platform gives you the most enriched data about your leads to help you better understand who they are and how they are engaging with you
- **1 X BASIC LISTING IN SHOW PREVIEW:** A digital document we send to our pre-registered and prospect databases to give them a detailed early look at what they can find on-site, including exhibitor content.
- **GLEAN.IN CUSTOMER INVITE TOOL:** Social images/blocks, including logo/stand number, designed for exhibitors to share across all social media platforms and emails.
- **1 X ENHANCED LISTING ON ONLINE EXHIBITOR LIST** (including logo and video)
- **1 X BASIC LISTING IN THE ONLINE FLOORPLAN**

### ENHANCE YOUR PROMOTIONAL PACKAGE

#### PREMIUM - \$500

- STAND HIGHLIGHTED IN COLOUR ON THE ONLINE FLOORPLAN
- BOX BANNER ON GESS DUBAI SHOW EMAIL X 1 EDITION
- 1 X FEATURE ARTICLE IN SHOW PREVIEW
- OPTION TO INCLUDE ADVERTORIAL TEXT AND PHOTO ON THE GESS EDUCATION WEBSITE
- 1 X FEATURED LOGO ON THE ONLINE FLOORPLAN

#### A4 SHOW PREVIEW ADVERT - \$500

## START UP PACKAGE

### MEET THE CRITERIA:

- HAS BEEN OPERATING FOR 3 YEARS OR LESS
- HAS ANNUAL TURNOVER NOT EXCEEDING US\$5 MILLION

STAND SIZE (m <sup>2</sup> )	DIMENSIONS	AVAILABLE FOR	COST
2	2x1	1 <sup>ST</sup> TIME EXHIBITORS ONLY	\$3,000
4	4x1 / 2x2	1 <sup>ST</sup> & 2 <sup>ND</sup> TIME EXHIBITORS ONLY	\$5,000



### INCLUDES:

- UNLIMITED SCANNIG APP LICENCES
- CONNECTME EVENT APP
- ACCESS TO LEAD INSIGHTS PORTAL
- 1 X BASIC LISTING ON ONLINE EXHIBITOR LIST
- 1 X BASIC LISTING IN THE ONLINE FLOOR PLAN



CARPET



SHELL SCHEME



NAME BOARD



SPOTLIGHT  
1



TABLE  
1



CHAIRS  
2



SOCKET (STANDARD  
BRITISH SQUARE 3 PIN)  
1



WASTE BIN  
1

## PRODUCT SHOWCASE TALK \$2,000

SHOWCASE YOUR BRAND AND PRODUCTS LIVE TO OUR AUDIENCE OF EDUCATIONAL BUYERS ON THIS DEDICATED SPEAKING AREA.

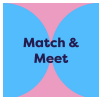
- LIMITED SLOTS PER DAY
- 20 MIN SPEAKING SLOT / PRODUCT DEMO
- PROGRAMME ON GESS DUBAI WEBSITE
- INCLUDED IN PROGRAMME PROMOTED THROUGH GESS DUBAI SHOW EMAILS
- INCLUDED IN PROGRAMME PROMOTED THROUGH GESS SOCIAL CHANNELS
- INCLUDED IN PROGRAMME DISPLAYED IN DIGITAL SHOW PREVIEW



## BESPOKE 1:1 MEETING PROGRAMME \$1,500

MAXIMISE YOUR ROI WITH EXCLUSIVE BESPOKE 1:1 MEETINGS, DESIGNED FOR EXHIBITORS LOOKING TO CONNECT WITH KEY DECISION MAKERS.

- DEDICATED CONCIERGE SERVICE TO HANDLE SCHEDULING AND LOGISTICS
- 3 DEDICATED PRE-ARRANGED MEETINGS (15-20 MINS EACH)
- DEDICATED MEETING AREA ONSITE ON SHOW FLOOR
- GUARANTEED NUMBER OF MEETINGS THAT MATCH YOUR CRITERIA
- TIME-SAVING & EFFICIENT - NO MORE CHASING LEADS



## SPONSORSHIP OPPORTUNITIES

### REQUEST SPONSORSHIP BROCHURE FOR FURTHER DETAILS

ONSITE PRICE FREEZE! SECURE SPONSORSHIP ONSITE BEFORE RATES GO UP

SPONSORSHIP	PRICE
PLATINUM	\$84,000
GOLD	\$47,250
SILVER	\$25,000
LEADERS IN EDUCATION	\$40,000
REGISTRATION SPONSOR	\$14,500
GESS AWARDS SPONSORSHIP	\$2,625 - \$15,750
SHOW BAGS	\$18,500
CONFERENCE ROOM SPONSOR	\$25,000
START UP PAVILION SPONSOR	\$10,500
SUSTAINABILITY SPONSOR	\$20,000
PREMIUM PROMOTIONAL PACKAGE	\$500
PRODUCT SHOWCASE TALK	\$2,000
BESPOKE 1:1 MEETING PROGRAMME	\$1,500
3 <sup>RD</sup> PARTY PRE/POST EMAIL CAMPAIGN TO VISITORS	\$5,000