

2026 RATE CARD

BOOK EARLY BIRD RATES AND MAKE SIGNIFICANT SAVINGS! *
DEADLINE IS 24TH APRIL 2026

*Pricing excludes 5% VAT

SPACE ONLY (MINIMUM SIZE 18m²)

STAND SIZE (m ²)	DIMENSIONS	STANDARD RATE (US\$860 per m ²)	EARLY BIRD RATE (US\$785 per m ²)	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

*EXCLUSIVE OFFER FOR 60M² EXHIBITORS - MAXIMISE YOUR ROI WITH:

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

SHELL SCHEME (MINIMUM SIZE 9m²)

STAND SIZE (m ²)	DIMENSIONS	STANDARD RATE (US\$895 per m ²)	EARLY BIRD RATE (US\$830 per m ²)	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

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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 ²)	DIMENSIONS	AVAILABLE FOR	COST
2	2x1	1 ST TIME EXHIBITORS ONLY	\$3,000
4	4x1 / 2x2	1 ST & 2 ND TIME EXHIBITORS ONLY	\$5,000



INCLUDES:

- UNLIMITED SCANNING 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

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CHAIRS

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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 RD PARTY PRE/POST EMAIL CAMPAIGN TO VISITORS	\$5,000