



ديكو بيلد
DECOBUILD

معرض الديكور والتعميم
ومواد البناء

Decoration, Interior Design
& Building Material Exhibition

DECORATION, INTERIOR DESIGN
& BUILDING MATERIAL
EXHIBITION

www.decobuild.ae



Dubai World
Trade Center



16th - 19th
MAY 2024



decobuildDXB



decobuild



decobuilddxb



Decobuild Exhibition



Decobuild Exhibition

A GLIMPSE OF **DECOBUILD**

WATCH
VIDEO



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DECOBUILD

IN NUMBERS

+10,000

Footfall in four days

+92

Exhibitors

+9,000 sqm

Exhibiting space

20

Live workshops & seminars

ABOUT DECOBUILD

Decobuild is an annual decoration, interior design and building material exhibition. The exhibition presents elite industry experts of building and construction materials, contracting, engineering consulting firms, interior design, furniture, banks and property finance, projects management, swimming pools & landscaping, aluminum & glass, and governmental establishments involved in housing, to showcase the best products and solutions for residential, commercial, hospitality and real estate developers.

The show aims to exploit the huge potential offered by the UAE market for building materials and interior design, and to create partnerships between the national housing establishments, organizations and the private sector. It's an ultimate destination to source suppliers & network with industry professionals during four full-packed show days.





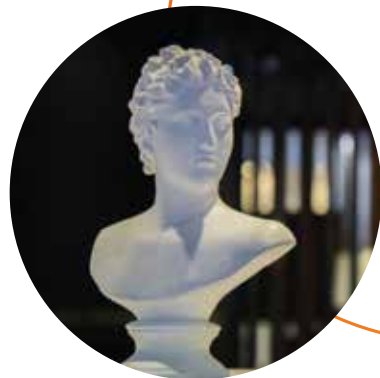
OBJECTIVES OF THE EXHIBITION

- To exploit the huge potential offered by the UAE market for building materials and construction.
- To offer national industries the opportunity to display their products in an exceptional setting.
- To demonstrate modern technologies in the fields of building materials production, finishing works, creative engineering solutions, maintenance and improvement technologies.
- To highlight the role of government bodies concerned with national housing and finding successful solutions for the problems faced by the beneficiaries from their services and programs in the building and construction market.
- To create partnerships between the national housing establishments, organizations and programs & big companies participating in the exhibition.



WHO SHOULD EXHIBIT?

EXHIBITOR AND PARTICIPANTS CATEGORIES



Interior designers
& architects



Furniture,
furnishings & fixtures



Lighting &
technology



Government bodies
involved in housing



Building materials
including flooring,
walling, & doors



Smart home
technologies & appliances



Kitchen & sanitary
manufacturers



Engineering consultancies



Bank & property finance
institutions



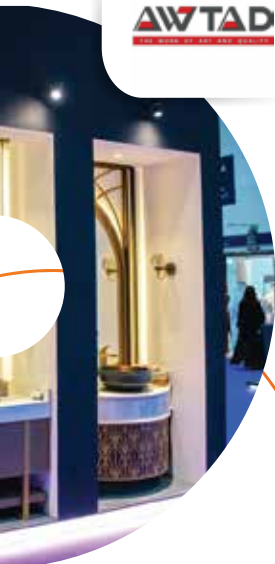
Fit-out contractors

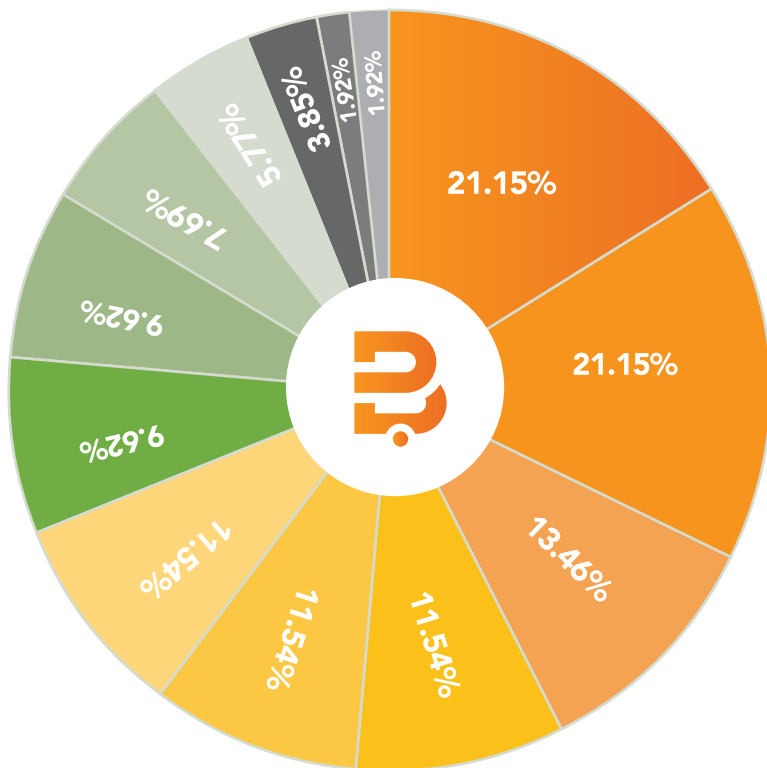
WHY EXHIBIT AT DECOBUILD

Decobuild provides contractors, entrepreneurs and people who wish to build their homes with a wide selection of consulting and engineering firms as well as the latest innovations in building materials, décor and interior finishes. Additionally, it will give visitors a chance to look at furniture and smart solutions for their dream homes. All of this comes under one roof at Decobuild, the largest exhibition of its kind.



EXHIBITORS PROFILE





- Interior Design **21.15%**
- Engineering Consultancy **21.15%**
- Building Material & Paints **13.46%**
- Furniture, Textiles & Curtains **11.54%**
- Smart Homes & Elevators **11.54%**
- Contracting Companies **11.54%**
- Lighting & Light Design **9.62%**
- Aluminum, Glass, Doors & Kitchens **9.62%**
- Landscaping & Pools **7.69%**
- Ceramic & Sanitaryware **5.77%**
- Project Management **3.85%**
- Gov. Housing Bodies **1.92%**
- AC & MEP **1.92%**

JOIN THE COMPETITION...

GROW YOUR BUSINESS

Sold their products/services
to new clients

82%

Promoted their business

87%

Met qualified
suppliers

71%

Retention rate for
exhibitors

76%

Of exhibitors closed deals
or made sales

86%

Sold their products/services
to existing clients

69%



INTEGRATED MARKETING PLAN & PR CAMPAIGN



572,235

E-shots sent to targeted
industry professionals

SMS invitations delivered

367,132

546,589

Unique views of online banner ads
on sponsors & affiliates websites

daily effective circulation on our outdoor
ads on key locations

+2,600,000

1,232,082

Impressions on social media

Influencer marketer covering the event to
total of +3.5 million followers locally

30

43

PR & media outlets publishing about the
show with 1.87 million total circulations.



INTEGRATED MARKETING PLAN & PR CAMPAIGN

BANNER AD



PAID ADS - NEWS PLATFORMS



Instagram



OUTDOOR AD



SPONSORS POSTING ABOUT DECObUILD



SOCIAL MEDIA COVERAGE



Adnan Almenhali



Eng. Zainab



Khalid Alkhaldi



Eng. Tariq Alhammadi



Munthir Almuzaki



Jassim Alhindasi

SOCIAL MEDIA COVERAGE



PRESS RELEASES



DUBAI TV



GULF TODAY



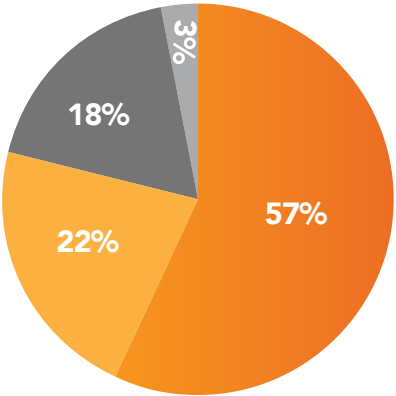
OMNES' MEDIA

SPONSORED CAMPAIGNS



DECOBUILD

VISITORS PROFILE



- UAE Nationals
- Non-Arab Countries
- GCC Countries
- Other Arab Countries

MALE

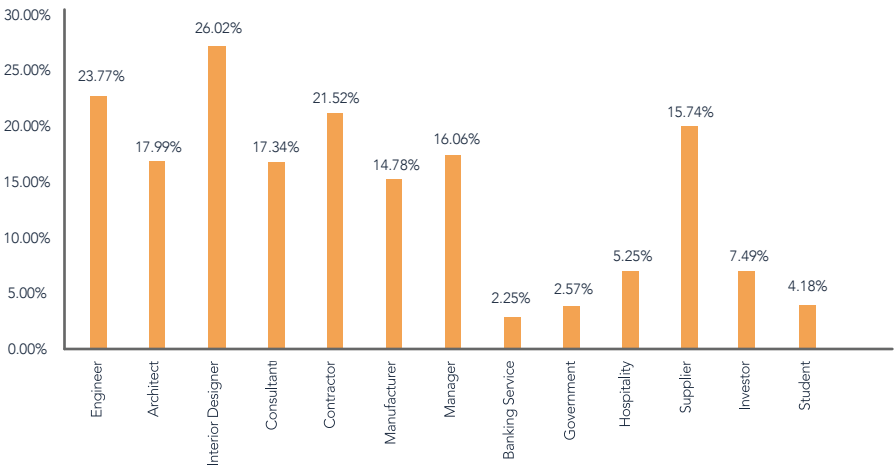


71%

FEMALE



29%



WHO WILL YOU MEET AT DECOBUILD

The show is an ideal interface to connect, make deals & network with distributors & manufacturers of:

- Residential & commercial property developers
- Land & property owners
- Designers of luxurious projects
- Lighting & technology
- Smart home solution providers
- Building materials including flooring, walling, doors & windows
- Kitchen & sanitary manufacturers
- Engineering consultancies
- Fit-out contractors
- Swimming pools & landscaping consultants and contractors
- Bank & property finance institutions



EXHIBITORS

PARTICIPATION DETAILS

SPACE ONLY

Bare space for exhibitors designing & building their own stands

- Contractor is subject to pre-approval from the organizer.
- Stand design must be submitted for safety & quality pre-approval from the organizer prior to production.
- Power supply & consumption is charged separately

SHELL SCHEME STAND

Ready-made stand inclusive of:

- Panel walls.
- Internal carpet for the stand area.
- Fascia name in Arabic & English.
- 3 x spotlights.
- 1 x power socket & power consumption.
- 1 x table + 2 chairs.
- 1 x Waste bin.





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Organized By
Leader Events Management